

London Google Poll

Fieldwork: 27th Nov - 9th Jan 2020
Interview method: Online Survey
Population represented: London Adults
Sample size: 676

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age gender to representative proportions for London

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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202 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £1.25 for a month and not being tracked, or continuing to be tracked when using these services. Would you: 212

203 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £2.50 for a month and not being tracked, or continuing to be tracked when using these services. Would you: 213

204 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £5 for a month and not being tracked, or continuing to be tracked when using these services. Would you: 214

205 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £10 for a month and not being tracked, or continuing to be tracked when using these services. Would you: 215

206 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £20 for a month and not being tracked, or continuing to be tracked when using these services. Would you: 216

207 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £50 for a month and not being tracked, or continuing to be tracked when using these services. Would you: 217

208 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £100 for a month and not being tracked, or continuing to be tracked when using these services. Would you: 218

209 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £200 for a month and not being tracked, or continuing to be tracked when using these services. Would you: 219

210 Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £500 for a month and not being tracked, or continuing to be tracked when using these services. Would you: 220

211 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £1.25? 221

212 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £2.50? 222

213 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £5? 223

214 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £10? 224

215 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £20? 225

216 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £50? 226

217 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £100? 227

218 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £200? 228

219 Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £500? 229

220 Overall, do you have a favourable or unfavourable impression of Google as a company? 230

221 And do you have a favourable or unfavourable impression of how Google has responded to Covid-19? 231

222 Do you agree or disagree with the following statements?: Overall, the tech industry is a force for good in the UK 232

223 Do you agree or disagree with the following statements?: Recent innovations by the tech industry have improved my quality of life 233

224 Do you agree or disagree with the following statements?: Recently, progress in new technology has slowed down 234

225 Do you agree or disagree with the following statements?: Online platforms spread more disinformation and fake news than the traditional media 235

226 Do you agree or disagree with the following statements?: On balance, the Internet has reduced my day to day privacy 236

227 Do you agree or disagree with the following statements?: There is not enough choice in online search engines 237

(1.A) Which of the following technologies does your household own? Please select ALL that apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Personal car	59%	59%	58%	49%	54%	49%	69%	57%	77%	67%	55%	56%	52%	59%	59%	61%
Dishwasher	47%	46%	48%	42%	40%	43%	51%	54%	58%	64%	40%	39%	38%	48%	47%	48%
Tumble dryer	38%	41%	35%	39%	34%	30%	39%	41%	50%	44%	35%	35%	36%	38%	38%	38%
TV	89%	89%	88%	81%	82%	86%	98%	93%	95%	89%	89%	87%	92%	89%	89%	90%
Laptop computer	80%	80%	80%	83%	80%	85%	82%	84%	67%	84%	84%	74%	74%	81%	82%	82%
Tablet computer	59%	56%	63%	49%	55%	61%	68%	58%	63%	60%	62%	59%	54%	59%	60%	61%
Fitness tracker (eg Fitbit)	22%	19%	24%	25%	32%	32%	14%	8%	9%	28%	22%	18%	14%	22%	22%	23%
Smart watch (eg Apple Watch, Galaxy Watch)	22%	23%	20%	24%	35%	23%	25%	9%	5%	28%	21%	15%	16%	22%	22%	23%
Games console (eg Sony Playstation, Microsoft Xbox, Nintendo Switch)	43%	47%	38%	66%	66%	46%	42%	20%	8%	47%	40%	49%	34%	44%	45%	44%
Smart speaker (eg. Amazon Echo, Google Home, Apple Homepod)	34%	37%	32%	38%	44%	39%	36%	20%	23%	40%	38%	29%	24%	35%	36%	36%
Streaming box or stick (eg Apple TV, Google Chromecast, Fire TV, Roku)	33%	35%	32%	36%	45%	37%	30%	21%	21%	44%	32%	26%	24%	34%	34%	34%
Smart lights (eg Philips Hue, Ikea Trådfri etc)	13%	15%	10%	13%	20%	13%	17%	5%	2%	18%	11%	6%	13%	13%	13%	13%
Smart Thermostat (e.g. Google Nest, Hive etc.)	13%	16%	10%	11%	21%	10%	15%	4%	11%	20%	11%	8%	8%	13%	14%	14%
None of the above	1%	1%	2%	4%	1%	1%	0%	4%	1%	0%	2%	2%	3%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(2.A) Would you say you tend to be an early or late adopter of new technologies?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Very early adopter	10%	13%	7%	22%	20%	8%	2%	4%	2%	14%	10%	8%	5%	10%	10%	10%
Somewhat early adopter	28%	32%	25%	29%	37%	34%	31%	18%	11%	35%	25%	21%	30%	29%	29%	29%
Neither an early or late adopter	28%	24%	32%	26%	25%	33%	27%	33%	26%	23%	33%	28%	31%	29%	29%	28%
Somewhat late adopter	23%	22%	25%	13%	13%	20%	26%	34%	38%	21%	23%	31%	20%	23%	23%	24%
Very late adopter	9%	8%	10%	6%	4%	3%	14%	11%	22%	7%	9%	11%	11%	8%	8%	8%
Don't know	1%	1%	1%	4%	1%	2%	0%	0%	1%	1%	1%	1%	4%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(3.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Search

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	72%	67%	78%	78%	71%	83%	77%	71%	52%	75%	77%	63%	68%	75%	74%	73%
In the last week	17%	20%	14%	12%	18%	10%	17%	21%	24%	16%	14%	23%	16%	17%	17%	17%
In the last month	4%	5%	3%	4%	5%	2%	2%	3%	11%	3%	3%	4%	8%	5%	4%	4%
In the last year	2%	3%	1%	2%	3%	1%	2%	4%	1%	3%	0%	4%	2%	2%	2%	2%
More than a year ago	1%	1%	0%	0%	1%	0%	1%	0%	3%	0%	1%	2%	0%	1%	1%	1%
Never	3%	3%	2%	1%	1%	3%	1%	1%	8%	2%	4%	3%	2%	0%	2%	2%
Don't know	1%	1%	1%	3%	1%	1%	0%	0%	2%	0%	0%	1%	4%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(4.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Google Chrome

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	58%	62%	53%	71%	63%	67%	51%	53%	39%	56%	69%	53%	48%	58%	59%	58%
In the last week	16%	13%	19%	12%	15%	20%	14%	13%	19%	19%	8%	16%	23%	16%	16%	17%
In the last month	8%	6%	10%	3%	8%	3%	9%	16%	9%	8%	6%	13%	7%	8%	8%	8%
In the last year	4%	4%	4%	4%	4%	1%	5%	4%	4%	4%	5%	5%	0%	4%	4%	3%
More than a year ago	3%	3%	2%	2%	1%	2%	2%	8%	2%	1%	1%	4%	6%	3%	3%	3%
Never	10%	11%	10%	5%	8%	5%	17%	7%	22%	12%	8%	8%	13%	10%	9%	9%
Don't know	2%	2%	2%	3%	1%	2%	1%	0%	5%	1%	3%	1%	4%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(5.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : YouTube

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	50%	52%	47%	79%	63%	59%	38%	42%	14%	47%	53%	52%	47%	51%	52%	51%
In the last week	26%	28%	25%	11%	22%	25%	35%	32%	29%	29%	27%	22%	25%	26%	27%	26%
In the last month	10%	7%	14%	3%	6%	8%	14%	9%	21%	10%	11%	10%	11%	10%	11%	10%
In the last year	6%	6%	7%	2%	5%	3%	6%	12%	12%	5%	5%	7%	11%	6%	7%	6%
More than a year ago	2%	3%	2%	1%	1%	2%	4%	0%	6%	4%	1%	1%	2%	2%	2%	3%
Never	4%	4%	4%	1%	1%	1%	3%	5%	14%	4%	3%	7%	3%	3%	0%	3%
Don't know	1%	1%	1%	3%	1%	1%	0%	0%	3%	2%	0%	1%	2%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(6.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Maps

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	21%	23%	19%	27%	26%	29%	18%	13%	7%	24%	25%	16%	15%	22%	22%	22%
In the last week	37%	37%	37%	36%	41%	41%	38%	33%	29%	43%	40%	31%	28%	38%	38%	39%
In the last month	21%	21%	21%	19%	15%	22%	18%	22%	33%	20%	16%	24%	27%	21%	21%	22%
In the last year	12%	12%	12%	9%	12%	4%	14%	24%	16%	7%	12%	15%	19%	12%	12%	13%
More than a year ago	3%	2%	3%	2%	3%	0%	1%	4%	7%	1%	2%	5%	4%	2%	2%	3%
Never	4%	3%	6%	4%	2%	2%	7%	4%	8%	3%	4%	7%	5%	3%	4%	0%
Don't know	2%	2%	2%	3%	2%	3%	4%	0%	1%	2%	2%	2%	2%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(7.A) When was the last time you used the following Google products?If you have never used a product, please select “Never” for that product : Gmail

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	52%	53%	51%	65%	53%	60%	52%	51%	34%	50%	58%	49%	51%	54%	53%	55%
In the last week	14%	14%	14%	11%	21%	15%	12%	8%	10%	20%	13%	8%	10%	14%	14%	14%
In the last month	8%	7%	9%	11%	5%	6%	9%	10%	9%	8%	7%	10%	8%	8%	8%	8%
In the last year	6%	6%	6%	3%	7%	2%	5%	9%	10%	4%	4%	9%	9%	6%	6%	6%
More than a year ago	5%	5%	5%	2%	5%	4%	6%	4%	9%	5%	5%	5%	5%	5%	5%	5%
Never	13%	14%	13%	5%	8%	11%	14%	17%	27%	12%	11%	17%	15%	13%	12%	12%
Don't know	1%	1%	2%	3%	1%	1%	3%	0%	1%	0%	1%	2%	3%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(8.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Docs / Google Workplace / G Suite

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	10%	10%	9%	18%	15%	14%	9%	0%	0%	14%	12%	7%	3%	10%	10%	10%
In the last week	17%	16%	18%	19%	30%	20%	13%	4%	7%	21%	14%	14%	18%	17%	17%	18%
In the last month	12%	14%	10%	17%	18%	14%	11%	8%	3%	16%	14%	11%	4%	13%	13%	13%
In the last year	8%	8%	8%	11%	5%	13%	10%	5%	3%	8%	8%	7%	9%	8%	8%	8%
More than a year ago	5%	5%	4%	4%	2%	5%	5%	11%	2%	5%	3%	7%	5%	5%	5%	5%
Never	43%	43%	43%	25%	27%	28%	47%	70%	75%	33%	43%	49%	55%	42%	41%	42%
Don't know	5%	4%	7%	6%	3%	7%	5%	3%	9%	3%	7%	4%	7%	5%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(9.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Home

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	12%	14%	10%	15%	16%	14%	12%	7%	5%	15%	11%	5%	14%	12%	12%	13%
In the last month	8%	10%	7%	7%	11%	7%	7%	11%	5%	6%	10%	8%	10%	8%	9%	9%
In the last year	4%	4%	3%	3%	3%	5%	5%	3%	2%	5%	2%	4%	3%	4%	3%	3%
More than a year ago	3%	2%	3%	4%	3%	1%	5%	0%	4%	1%	2%	6%	5%	3%	3%	3%
Never	54%	51%	56%	48%	43%	48%	56%	70%	66%	52%	57%	53%	52%	53%	52%	52%
Don't know	9%	7%	11%	7%	8%	9%	10%	8%	13%	8%	11%	11%	7%	9%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(10.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Meet (Google’s video chat service)

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	5%	6%	4%	7%	9%	6%	1%	1%	1%	6%	5%	4%	2%	5%	5%	5%
In the last week	6%	8%	4%	11%	13%	5%	3%	1%	0%	8%	6%	6%	2%	6%	6%	6%
In the last month	8%	8%	8%	11%	15%	9%	4%	4%	2%	8%	7%	8%	10%	8%	8%	8%
In the last year	5%	5%	6%	6%	8%	8%	3%	1%	2%	8%	4%	6%	2%	6%	6%	6%
More than a year ago	2%	2%	3%	2%	2%	2%	2%	3%	1%	1%	3%	3%	3%	2%	2%	2%
Never	69%	67%	72%	55%	49%	67%	79%	87%	89%	66%	70%	70%	73%	69%	69%	69%
Don't know	5%	5%	5%	9%	4%	3%	7%	3%	5%	3%	5%	3%	8%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(11.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Google Pay

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	7%	8%	5%	13%	11%	7%	3%	3%	1%	8%	6%	6%	6%	7%	7%	7%
In the last week	9%	12%	6%	13%	18%	14%	1%	4%	1%	11%	9%	8%	8%	9%	10%	10%
In the last month	7%	8%	5%	8%	10%	9%	3%	5%	2%	9%	4%	8%	6%	7%	7%	7%
In the last year	5%	6%	4%	9%	6%	7%	3%	1%	1%	7%	4%	3%	4%	5%	5%	5%
More than a year ago	3%	2%	3%	2%	3%	3%	5%	0%	2%	2%	2%	4%	4%	3%	3%	3%
Never	65%	58%	71%	49%	47%	55%	76%	87%	86%	57%	71%	67%	66%	65%	64%	64%
Don't know	5%	5%	5%	6%	4%	6%	9%	0%	6%	6%	4%	4%	6%	4%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(12.A) When was the last time you used the following Google products? If you have never used a product, please select “Never” for that product : Chromecast

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
In the last day	8%	9%	7%	9%	14%	10%	6%	5%	1%	10%	9%	7%	5%	9%	9%	9%
In the last week	10%	13%	7%	9%	16%	14%	4%	5%	6%	12%	9%	11%	8%	10%	10%	11%
In the last year	6%	6%	6%	3%	12%	4%	4%	6%	3%	7%	5%	6%	6%	6%	6%	6%
More than a year ago	5%	5%	6%	5%	5%	3%	8%	4%	6%	4%	7%	5%	5%	5%	6%	5%
Don't know	8%	6%	11%	11%	5%	10%	9%	8%	9%	8%	8%	5%	11%	8%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(13.A) You said that you used Google search in the last day, approximately how many times did you use it?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	490	244	243	109	124	104	67	40	46	166	159	78	86	490	481	469
Weighted	489	222	264	59	111	117	86	61	54	164	157	79	88	489	478	464
Once	9%	7%	10%	8%	8%	6%	11%	9%	15%	10%	7%	9%	11%	9%	9%	8%
6-10 times	19%	21%	17%	23%	26%	18%	18%	13%	11%	19%	21%	19%	15%	19%	19%	20%
11-15 times	6%	7%	5%	10%	8%	7%	3%	6%	2%	6%	4%	5%	11%	6%	6%	6%
16-20 times	3%	5%	2%	1%	5%	7%	2%	2%	0%	5%	1%	5%	4%	3%	4%	4%
20+ times	5%	6%	5%	9%	8%	3%	6%	4%	0%	6%	5%	5%	4%	5%	5%	5%
Don't know	2%	2%	2%	3%	1%	2%	5%	0%	4%	3%	2%	2%	3%	2%	2%	2%

Note:

BASE: Those who have used Google Search in the last day

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(14.A) You said that you used Google maps in the last day, approximately how many times did you use it?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	152	85	66	38	46	37	17	8	6	56	56	20	20	151	150	152
Weighted	142	76	65	21	41	40	21	11	7	52	50	19	20	140	139	142
Once	38%	34%	41%	47%	36%	24%	46%	40%	68%	32%	40%	50%	34%	38%	37%	38%
Twice	36%	32%	40%	25%	33%	49%	19%	50%	32%	41%	29%	20%	54%	35%	36%	36%
Three times	17%	20%	13%	17%	20%	12%	29%	10%	0%	17%	18%	19%	12%	17%	17%	17%
Four times	3%	4%	2%	2%	6%	0%	6%	0%	0%	5%	1%	6%	0%	3%	3%	3%
5 times or more	6%	9%	2%	6%	4%	13%	0%	0%	0%	5%	9%	5%	0%	6%	6%	6%
Don't know	1%	1%	1%	2%	0%	2%	0%	0%	0%	0%	3%	0%	0%	1%	1%	1%

Note:

BASE: Those who have used Google Maps in the last day

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(15.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a topic

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	23%	23%	23%	28%	26%	25%	28%	20%	10%	23%	25%	26%	18%	23%	23%	24%
In the last week	31%	33%	30%	27%	33%	34%	36%	23%	29%	36%	33%	25%	25%	31%	32%	32%
In the last month	19%	17%	21%	23%	22%	17%	10%	26%	18%	17%	21%	18%	22%	19%	20%	19%
In the last year	14%	14%	14%	11%	10%	13%	14%	15%	22%	11%	11%	18%	19%	14%	14%	14%
More than a year ago	2%	2%	3%	3%	1%	2%	1%	3%	5%	4%	1%	4%	0%	2%	2%	2%
Never	8%	9%	6%	4%	5%	3%	9%	13%	15%	6%	6%	7%	14%	8%	6%	7%
Don't know	3%	2%	3%	5%	2%	6%	1%	0%	1%	2%	4%	2%	2%	3%	3%	2%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(16.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get help with a tech issue

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	8%	9%	6%	13%	15%	4%	4%	7%	1%	9%	6%	11%	5%	8%	8%	8%
In the last week	19%	23%	14%	22%	26%	16%	21%	12%	12%	26%	17%	20%	8%	19%	19%	20%
In the last month	24%	24%	25%	29%	20%	33%	17%	23%	23%	26%	24%	19%	26%	24%	24%	25%
In the last year	21%	20%	22%	19%	20%	17%	28%	26%	19%	16%	23%	22%	25%	21%	22%	22%
More than a year ago	8%	6%	11%	3%	6%	11%	6%	11%	12%	5%	11%	8%	9%	8%	9%	8%
Never	14%	14%	14%	7%	8%	9%	18%	21%	25%	13%	12%	16%	19%	14%	12%	13%
Don't know	6%	3%	9%	7%	6%	9%	5%	1%	7%	5%	7%	4%	8%	6%	6%	6%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(17.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find a business

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	7%	8%	6%	9%	10%	6%	6%	7%	5%	10%	6%	5%	7%	7%	7%	8%
In the last week	19%	21%	18%	25%	20%	22%	21%	18%	9%	23%	17%	19%	18%	19%	20%	20%
In the last month	24%	22%	27%	23%	29%	25%	24%	31%	13%	20%	32%	28%	15%	24%	25%	24%
In the last year	16%	16%	16%	18%	18%	17%	15%	9%	16%	16%	17%	16%	14%	16%	16%	16%
More than a year ago	9%	9%	9%	8%	7%	7%	12%	9%	13%	8%	7%	8%	15%	9%	9%	10%
Never	19%	20%	18%	11%	12%	15%	19%	18%	40%	17%	15%	20%	27%	19%	17%	17%
Don't know	5%	5%	6%	5%	4%	9%	2%	8%	4%	6%	6%	4%	5%	5%	5%	5%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(18.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find a restaurant

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	4%	4%	4%	9%	7%	4%	2%	0%	0%	4%	5%	3%	2%	4%	4%	4%
In the last week	16%	16%	16%	17%	23%	21%	11%	12%	6%	22%	15%	15%	9%	16%	16%	17%
In the last month	20%	18%	22%	25%	25%	21%	22%	8%	16%	21%	21%	19%	18%	20%	20%	20%
In the last year	34%	34%	33%	31%	29%	31%	37%	46%	31%	30%	36%	38%	33%	34%	34%	34%
More than a year ago	11%	10%	11%	7%	6%	11%	14%	7%	21%	10%	9%	8%	17%	11%	10%	10%
Never	12%	15%	10%	7%	7%	6%	11%	24%	25%	9%	10%	14%	20%	12%	12%	11%
Don't know	4%	4%	4%	3%	5%	6%	2%	3%	0%	4%	4%	3%	2%	4%	4%	3%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(19.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a holiday

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	5%	4%	5%	10%	9%	5%	1%	3%	0%	7%	4%	5%	2%	5%	5%	4%
In the last week	9%	11%	7%	12%	19%	9%	1%	4%	2%	12%	8%	8%	3%	9%	9%	9%
In the last month	13%	15%	12%	15%	17%	16%	14%	7%	7%	16%	12%	17%	7%	13%	14%	14%
In the last year	36%	34%	39%	30%	25%	36%	47%	49%	36%	37%	37%	35%	34%	36%	37%	37%
More than a year ago	21%	19%	23%	18%	16%	24%	25%	24%	23%	13%	25%	21%	30%	21%	21%	21%
Never	14%	15%	12%	11%	13%	8%	11%	12%	30%	13%	11%	12%	21%	14%	13%	13%
Don't know	2%	2%	2%	4%	2%	3%	1%	1%	1%	3%	2%	2%	2%	2%	2%	2%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(20.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find travel times

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	8%	7%	9%	15%	9%	10%	4%	9%	1%	13%	7%	4%	6%	8%	8%	9%
In the last week	20%	20%	20%	21%	27%	24%	17%	12%	13%	23%	21%	19%	15%	20%	21%	20%
In the last month	17%	19%	15%	21%	19%	15%	15%	17%	15%	15%	20%	18%	14%	17%	18%	18%
In the last year	25%	24%	25%	23%	19%	24%	32%	29%	24%	24%	29%	24%	21%	25%	25%	25%
More than a year ago	12%	11%	13%	9%	9%	11%	20%	9%	14%	10%	10%	15%	17%	12%	12%	12%
Never	14%	16%	12%	8%	13%	9%	8%	21%	27%	12%	8%	16%	24%	14%	12%	13%
Don't know	4%	3%	4%	2%	4%	7%	3%	1%	5%	3%	5%	4%	4%	4%	4%	4%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(21.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Keep up to date with the news

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	39%	38%	40%	34%	31%	48%	43%	51%	25%	41%	42%	31%	37%	39%	40%	40%
In the last week	29%	27%	31%	31%	36%	27%	26%	20%	29%	29%	29%	31%	25%	29%	29%	29%
In the last month	11%	9%	12%	19%	16%	7%	8%	11%	5%	9%	9%	9%	16%	11%	11%	10%
In the last year	5%	8%	2%	6%	6%	5%	7%	1%	5%	4%	5%	10%	3%	5%	5%	6%
More than a year ago	3%	3%	3%	2%	2%	3%	2%	4%	2%	3%	1%	7%	1%	3%	3%	3%
Never	11%	13%	9%	3%	6%	6%	11%	11%	32%	11%	9%	10%	15%	11%	9%	10%
Don't know	3%	3%	3%	5%	3%	5%	3%	3%	1%	3%	4%	2%	3%	3%	3%	3%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(22.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a big purchase

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	7%	7%	8%	11%	11%	6%	7%	1%	5%	10%	7%	6%	4%	7%	7%	8%
In the last week	21%	21%	20%	29%	28%	18%	20%	22%	5%	23%	20%	18%	21%	21%	21%	21%
In the last month	23%	23%	24%	25%	27%	28%	24%	14%	17%	26%	24%	22%	18%	23%	24%	23%
In the last year	25%	28%	23%	18%	14%	30%	25%	34%	35%	19%	28%	32%	25%	25%	25%	26%
More than a year ago	9%	6%	12%	3%	9%	5%	11%	13%	16%	8%	8%	9%	13%	9%	9%	9%
Never	10%	13%	8%	12%	4%	7%	12%	12%	21%	10%	8%	9%	17%	10%	9%	9%
Don't know	4%	2%	6%	2%	7%	7%	1%	3%	1%	4%	5%	4%	3%	4%	4%	4%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(23.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get help with a housework or DIY task

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	5%	5%	4%	9%	8%	6%	1%	3%	0%	5%	4%	4%	6%	5%	5%	5%
In the last week	15%	14%	16%	12%	29%	13%	10%	9%	6%	17%	14%	15%	11%	15%	15%	14%
In the last month	19%	19%	19%	26%	17%	25%	21%	12%	9%	20%	19%	23%	13%	19%	19%	19%
In the last year	20%	20%	20%	16%	14%	21%	28%	23%	18%	22%	25%	18%	9%	20%	20%	21%
More than a year ago	10%	10%	11%	13%	8%	8%	15%	7%	14%	9%	10%	10%	13%	10%	10%	10%
Never	27%	29%	25%	20%	20%	18%	21%	41%	50%	22%	22%	28%	43%	27%	25%	26%
Don't know	5%	4%	6%	5%	3%	9%	4%	5%	4%	5%	6%	3%	6%	5%	5%	5%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(24.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Look for a job

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	9%	8%	10%	17%	14%	9%	7%	5%	0%	12%	6%	8%	8%	9%	9%	9%
In the last week	11%	12%	10%	21%	16%	9%	12%	7%	1%	10%	10%	13%	12%	11%	11%	11%
In the last month	11%	12%	9%	19%	15%	15%	8%	5%	0%	8%	13%	18%	5%	11%	11%	11%
In the last year	12%	11%	13%	19%	19%	15%	11%	4%	3%	14%	16%	7%	8%	12%	12%	13%
More than a year ago	23%	21%	24%	13%	23%	30%	27%	16%	19%	20%	24%	26%	22%	23%	23%	23%
Never	30%	32%	29%	8%	10%	17%	30%	60%	74%	32%	25%	25%	41%	30%	29%	30%
Don't know	4%	3%	4%	2%	4%	4%	6%	3%	3%	3%	6%	3%	3%	4%	4%	3%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(25.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Learn a new skill

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	7%	8%	6%	11%	11%	7%	1%	7%	1%	8%	5%	8%	5%	7%	7%	7%
In the last week	10%	12%	8%	22%	18%	12%	4%	1%	0%	13%	9%	11%	7%	10%	11%	10%
In the last month	17%	15%	19%	25%	24%	19%	14%	11%	4%	17%	18%	14%	17%	17%	17%	17%
In the last year	18%	16%	19%	21%	19%	19%	20%	14%	12%	18%	20%	20%	13%	18%	18%	18%
More than a year ago	11%	12%	10%	5%	8%	14%	14%	11%	10%	11%	9%	14%	9%	11%	11%	11%
Never	31%	31%	32%	8%	13%	21%	37%	48%	70%	29%	29%	26%	44%	31%	29%	30%
Don't know	7%	7%	8%	7%	7%	8%	9%	8%	2%	5%	10%	8%	6%	7%	7%	7%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(26.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Select “Don’t Know” if you are paying attention

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In the last week	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In the last month	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
In the last year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than a year ago	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(27.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get advice on your CV

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	2%	2%	2%	6%	4%	2%	0%	0%	0%	3%	1%	1%	1%	2%	2%	2%
In the last week	6%	7%	5%	13%	15%	5%	1%	0%	0%	9%	4%	9%	2%	6%	6%	6%
In the last month	11%	11%	12%	21%	14%	12%	13%	8%	0%	7%	15%	14%	11%	11%	12%	11%
In the last year	13%	14%	10%	27%	19%	16%	8%	4%	0%	16%	14%	9%	7%	13%	13%	13%
More than a year ago	19%	16%	21%	12%	17%	28%	25%	14%	7%	17%	21%	24%	12%	19%	19%	19%
Never	44%	44%	45%	12%	27%	33%	46%	70%	88%	42%	41%	37%	61%	44%	43%	43%
Don't know	5%	5%	5%	9%	4%	4%	6%	4%	5%	5%	5%	5%	6%	5%	5%	5%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(28.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Research a medical issue

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	8%	6%	11%	14%	13%	7%	5%	8%	2%	7%	8%	8%	10%	8%	8%	8%
In the last week	17%	17%	17%	19%	24%	15%	15%	9%	16%	21%	17%	16%	11%	17%	17%	18%
In the last month	26%	24%	28%	25%	23%	27%	29%	28%	25%	27%	26%	25%	24%	26%	26%	26%
In the last year	23%	23%	24%	14%	25%	21%	24%	27%	28%	23%	23%	25%	22%	23%	23%	23%
More than a year ago	8%	9%	6%	8%	4%	8%	10%	11%	9%	7%	8%	9%	9%	8%	8%	8%
Never	14%	19%	10%	13%	8%	17%	15%	15%	20%	12%	12%	14%	21%	14%	14%	13%
Don't know	3%	4%	3%	8%	4%	5%	1%	3%	0%	4%	5%	3%	2%	3%	3%	3%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(29.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Find a gym or local fitness activities

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	3%	3%	3%	7%	6%	2%	0%	1%	1%	3%	1%	7%	1%	3%	3%	3%
In the last week	8%	10%	5%	14%	16%	7%	4%	1%	0%	11%	8%	8%	1%	8%	8%	8%
In the last month	8%	7%	10%	13%	16%	10%	6%	0%	0%	8%	9%	7%	10%	8%	8%	8%
In the last year	18%	17%	19%	23%	24%	23%	14%	13%	7%	22%	21%	14%	10%	18%	19%	18%
More than a year ago	15%	14%	16%	14%	13%	19%	21%	13%	9%	12%	16%	21%	13%	15%	15%	15%
Never	43%	44%	42%	25%	22%	32%	46%	69%	80%	38%	40%	37%	62%	43%	41%	42%
Don't know	5%	4%	6%	5%	4%	7%	8%	1%	3%	5%	4%	6%	4%	5%	5%	5%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(30.A) When was the last time that you used Google Search to do the following? If you have never used Google Search for an activity, please select “Never” for that activity: Get advice on childcare

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	650	351	295	131	173	121	87	55	83	217	195	118	119	650	628	621
Weighted	652	321	327	72	153	135	111	85	95	214	194	120	123	652	626	618
In the last day	2%	2%	2%	5%	5%	2%	1%	0%	0%	4%	1%	2%	2%	2%	2%	3%
In the last week	6%	8%	4%	9%	15%	5%	2%	0%	0%	8%	3%	8%	6%	6%	6%	6%
In the last month	7%	7%	7%	7%	14%	8%	4%	3%	1%	7%	7%	9%	4%	7%	7%	7%
In the last year	6%	6%	6%	9%	10%	7%	5%	0%	1%	7%	3%	9%	3%	6%	6%	6%
More than a year ago	6%	6%	6%	1%	7%	7%	12%	0%	5%	8%	6%	4%	4%	6%	6%	6%
Never	68%	66%	70%	63%	46%	63%	69%	93%	91%	61%	74%	63%	75%	68%	67%	68%
Don't know	5%	5%	4%	6%	3%	9%	6%	4%	1%	5%	4%	5%	6%	5%	5%	5%

Note:

Question “Google Search” is one of the following answers (“In the last day”, “In the last week”, “In the last month”, “In the last year”, “More than a year ago”)

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(31.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Learn something

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	14%	17%	11%	22%	20%	13%	13%	12%	3%	14%	13%	17%	12%	14%	14%	14%
In the last week	22%	22%	22%	29%	26%	27%	13%	15%	18%	20%	21%	19%	30%	22%	22%	22%
In the last month	23%	22%	24%	24%	26%	23%	25%	18%	17%	26%	21%	28%	14%	23%	23%	23%
In the last year	14%	13%	15%	14%	14%	14%	12%	19%	13%	12%	17%	11%	16%	14%	14%	14%
More than a year ago	8%	8%	8%	4%	6%	5%	14%	7%	12%	9%	8%	6%	7%	8%	8%	7%
Never	16%	16%	16%	2%	7%	12%	19%	25%	35%	16%	15%	14%	18%	15%	16%	16%
Don't know	4%	3%	5%	5%	2%	6%	4%	3%	3%	3%	5%	5%	4%	4%	4%	4%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(32.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Watch a TV show

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	18%	17%	18%	30%	26%	18%	9%	11%	7%	17%	16%	20%	18%	18%	18%	19%
In the last week	18%	19%	18%	23%	31%	13%	20%	10%	5%	19%	20%	24%	9%	18%	18%	18%
In the last month	14%	16%	11%	21%	14%	13%	13%	15%	8%	16%	10%	14%	16%	14%	14%	14%
In the last year	8%	7%	9%	7%	5%	17%	11%	3%	1%	7%	13%	4%	6%	8%	8%	8%
More than a year ago	7%	6%	8%	5%	6%	7%	15%	6%	4%	7%	8%	4%	11%	7%	7%	8%
Never	32%	32%	33%	11%	16%	27%	28%	54%	73%	31%	31%	30%	39%	32%	32%	31%
Don't know	3%	2%	4%	4%	2%	5%	3%	1%	1%	3%	3%	4%	2%	3%	3%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(33.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Get help with DIY tasks

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	5%	6%	5%	12%	10%	3%	5%	0%	1%	7%	4%	7%	4%	5%	5%	5%
In the last week	13%	16%	10%	12%	21%	13%	10%	8%	8%	15%	12%	13%	11%	13%	13%	13%
In the last month	23%	22%	24%	24%	26%	26%	23%	25%	10%	23%	21%	30%	19%	23%	23%	23%
In the last year	23%	20%	26%	25%	16%	29%	26%	20%	22%	27%	30%	16%	12%	23%	23%	23%
More than a year ago	9%	10%	8%	10%	11%	6%	10%	8%	10%	6%	12%	9%	11%	9%	9%	9%
Never	24%	23%	24%	13%	14%	17%	23%	37%	47%	19%	17%	23%	41%	24%	24%	23%
Don't know	3%	3%	3%	3%	2%	6%	4%	1%	1%	4%	4%	3%	1%	3%	3%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(34.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Get help with cooking

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	8%	8%	8%	17%	15%	5%	6%	0%	1%	12%	6%	6%	5%	8%	8%	8%
In the last week	17%	18%	16%	18%	27%	17%	20%	7%	5%	21%	17%	18%	10%	18%	17%	18%
In the last month	22%	20%	26%	25%	24%	25%	20%	26%	14%	18%	23%	25%	26%	23%	22%	23%
In the last year	15%	15%	14%	19%	15%	15%	17%	7%	14%	17%	14%	16%	12%	15%	15%	15%
More than a year ago	4%	3%	6%	6%	4%	9%	2%	0%	4%	4%	5%	6%	4%	4%	4%	4%
Never	31%	33%	27%	12%	14%	24%	33%	55%	59%	25%	33%	25%	41%	30%	31%	29%
Don't know	3%	3%	3%	4%	1%	5%	1%	4%	1%	3%	3%	4%	2%	3%	3%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(35.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Get help with make-up

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	4%	4%	4%	10%	9%	2%	2%	0%	0%	7%	4%	1%	3%	4%	4%	4%
In the last week	6%	6%	7%	13%	9%	7%	1%	8%	1%	9%	5%	5%	7%	6%	6%	7%
In the last month	9%	6%	12%	15%	17%	7%	7%	0%	1%	6%	11%	15%	4%	9%	9%	9%
In the last year	10%	4%	15%	13%	15%	9%	9%	5%	4%	8%	10%	13%	10%	10%	10%	10%
More than a year ago	6%	3%	10%	7%	8%	9%	6%	3%	3%	8%	6%	7%	5%	6%	6%	7%
Never	61%	75%	47%	37%	40%	60%	72%	82%	87%	60%	61%	54%	68%	61%	61%	60%
Don't know	3%	3%	4%	4%	2%	6%	3%	1%	3%	2%	4%	4%	3%	3%	3%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(36.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Find commentary on the news or political events

	Gender		Age					Social Grade				Google Search User	YouTube User	Google Maps User		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	9%	12%	6%	16%	16%	11%	3%	6%	0%	12%	9%	10%	3%	9%	9%	10%
In the last week	17%	18%	17%	19%	27%	12%	22%	12%	8%	19%	13%	17%	22%	18%	17%	18%
In the last month	18%	19%	18%	24%	27%	18%	12%	14%	9%	16%	17%	21%	21%	18%	18%	19%
In the last year	11%	11%	11%	11%	8%	13%	17%	10%	7%	9%	12%	12%	11%	11%	11%	11%
More than a year ago	6%	4%	7%	4%	4%	7%	3%	7%	9%	5%	7%	7%	3%	5%	6%	5%
Never	35%	32%	37%	23%	18%	33%	38%	47%	61%	35%	37%	28%	37%	35%	35%	34%
Don't know	4%	4%	4%	3%	1%	6%	4%	4%	4%	3%	5%	4%	3%	3%	4%	4%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(37.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Look for entertainment

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	22%	23%	21%	48%	31%	25%	10%	17%	1%	23%	20%	21%	25%	22%	22%	23%
In the last week	23%	26%	19%	24%	32%	27%	24%	8%	10%	25%	26%	24%	13%	23%	23%	23%
In the last month	18%	20%	16%	18%	18%	17%	21%	25%	9%	14%	20%	23%	16%	18%	18%	18%
In the last year	10%	8%	12%	3%	8%	8%	18%	4%	19%	11%	9%	10%	11%	10%	10%	10%
More than a year ago	4%	3%	6%	2%	2%	3%	4%	4%	14%	4%	4%	7%	4%	4%	4%	4%
Never	20%	18%	21%	3%	8%	14%	22%	37%	43%	20%	18%	12%	30%	19%	20%	18%
Don't know	3%	2%	4%	2%	1%	6%	0%	4%	4%	2%	4%	2%	2%	3%	3%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(38.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Learn about fitness or health

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	8%	6%	9%	10%	15%	6%	3%	5%	3%	8%	9%	6%	6%	8%	8%	8%
In the last week	14%	16%	13%	17%	20%	20%	12%	3%	7%	17%	11%	12%	17%	14%	14%	15%
In the last month	19%	18%	20%	30%	23%	16%	18%	18%	7%	22%	16%	27%	9%	19%	19%	19%
In the last year	16%	14%	17%	19%	20%	20%	11%	8%	12%	15%	16%	14%	17%	16%	16%	16%
More than a year ago	6%	8%	5%	4%	7%	8%	10%	0%	5%	8%	7%	5%	4%	6%	6%	6%
Never	34%	35%	32%	17%	13%	24%	40%	62%	65%	27%	36%	31%	44%	33%	34%	32%
Don't know	4%	4%	4%	2%	2%	5%	7%	3%	1%	3%	5%	5%	3%	4%	4%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(39.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Watch a video game stream

	Gender		Age					Social Grade				Google Search User	YouTube User	Google Maps User		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	7%	11%	4%	26%	13%	4%	2%	0%	0%	7%	8%	10%	3%	7%	7%	8%
In the last week	12%	14%	10%	17%	23%	15%	5%	5%	0%	17%	10%	11%	9%	12%	12%	12%
In the last month	9%	11%	8%	15%	17%	10%	3%	1%	5%	10%	8%	13%	8%	9%	9%	10%
In the last year	8%	8%	8%	7%	10%	7%	12%	3%	5%	8%	7%	8%	8%	8%	8%	8%
More than a year ago	5%	6%	4%	3%	5%	6%	9%	1%	1%	4%	6%	6%	4%	5%	5%	5%
Never	55%	49%	62%	28%	31%	52%	65%	88%	85%	53%	55%	49%	64%	55%	55%	54%
Don't know	3%	2%	5%	4%	1%	6%	5%	1%	3%	3%	6%	1%	3%	3%	3%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(40.A) When was the last time that you used YouTube to do the following? If you have never used YouTube for an activity, please select “Never” for that activity: Watch a music video

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	643	346	293	132	173	123	86	53	76	210	197	114	121	628	643	613
Weighted	642	315	323	73	153	138	109	81	87	206	196	115	125	626	642	608
In the last day	24%	28%	20%	47%	32%	20%	17%	27%	3%	22%	27%	21%	22%	24%	24%	24%
In the last week	27%	25%	29%	23%	31%	34%	35%	6%	24%	34%	22%	31%	21%	27%	27%	28%
In the last month	21%	19%	23%	21%	18%	22%	22%	29%	18%	13%	25%	19%	30%	22%	21%	21%
In the last year	10%	10%	11%	4%	10%	10%	11%	17%	11%	11%	10%	13%	7%	10%	10%	10%
More than a year ago	4%	5%	3%	2%	5%	2%	6%	1%	5%	4%	4%	5%	3%	4%	4%	4%
Never	12%	11%	13%	2%	3%	9%	10%	19%	37%	14%	10%	9%	15%	12%	12%	12%
Don't know	2%	2%	1%	2%	2%	2%	0%	1%	3%	1%	2%	2%	2%	2%	2%	1%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(41.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Find local businesses

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	634	347	283	128	169	120	79	54	84	211	193	113	116	621	613	634
Weighted	633	317	311	71	150	134	100	83	96	207	192	113	120	618	608	633
In the last day	5%	5%	5%	10%	10%	4%	3%	0%	1%	7%	3%	3%	5%	5%	5%	5%
In the last week	20%	22%	18%	23%	29%	20%	18%	13%	12%	22%	20%	28%	10%	21%	20%	20%
In the last month	26%	23%	28%	29%	24%	26%	33%	29%	15%	25%	27%	21%	28%	26%	26%	26%
In the last year	18%	19%	18%	22%	16%	15%	18%	21%	22%	16%	19%	23%	16%	19%	18%	18%
More than a year ago	6%	7%	5%	3%	5%	7%	7%	3%	9%	4%	8%	5%	8%	6%	6%	6%
Never	20%	21%	20%	11%	12%	17%	17%	33%	38%	19%	17%	16%	32%	19%	20%	20%
Don't know	5%	4%	6%	2%	4%	11%	4%	1%	3%	6%	5%	4%	1%	5%	5%	5%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(42.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Find a nearby restaurant, bar or cafe

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	634	347	283	128	169	120	79	54	84	211	193	113	116	621	613	634
Weighted	633	317	311	71	150	134	100	83	96	207	192	113	120	618	608	633
In the last day	4%	4%	4%	10%	6%	6%	1%	0%	1%	6%	3%	4%	3%	4%	4%	4%
In the last week	17%	18%	17%	25%	27%	22%	11%	5%	5%	19%	21%	18%	6%	17%	17%	17%
In the last month	22%	21%	23%	28%	28%	17%	30%	15%	12%	24%	21%	24%	17%	22%	22%	22%
In the last year	27%	26%	28%	24%	22%	29%	26%	36%	25%	26%	27%	23%	32%	28%	28%	27%
More than a year ago	11%	11%	10%	4%	9%	10%	11%	11%	18%	9%	9%	14%	11%	11%	10%	11%
Never	16%	17%	15%	6%	4%	8%	19%	32%	38%	13%	15%	13%	27%	15%	15%	16%
Don't know	3%	3%	4%	3%	3%	8%	1%	1%	1%	3%	4%	3%	2%	3%	3%	3%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(43.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Check the opening hours of a local business

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	634	347	283	128	169	120	79	54	84	211	193	113	116	621	613	634
Weighted	633	317	311	71	150	134	100	83	96	207	192	113	120	618	608	633
In the last day	10%	9%	11%	14%	11%	13%	8%	5%	5%	12%	6%	14%	7%	10%	9%	10%
In the last week	28%	30%	26%	33%	35%	29%	28%	18%	19%	26%	33%	23%	27%	28%	28%	28%
In the last month	21%	17%	25%	26%	27%	18%	25%	18%	11%	21%	22%	23%	18%	21%	21%	21%
In the last year	16%	18%	15%	17%	16%	11%	18%	21%	19%	16%	12%	22%	18%	17%	17%	16%
More than a year ago	4%	4%	4%	2%	4%	4%	3%	10%	5%	2%	5%	4%	7%	4%	4%	4%
Never	17%	19%	16%	4%	6%	16%	17%	25%	40%	18%	18%	13%	21%	17%	17%	17%
Don't know	4%	4%	3%	4%	1%	9%	1%	4%	1%	5%	4%	2%	2%	3%	4%	4%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(44.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Get directions while travelling

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	634	347	283	128	169	120	79	54	84	211	193	113	116	621	613	634
Weighted	633	317	311	71	150	134	100	83	96	207	192	113	120	618	608	633
In the last day	9%	10%	7%	16%	8%	14%	8%	4%	0%	12%	8%	6%	6%	8%	9%	9%
In the last week	24%	24%	24%	28%	32%	26%	26%	19%	9%	31%	27%	19%	13%	24%	25%	24%
In the last month	22%	22%	22%	30%	27%	17%	19%	18%	20%	18%	23%	24%	24%	22%	22%	22%
In the last year	26%	23%	28%	19%	20%	23%	35%	31%	27%	24%	26%	24%	28%	26%	25%	26%
More than a year ago	7%	7%	8%	3%	5%	8%	3%	11%	16%	4%	7%	7%	14%	7%	7%	7%
Never	10%	11%	8%	3%	5%	5%	6%	15%	28%	9%	5%	14%	15%	9%	9%	10%
Don't know	3%	3%	4%	2%	3%	7%	3%	1%	0%	1%	5%	5%	1%	3%	3%	3%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(45.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Look for something new to try

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	634	347	283	128	169	120	79	54	84	211	193	113	116	621	613	634
Weighted	633	317	311	71	150	134	100	83	96	207	192	113	120	618	608	633
In the last day	5%	7%	2%	12%	8%	4%	1%	1%	1%	7%	2%	6%	5%	5%	5%	5%
In the last week	14%	15%	13%	21%	26%	17%	9%	3%	0%	18%	16%	10%	7%	14%	15%	14%
In the last month	17%	18%	16%	29%	21%	16%	19%	7%	9%	17%	18%	21%	10%	17%	17%	17%
In the last year	17%	16%	18%	15%	24%	15%	19%	14%	9%	14%	15%	25%	17%	17%	17%	17%
More than a year ago	9%	9%	9%	3%	5%	14%	13%	7%	12%	7%	13%	5%	12%	9%	9%	9%
Never	32%	29%	36%	16%	12%	20%	33%	63%	68%	30%	30%	29%	45%	32%	31%	32%
Don't know	6%	5%	7%	4%	3%	14%	7%	5%	1%	8%	7%	3%	4%	6%	6%	6%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(46.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Try a new route to travel to a familiar location

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	634	347	283	128	169	120	79	54	84	211	193	113	116	621	613	634
Weighted	633	317	311	71	150	134	100	83	96	207	192	113	120	618	608	633
In the last day	4%	3%	5%	9%	10%	3%	0%	0%	1%	7%	3%	4%	2%	4%	5%	4%
In the last week	17%	21%	13%	22%	26%	17%	14%	13%	4%	20%	16%	18%	11%	17%	17%	17%
In the last month	19%	18%	21%	28%	21%	22%	18%	15%	12%	16%	25%	17%	19%	20%	20%	19%
In the last year	21%	23%	19%	21%	19%	22%	28%	15%	21%	26%	22%	20%	13%	22%	22%	21%
More than a year ago	12%	11%	13%	6%	8%	14%	15%	10%	19%	10%	10%	17%	15%	12%	12%	12%
Never	22%	20%	23%	11%	12%	13%	19%	42%	41%	17%	18%	19%	36%	21%	20%	22%
Don't know	5%	4%	5%	3%	3%	9%	5%	4%	1%	4%	6%	5%	3%	4%	5%	5%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(47.A) When was the last time that you used Google Maps to do the following? If you have never used Google Maps for an activity, please select “Never” for that activity: Avoid traffic congestion or public transport delays

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	634	347	283	128	169	120	79	54	84	211	193	113	116	621	613	634
Weighted	633	317	311	71	150	134	100	83	96	207	192	113	120	618	608	633
In the last day	5%	5%	5%	11%	8%	5%	3%	3%	0%	9%	3%	2%	3%	5%	5%	5%
In the last week	17%	17%	16%	21%	25%	18%	17%	7%	5%	21%	16%	16%	10%	17%	17%	17%
In the last month	18%	19%	17%	24%	26%	18%	16%	7%	13%	19%	19%	21%	12%	18%	18%	18%
In the last year	20%	19%	20%	21%	19%	19%	26%	23%	13%	17%	19%	29%	18%	20%	20%	20%
More than a year ago	9%	9%	9%	6%	5%	12%	8%	12%	12%	7%	11%	6%	13%	9%	9%	9%
Never	27%	25%	29%	14%	15%	19%	23%	45%	55%	25%	25%	19%	42%	26%	25%	27%
Don't know	5%	5%	4%	4%	3%	9%	5%	3%	1%	3%	6%	6%	3%	4%	5%	5%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(48.A) Which of the following have you used Google search for since the start of the Covid-19 pandemic in March 2020, if any? Please select ALL that apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Find out information on Covid-19 symptoms	42%	40%	44%	57%	51%	44%	45%	22%	29%	42%	44%	42%	40%	43%	44%	43%
Keep up to date with the latest government advice	54%	48%	60%	54%	49%	59%	68%	54%	40%	52%	59%	51%	50%	54%	55%	55%
Find out if local shops or businesses are open	53%	50%	56%	56%	48%	61%	59%	51%	46%	52%	58%	50%	52%	54%	54%	55%
Look for a job	23%	23%	22%	42%	28%	31%	21%	13%	0%	22%	23%	24%	22%	23%	24%	24%
Find out how to access government benefits or financial support	18%	18%	18%	27%	23%	20%	15%	16%	8%	21%	14%	16%	22%	18%	18%	19%
Find out if local restaurants / cafes etc were delivering	36%	33%	40%	47%	45%	33%	39%	33%	21%	36%	42%	35%	29%	37%	37%	37%
Understand if welfare and other support schemes were available to me	15%	13%	17%	25%	20%	17%	13%	10%	7%	17%	11%	16%	19%	16%	16%	16%
Helping with children's schooling / homework	14%	16%	13%	13%	25%	19%	17%	0%	1%	19%	13%	12%	10%	15%	15%	14%
None of the above	17%	20%	14%	9%	10%	12%	12%	23%	39%	17%	12%	20%	21%	16%	15%	15%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(49.A) Which of the following have you used your phone for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Keep in touch with friends you can't meet in person	73%	68%	78%	70%	69%	77%	80%	77%	68%	80%	70%	72%	69%	75%	74%	75%
Keep in touch with family you can't meet in person	70%	65%	76%	67%	71%	69%	75%	66%	72%	73%	68%	72%	66%	71%	70%	71%
Download the NHS Covid-19 app	40%	38%	44%	35%	44%	45%	42%	34%	37%	49%	40%	33%	33%	41%	41%	41%
Check in when visiting a pub or restaurant	31%	30%	33%	31%	33%	37%	35%	23%	23%	35%	38%	25%	20%	32%	32%	32%
None of the above	10%	12%	9%	11%	6%	9%	9%	12%	17%	7%	10%	12%	15%	9%	10%	9%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(50.A) Which of the following have you used YouTube for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Find out information on Covid-19 symptoms	15%	18%	13%	30%	21%	15%	12%	7%	7%	15%	13%	16%	17%	15%	16%	16%
Keep up to date with the latest government advice	17%	20%	14%	28%	24%	18%	14%	5%	10%	18%	15%	20%	15%	17%	18%	18%
Watch fitness videos	24%	20%	29%	42%	29%	30%	12%	9%	21%	30%	24%	21%	18%	25%	25%	24%
Watch videos for entertainment on your own	50%	55%	45%	64%	49%	54%	54%	47%	34%	49%	51%	54%	47%	51%	53%	52%
Help your children with schooling or homework	8%	7%	8%	3%	12%	13%	9%	3%	1%	7%	9%	10%	4%	8%	8%	8%
Watch videos for entertainment with your family	26%	26%	26%	32%	36%	27%	27%	19%	9%	30%	24%	27%	20%	26%	27%	27%
Watch news or current affairs videos	27%	31%	23%	36%	39%	28%	26%	19%	8%	28%	28%	28%	22%	28%	28%	28%
None of the above	21%	18%	24%	9%	11%	10%	18%	38%	46%	19%	16%	20%	33%	20%	18%	19%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(51.A) Which of the following have you used Google Maps for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Change your normal commute	13%	14%	12%	17%	21%	13%	10%	9%	2%	12%	16%	10%	12%	13%	13%	14%
Look for a nearby location to exercise	12%	13%	10%	16%	20%	18%	6%	0%	5%	17%	12%	8%	7%	12%	12%	13%
Find out if local shops or businesses are open	34%	35%	33%	44%	38%	33%	40%	25%	23%	38%	34%	27%	32%	35%	35%	36%
Plan a walk or other outdoor leisure activity	27%	28%	26%	37%	33%	36%	24%	16%	11%	30%	30%	26%	19%	28%	28%	29%
Check for changed opening hours for local businesses	31%	31%	31%	39%	35%	31%	30%	25%	24%	33%	29%	29%	32%	32%	31%	33%
Look for new local businesses that have started starting operating during lockdown	14%	15%	13%	21%	20%	20%	11%	6%	4%	19%	14%	11%	11%	15%	15%	15%
Look for a test centre	11%	10%	12%	15%	12%	10%	13%	10%	5%	13%	11%	7%	12%	11%	11%	11%
None of the above	34%	35%	33%	17%	23%	29%	33%	54%	56%	33%	31%	40%	36%	33%	33%	31%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(52.A) Which of the following have you used Google Meet (Google’s video chat service) for since the start of the Covid-19 pandemic in March 2020, if any? Please select all that apply; If you have NOT used Google Meet for these please select "None of the above"

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Keep in touch with friends	16%	16%	16%	17%	28%	17%	10%	9%	7%	18%	16%	17%	11%	16%	17%	16%
Keep in touch with extended family	13%	14%	12%	14%	20%	16%	9%	8%	5%	16%	11%	13%	8%	13%	13%	13%
Watch a film or TV programme with friends	8%	11%	6%	8%	18%	11%	4%	1%	1%	10%	8%	11%	4%	8%	9%	9%
Take part in a virtual quiz	7%	7%	6%	9%	14%	7%	1%	4%	2%	9%	5%	8%	3%	7%	7%	6%
Take part in online karaoke	3%	3%	2%	4%	4%	4%	3%	0%	0%	4%	1%	3%	4%	3%	3%	3%
Take part in a virtual book club	3%	5%	2%	6%	8%	4%	0%	0%	0%	5%	2%	5%	1%	4%	4%	4%
Take part in a virtual tasting session	3%	5%	1%	3%	8%	4%	0%	0%	0%	5%	2%	4%	1%	3%	3%	3%
Take part in a virtual escape room	2%	3%	1%	1%	5%	3%	0%	0%	1%	3%	1%	1%	2%	2%	2%	2%
None of the above	72%	69%	75%	60%	50%	71%	80%	88%	92%	67%	74%	69%	79%	72%	71%	71%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(53.A) During lockdown, have your children used Google Classroom at all?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	197	112	85	22	83	55	33	3	1	80	50	41	26	191	192	188
Weighted	193	100	92	12	74	61	42	4	1	76	50	41	25	187	188	183
Yes	42%	43%	41%	42%	45%	40%	44%	0%	100%	41%	44%	44%	41%	42%	43%	43%
No	46%	45%	47%	37%	47%	50%	41%	67%	0%	54%	39%	41%	43%	46%	45%	46%
Don't Know	12%	12%	12%	21%	8%	11%	16%	33%	0%	5%	18%	15%	16%	12%	12%	11%

Note:

BASE: Those with children

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(54.A) In your experience, did you and your children find Google Classroom...: Easy to use

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	84	50	34	9	38	22	14	0	1	35	22	18	9	82	84	82
Weighted	81	43	38	5	33	24	18	0	1	31	22	18	10	79	81	79
True in my experience	80%	82%	78%	64%	87%	78%	73%	NaN%	100%	88%	72%	80%	73%	81%	80%	81%
Not true in my experience	19%	16%	22%	36%	13%	22%	20%	NaN%	0%	8%	28%	20%	27%	17%	19%	17%
Don't Know	1%	3%	0%	0%	0%	0%	6%	NaN%	0%	4%	0%	0%	0%	1%	1%	1%

Note:

Question "During lockdown, have your children used Google Classroom at all?" is one of the following answers ("Yes")

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(55.A) In your experience, did you and your children find Google Classroom...: Convenient

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	84	50	34	9	38	22	14	0	1	35	22	18	9	82	84	82
Weighted	81	43	38	5	33	24	18	0	1	31	22	18	10	79	81	79
True in my experience	82%	88%	76%	77%	84%	84%	78%	NaN%	100%	94%	71%	82%	72%	82%	82%	84%
Not true in my experience	15%	9%	22%	23%	13%	16%	16%	NaN%	0%	3%	24%	18%	28%	15%	15%	14%
Don't Know	3%	3%	3%	0%	3%	0%	6%	NaN%	0%	4%	5%	0%	0%	3%	3%	3%

Note:

Question "During lockdown, have your children used Google Classroom at all?" is one of the following answers ("Yes")

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(56.A) In your experience, did you and your children find Google Classroom...: Complicated

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	84	50	34	9	38	22	14	0	1	35	22	18	9	82	84	82
Weighted	81	43	38	5	33	24	18	0	1	31	22	18	10	79	81	79
True in my experience	41%	42%	40%	81%	44%	27%	44%	NaN%	0%	49%	36%	36%	34%	42%	41%	40%
Not true in my experience	54%	51%	58%	19%	53%	65%	50%	NaN%	100%	45%	64%	59%	56%	53%	54%	55%
Don't Know	5%	7%	3%	0%	3%	8%	6%	NaN%	0%	7%	0%	5%	10%	5%	5%	5%

Note:

Question "During lockdown, have your children used Google Classroom at all?" is one of the following answers ("Yes")

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(57.A) In your experience, did you and your children find Google Classroom...: Helped my child keep learning

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	84	50	34	9	38	22	14	0	1	35	22	18	9	82	84	82
Weighted	81	43	38	5	33	24	18	0	1	31	22	18	10	79	81	79
True in my experience	87%	90%	83%	91%	84%	96%	78%	NaN%	100%	91%	79%	89%	86%	87%	87%	88%
Not true in my experience	8%	6%	10%	9%	11%	4%	8%	NaN%	0%	6%	6%	11%	14%	8%	8%	8%
Don't Know	5%	4%	6%	0%	5%	0%	14%	NaN%	0%	4%	15%	0%	0%	5%	5%	4%

Note:

Question "During lockdown, have your children used Google Classroom at all?" is one of the following answers ("Yes")

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(58.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Search

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Multiple times an hour	13%	14%	11%	19%	19%	13%	7%	4%	0%	14%	12%	12%	11%	13%	13%	13%
Hourly	9%	9%	9%	12%	13%	8%	8%	2%	0%	10%	9%	8%	8%	9%	9%	9%
Multiple times a day	21%	20%	21%	21%	21%	24%	21%	12%	19%	25%	20%	14%	20%	21%	21%	21%
Daily	17%	17%	17%	17%	18%	19%	19%	9%	12%	14%	20%	20%	13%	17%	18%	17%
Multiple times a week	11%	13%	10%	12%	10%	12%	9%	17%	11%	15%	9%	13%	5%	11%	11%	11%
Weekly	5%	5%	5%	4%	3%	4%	7%	8%	6%	5%	8%	1%	3%	5%	5%	5%
Multiple times a month	3%	3%	4%	1%	3%	5%	2%	4%	0%	5%	1%	4%	2%	3%	3%	3%
Monthly	2%	2%	2%	0%	1%	1%	5%	4%	0%	3%	1%	3%	3%	2%	2%	2%
Less Often but still on occasion	3%	3%	4%	2%	2%	3%	5%	4%	11%	2%	5%	4%	4%	3%	3%	3%
Never	14%	13%	15%	9%	9%	9%	16%	33%	40%	8%	11%	20%	30%	14%	14%	13%
Don't Know	1%	1%	2%	3%	0%	2%	2%	2%	0%	0%	3%	1%	1%	1%	1%	1%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(59.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Gmail

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Multiple times an hour	9%	10%	9%	11%	12%	9%	11%	0%	0%	12%	9%	8%	5%	9%	10%	10%
Hourly	6%	7%	5%	9%	11%	6%	4%	0%	0%	8%	5%	9%	0%	6%	6%	6%
Multiple times a day	16%	19%	13%	24%	21%	13%	14%	8%	14%	20%	17%	12%	11%	17%	17%	17%
Daily	14%	16%	12%	16%	14%	17%	12%	12%	6%	14%	12%	15%	17%	14%	14%	14%
Multiple times a week	8%	6%	10%	9%	10%	10%	7%	2%	0%	8%	10%	6%	6%	8%	8%	8%
Weekly	5%	5%	5%	8%	5%	3%	9%	2%	0%	6%	5%	5%	3%	5%	5%	5%
Multiple times a month	2%	2%	2%	1%	1%	4%	1%	0%	12%	1%	3%	4%	1%	2%	2%	2%
Monthly	1%	0%	2%	1%	1%	1%	0%	4%	0%	1%	1%	1%	4%	1%	1%	1%
Less Often but still on occasion	3%	3%	4%	3%	5%	0%	4%	4%	11%	2%	4%	5%	3%	3%	3%	3%
Never	33%	31%	35%	15%	19%	37%	35%	65%	57%	28%	31%	35%	49%	32%	33%	31%
Don't Know	1%	1%	2%	3%	0%	1%	3%	2%	0%	0%	3%	1%	1%	1%	1%	1%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(60.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Apps (Docs, Sheets etc)

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Multiple times an hour	3%	5%	2%	4%	6%	4%	1%	0%	0%	5%	2%	3%	1%	3%	3%	4%
Hourly	6%	6%	6%	7%	14%	5%	0%	0%	0%	9%	3%	8%	1%	6%	6%	6%
Multiple times a day	9%	10%	9%	16%	13%	7%	9%	4%	0%	12%	9%	10%	3%	9%	9%	10%
Daily	7%	10%	5%	13%	12%	5%	5%	0%	0%	8%	7%	6%	7%	7%	7%	8%
Multiple times a week	8%	9%	8%	11%	9%	7%	12%	2%	0%	9%	7%	9%	10%	8%	8%	9%
Weekly	6%	7%	6%	10%	10%	4%	7%	2%	0%	6%	7%	8%	6%	6%	6%	7%
Multiple times a month	4%	4%	4%	4%	3%	4%	5%	6%	7%	2%	4%	6%	7%	4%	4%	4%
Monthly	3%	2%	3%	2%	3%	4%	1%	2%	0%	2%	4%	2%	1%	2%	2%	3%
Less Often but still on occasion	10%	7%	13%	7%	6%	18%	9%	6%	7%	10%	10%	9%	12%	10%	10%	10%
Never	39%	38%	40%	22%	24%	38%	48%	71%	86%	37%	42%	34%	47%	39%	39%	38%
Don't Know	4%	3%	5%	4%	1%	6%	3%	6%	0%	1%	5%	6%	4%	4%	4%	4%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(61.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Maps

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Multiple times an hour	4%	5%	3%	5%	7%	5%	0%	0%	0%	6%	3%	5%	0%	4%	4%	4%
Hourly	3%	3%	3%	5%	8%	1%	0%	0%	0%	4%	2%	3%	3%	3%	3%	3%
Multiple times a day	8%	9%	7%	8%	12%	9%	9%	0%	0%	10%	9%	8%	2%	9%	8%	9%
Daily	12%	15%	8%	12%	15%	10%	12%	10%	0%	12%	13%	14%	4%	12%	12%	12%
Multiple times a week	9%	10%	8%	15%	14%	9%	7%	0%	0%	9%	12%	6%	5%	9%	9%	10%
Weekly	8%	9%	8%	10%	6%	7%	9%	10%	7%	7%	7%	5%	16%	8%	8%	8%
Multiple times a month	8%	5%	11%	5%	6%	7%	13%	12%	6%	6%	7%	11%	9%	8%	8%	8%
Monthly	6%	7%	6%	8%	5%	9%	4%	6%	6%	8%	7%	4%	5%	6%	6%	6%
Less Often but still on occasion	13%	12%	15%	6%	8%	15%	22%	6%	31%	16%	12%	12%	10%	14%	14%	13%
Never	25%	23%	28%	20%	17%	22%	23%	52%	51%	19%	24%	28%	43%	24%	24%	23%
Don't Know	3%	2%	4%	5%	1%	6%	2%	2%	0%	1%	4%	5%	1%	3%	3%	3%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(62.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: YouTube

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Multiple times an hour	9%	8%	10%	15%	14%	10%	1%	4%	0%	8%	6%	12%	15%	9%	9%	9%
Hourly	6%	6%	5%	5%	10%	5%	3%	4%	0%	7%	5%	6%	2%	6%	6%	6%
Multiple times a day	14%	17%	10%	22%	23%	7%	11%	6%	0%	14%	13%	14%	14%	14%	14%	14%
Daily	12%	12%	12%	14%	14%	16%	7%	6%	14%	11%	15%	11%	10%	13%	12%	12%
Multiple times a week	8%	9%	8%	10%	7%	12%	10%	2%	0%	8%	9%	10%	4%	8%	9%	8%
Weekly	4%	3%	5%	6%	3%	3%	7%	4%	0%	5%	4%	5%	3%	4%	4%	4%
Multiple times a month	4%	5%	3%	1%	1%	3%	9%	4%	7%	6%	4%	1%	1%	4%	4%	4%
Monthly	2%	1%	3%	0%	3%	3%	1%	0%	0%	3%	1%	0%	2%	2%	2%	2%
Less Often but still on occasion	6%	4%	9%	7%	2%	8%	14%	2%	0%	9%	4%	8%	5%	7%	7%	7%
Never	34%	34%	34%	19%	22%	32%	35%	65%	80%	28%	36%	33%	43%	33%	33%	33%
Don't Know	1%	1%	1%	3%	0%	1%	2%	2%	0%	0%	3%	1%	1%	1%	1%	1%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(63.A) On average, how often would you say you used the following technologies as part of your job or study on a workday, if at all? If you do not use one please select "Never" for that technology: Google Meet (Google's video chat service)

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Multiple times an hour	2%	2%	2%	4%	5%	1%	0%	0%	0%	3%	1%	3%	1%	2%	2%	2%
Hourly	2%	3%	1%	3%	3%	3%	1%	0%	0%	3%	0%	5%	2%	2%	2%	2%
Multiple times a day	7%	9%	5%	10%	13%	5%	5%	0%	0%	10%	5%	9%	1%	7%	7%	7%
Daily	5%	5%	5%	6%	8%	5%	2%	4%	0%	7%	4%	3%	6%	5%	5%	5%
Multiple times a week	5%	7%	3%	7%	7%	5%	5%	0%	0%	6%	4%	4%	5%	5%	5%	5%
Weekly	3%	4%	2%	5%	6%	1%	1%	2%	0%	1%	3%	5%	4%	3%	3%	3%
Multiple times a month	3%	4%	1%	4%	4%	1%	4%	0%	0%	5%	2%	3%	1%	3%	3%	3%
Monthly	2%	2%	2%	4%	4%	1%	2%	0%	0%	2%	4%	1%	3%	2%	2%	2%
Less Often but still on occasion	8%	3%	13%	6%	5%	12%	10%	4%	7%	9%	7%	7%	8%	8%	8%	8%
Never	60%	57%	63%	48%	42%	63%	67%	88%	93%	53%	66%	57%	69%	60%	59%	60%
Don't Know	2%	3%	2%	4%	2%	3%	2%	2%	0%	2%	3%	4%	1%	2%	2%	2%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(64.A) Which of the following technologies do you use as part of your job or study on a workday, if any? Please select all that apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Microsoft Bing	8%	10%	5%	3%	8%	8%	11%	4%	11%	12%	5%	7%	1%	8%	8%	8%
Microsoft Office (Word, Excel etc)	54%	56%	51%	45%	56%	62%	56%	36%	43%	67%	58%	35%	31%	54%	54%	55%
Smartphone	54%	58%	49%	57%	60%	52%	55%	40%	43%	59%	50%	56%	45%	54%	54%	54%
Laptop	53%	53%	53%	62%	62%	57%	46%	27%	44%	68%	55%	39%	28%	53%	53%	53%
Desktop computer	35%	40%	30%	28%	38%	34%	38%	38%	17%	32%	43%	33%	22%	35%	35%	35%
Internet browser	53%	54%	51%	52%	59%	64%	51%	19%	35%	63%	54%	45%	31%	53%	53%	53%
Twitter	13%	14%	11%	19%	17%	15%	7%	4%	0%	18%	12%	9%	5%	13%	13%	13%
Zoom	29%	26%	32%	38%	34%	30%	28%	10%	6%	39%	29%	19%	16%	29%	29%	28%
Microsoft Teams	36%	38%	33%	32%	43%	47%	35%	8%	0%	47%	40%	21%	14%	36%	36%	36%
Slack	5%	4%	5%	3%	7%	5%	3%	4%	0%	6%	5%	2%	5%	5%	5%	5%
None of the above	10%	8%	14%	7%	6%	7%	9%	33%	20%	4%	5%	19%	33%	10%	10%	10%
Don't Know	1%	1%	1%	1%	0%	2%	2%	2%	0%	0%	1%	3%	1%	1%	1%	1%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(65.A) Which of the following technologies have you started using for the first time as a result of Covid-19 or the resulting lockdown, if any? Please select all that apply, and ONLY those you have used for the first time as a result of Covid-19

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Google Search	8%	8%	8%	9%	14%	6%	8%	3%	4%	9%	7%	10%	7%	8%	8%	8%
Microsoft Bing	2%	2%	3%	2%	3%	3%	2%	3%	0%	3%	2%	2%	3%	2%	2%	3%
Gmail	8%	10%	7%	16%	14%	7%	5%	3%	6%	10%	6%	10%	8%	8%	9%	9%
Google Apps (Docs, Sheets etc)	4%	5%	4%	9%	9%	5%	0%	0%	0%	6%	4%	3%	2%	4%	4%	4%
Microsoft Office (Word, Excel etc)	4%	4%	4%	9%	9%	1%	2%	3%	1%	4%	3%	5%	5%	4%	4%	4%
Smartphone (for data or apps)	7%	9%	6%	10%	16%	5%	6%	3%	2%	10%	6%	5%	6%	7%	8%	7%
Laptop	9%	8%	9%	15%	15%	7%	6%	5%	2%	11%	6%	8%	8%	8%	9%	9%
Desktop computer	4%	5%	2%	5%	8%	4%	1%	0%	2%	5%	3%	4%	3%	4%	4%	4%
Google Maps	6%	7%	6%	7%	11%	7%	5%	3%	4%	6%	5%	8%	6%	6%	7%	7%
Google Drive	4%	5%	3%	6%	8%	3%	1%	3%	0%	4%	2%	4%	4%	4%	4%	4%
Dropbox	3%	4%	2%	6%	5%	3%	2%	0%	1%	3%	3%	2%	3%	3%	3%	3%
YouTube	10%	10%	10%	15%	17%	6%	7%	5%	7%	11%	8%	9%	12%	10%	10%	10%
Internet browser	5%	5%	5%	8%	9%	2%	2%	5%	2%	4%	4%	6%	8%	5%	5%	5%
Twitter	5%	6%	4%	7%	10%	5%	3%	3%	1%	7%	4%	5%	5%	5%	5%	5%
Zoom	41%	34%	47%	41%	35%	46%	42%	34%	46%	47%	46%	32%	31%	42%	41%	42%
Microsoft Teams	19%	20%	18%	31%	23%	23%	20%	4%	8%	25%	21%	14%	8%	19%	19%	19%
Slack	2%	2%	1%	2%	4%	1%	1%	0%	1%	1%	1%	4%	1%	2%	2%	2%
Google Meet (Google's video chat service)	7%	5%	8%	9%	13%	8%	3%	1%	1%	8%	7%	6%	5%	7%	7%	7%
None of the above	36%	39%	33%	25%	25%	31%	37%	58%	45%	26%	35%	41%	48%	35%	35%	34%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(66.A) How hard would your job/study be to continue to do currently without access to...: A search engine (eg Google, Yahoo or Bing)

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Very hard or impossible to do	20%	17%	23%	29%	18%	21%	22%	12%	7%	25%	19%	14%	19%	20%	20%	21%
Difficult, and would take me much longer to do many of my core tasks	24%	23%	25%	21%	26%	24%	26%	25%	12%	32%	21%	22%	14%	25%	25%	25%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	21%	24%	17%	23%	23%	22%	16%	17%	17%	19%	26%	16%	17%	21%	21%	21%
It wouldn't make much difference at all	29%	30%	29%	23%	27%	27%	28%	38%	64%	23%	27%	39%	38%	28%	29%	28%
Don't Know	6%	6%	6%	4%	5%	6%	9%	8%	0%	2%	6%	9%	12%	6%	6%	6%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(67.A) How hard would your job/study be to continue to do currently without access to...: Online office suite (eg Google Docs, Microsoft Office 365)

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Very hard or impossible to do	22%	22%	23%	18%	21%	30%	23%	13%	12%	32%	22%	11%	13%	22%	22%	23%
Difficult, and would take me much longer to do many of my core tasks	21%	22%	20%	21%	21%	23%	24%	10%	12%	23%	22%	19%	16%	21%	21%	21%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	17%	18%	16%	29%	23%	12%	12%	17%	6%	18%	16%	19%	15%	18%	18%	18%
It wouldn't make much difference at all	33%	32%	34%	25%	31%	28%	33%	46%	64%	25%	33%	38%	46%	32%	32%	31%
Don't Know	7%	7%	8%	6%	5%	6%	9%	15%	6%	2%	7%	13%	11%	7%	7%	7%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(68.A) How hard would your job/study be to continue to do currently without access to...: Shared online storage (eg Google Drive, Dropbox, Microsoft OneDrive)

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Very hard or impossible to do	11%	11%	12%	15%	14%	14%	11%	0%	0%	18%	7%	7%	12%	11%	11%	12%
Difficult, and would take me much longer to do many of my core tasks	21%	24%	17%	25%	21%	23%	23%	8%	12%	25%	19%	21%	10%	21%	21%	21%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	19%	20%	17%	19%	25%	19%	13%	13%	7%	20%	21%	17%	11%	19%	19%	19%
It wouldn't make much difference at all	40%	38%	43%	34%	34%	34%	39%	69%	75%	33%	43%	42%	51%	40%	40%	40%
Don't Know	9%	7%	11%	7%	6%	10%	13%	10%	6%	3%	10%	12%	16%	9%	9%	9%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(69.A) How hard would your job/study be to continue to do currently without access to...: Video chat (eg. Google Meet, Zoom, Microsoft Teams, Slack)

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Very hard or impossible to do	15%	13%	16%	23%	13%	16%	16%	10%	0%	22%	13%	8%	10%	15%	15%	15%
Difficult, and would take me much longer to do many of my core tasks	19%	18%	19%	20%	21%	23%	19%	4%	7%	24%	18%	13%	14%	19%	19%	19%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	24%	27%	21%	26%	28%	26%	20%	17%	12%	23%	29%	20%	16%	24%	24%	24%
It wouldn't make much difference at all	35%	36%	33%	24%	32%	25%	35%	59%	81%	27%	31%	48%	45%	34%	34%	34%
Don't Know	8%	6%	10%	7%	5%	10%	10%	10%	0%	4%	8%	11%	15%	8%	8%	8%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(70.A) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: A search engine (eg Google, Yahoo or Bing)

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Very hard or impossible to do	17%	17%	18%	29%	13%	18%	20%	10%	12%	21%	18%	13%	12%	18%	18%	18%
Difficult, and would take me much longer to do many of my core tasks	28%	28%	29%	20%	30%	31%	30%	27%	18%	36%	27%	26%	14%	28%	29%	28%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	20%	20%	19%	23%	28%	19%	11%	13%	18%	18%	24%	16%	19%	20%	20%	20%
It wouldn't make much difference at all	27%	27%	28%	20%	22%	26%	31%	42%	45%	23%	24%	33%	43%	27%	27%	26%
Don't Know	7%	7%	7%	8%	7%	5%	9%	8%	6%	3%	7%	11%	12%	7%	7%	7%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(71.A) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: Online office suite (eg Google Docs, Microsoft Office 365)

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Very hard or impossible to do	17%	18%	16%	14%	15%	21%	22%	6%	18%	25%	16%	8%	8%	17%	17%	18%
Difficult, and would take me much longer to do many of my core tasks	27%	24%	30%	26%	25%	36%	26%	20%	7%	33%	28%	23%	15%	28%	28%	27%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	17%	19%	14%	29%	25%	10%	10%	6%	25%	13%	22%	14%	18%	17%	17%	18%
It wouldn't make much difference at all	30%	31%	29%	23%	28%	23%	31%	52%	44%	26%	24%	39%	46%	30%	29%	28%
Don't Know	9%	8%	11%	8%	7%	10%	11%	15%	6%	4%	10%	16%	13%	9%	9%	9%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(72.A) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: Shared online storage (eg Google Drive, Dropbox, Microsoft OneDrive)

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Very hard or impossible to do	11%	10%	11%	12%	14%	12%	11%	2%	0%	18%	7%	7%	8%	11%	11%	11%
Difficult, and would take me much longer to do many of my core tasks	21%	22%	21%	24%	19%	29%	23%	6%	12%	26%	20%	21%	14%	22%	22%	21%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	22%	24%	19%	25%	30%	19%	16%	19%	0%	21%	25%	17%	20%	22%	22%	22%
It wouldn't make much difference at all	38%	36%	39%	31%	32%	30%	38%	60%	82%	32%	39%	41%	45%	37%	37%	37%
Don't Know	8%	7%	10%	8%	5%	9%	11%	12%	6%	3%	9%	15%	13%	8%	8%	8%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(73.A) And how hard would your job/study be to do in normal, non-Covid times without access to the same technologies?: Video chat (eg. Google Meet, Zoom, Microsoft Teams, Slack)

	Gender		Age							Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	501	279	221	110	150	115	74	36	16	174	167	97	62	487	488	475
Weighted	487	250	236	60	133	128	94	54	18	169	163	97	58	476	476	462
Very hard or impossible to do	7%	7%	8%	11%	7%	6%	10%	4%	0%	9%	6%	6%	8%	7%	8%	8%
Difficult, and would take me much longer to do many of my core tasks	16%	20%	12%	15%	19%	20%	18%	6%	0%	19%	17%	14%	10%	17%	17%	16%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	26%	24%	28%	30%	32%	28%	22%	15%	12%	29%	29%	21%	18%	26%	26%	27%
It wouldn't make much difference at all	41%	42%	40%	36%	36%	33%	37%	67%	88%	39%	39%	45%	46%	41%	40%	40%
Don't Know	9%	8%	11%	8%	6%	13%	13%	8%	0%	4%	8%	14%	18%	9%	9%	9%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(74.A) Overall, how productively do you think you currently are doing your job compared to the time before Covid-19?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	419	246	173	64	136	102	68	35	14	152	137	83	46	410	409	398
Weighted	423	224	200	35	120	113	86	53	16	153	140	83	47	415	414	401
Significantly more productive	8%	8%	8%	12%	11%	5%	6%	4%	8%	9%	6%	6%	11%	7%	8%	7%
Moderately more productive	19%	19%	20%	13%	25%	24%	18%	10%	0%	27%	19%	10%	11%	20%	20%	20%
Around the same	51%	53%	49%	50%	48%	47%	54%	62%	56%	42%	55%	60%	54%	51%	51%	51%
Slightly less productive	16%	17%	15%	18%	13%	17%	17%	13%	21%	15%	17%	17%	12%	16%	16%	16%
Significantly less productive	3%	2%	4%	3%	2%	4%	0%	2%	15%	4%	1%	0%	6%	3%	2%	2%
Not applicable	3%	2%	5%	4%	2%	3%	5%	9%	0%	2%	2%	8%	6%	3%	3%	3%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(75.A) How, if at all, have your working hours changed since Covid-19?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	419	246	173	64	136	102	68	35	14	152	137	83	46	410	409	398
Weighted	423	224	200	35	120	113	86	53	16	153	140	83	47	415	414	401
My working hours have increased since Covid-19	17%	17%	18%	19%	24%	22%	13%	4%	0%	27%	9%	15%	15%	17%	18%	18%
Working longer hours since Covid-19	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
My working hours have stayed the same	59%	61%	56%	52%	52%	62%	70%	60%	43%	54%	72%	50%	53%	59%	60%	58%
Working shorter hours since Covid-19	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
My working hours have decreased since Covid-19	22%	21%	23%	24%	23%	14%	17%	32%	57%	18%	17%	34%	26%	22%	21%	22%
Don't Know	2%	1%	3%	5%	2%	2%	0%	4%	0%	1%	2%	2%	6%	2%	2%	2%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(76.A) Which of the following search engines have you used in the past? Please select any which apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Google Search	89%	89%	89%	89%	88%	90%	93%	92%	84%	90%	92%	85%	86%	91%	90%	90%
Microsoft Bing	32%	38%	26%	33%	31%	30%	38%	31%	29%	41%	25%	33%	27%	33%	33%	33%
DuckDuckGo	12%	15%	9%	15%	14%	17%	11%	9%	4%	15%	9%	16%	8%	12%	13%	12%
Yahoo!	41%	43%	38%	36%	40%	43%	42%	47%	37%	44%	41%	39%	38%	41%	42%	43%
AltaVista	5%	6%	2%	4%	5%	4%	6%	4%	3%	8%	3%	3%	3%	5%	5%	4%
Ask Jeeves / Ask.com	21%	21%	22%	12%	18%	19%	17%	28%	36%	24%	24%	20%	15%	22%	22%	22%
Ecosia	4%	5%	3%	12%	6%	3%	1%	0%	3%	4%	4%	6%	2%	4%	4%	4%
Baidu	2%	3%	1%	4%	4%	2%	0%	0%	0%	1%	1%	4%	2%	2%	2%	2%
Other (Please Specify)	2%	1%	2%	1%	0%	0%	3%	3%	4%	2%	1%	1%	2%	1%	2%	2%
Don't Know	4%	3%	4%	5%	3%	5%	1%	0%	7%	2%	4%	4%	4%	2%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(77.A) And which search engine do you use most commonly now?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Google Search	84%	82%	85%	82%	83%	90%	90%	82%	72%	82%	88%	83%	80%	85%	84%	84%
Microsoft Bing	4%	6%	3%	1%	4%	3%	3%	8%	6%	6%	2%	3%	5%	4%	4%	4%
DuckDuckGo	2%	3%	2%	3%	3%	1%	4%	1%	1%	4%	1%	4%	0%	2%	2%	2%
Yahoo!	3%	3%	4%	4%	3%	2%	1%	5%	6%	3%	3%	4%	5%	3%	4%	3%
Ask Jeeves / Ask.com	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%
Ecosia	1%	0%	1%	2%	2%	0%	0%	0%	1%	0%	2%	1%	0%	1%	1%	1%
Baidu	1%	1%	1%	1%	2%	1%	0%	3%	0%	2%	0%	1%	1%	1%	1%	1%
Other (Please Specify)	2%	1%	2%	1%	0%	0%	1%	1%	8%	2%	1%	1%	4%	1%	2%	2%
Don't Know	2%	3%	2%	6%	1%	3%	0%	0%	5%	2%	2%	2%	4%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(78.A) Based on your experience, how would you say Google Search compares to other search engines?: It gives more relevant results

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
True in my experience	73%	72%	74%	78%	78%	76%	81%	72%	51%	80%	74%	66%	67%	75%	74%	75%
Not true in my experience	8%	11%	6%	11%	13%	6%	2%	9%	8%	6%	7%	13%	9%	8%	8%	8%
Don't know	19%	17%	20%	11%	9%	18%	17%	19%	41%	14%	19%	21%	24%	17%	17%	17%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(79.A) Based on your experience, how would you say Google Search compares to other search engines?: It returns results faster

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
True in my experience	69%	68%	70%	72%	79%	72%	73%	70%	42%	77%	67%	62%	66%	70%	70%	70%
Not true in my experience	10%	10%	9%	15%	11%	9%	9%	9%	6%	9%	10%	14%	8%	9%	10%	10%
Don't know	21%	22%	21%	14%	10%	18%	18%	21%	52%	15%	23%	25%	26%	21%	20%	20%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(80.A) Based on your experience, how would you say Google Search compares to other search engines?: It is easier to use

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
True in my experience	77%	74%	80%	78%	81%	78%	80%	84%	58%	79%	77%	73%	74%	78%	78%	78%
Not true in my experience	8%	11%	6%	10%	10%	8%	10%	5%	6%	8%	9%	9%	7%	8%	8%	8%
Don't know	15%	16%	14%	11%	9%	13%	11%	11%	36%	13%	13%	17%	19%	14%	14%	14%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(81.A) Based on your experience, how would you say Google Search compares to other search engines?: It protects my privacy better

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
True in my experience	39%	38%	41%	44%	54%	43%	42%	29%	16%	42%	34%	36%	46%	40%	40%	40%
Not true in my experience	14%	18%	10%	24%	20%	13%	12%	11%	7%	17%	13%	17%	10%	14%	15%	15%
Don't know	46%	44%	49%	32%	26%	44%	46%	61%	77%	41%	53%	47%	44%	46%	45%	45%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(82.A) Based on your experience, how would you say Google Search compares to other search engines?: It has no advantages over other search engines

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
True in my experience	30%	31%	30%	34%	39%	25%	30%	30%	20%	32%	25%	30%	35%	30%	31%	31%
Not true in my experience	43%	45%	42%	47%	44%	48%	47%	42%	30%	50%	47%	35%	35%	44%	44%	45%
Don't know	27%	25%	28%	19%	17%	26%	23%	28%	49%	18%	28%	34%	30%	26%	25%	25%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(83.A) If you had to, how easy or difficult do you think you would find the following?: Finding a different search engine other than Google Search

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Very difficult	5%	5%	4%	10%	5%	6%	1%	0%	5%	6%	3%	7%	2%	5%	5%	5%
Somewhat difficult	13%	11%	14%	14%	14%	12%	13%	10%	12%	14%	11%	9%	16%	13%	13%	13%
Neither difficult or easy	23%	24%	22%	23%	23%	25%	25%	16%	24%	18%	28%	20%	26%	24%	23%	23%
Somewhat easy	23%	23%	22%	18%	28%	23%	23%	22%	18%	19%	22%	35%	17%	23%	23%	22%
Very easy	28%	31%	24%	28%	27%	26%	28%	39%	22%	34%	29%	16%	26%	28%	28%	29%
Don't know	9%	5%	14%	6%	4%	8%	11%	12%	19%	8%	7%	12%	13%	8%	9%	8%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(84.A) If you had to, how easy or difficult do you think you would find the following?: Changing the default search engine on your main internet browser

	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Very difficult	7%	7%	8%	9%	7%	5%	5%	12%	8%	7%	4%	9%	11%	7%	7%	8%
Somewhat difficult	12%	11%	13%	13%	11%	12%	13%	8%	14%	10%	12%	13%	12%	12%	12%	12%
Neither difficult or easy	20%	21%	20%	23%	23%	20%	23%	13%	18%	15%	26%	18%	23%	21%	20%	20%
Somewhat easy	24%	25%	24%	27%	29%	28%	19%	21%	20%	28%	22%	29%	17%	25%	24%	24%
Very easy	25%	29%	20%	22%	26%	28%	29%	25%	17%	31%	27%	16%	21%	25%	26%	25%
Don't know	12%	8%	15%	7%	4%	7%	12%	21%	23%	10%	8%	16%	16%	11%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(85.A) If you had to, how easy or difficult do you think you would find the following?: Changing the default search engine on your smartphone

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Very difficult	7%	6%	9%	6%	9%	6%	4%	6%	13%	8%	6%	6%	9%	7%	8%	8%
Somewhat difficult	15%	13%	17%	20%	13%	17%	15%	13%	12%	14%	15%	15%	16%	15%	15%	15%
Neither difficult or easy	22%	23%	21%	23%	26%	22%	25%	21%	11%	15%	29%	24%	19%	22%	22%	22%
Somewhat easy	17%	18%	16%	28%	22%	21%	10%	12%	9%	16%	18%	19%	15%	17%	17%	17%
Very easy	22%	24%	20%	15%	26%	24%	28%	25%	11%	28%	22%	17%	18%	22%	23%	23%
Don't know	17%	16%	18%	9%	5%	10%	18%	22%	44%	18%	10%	19%	24%	16%	15%	15%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(86.A) You said that you had used another search engine in the past, but now usually use Google Search. Why do you mainly use Google Search? Please select all that apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	331	185	143	64	79	65	51	29	43	112	101	59	59	325	323	323
Weighted	336	171	162	36	69	74	64	44	49	110	103	61	62	329	327	327
Google Search gives more relevant results	48%	48%	49%	50%	61%	52%	44%	44%	32%	58%	46%	46%	37%	49%	49%	48%
Google Search is easier to use	64%	60%	69%	73%	75%	71%	57%	51%	54%	70%	64%	65%	55%	64%	65%	64%
Google Search has other features I prefer	27%	33%	21%	37%	37%	23%	30%	34%	5%	28%	25%	30%	27%	28%	28%	28%
Google Search came as the default choice in my browser	34%	35%	33%	39%	46%	28%	31%	23%	37%	29%	35%	41%	34%	34%	35%	35%
Google Search came as the default choice on my smartphone	27%	28%	24%	27%	22%	29%	27%	30%	25%	27%	32%	10%	34%	27%	27%	27%
My old search engine stopped operating	3%	4%	3%	5%	7%	3%	2%	3%	0%	4%	3%	4%	3%	3%	3%	3%
I am unaware of any alternatives	3%	2%	5%	4%	4%	3%	2%	0%	8%	4%	3%	5%	3%	3%	3%	3%
Other (Please Specify)	2%	2%	2%	2%	0%	0%	6%	3%	2%	2%	1%	0%	5%	2%	2%	2%
Don't know	1%	1%	1%	2%	1%	2%	0%	0%	0%	2%	1%	0%	0%	1%	1%	1%

Note:

BASE: Those who use Google Search but previously used a different search engine

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(87.A) Which of the following internet browsers have you used in the past? Please select all that apply.

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Google Chrome	79%	81%	77%	82%	82%	91%	74%	72%	66%	79%	85%	79%	69%	80%	81%	81%
Internet Explorer	69%	70%	69%	59%	55%	74%	80%	75%	75%	71%	73%	64%	65%	70%	70%	70%
Microsoft Edge	37%	42%	32%	33%	38%	34%	37%	46%	32%	42%	35%	29%	39%	38%	38%	38%
Safari	48%	42%	53%	59%	46%	47%	58%	41%	36%	50%	47%	46%	45%	48%	49%	48%
Firefox	52%	54%	50%	47%	48%	57%	60%	59%	44%	55%	55%	49%	47%	53%	54%	53%
Opera	14%	19%	8%	14%	19%	17%	10%	11%	7%	17%	10%	14%	14%	14%	14%	14%
Other (Please Specify)	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't Know	2%	1%	2%	4%	1%	0%	0%	4%	3%	0%	1%	1%	4%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(88.A) And which of the following internet browsers do you use most commonly now?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Google Chrome	57%	57%	57%	48%	64%	69%	51%	56%	44%	59%	60%	54%	50%	58%	58%	58%
Internet Explorer	8%	8%	9%	5%	8%	5%	10%	12%	10%	4%	9%	9%	12%	8%	8%	8%
Microsoft Edge	10%	13%	8%	7%	5%	11%	10%	14%	16%	10%	10%	9%	13%	10%	10%	10%
Safari	13%	12%	15%	22%	12%	7%	19%	16%	11%	14%	9%	16%	17%	13%	13%	13%
Firefox	6%	6%	7%	10%	7%	5%	6%	1%	9%	8%	8%	7%	2%	6%	6%	7%
Opera	2%	2%	1%	2%	1%	3%	1%	0%	2%	3%	1%	1%	2%	2%	2%	2%
Other (Please Specify)	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%	1%	1%	2%	1%	1%	1%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	2%	1%	3%	6%	2%	0%	0%	1%	7%	2%	2%	3%	3%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(89.A) You said that you have used other browsers in the past, but now mostly use Google Chrome. Why did you switch to using Google Chrome? Please select all that apply.

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	323	177	146	57	84	72	42	32	36	114	104	49	56	318	316	310
Weighted	329	163	166	31	74	82	54	47	42	114	106	52	57	323	321	315
Google Chrome was faster to use	48%	51%	45%	67%	59%	54%	39%	37%	27%	54%	49%	41%	42%	49%	48%	49%
Google Chrome was easier to use	49%	53%	46%	61%	62%	53%	41%	37%	34%	52%	47%	50%	48%	49%	50%	50%
Google Chrome had other features I preferred	27%	30%	25%	41%	43%	25%	30%	17%	3%	35%	21%	25%	28%	27%	28%	28%
Google Chrome came as the default choice on my computer	24%	22%	25%	23%	27%	21%	34%	8%	30%	27%	24%	21%	20%	24%	24%	24%
Google Chrome came as the default choice on my smartphone	20%	25%	16%	26%	28%	21%	9%	13%	24%	17%	21%	24%	21%	21%	20%	20%
My old browser stopped operating	7%	6%	8%	6%	6%	2%	12%	12%	11%	4%	8%	13%	9%	7%	7%	7%
Other (Please Specify)	3%	2%	5%	0%	0%	4%	5%	0%	12%	6%	1%	5%	0%	3%	3%	3%
Don't Know	6%	5%	7%	4%	1%	6%	3%	19%	5%	4%	6%	5%	11%	6%	6%	6%

Note:

BASE: Those who use Google Chrome but previously used a different internet browser.

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(90.A) Which of the following email services have you used in the past? Please select all that apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Gmail	74%	73%	74%	81%	77%	80%	74%	75%	54%	78%	76%	67%	68%	75%	75%	75%
Microsoft Hotmail	50%	51%	49%	43%	56%	57%	57%	37%	42%	53%	50%	48%	49%	51%	51%	50%
AOL	13%	11%	15%	4%	10%	9%	19%	21%	18%	13%	14%	14%	13%	14%	13%	13%
Yahoo! Mail	34%	32%	35%	20%	29%	46%	30%	46%	28%	37%	36%	22%	35%	34%	35%	34%
A service offered by my ISP	7%	9%	5%	2%	5%	9%	7%	5%	14%	12%	7%	4%	5%	8%	8%	7%
Other (Please Specify)	5%	6%	4%	4%	1%	3%	1%	4%	17%	5%	5%	3%	6%	4%	4%	5%
Don't Know	3%	2%	4%	5%	2%	2%	0%	1%	8%	2%	3%	1%	6%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(91.A) And which of the following email services do you use most commonly now?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Gmail	44%	46%	42%	64%	52%	43%	42%	38%	27%	49%	41%	47%	39%	45%	45%	46%
Microsoft Hotmail	26%	25%	28%	20%	34%	31%	25%	19%	22%	25%	26%	29%	26%	26%	26%	25%
AOL	4%	3%	5%	2%	2%	1%	8%	3%	8%	4%	4%	3%	4%	4%	4%	3%
Yahoo! Mail	15%	14%	16%	4%	6%	20%	17%	30%	13%	11%	17%	15%	17%	15%	15%	15%
A service offered by my ISP	3%	4%	2%	1%	2%	1%	3%	3%	8%	4%	4%	1%	2%	3%	3%	3%
Other (Please Specify)	5%	6%	4%	3%	1%	3%	3%	8%	15%	4%	6%	3%	7%	5%	5%	5%
Don't Know	3%	2%	4%	6%	2%	2%	2%	0%	7%	2%	3%	2%	6%	2%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(92.A) Why did you switch to using Gmail? Please select all that apply

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	177	93	80	36	51	34	27	11	18	72	45	28	32	174	174	175
Weighted	177	85	88	21	45	39	33	18	21	74	42	29	32	173	172	174
Gmail was faster to use	36%	44%	30%	42%	37%	38%	36%	32%	29%	38%	32%	29%	43%	36%	37%	37%
Gmail was easier to use	54%	51%	57%	69%	58%	50%	57%	44%	47%	57%	53%	60%	46%	55%	55%	55%
Gmail had more storage	23%	30%	17%	27%	33%	13%	32%	19%	5%	28%	24%	16%	15%	23%	24%	23%
Gmail had other features I preferred	22%	25%	17%	38%	23%	23%	22%	6%	10%	25%	21%	17%	19%	21%	22%	22%
Gmail came as the default choice on my computer	16%	21%	11%	30%	13%	17%	15%	12%	15%	18%	17%	19%	9%	16%	17%	17%
Gmail came as the default choice on my smartphone	14%	15%	11%	30%	19%	10%	10%	6%	6%	13%	18%	14%	9%	14%	14%	14%
My old email service stopped operating	9%	9%	10%	2%	5%	12%	0%	31%	16%	7%	10%	8%	15%	10%	8%	9%
I have multiple email accounts with different providers	17%	18%	16%	12%	14%	16%	34%	0%	20%	20%	23%	12%	8%	17%	17%	16%
Other (Please Specify)	5%	2%	8%	2%	2%	2%	9%	12%	6%	4%	3%	0%	12%	5%	5%	5%
Don't Know	5%	2%	7%	2%	8%	7%	0%	0%	6%	6%	6%	5%	0%	5%	5%	5%

Note:

BASE: Those who use Gmail but have previously used a different email provider.

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(93.A) Suppose you could only keep access to two of the following during four weeks of lockdown. Which two would you most want to keep? Please select up to two

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Your smartphone	67%	61%	73%	71%	69%	80%	69%	67%	43%	69%	72%	58%	64%	68%	68%	67%
Online search engines	20%	20%	19%	22%	20%	18%	23%	17%	17%	23%	17%	21%	17%	20%	20%	20%
YouTube	20%	24%	16%	41%	31%	16%	10%	17%	5%	15%	21%	28%	20%	20%	21%	21%
Your car	20%	25%	16%	15%	17%	10%	27%	21%	35%	22%	17%	23%	20%	21%	20%	21%
A dishwasher	4%	4%	4%	4%	5%	4%	0%	1%	7%	6%	3%	3%	2%	4%	3%	4%
A television	50%	50%	50%	23%	36%	52%	47%	66%	77%	48%	50%	49%	54%	49%	49%	50%
Coffee	14%	12%	17%	8%	15%	16%	19%	10%	14%	13%	16%	12%	17%	15%	14%	14%
Don't Know	1%	0%	2%	4%	1%	0%	1%	0%	0%	0%	2%	0%	2%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(94.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	126	76	50	21	31	23	23	7	21	45	38	22	21	121	119	119
Weighted	125	70	55	11	26	25	29	9	24	45	38	21	21	120	117	117
In normal times, I would give up access to Google Search and get paid £1.25	27%	27%	27%	30%	27%	19%	19%	38%	39%	24%	25%	19%	44%	28%	27%	27%
I would keep access to Google Search	61%	60%	63%	60%	57%	56%	76%	62%	53%	69%	58%	63%	46%	61%	62%	62%
Don't know	12%	14%	11%	10%	16%	26%	5%	0%	9%	7%	17%	18%	11%	12%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(95.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	159	84	74	26	40	34	17	13	29	56	43	30	30	149	149	147
Weighted	162	80	82	14	37	37	20	20	33	54	43	31	34	153	152	151
In normal times, I would give up access to Google Search and get paid £2.50	32%	38%	26%	18%	40%	41%	34%	6%	36%	41%	33%	20%	29%	34%	31%	32%
I would keep access to Google Search	56%	46%	66%	71%	52%	47%	61%	60%	57%	50%	55%	76%	46%	56%	57%	57%
Don't know	12%	16%	8%	11%	8%	13%	6%	34%	7%	9%	12%	4%	25%	11%	12%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(96.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	174	93	81	42	46	32	20	10	24	55	57	28	34	169	167	167
Weighted	168	82	86	23	40	37	26	15	28	53	57	26	32	164	162	162
In normal times, I would give up access to Google Search and get paid £5	40%	45%	36%	26%	40%	46%	36%	47%	44%	44%	41%	34%	38%	40%	40%	41%
I would keep access to Google Search	50%	46%	53%	68%	51%	51%	54%	23%	43%	49%	49%	61%	45%	51%	51%	50%
Don't know	10%	9%	11%	6%	9%	3%	10%	31%	13%	8%	10%	6%	17%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(97.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	152	82	69	26	43	29	13	15	26	52	45	26	28	145	143	139
Weighted	157	75	81	14	37	32	17	28	29	51	47	26	33	150	147	143
In normal times, I would give up access to Google Search and get paid £10	41%	49%	33%	37%	47%	44%	40%	32%	41%	40%	41%	49%	37%	42%	39%	43%
I would keep access to Google Search	46%	39%	53%	51%	48%	43%	47%	56%	34%	42%	54%	46%	40%	46%	48%	46%
Don't know	13%	12%	14%	11%	5%	13%	14%	12%	25%	18%	5%	6%	23%	13%	13%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(98.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	162	85	74	41	42	28	21	13	17	45	45	38	33	157	155	156
Weighted	159	76	80	23	37	33	27	19	20	43	45	40	31	154	152	153
In normal times, I would give up access to Google Search and get paid £20	52%	53%	49%	47%	65%	46%	68%	36%	39%	49%	62%	51%	45%	54%	51%	52%
I would keep access to Google Search	38%	36%	40%	47%	30%	43%	28%	41%	43%	44%	29%	38%	41%	37%	38%	38%
Don't know	10%	10%	11%	7%	4%	11%	4%	23%	18%	7%	10%	11%	14%	9%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(99.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	147	71	74	34	39	30	17	13	14	52	43	26	26	141	140	138
Weighted	146	65	80	19	35	35	22	19	16	53	44	25	25	140	140	136
In normal times, I would give up access to Google Search and get paid £50	46%	45%	45%	64%	40%	51%	53%	12%	58%	54%	58%	27%	28%	48%	46%	48%
I would keep access to Google Search	34%	37%	32%	27%	47%	35%	29%	36%	15%	35%	24%	41%	42%	33%	34%	32%
Don't know	20%	18%	23%	8%	13%	15%	18%	52%	27%	12%	18%	32%	30%	19%	20%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(100.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	153	83	70	26	42	28	27	10	20	48	46	29	30	150	149	143
Weighted	154	77	77	14	37	31	35	14	23	49	46	28	32	151	149	142
In normal times, I would give up access to Google Search and get paid £100	62%	61%	64%	53%	62%	70%	56%	66%	65%	66%	69%	45%	61%	62%	63%	61%
I would keep access to Google Search	29%	30%	29%	39%	31%	26%	34%	25%	20%	27%	21%	39%	37%	29%	28%	29%
Don't know	9%	10%	7%	8%	6%	5%	11%	8%	15%	7%	11%	16%	1%	9%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(101.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	140	80	59	32	35	21	21	13	18	53	41	22	24	133	133	132
Weighted	138	74	62	18	32	24	26	17	20	51	38	27	22	130	131	129
In normal times, I would give up access to Google Search and get paid £200	67%	72%	60%	66%	61%	73%	61%	73%	70%	68%	68%	70%	56%	68%	68%	68%
I would keep access to Google Search	20%	17%	23%	22%	21%	14%	29%	20%	12%	26%	18%	4%	30%	20%	20%	21%
Don't know	13%	11%	16%	12%	18%	14%	10%	7%	17%	6%	14%	25%	14%	11%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(102.A) Imagine you had to choose between the following options in a time before Covid-19. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	81	65	28	41	27	17	18	15	43	48	25	30	142	138	134
Weighted	149	74	75	15	37	28	22	30	17	42	48	26	32	146	140	137
In normal times, I would give up access to Google Search and get paid £500	67%	65%	69%	63%	60%	68%	77%	71%	66%	68%	72%	63%	61%	67%	66%	67%
I would keep access to Google Search	24%	27%	21%	25%	38%	29%	12%	11%	21%	27%	22%	29%	17%	24%	25%	23%
Don't know	9%	9%	10%	12%	2%	3%	12%	18%	13%	5%	6%	8%	22%	9%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(103.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	77	65	18	39	25	27	12	21	53	41	21	27	138	136	132
Weighted	149	73	76	9	34	29	33	19	24	54	44	23	28	145	143	138
During a lockdown, I would give up access to Google Search and get paid £1.25	18%	19%	18%	29%	18%	15%	15%	18%	23%	18%	8%	27%	28%	18%	18%	19%
I would keep access to Google Search	74%	72%	76%	61%	69%	80%	73%	76%	77%	76%	82%	67%	64%	74%	75%	74%
Don't know	8%	9%	6%	10%	12%	5%	11%	6%	0%	6%	10%	6%	9%	8%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(104.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	176	92	83	36	51	28	22	17	22	60	50	33	33	168	164	161
Weighted	178	83	95	20	45	31	29	28	25	59	48	36	36	170	165	163
During a lockdown, I would give up access to Google Search and get paid £2.50	26%	32%	22%	24%	17%	33%	33%	8%	50%	34%	23%	14%	31%	27%	25%	25%
I would keep access to Google Search	67%	62%	70%	70%	75%	55%	54%	92%	50%	61%	68%	74%	67%	67%	68%	69%
Don't know	7%	6%	8%	6%	8%	12%	13%	0%	0%	5%	9%	12%	3%	6%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(105.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	136	72	64	24	37	24	20	11	20	34	42	27	33	130	131	130
Weighted	138	66	72	13	32	27	25	18	24	32	44	27	34	132	132	132
During a lockdown, I would give up access to Google Search and get paid £5	29%	31%	27%	7%	33%	32%	30%	19%	39%	37%	28%	19%	30%	29%	29%	30%
I would keep access to Google Search	58%	58%	59%	85%	52%	60%	59%	44%	61%	60%	62%	64%	46%	59%	58%	58%
Don't know	13%	11%	15%	7%	16%	9%	12%	37%	0%	2%	9%	17%	24%	13%	13%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(106.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	158	86	69	32	40	33	19	9	25	57	40	34	26	152	148	146
Weighted	156	78	75	18	35	36	25	14	28	56	40	33	27	151	147	144
During a lockdown, I would give up access to Google Search and get paid £10	46%	50%	40%	39%	38%	56%	53%	26%	51%	46%	54%	40%	41%	46%	45%	46%
I would keep access to Google Search	41%	40%	43%	50%	54%	36%	31%	25%	40%	42%	34%	54%	31%	41%	41%	41%
Don't know	13%	10%	18%	11%	8%	8%	16%	50%	9%	12%	12%	6%	27%	13%	14%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(107.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	139	75	63	35	39	24	17	9	15	44	40	26	29	133	132	129
Weighted	132	68	63	19	35	25	21	14	17	43	37	23	29	126	124	122
During a lockdown, I would give up access to Google Search and get paid £20	42%	40%	44%	38%	51%	34%	56%	25%	36%	40%	50%	38%	40%	44%	42%	42%
I would keep access to Google Search	47%	48%	47%	55%	41%	49%	33%	67%	50%	55%	27%	52%	58%	49%	48%	48%
Don't know	11%	12%	10%	7%	8%	17%	11%	9%	13%	5%	24%	10%	3%	7%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(108.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	152	76	76	40	36	28	17	13	18	53	41	29	29	148	144	141
Weighted	146	69	78	21	33	31	22	18	21	51	37	29	30	143	139	137
During a lockdown, I would give up access to Google Search and get paid £50	51%	56%	47%	37%	41%	71%	45%	56%	55%	56%	48%	49%	49%	52%	51%	52%
I would keep access to Google Search	39%	34%	43%	56%	39%	18%	55%	31%	40%	38%	28%	42%	49%	38%	39%	38%
Don't know	10%	11%	10%	7%	20%	11%	0%	13%	6%	6%	23%	9%	2%	10%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(109.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	150	86	62	31	38	31	21	10	19	53	40	32	24	147	146	144
Weighted	147	80	65	17	34	35	26	14	21	54	41	31	20	144	142	140
During a lockdown, I would give up access to Google Search and get paid £100	67%	69%	64%	55%	70%	57%	71%	83%	74%	63%	70%	73%	68%	68%	66%	68%
I would keep access to Google Search	23%	21%	26%	35%	27%	27%	19%	17%	11%	32%	19%	16%	19%	23%	24%	24%
Don't know	10%	10%	9%	10%	2%	16%	10%	0%	16%	6%	12%	11%	13%	9%	10%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(110.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	140	79	60	29	30	30	13	13	25	43	53	18	26	130	134	134
Weighted	142	71	69	17	27	34	17	18	28	42	56	17	26	132	136	136
During a lockdown, I would give up access to Google Search and get paid £200	67%	64%	69%	72%	54%	68%	77%	75%	64%	67%	77%	59%	50%	69%	67%	67%
I would keep access to Google Search	24%	25%	24%	21%	33%	22%	15%	25%	25%	16%	21%	24%	43%	23%	24%	25%
Don't know	9%	11%	7%	8%	13%	10%	8%	0%	11%	17%	2%	16%	6%	8%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(111.A) Now imagine you had to choose between the following options during a national lockdown. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	159	85	74	31	42	29	20	18	19	45	59	26	29	154	151	151
Weighted	164	78	86	17	37	34	25	29	21	45	59	31	30	159	155	153
During a lockdown, I would give up access to Google Search and get paid £500	71%	71%	71%	75%	50%	71%	80%	69%	94%	73%	73%	70%	65%	71%	71%	73%
I would keep access to Google Search	20%	19%	22%	18%	43%	12%	16%	15%	6%	27%	13%	20%	23%	20%	20%	17%
Don't know	9%	11%	8%	7%	7%	16%	4%	15%	0%	0%	14%	10%	12%	9%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(112.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	148	82	66	30	40	36	8	6	28	59	43	22	24	140	143	137
Weighted	146	71	75	17	35	42	11	9	32	55	43	21	26	138	141	135
In normal times, I would give up access to YouTube and get paid £1.25	28%	24%	32%	20%	19%	24%	51%	13%	44%	37%	21%	10%	36%	30%	27%	27%
I would keep access to YouTube	59%	60%	58%	80%	70%	61%	24%	74%	40%	49%	70%	67%	54%	58%	60%	60%
Don't know	13%	17%	10%	0%	10%	16%	24%	13%	17%	14%	9%	23%	11%	13%	14%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(113.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	152	79	72	36	37	29	22	10	18	49	41	31	31	146	149	146
Weighted	151	72	79	20	33	33	28	17	20	46	41	33	31	146	149	145
In normal times, I would give up access to YouTube and get paid £2.50	36%	27%	44%	17%	30%	45%	39%	46%	34%	47%	28%	19%	47%	36%	35%	37%
I would keep access to YouTube	59%	67%	51%	78%	67%	48%	51%	54%	61%	51%	67%	75%	44%	59%	60%	58%
Don't know	5%	6%	4%	6%	2%	7%	9%	0%	5%	2%	5%	6%	8%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(114.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	159	89	70	28	43	23	26	15	24	48	44	34	33	155	148	152
Weighted	162	83	78	15	38	26	33	22	27	51	42	35	33	157	148	154
In normal times, I would give up access to YouTube and get paid £5	39%	37%	41%	34%	32%	29%	39%	43%	61%	53%	35%	32%	32%	40%	36%	40%
I would keep access to YouTube	53%	57%	48%	59%	53%	68%	50%	57%	34%	39%	55%	61%	61%	54%	57%	54%
Don't know	8%	6%	10%	7%	15%	4%	11%	0%	5%	8%	10%	6%	6%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(115.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	148	76	71	33	34	31	20	14	16	58	43	20	26	142	143	144
Weighted	148	72	75	17	31	35	24	24	18	56	42	20	29	141	143	144
In normal times, I would give up access to YouTube and get paid £10	49%	51%	48%	33%	22%	56%	65%	48%	81%	43%	60%	59%	42%	50%	48%	49%
I would keep access to YouTube	46%	43%	50%	67%	76%	35%	30%	47%	19%	51%	36%	41%	54%	46%	48%	48%
Don't know	4%	7%	2%	0%	3%	9%	5%	5%	0%	6%	5%	0%	4%	5%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(116.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	152	76	74	31	44	31	16	13	17	45	57	26	24	146	143	139
Weighted	152	69	81	17	39	35	20	20	20	45	59	24	23	148	144	139
In normal times, I would give up access to YouTube and get paid £20	55%	50%	60%	23%	57%	51%	70%	39%	84%	71%	49%	42%	51%	55%	54%	55%
I would keep access to YouTube	33%	34%	30%	65%	32%	30%	11%	50%	16%	19%	42%	43%	26%	33%	34%	35%
Don't know	13%	17%	9%	12%	11%	19%	19%	11%	0%	10%	9%	15%	23%	12%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(117.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £50?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	79	64	32	32	29	21	8	21	47	39	22	34	139	138	133
Weighted	140	72	68	18	29	31	27	11	24	47	39	22	32	137	135	129
In normal times, I would give up access to YouTube and get paid £50	69%	64%	73%	46%	59%	66%	86%	60%	85%	75%	71%	66%	58%	69%	67%	68%
I would keep access to YouTube	24%	27%	21%	48%	34%	18%	10%	40%	10%	19%	16%	29%	37%	25%	25%	24%
Don't know	7%	9%	6%	6%	7%	16%	4%	0%	4%	6%	13%	5%	5%	7%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(118.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	139	75	63	30	38	21	18	13	19	40	42	31	26	133	133	132
Weighted	136	69	66	16	34	23	24	18	21	39	41	31	25	130	130	129
In normal times, I would give up access to YouTube and get paid £100	62%	63%	61%	63%	58%	44%	61%	57%	95%	74%	56%	58%	60%	62%	61%	62%
I would keep access to YouTube	26%	25%	28%	26%	37%	32%	21%	30%	5%	23%	18%	30%	40%	27%	28%	26%
Don't know	11%	12%	11%	11%	5%	24%	18%	13%	0%	4%	26%	11%	0%	11%	11%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(119.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	139	79	60	20	39	25	26	13	16	44	44	25	26	132	130	128
Weighted	145	72	72	11	34	27	34	20	19	45	47	26	26	138	135	133
In normal times, I would give up access to YouTube and get paid £200	74%	68%	79%	54%	52%	76%	81%	94%	88%	74%	74%	62%	86%	75%	73%	76%
I would keep access to YouTube	19%	28%	9%	38%	35%	19%	10%	6%	7%	22%	15%	26%	12%	19%	20%	19%
Don't know	8%	4%	11%	8%	14%	5%	9%	0%	6%	4%	11%	13%	2%	6%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(120.A) In normal times (before COVID and lockdown), would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	172	93	76	36	45	27	19	20	25	52	53	35	32	167	159	157
Weighted	172	86	83	20	40	29	25	31	28	51	50	36	34	169	159	158
In normal times, I would give up access to YouTube and get paid £500	76%	79%	74%	53%	75%	77%	72%	81%	91%	77%	88%	60%	75%	77%	76%	78%
I would keep access to YouTube	15%	13%	16%	30%	20%	7%	12%	15%	9%	13%	10%	24%	16%	15%	16%	15%
Don't know	9%	8%	10%	17%	5%	16%	16%	4%	0%	9%	2%	16%	9%	8%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(121.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	73	76	25	43	25	19	11	26	47	50	25	27	141	140	140
Weighted	152	66	86	13	38	29	25	17	30	48	50	26	28	143	142	143
During a lockdown, I would give up access to YouTube and get paid £1.25	36%	33%	39%	17%	26%	36%	44%	27%	58%	54%	28%	34%	23%	37%	32%	35%
I would keep access to YouTube	56%	60%	52%	83%	66%	49%	45%	73%	36%	40%	59%	60%	73%	55%	60%	56%
Don't know	8%	7%	9%	0%	8%	15%	12%	0%	7%	6%	14%	5%	4%	8%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(122.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	163	86	77	34	46	28	20	14	21	49	55	29	30	158	155	154
Weighted	160	78	82	18	41	32	25	19	25	48	56	27	29	155	152	150
During a lockdown, I would give up access to YouTube and get paid £2.50	34%	25%	42%	16%	35%	19%	31%	35%	66%	45%	30%	21%	34%	35%	31%	35%
I would keep access to YouTube	58%	68%	49%	78%	54%	66%	69%	59%	29%	48%	58%	70%	65%	58%	61%	57%
Don't know	8%	7%	9%	6%	11%	15%	0%	6%	5%	7%	12%	8%	2%	7%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(123.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	163	86	75	43	37	26	20	12	25	49	44	33	37	157	157	150
Weighted	161	77	81	25	34	29	25	19	29	48	44	31	38	155	155	146
During a lockdown, I would give up access to YouTube and get paid £5	44%	39%	50%	28%	36%	35%	43%	64%	64%	46%	38%	48%	45%	45%	43%	45%
I would keep access to YouTube	45%	49%	40%	65%	46%	52%	42%	30%	33%	47%	41%	45%	46%	46%	46%	46%
Don't know	11%	13%	10%	7%	18%	13%	15%	6%	4%	7%	20%	7%	8%	10%	11%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(124.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	73	68	28	25	34	25	12	18	39	46	28	28	138	138	138
Weighted	144	70	72	14	22	39	32	16	21	39	47	32	26	139	139	140
During a lockdown, I would give up access to YouTube and get paid £10	54%	55%	53%	40%	27%	58%	73%	43%	66%	60%	61%	31%	60%	55%	53%	54%
I would keep access to YouTube	38%	37%	40%	53%	64%	34%	23%	43%	29%	35%	30%	58%	31%	38%	39%	38%
Don't know	8%	8%	7%	8%	9%	8%	5%	15%	5%	5%	8%	10%	8%	7%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(125.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	78	64	31	37	22	21	9	22	45	38	22	36	134	130	127
Weighted	141	71	70	17	33	23	26	17	25	44	39	22	35	134	128	126
During a lockdown, I would give up access to YouTube and get paid £20	51%	45%	58%	31%	35%	56%	63%	47%	74%	63%	44%	51%	46%	51%	48%	52%
I would keep access to YouTube	40%	45%	34%	61%	52%	30%	33%	47%	21%	30%	47%	41%	42%	41%	43%	39%
Don't know	9%	9%	9%	8%	13%	14%	4%	7%	5%	7%	9%	8%	12%	8%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(126.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	151	78	71	33	42	24	21	15	16	52	42	23	34	147	146	142
Weighted	151	72	77	18	38	25	27	25	18	50	38	23	40	148	146	143
During a lockdown, I would give up access to YouTube and get paid £50	63%	60%	64%	61%	59%	69%	57%	54%	82%	72%	71%	50%	50%	64%	62%	62%
I would keep access to YouTube	32%	30%	35%	29%	39%	24%	34%	41%	18%	26%	24%	39%	43%	31%	33%	33%
Don't know	5%	10%	1%	10%	2%	7%	8%	5%	0%	2%	5%	11%	7%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(127.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	166	100	64	31	40	40	20	14	21	61	54	32	19	160	161	159
Weighted	166	91	73	18	35	43	25	20	24	59	55	32	19	160	161	159
During a lockdown, I would give up access to YouTube and get paid £100	64%	66%	63%	51%	44%	72%	85%	66%	66%	59%	76%	60%	53%	66%	64%	66%
I would keep access to YouTube	28%	26%	30%	44%	52%	17%	5%	22%	29%	31%	20%	30%	38%	28%	29%	27%
Don't know	8%	9%	7%	5%	5%	11%	10%	11%	4%	10%	4%	10%	9%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(128.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	144	79	65	34	37	28	13	12	20	59	38	22	25	136	132	133
Weighted	141	71	69	18	32	33	16	18	23	59	37	23	22	134	129	131
During a lockdown, I would give up access to YouTube and get paid £200	72%	72%	72%	56%	69%	58%	84%	81%	95%	75%	82%	59%	62%	73%	71%	74%
I would keep access to YouTube	21%	19%	22%	29%	28%	23%	16%	19%	5%	17%	14%	32%	31%	21%	23%	20%
Don't know	7%	8%	6%	15%	2%	20%	0%	0%	0%	9%	4%	8%	7%	6%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(129.A) During a national lockdown, would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	132	75	56	17	45	25	17	13	15	41	39	32	20	129	127	125
Weighted	136	69	67	10	40	28	23	20	16	41	40	32	23	134	132	130
During a lockdown, I would give up access to YouTube and get paid £500	80%	73%	86%	64%	79%	81%	79%	78%	92%	86%	79%	72%	81%	81%	79%	81%
I would keep access to YouTube	13%	19%	7%	25%	15%	7%	10%	22%	8%	9%	17%	14%	13%	13%	14%	13%
Don't know	7%	8%	6%	11%	7%	12%	11%	0%	0%	5%	4%	14%	6%	7%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(130.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	163	84	78	33	38	28	27	15	22	48	55	32	28	156	157	153
Weighted	169	78	90	18	34	31	35	26	25	47	58	35	29	163	164	160
In normal times, I would give up access to Google Maps and get paid £1.25	29%	29%	29%	31%	25%	19%	41%	27%	27%	25%	28%	34%	28%	28%	27%	27%
I would keep access to Google Maps	64%	65%	63%	56%	67%	66%	51%	73%	73%	70%	65%	50%	69%	66%	66%	66%
Don't know	7%	6%	8%	13%	8%	15%	7%	0%	0%	4%	7%	15%	3%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(131.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	139	82	57	35	28	29	17	8	22	53	35	23	28	133	132	130
Weighted	129	76	53	18	24	31	21	10	25	49	34	22	25	123	122	120
In normal times, I would give up access to Google Maps and get paid £2.50	40%	38%	42%	36%	30%	41%	37%	34%	55%	38%	38%	31%	50%	38%	38%	39%
I would keep access to Google Maps	54%	56%	53%	64%	70%	44%	63%	66%	32%	53%	57%	62%	46%	57%	57%	56%
Don't know	6%	7%	5%	0%	0%	15%	0%	0%	13%	8%	4%	7%	4%	5%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(132.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	150	82	65	33	39	26	17	11	24	46	41	31	32	144	137	141
Weighted	149	74	72	20	35	29	22	17	27	44	42	33	30	143	134	140
In normal times, I would give up access to Google Maps and get paid £5	52%	53%	52%	32%	38%	48%	54%	79%	69%	55%	48%	52%	52%	51%	47%	52%
I would keep access to Google Maps	43%	42%	42%	66%	55%	47%	41%	21%	23%	37%	43%	48%	47%	44%	48%	45%
Don't know	5%	5%	6%	2%	7%	5%	5%	0%	8%	8%	9%	0%	2%	4%	5%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(133.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	169	87	81	53	35	28	21	14	18	61	52	25	30	165	160	158
Weighted	161	77	84	29	30	33	27	22	21	57	46	25	32	158	152	151
In normal times, I would give up access to Google Maps and get paid £10	56%	56%	55%	43%	46%	53%	62%	58%	82%	58%	53%	54%	56%	56%	54%	56%
I would keep access to Google Maps	33%	35%	32%	46%	45%	36%	27%	26%	12%	37%	36%	24%	31%	34%	35%	35%
Don't know	11%	9%	13%	11%	9%	11%	11%	16%	6%	5%	11%	22%	13%	10%	11%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(134.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	148	91	56	17	51	29	21	8	22	48	49	23	28	145	142	139
Weighted	149	84	64	9	45	30	25	15	25	47	50	23	29	146	142	138
In normal times, I would give up access to Google Maps and get paid £20	61%	58%	63%	39%	64%	64%	56%	38%	77%	53%	65%	65%	62%	62%	59%	62%
I would keep access to Google Maps	31%	34%	27%	50%	28%	25%	34%	62%	14%	37%	26%	30%	30%	31%	32%	31%
Don't know	9%	8%	10%	12%	8%	11%	10%	0%	9%	10%	10%	4%	9%	8%	9%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(135.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	156	75	81	27	42	28	17	16	26	48	42	31	35	153	151	150
Weighted	165	70	95	15	39	33	21	27	30	50	43	32	40	162	159	159
In normal times, I would give up access to Google Maps and get paid £50	67%	53%	77%	41%	64%	75%	68%	62%	79%	74%	70%	55%	64%	67%	66%	67%
I would keep access to Google Maps	25%	36%	17%	43%	28%	11%	32%	25%	21%	22%	23%	19%	34%	25%	26%	25%
Don't know	8%	12%	6%	16%	7%	14%	0%	13%	0%	4%	6%	26%	1%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(136.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	135	71	64	22	37	23	19	11	23	43	43	22	27	127	130	123
Weighted	136	66	70	12	33	26	24	14	27	45	45	21	25	128	131	123
In normal times, I would give up access to Google Maps and get paid £100	78%	74%	81%	76%	58%	84%	94%	59%	91%	86%	80%	68%	66%	78%	78%	76%
I would keep access to Google Maps	18%	18%	18%	24%	36%	5%	6%	33%	9%	11%	17%	26%	26%	18%	18%	19%
Don't know	4%	7%	1%	0%	5%	11%	0%	8%	0%	2%	4%	6%	8%	4%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(137.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	139	65	72	26	43	25	19	13	13	45	40	30	23	134	133	130
Weighted	142	59	80	15	39	30	25	18	15	48	41	31	22	137	136	131
In normal times, I would give up access to Google Maps and get paid £200	70%	64%	73%	73%	67%	76%	75%	62%	62%	77%	69%	65%	63%	70%	69%	71%
I would keep access to Google Maps	22%	30%	17%	24%	25%	16%	19%	25%	30%	21%	19%	26%	26%	23%	23%	22%
Don't know	8%	6%	9%	3%	8%	8%	6%	13%	8%	2%	12%	8%	10%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(138.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	153	91	62	30	39	36	18	16	14	50	49	29	25	143	144	144
Weighted	152	83	70	16	34	39	23	24	16	49	47	28	28	143	145	145
In normal times, I would give up access to Google Maps and get paid £500	80%	80%	79%	68%	73%	82%	77%	90%	86%	79%	77%	83%	82%	81%	80%	81%
I would keep access to Google Maps	10%	9%	12%	15%	22%	8%	5%	0%	8%	6%	14%	8%	13%	10%	10%	10%
Don't know	10%	11%	10%	17%	5%	10%	18%	10%	6%	14%	9%	9%	6%	10%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(139.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	150	69	81	37	34	29	21	9	20	51	40	25	34	146	146	139
Weighted	148	63	86	20	31	33	27	15	23	51	39	24	34	146	145	137
During a lockdown, I would give up access to Google Maps and get paid £1.25	41%	38%	43%	39%	42%	41%	50%	38%	34%	52%	35%	38%	35%	42%	40%	42%
I would keep access to Google Maps	48%	53%	45%	45%	58%	52%	35%	46%	50%	39%	56%	47%	56%	48%	49%	49%
Don't know	10%	9%	11%	16%	0%	7%	15%	16%	16%	10%	9%	15%	10%	10%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(140.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	140	77	63	32	35	22	10	14	27	52	41	27	20	134	133	133
Weighted	142	69	73	18	31	24	12	25	31	49	43	25	24	136	133	136
During a lockdown, I would give up access to Google Maps and get paid £2.50	41%	45%	37%	44%	38%	38%	42%	51%	37%	49%	38%	24%	48%	41%	40%	41%
I would keep access to Google Maps	50%	49%	51%	44%	56%	42%	46%	45%	59%	44%	54%	55%	50%	50%	51%	51%
Don't know	9%	6%	12%	12%	6%	19%	12%	5%	4%	7%	8%	21%	2%	9%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(141.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	152	78	73	35	40	25	21	15	16	49	46	31	26	145	142	144
Weighted	148	72	75	19	36	27	28	21	19	48	45	31	24	142	139	141
During a lockdown, I would give up access to Google Maps and get paid £5	47%	49%	45%	37%	35%	39%	44%	62%	81%	42%	39%	57%	58%	46%	45%	46%
I would keep access to Google Maps	46%	46%	46%	54%	59%	47%	52%	38%	13%	49%	57%	36%	34%	48%	49%	48%
Don't know	7%	4%	9%	10%	6%	14%	4%	0%	6%	9%	3%	6%	8%	5%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(142.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	166	99	66	30	41	36	20	15	24	51	62	28	25	160	159	161
Weighted	167	90	76	17	35	40	26	22	27	51	63	27	26	161	160	162
During a lockdown, I would give up access to Google Maps and get paid £10	60%	61%	59%	63%	43%	63%	66%	53%	78%	68%	51%	56%	71%	61%	59%	62%
I would keep access to Google Maps	33%	34%	33%	28%	45%	24%	34%	47%	22%	29%	38%	36%	27%	33%	34%	33%
Don't know	7%	5%	8%	9%	12%	13%	0%	0%	0%	3%	11%	8%	2%	6%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(143.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	76	66	26	38	31	21	10	17	45	49	21	28	142	140	137
Weighted	145	69	75	14	34	34	28	17	19	45	50	22	29	144	142	137
During a lockdown, I would give up access to Google Maps and get paid £20	62%	55%	68%	58%	42%	64%	57%	80%	89%	59%	65%	49%	72%	62%	61%	62%
I would keep access to Google Maps	30%	35%	26%	33%	56%	24%	28%	13%	11%	37%	27%	32%	22%	30%	31%	31%
Don't know	8%	10%	6%	9%	2%	12%	15%	7%	0%	4%	8%	18%	6%	8%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(144.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	156	90	65	32	35	34	18	14	23	48	47	28	32	147	144	146
Weighted	156	83	71	17	31	37	22	23	26	46	47	31	32	147	142	146
During a lockdown, I would give up access to Google Maps and get paid £50	68%	64%	72%	61%	66%	62%	72%	75%	75%	63%	74%	75%	60%	68%	66%	70%
I would keep access to Google Maps	20%	21%	20%	25%	23%	29%	11%	15%	13%	32%	9%	19%	20%	21%	22%	19%
Don't know	12%	15%	8%	14%	11%	9%	17%	10%	13%	5%	17%	6%	20%	10%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(145.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	147	76	71	23	46	25	22	14	17	48	35	35	29	141	139	132
Weighted	151	71	80	12	41	30	27	20	19	48	36	39	28	145	142	135
During a lockdown, I would give up access to Google Maps and get paid £100	75%	68%	82%	59%	64%	83%	82%	89%	77%	66%	75%	84%	81%	76%	74%	74%
I would keep access to Google Maps	19%	25%	13%	32%	32%	9%	18%	6%	12%	27%	21%	13%	10%	19%	20%	21%
Don't know	6%	6%	5%	9%	4%	8%	0%	6%	12%	7%	5%	4%	9%	5%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(146.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	76	71	32	42	25	14	10	26	52	47	23	27	143	141	137
Weighted	145	69	74	18	38	28	18	14	30	50	43	23	29	139	138	133
During a lockdown, I would give up access to Google Maps and get paid £200	82%	80%	82%	80%	75%	64%	92%	92%	96%	79%	83%	85%	82%	83%	81%	82%
I would keep access to Google Maps	12%	16%	10%	17%	17%	27%	0%	0%	4%	18%	11%	4%	12%	11%	13%	12%
Don't know	6%	4%	8%	4%	8%	8%	8%	8%	0%	4%	6%	11%	6%	6%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(147.A) During a national lockdown, would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	87	60	29	41	25	29	11	14	46	39	28	35	142	142	139
Weighted	150	80	68	17	36	29	36	17	16	48	40	28	34	143	143	139
During a lockdown, I would give up access to Google Maps and get paid £500	81%	77%	85%	70%	76%	84%	80%	100%	79%	78%	81%	78%	86%	81%	80%	80%
I would keep access to Google Maps	14%	17%	11%	24%	21%	5%	17%	0%	14%	13%	14%	17%	14%	15%	15%	15%
Don't know	5%	6%	4%	7%	3%	11%	3%	0%	7%	9%	5%	5%	0%	4%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(148.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	77	68	29	34	27	21	10	25	44	38	29	34	141	139	138
Weighted	146	72	73	16	30	29	26	16	29	42	37	28	38	141	139	138
In normal times, I would give up access to Google Docs and get paid £1.25	51%	51%	51%	34%	43%	48%	52%	64%	63%	56%	50%	49%	48%	50%	50%	51%
I would keep access to Google Docs	40%	41%	38%	55%	47%	40%	48%	29%	25%	32%	45%	44%	42%	41%	42%	42%
Don't know	9%	7%	10%	11%	10%	11%	0%	7%	12%	12%	6%	7%	10%	9%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(149.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	80	67	38	32	24	21	16	18	48	51	26	24	143	140	138
Weighted	150	74	75	22	28	28	26	26	20	45	56	28	22	145	140	139
In normal times, I would give up access to Google Docs and get paid £2.50	57%	46%	67%	40%	50%	52%	50%	78%	74%	58%	53%	60%	60%	57%	56%	57%
I would keep access to Google Docs	33%	38%	27%	52%	42%	35%	36%	13%	16%	28%	40%	31%	25%	34%	33%	33%
Don't know	11%	15%	6%	8%	8%	13%	14%	9%	10%	15%	7%	9%	14%	10%	11%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(150.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £5?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	166	87	78	37	38	28	17	17	29	44	58	30	34	160	159	152
Weighted	167	80	86	20	33	33	21	26	33	42	54	33	37	162	161	153
In normal times, I would give up access to Google Docs and get paid £5	60%	61%	59%	60%	46%	56%	63%	61%	76%	64%	55%	54%	69%	60%	59%	61%
I would keep access to Google Docs	30%	30%	31%	35%	47%	24%	37%	30%	13%	30%	37%	28%	24%	30%	31%	31%
Don't know	10%	9%	10%	5%	7%	20%	0%	9%	11%	6%	8%	19%	7%	10%	10%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(151.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	167	90	76	31	47	33	17	17	22	54	54	34	25	159	159	159
Weighted	169	82	86	17	42	38	21	25	26	56	53	33	27	161	161	161
In normal times, I would give up access to Google Docs and get paid £10	62%	63%	63%	51%	46%	68%	70%	59%	86%	64%	64%	57%	61%	62%	61%	63%
I would keep access to Google Docs	29%	29%	29%	46%	44%	26%	30%	18%	10%	31%	23%	38%	26%	30%	30%	30%
Don't know	8%	8%	9%	3%	11%	6%	0%	23%	5%	5%	12%	5%	12%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(152.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	85	63	33	41	31	22	12	10	51	45	26	27	143	145	140
Weighted	143	78	64	18	36	33	28	16	11	48	44	24	27	137	139	133
In normal times, I would give up access to Google Docs and get paid £20	68%	65%	70%	56%	63%	68%	78%	79%	60%	65%	65%	68%	75%	69%	68%	67%
I would keep access to Google Docs	26%	28%	23%	38%	30%	27%	17%	21%	20%	31%	25%	26%	18%	26%	27%	26%
Don't know	7%	7%	6%	6%	7%	6%	5%	0%	20%	4%	10%	6%	6%	5%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(153.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	133	72	61	27	35	25	14	12	20	48	26	22	37	128	126	124
Weighted	132	65	66	15	31	27	17	18	24	49	27	20	36	127	123	124
In normal times, I would give up access to Google Docs and get paid £50	75%	73%	78%	59%	77%	76%	93%	62%	80%	76%	90%	62%	71%	76%	74%	76%
I would keep access to Google Docs	15%	18%	11%	17%	20%	10%	7%	13%	20%	19%	10%	16%	12%	15%	16%	15%
Don't know	10%	9%	10%	24%	3%	14%	0%	25%	0%	5%	0%	22%	17%	9%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(154.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	140	81	59	27	45	28	18	7	15	43	48	26	22	135	132	135
Weighted	138	71	67	15	40	31	24	11	17	42	48	28	20	134	130	134
In normal times, I would give up access to Google Docs and get paid £100	76%	78%	74%	66%	77%	67%	72%	100%	86%	68%	83%	74%	77%	77%	76%	75%
I would keep access to Google Docs	18%	19%	16%	28%	18%	21%	17%	0%	14%	26%	10%	15%	21%	17%	18%	18%
Don't know	7%	3%	11%	6%	5%	12%	11%	0%	0%	6%	7%	10%	2%	6%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(155.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £200?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	154	79	73	29	40	30	22	12	21	61	43	24	26	151	146	144
Weighted	157	72	83	16	35	32	29	20	24	61	43	25	28	155	148	146
In normal times, I would give up access to Google Docs and get paid £200	76%	74%	77%	61%	62%	79%	72%	94%	91%	76%	71%	67%	92%	77%	76%	77%
I would keep access to Google Docs	15%	17%	14%	25%	33%	6%	18%	0%	5%	19%	19%	13%	3%	15%	15%	16%
Don't know	9%	9%	9%	14%	5%	15%	10%	6%	4%	5%	10%	20%	5%	8%	9%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(156.A) In normal times (before COVID and lockdown), would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	148	77	71	25	40	26	24	9	24	49	43	29	27	140	140	138
Weighted	150	72	78	13	36	30	31	14	27	51	43	31	25	142	142	138
In normal times, I would give up access to Google Docs and get paid £500	81%	85%	78%	85%	78%	81%	82%	84%	83%	86%	80%	83%	72%	82%	80%	85%
I would keep access to Google Docs	12%	10%	15%	12%	17%	13%	8%	16%	9%	10%	11%	12%	19%	13%	13%	10%
Don't know	6%	5%	7%	3%	5%	6%	9%	0%	9%	4%	8%	5%	9%	5%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(157.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	81	64	31	42	27	21	9	16	53	39	26	28	140	140	138
Weighted	145	72	73	18	37	30	27	15	18	51	41	23	31	139	139	138
During a lockdown, I would give up access to Google Docs and get paid £1.25	52%	52%	52%	41%	55%	53%	57%	38%	61%	58%	50%	39%	55%	51%	51%	53%
I would keep access to Google Docs	41%	39%	42%	56%	41%	38%	38%	54%	26%	37%	44%	61%	28%	42%	43%	41%
Don't know	7%	9%	5%	4%	5%	9%	5%	8%	13%	5%	6%	0%	16%	7%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(158.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	168	80	87	40	41	26	23	18	20	50	48	30	40	160	159	155
Weighted	171	74	97	22	37	29	29	31	23	47	51	32	42	165	163	158
During a lockdown, I would give up access to Google Docs and get paid £2.50	47%	44%	48%	37%	48%	48%	53%	43%	51%	54%	43%	31%	55%	48%	47%	46%
I would keep access to Google Docs	43%	42%	44%	45%	50%	36%	34%	54%	35%	37%	45%	55%	38%	44%	43%	44%
Don't know	10%	14%	7%	18%	3%	16%	13%	4%	14%	9%	12%	13%	7%	9%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(159.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	173	102	69	27	41	39	29	17	20	64	52	28	28	168	164	166
Weighted	177	97	79	15	36	43	36	24	23	65	55	28	28	172	167	170
During a lockdown, I would give up access to Google Docs and get paid £5	59%	61%	57%	62%	39%	52%	65%	81%	70%	49%	55%	75%	75%	60%	58%	58%
I would keep access to Google Docs	33%	31%	35%	26%	56%	34%	28%	14%	26%	45%	38%	13%	17%	33%	34%	34%
Don't know	8%	8%	8%	12%	4%	14%	7%	5%	5%	7%	8%	12%	8%	7%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(160.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	137	75	61	37	37	22	17	6	18	48	46	20	23	131	130	128
Weighted	129	66	62	21	32	25	22	9	20	46	43	19	21	125	123	121
During a lockdown, I would give up access to Google Docs and get paid £10	56%	53%	58%	58%	38%	66%	61%	13%	84%	59%	57%	58%	45%	56%	56%	57%
I would keep access to Google Docs	31%	38%	24%	32%	47%	19%	33%	49%	10%	28%	32%	26%	41%	31%	31%	32%
Don't know	13%	9%	18%	10%	15%	15%	7%	39%	6%	13%	11%	16%	15%	13%	13%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(161.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	71	71	23	35	22	18	16	28	48	37	27	29	138	135	131
Weighted	146	68	78	12	31	25	24	23	32	50	37	30	28	142	139	134
During a lockdown, I would give up access to Google Docs and get paid £20	71%	73%	69%	77%	59%	64%	60%	80%	86%	66%	85%	59%	71%	71%	70%	72%
I would keep access to Google Docs	22%	21%	22%	18%	36%	25%	28%	15%	7%	26%	15%	25%	20%	22%	22%	22%
Don't know	8%	7%	9%	6%	5%	11%	12%	5%	7%	8%	0%	16%	10%	7%	8%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(162.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	169	91	78	39	50	29	18	13	20	51	51	31	36	166	163	158
Weighted	163	81	82	21	44	32	23	19	23	50	49	27	37	160	156	150
During a lockdown, I would give up access to Google Docs and get paid £50	78%	85%	72%	78%	69%	81%	94%	83%	74%	90%	76%	66%	75%	78%	78%	79%
I would keep access to Google Docs	17%	11%	23%	14%	25%	16%	6%	17%	15%	6%	21%	25%	20%	17%	17%	18%
Don't know	5%	5%	5%	8%	6%	3%	0%	0%	11%	4%	3%	9%	5%	5%	5%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(163.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	140	79	61	33	41	23	18	8	17	41	44	25	30	135	133	131
Weighted	134	71	64	18	36	26	22	12	19	40	42	25	28	129	127	126
During a lockdown, I would give up access to Google Docs and get paid £100	73%	70%	75%	73%	69%	56%	73%	100%	83%	71%	74%	83%	64%	74%	71%	73%
I would keep access to Google Docs	16%	18%	15%	24%	19%	24%	16%	0%	6%	19%	13%	11%	22%	15%	17%	17%
Don't know	11%	12%	10%	3%	13%	20%	12%	0%	11%	10%	13%	6%	14%	11%	12%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(164.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	133	72	60	19	29	33	18	14	20	37	47	31	18	127	126	128
Weighted	139	68	70	10	26	36	23	20	23	39	47	34	19	133	131	134
During a lockdown, I would give up access to Google Docs and get paid £200	78%	76%	78%	66%	65%	75%	78%	89%	89%	72%	79%	77%	84%	79%	78%	77%
I would keep access to Google Docs	12%	13%	11%	17%	20%	14%	11%	0%	5%	25%	7%	10%	0%	11%	12%	11%
Don't know	11%	11%	11%	17%	14%	10%	10%	11%	5%	3%	14%	13%	16%	10%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(165.A) During a national lockdown, would you prefer to keep access to Google Docs or go without access to Google Docs for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	144	77	65	27	36	31	14	11	25	50	42	28	24	135	136	133
Weighted	147	70	75	15	31	36	18	18	28	49	41	31	26	138	139	135
During a lockdown, I would give up access to Google Docs and get paid £500	77%	73%	81%	68%	68%	68%	87%	81%	96%	81%	79%	73%	75%	78%	77%	78%
I would keep access to Google Docs	14%	17%	12%	26%	18%	18%	6%	12%	4%	18%	13%	12%	13%	14%	15%	13%
Don't know	8%	9%	8%	6%	14%	13%	6%	6%	0%	2%	9%	15%	12%	8%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(166.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	135	69	65	32	36	26	13	10	18	36	50	18	31	128	128	127
Weighted	130	63	66	17	32	30	17	14	20	36	49	19	26	124	123	123
In normal times, I would give up access to my smartphone and get paid £1.25	23%	17%	29%	4%	11%	21%	34%	42%	40%	20%	16%	32%	33%	22%	22%	23%
I would keep access to my smartphone	68%	73%	63%	82%	81%	63%	66%	50%	55%	68%	79%	47%	62%	70%	69%	68%
Don't know	9%	10%	9%	14%	8%	16%	0%	8%	5%	12%	5%	21%	5%	8%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(167.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	148	75	73	26	42	27	19	11	23	55	42	25	25	137	135	136
Weighted	150	69	81	14	37	31	25	17	26	55	41	26	28	138	136	137
In normal times, I would give up access to my smartphone and get paid £2.50	22%	24%	20%	10%	16%	15%	27%	27%	38%	17%	15%	29%	37%	21%	19%	20%
I would keep access to my smartphone	67%	66%	68%	83%	76%	54%	69%	73%	54%	72%	72%	58%	57%	70%	70%	69%
Don't know	11%	10%	12%	7%	8%	31%	5%	0%	8%	12%	13%	13%	6%	10%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(168.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	140	78	62	25	42	26	17	16	14	45	42	25	28	134	133	134
Weighted	144	71	73	14	37	29	21	27	16	42	44	27	30	138	136	137
In normal times, I would give up access to my smartphone and get paid £5	18%	19%	18%	14%	26%	15%	19%	8%	28%	22%	11%	19%	25%	19%	16%	17%
I would keep access to my smartphone	73%	72%	74%	81%	62%	74%	74%	83%	72%	78%	77%	72%	60%	73%	76%	74%
Don't know	9%	9%	8%	5%	12%	11%	7%	9%	0%	0%	12%	10%	15%	8%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(169.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	150	74	76	27	33	34	23	10	23	48	42	27	33	145	145	141
Weighted	153	68	85	14	29	39	30	15	27	50	45	28	30	149	149	144
In normal times, I would give up access to my smartphone and get paid £10	19%	21%	18%	11%	43%	17%	5%	16%	21%	22%	12%	23%	22%	19%	19%	19%
I would keep access to my smartphone	75%	75%	75%	85%	51%	77%	86%	76%	79%	73%	83%	72%	70%	76%	75%	76%
Don't know	6%	4%	7%	3%	6%	6%	10%	8%	0%	5%	5%	5%	8%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(170.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	83	59	39	34	26	16	11	16	48	38	26	29	133	132	127
Weighted	133	74	59	21	30	28	21	16	17	45	33	27	27	127	125	118
In normal times, I would give up access to my smartphone and get paid £20	22%	29%	14%	17%	18%	29%	23%	15%	32%	21%	20%	28%	23%	23%	21%	23%
I would keep access to my smartphone	67%	64%	71%	68%	76%	58%	64%	71%	68%	77%	73%	45%	65%	67%	69%	68%
Don't know	10%	7%	15%	15%	6%	14%	14%	15%	0%	2%	7%	27%	12%	9%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(171.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	148	68	79	29	41	28	17	12	21	56	45	23	24	143	146	141
Weighted	154	61	92	17	38	33	21	21	25	57	45	24	28	149	152	146
In normal times, I would give up access to my smartphone and get paid £50	38%	36%	39%	29%	38%	32%	34%	47%	46%	39%	28%	34%	54%	38%	37%	40%
I would keep access to my smartphone	53%	53%	52%	61%	57%	56%	55%	48%	39%	51%	62%	53%	42%	53%	54%	52%
Don't know	9%	11%	9%	11%	5%	11%	11%	5%	15%	10%	10%	13%	4%	9%	10%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(172.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	182	109	70	32	44	33	29	19	25	63	51	38	30	176	170	172
Weighted	184	103	78	18	38	35	37	28	27	61	51	37	35	178	170	175
In normal times, I would give up access to my smartphone and get paid £100	45%	48%	41%	48%	45%	49%	31%	48%	56%	40%	42%	56%	48%	45%	43%	45%
I would keep access to my smartphone	49%	45%	54%	48%	50%	45%	69%	44%	28%	55%	48%	42%	45%	50%	51%	49%
Don't know	6%	8%	5%	4%	5%	7%	0%	8%	16%	5%	10%	2%	7%	5%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(173.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	153	89	62	36	38	24	18	10	27	38	54	31	30	149	146	144
Weighted	151	79	69	21	34	28	22	15	31	37	52	30	31	147	143	141
In normal times, I would give up access to my smartphone and get paid £200	42%	45%	37%	25%	44%	48%	57%	31%	40%	42%	39%	51%	37%	42%	42%	41%
I would keep access to my smartphone	49%	45%	54%	63%	48%	42%	43%	53%	49%	51%	51%	35%	58%	49%	50%	51%
Don't know	9%	10%	9%	12%	8%	10%	0%	16%	11%	7%	10%	13%	5%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(174.A) In normal times (before COVID and lockdown), would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	161	83	77	30	49	28	24	13	17	53	49	33	26	155	158	153
Weighted	161	77	82	16	45	30	30	19	20	51	53	32	25	153	157	152
In normal times, I would give up access to my smartphone and get paid £500	54%	55%	53%	55%	47%	63%	67%	30%	57%	42%	65%	49%	58%	55%	53%	54%
I would keep access to my smartphone	40%	38%	41%	45%	45%	34%	28%	58%	31%	49%	33%	36%	42%	39%	40%	40%
Don't know	7%	8%	6%	0%	8%	3%	5%	12%	12%	9%	2%	16%	0%	7%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(175.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	138	81	56	29	40	22	15	13	19	41	52	24	21	128	131	125
Weighted	136	73	62	17	35	25	19	18	22	41	52	23	19	126	130	125
During a lockdown, I would give up access to my smartphone and get paid £1.25	19%	18%	20%	17%	20%	25%	21%	6%	20%	26%	9%	25%	23%	18%	18%	18%
I would keep access to my smartphone	75%	72%	78%	69%	75%	68%	79%	87%	75%	72%	85%	72%	59%	77%	78%	78%
Don't know	6%	9%	2%	14%	5%	8%	0%	6%	5%	3%	6%	3%	18%	5%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(176.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	144	81	62	34	29	28	21	10	22	49	47	26	22	136	135	138
Weighted	142	74	67	19	25	31	27	16	25	45	48	25	24	134	133	137
During a lockdown, I would give up access to my smartphone and get paid £2.50	17%	13%	22%	10%	21%	15%	5%	43%	17%	14%	10%	18%	37%	16%	14%	18%
I would keep access to my smartphone	76%	80%	71%	90%	72%	77%	89%	43%	73%	79%	85%	75%	53%	77%	78%	75%
Don't know	7%	7%	8%	0%	7%	8%	5%	15%	9%	8%	5%	8%	10%	7%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(177.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	75	73	30	38	25	17	11	28	47	47	25	30	142	137	141
Weighted	148	71	76	16	35	27	21	17	32	46	46	23	32	141	135	140
During a lockdown, I would give up access to my smartphone and get paid £5	18%	20%	16%	6%	16%	12%	30%	7%	28%	19%	18%	20%	14%	18%	16%	19%
I would keep access to my smartphone	70%	68%	72%	84%	71%	79%	70%	86%	47%	69%	73%	60%	76%	73%	74%	72%
Don't know	12%	12%	12%	10%	13%	9%	0%	7%	25%	12%	9%	19%	10%	10%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(178.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	159	89	70	29	33	41	20	17	19	48	48	37	26	156	155	154
Weighted	166	82	84	16	29	47	25	28	21	48	48	40	31	163	161	162
During a lockdown, I would give up access to my smartphone and get paid £10	16%	16%	16%	10%	17%	15%	15%	12%	26%	17%	8%	25%	13%	15%	14%	16%
I would keep access to my smartphone	76%	76%	76%	80%	73%	72%	80%	79%	74%	76%	85%	59%	82%	76%	77%	76%
Don't know	8%	8%	9%	10%	10%	13%	5%	8%	0%	6%	7%	16%	5%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(179.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	143	73	70	20	51	29	20	7	16	46	41	24	32	141	138	135
Weighted	144	66	78	11	45	33	25	11	19	46	43	27	28	142	138	134
During a lockdown, I would give up access to my smartphone and get paid £20	22%	28%	16%	17%	28%	17%	21%	10%	23%	26%	16%	26%	18%	22%	20%	21%
I would keep access to my smartphone	73%	69%	75%	79%	67%	69%	79%	90%	70%	68%	78%	65%	80%	72%	74%	73%
Don't know	6%	3%	8%	4%	4%	14%	0%	0%	7%	6%	7%	9%	2%	6%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(180.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	127	71	55	22	41	19	22	8	15	44	37	21	24	121	122	119
Weighted	126	66	59	12	37	20	27	12	17	43	35	21	26	120	120	117
During a lockdown, I would give up access to my smartphone and get paid £50	28%	29%	26%	30%	25%	31%	18%	35%	40%	26%	19%	35%	39%	28%	26%	28%
I would keep access to my smartphone	65%	63%	69%	61%	70%	60%	77%	55%	54%	68%	68%	65%	57%	66%	68%	65%
Don't know	7%	8%	5%	9%	5%	9%	5%	9%	6%	7%	13%	0%	4%	7%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(181.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	168	91	77	41	37	30	18	14	28	52	43	36	37	161	158	153
Weighted	166	82	83	23	33	33	23	22	32	50	41	40	35	160	156	150
During a lockdown, I would give up access to my smartphone and get paid £100	36%	41%	32%	31%	28%	35%	37%	31%	52%	37%	23%	44%	42%	36%	36%	36%
I would keep access to my smartphone	52%	47%	56%	56%	59%	48%	56%	58%	36%	57%	62%	41%	44%	52%	52%	54%
Don't know	12%	12%	12%	13%	13%	17%	6%	11%	12%	6%	15%	15%	14%	12%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(182.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	174	87	85	38	38	34	21	19	24	61	48	28	36	169	168	164
Weighted	176	81	93	20	33	39	27	28	28	64	48	26	38	172	171	165
During a lockdown, I would give up access to my smartphone and get paid £200	44%	47%	41%	41%	43%	47%	39%	40%	49%	41%	50%	41%	44%	45%	44%	44%
I would keep access to my smartphone	47%	47%	47%	57%	49%	40%	50%	56%	39%	48%	44%	39%	55%	48%	47%	49%
Don't know	9%	6%	12%	2%	8%	13%	11%	4%	12%	11%	6%	20%	1%	8%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(183.A) During a national lockdown, would you prefer to keep access to your smartphone or go without access to your smartphone for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	150	80	68	33	45	24	22	13	13	54	43	25	28	146	142	139
Weighted	148	71	75	19	40	27	30	19	15	52	44	24	27	145	140	135
During a lockdown, I would give up access to my smartphone and get paid £500	54%	51%	58%	56%	44%	55%	61%	47%	77%	61%	56%	41%	51%	55%	52%	52%
I would keep access to my smartphone	39%	44%	34%	35%	45%	40%	34%	47%	23%	35%	36%	48%	43%	39%	41%	41%
Don't know	7%	6%	8%	8%	11%	5%	5%	6%	0%	4%	8%	11%	6%	6%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(184.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	84	63	32	38	32	18	13	16	48	42	34	24	143	142	143
Weighted	149	77	70	18	33	37	22	21	17	46	42	36	24	143	141	143
In normal times, I would give up access to Gmail and get paid £1.25	28%	29%	27%	3%	32%	31%	35%	16%	45%	27%	35%	27%	17%	26%	27%	27%
I would keep access to Gmail	64%	64%	63%	86%	60%	59%	59%	78%	49%	69%	52%	64%	75%	66%	65%	65%
Don't know	8%	7%	10%	11%	8%	10%	6%	5%	6%	3%	12%	9%	8%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(185.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £2.50?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	139	78	60	28	39	28	17	12	15	43	35	32	29	134	134	132
Weighted	135	71	63	15	34	28	22	18	18	44	31	33	27	131	130	129
In normal times, I would give up access to Gmail and get paid £2.50	38%	37%	40%	16%	30%	38%	42%	31%	72%	44%	27%	32%	47%	36%	36%	37%
I would keep access to Gmail	55%	58%	51%	67%	65%	53%	51%	63%	28%	48%	67%	60%	49%	57%	57%	56%
Don't know	7%	5%	9%	16%	5%	8%	7%	6%	0%	8%	6%	8%	4%	7%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(186.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £5?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	83	62	31	41	28	17	10	19	49	45	27	25	138	134	136
Weighted	141	76	64	17	37	31	21	14	22	51	43	24	23	135	130	132
In normal times, I would give up access to Gmail and get paid £5	33%	38%	28%	25%	37%	32%	18%	33%	51%	31%	37%	26%	38%	32%	30%	34%
I would keep access to Gmail	57%	57%	57%	60%	58%	44%	77%	67%	49%	57%	58%	62%	53%	60%	61%	59%
Don't know	9%	5%	15%	15%	6%	24%	5%	0%	0%	12%	5%	13%	8%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(187.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	145	70	74	33	29	31	20	16	16	51	40	24	30	140	140	139
Weighted	148	66	82	18	26	36	25	24	18	51	41	25	31	143	144	143
In normal times, I would give up access to Gmail and get paid £10	56%	48%	64%	26%	59%	62%	71%	52%	56%	61%	59%	41%	58%	56%	56%	56%
I would keep access to Gmail	35%	43%	28%	64%	33%	30%	29%	34%	31%	33%	36%	41%	33%	37%	36%	36%
Don't know	8%	9%	8%	10%	8%	8%	0%	15%	12%	6%	5%	18%	9%	8%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(188.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £20?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	144	77	67	31	35	22	22	13	21	50	49	13	32	137	142	136
Weighted	144	71	72	17	31	24	29	19	24	50	49	12	32	136	141	134
In normal times, I would give up access to Gmail and get paid £20	49%	50%	48%	46%	40%	37%	63%	47%	61%	52%	48%	44%	48%	50%	49%	50%
I would keep access to Gmail	42%	40%	45%	54%	54%	50%	32%	47%	20%	36%	44%	47%	49%	43%	42%	42%
Don't know	8%	10%	7%	0%	6%	13%	5%	6%	18%	12%	8%	9%	3%	7%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(189.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £50?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	159	81	77	33	44	30	22	7	23	50	49	29	31	154	147	148
Weighted	156	74	82	18	39	33	28	11	26	51	48	29	28	152	145	146
In normal times, I would give up access to Gmail and get paid £50	55%	49%	61%	43%	55%	48%	64%	70%	58%	62%	47%	61%	51%	55%	55%	54%
I would keep access to Gmail	35%	39%	31%	50%	41%	35%	27%	30%	26%	31%	39%	29%	40%	35%	36%	37%
Don't know	10%	12%	8%	7%	5%	17%	9%	0%	16%	6%	14%	10%	9%	9%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(190.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £100?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	170	93	76	31	47	35	22	12	23	59	53	34	23	163	161	155
Weighted	171	85	86	17	41	40	28	19	26	55	54	35	27	165	162	157
In normal times, I would give up access to Gmail and get paid £100	68%	73%	62%	55%	69%	60%	74%	71%	77%	62%	73%	76%	59%	69%	68%	67%
I would keep access to Gmail	26%	19%	33%	36%	26%	32%	22%	23%	14%	34%	19%	22%	27%	25%	25%	26%
Don't know	7%	8%	5%	9%	4%	8%	4%	6%	9%	4%	8%	1%	15%	6%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(191.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	160	93	66	29	42	27	18	19	25	46	49	31	34	154	153	149
Weighted	166	84	80	17	37	30	23	30	29	44	51	33	39	160	158	152
In normal times, I would give up access to Gmail and get paid £200	70%	69%	70%	72%	66%	77%	71%	67%	68%	61%	76%	74%	68%	70%	70%	72%
I would keep access to Gmail	23%	22%	24%	21%	32%	9%	18%	29%	23%	26%	20%	16%	29%	23%	22%	23%
Don't know	8%	9%	7%	8%	2%	14%	11%	4%	9%	13%	4%	11%	3%	7%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(192.A) In normal times (before COVID and lockdown), would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	140	69	71	28	37	19	20	10	26	46	44	22	28	137	133	130
Weighted	141	62	79	15	33	22	26	15	30	44	45	23	29	138	134	130
In normal times, I would give up access to Gmail and get paid £500	75%	75%	74%	73%	65%	81%	67%	100%	76%	82%	71%	82%	65%	74%	74%	74%
I would keep access to Gmail	17%	18%	16%	19%	27%	13%	19%	0%	16%	13%	21%	9%	22%	17%	17%	19%
Don't know	8%	7%	9%	8%	9%	6%	14%	0%	8%	5%	8%	9%	13%	8%	9%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(193.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	176	96	80	37	44	32	19	9	35	64	47	28	36	169	170	169
Weighted	171	89	82	20	39	37	24	13	39	63	47	26	34	163	165	163
During a lockdown, I would give up access to Gmail and get paid £1.25	34%	36%	31%	20%	27%	32%	22%	55%	50%	39%	26%	28%	39%	33%	33%	33%
I would keep access to Gmail	56%	53%	60%	70%	69%	57%	67%	27%	38%	52%	58%	65%	53%	57%	57%	58%
Don't know	10%	11%	9%	10%	5%	11%	11%	19%	12%	9%	16%	6%	8%	10%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(194.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	158	94	64	35	43	28	28	4	20	52	50	28	28	150	145	146
Weighted	150	85	65	19	37	31	35	5	23	50	50	26	24	143	137	139
During a lockdown, I would give up access to Gmail and get paid £2.50	37%	31%	45%	30%	38%	20%	52%	50%	41%	38%	30%	43%	48%	38%	34%	37%
I would keep access to Gmail	53%	59%	45%	61%	53%	63%	44%	25%	54%	57%	58%	47%	42%	53%	56%	53%
Don't know	9%	9%	9%	8%	9%	17%	4%	25%	5%	5%	13%	10%	11%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(195.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £5?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	148	75	72	30	42	29	18	13	16	43	50	30	25	139	138	135
Weighted	148	67	80	16	37	32	24	20	19	43	53	29	24	142	140	136
During a lockdown, I would give up access to Gmail and get paid £5	42%	39%	45%	25%	31%	43%	63%	50%	42%	39%	40%	49%	45%	43%	41%	42%
I would keep access to Gmail	52%	55%	48%	63%	62%	50%	31%	50%	52%	59%	51%	47%	44%	53%	53%	52%
Don't know	6%	6%	7%	12%	7%	7%	6%	0%	6%	2%	9%	4%	11%	4%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(196.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	135	83	51	22	40	21	13	15	24	46	35	33	21	132	127	126
Weighted	135	78	56	13	36	23	16	22	27	44	35	34	22	133	127	126
During a lockdown, I would give up access to Gmail and get paid £10	43%	45%	40%	27%	39%	46%	55%	47%	41%	48%	45%	34%	44%	43%	43%	44%
I would keep access to Gmail	45%	46%	43%	61%	50%	31%	45%	37%	50%	48%	48%	41%	41%	45%	45%	46%
Don't know	12%	9%	17%	13%	11%	23%	0%	16%	9%	4%	7%	25%	15%	12%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(197.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	153	78	74	30	37	27	20	14	25	46	53	20	33	145	147	142
Weighted	159	71	87	17	33	30	26	25	29	48	52	20	38	150	152	148
During a lockdown, I would give up access to Gmail and get paid £20	54%	54%	54%	37%	43%	49%	59%	64%	67%	69%	40%	52%	54%	54%	53%	53%
I would keep access to Gmail	39%	39%	38%	53%	51%	43%	36%	32%	21%	29%	45%	41%	42%	40%	40%	40%
Don't know	7%	7%	8%	9%	6%	8%	6%	5%	11%	2%	15%	7%	4%	6%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(198.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £50?

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	166	84	82	37	36	30	26	17	20	58	48	33	27	162	158	157
Weighted	171	77	93	20	32	35	33	27	23	58	48	38	27	166	162	160
During a lockdown, I would give up access to Gmail and get paid £50	56%	55%	56%	41%	55%	47%	62%	50%	80%	45%	66%	56%	59%	55%	54%	55%
I would keep access to Gmail	36%	37%	35%	50%	36%	35%	30%	46%	20%	51%	27%	26%	34%	36%	37%	37%
Don't know	8%	8%	9%	9%	9%	18%	8%	4%	0%	4%	7%	18%	7%	9%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(199.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	146	79	67	34	45	24	16	14	13	40	51	28	27	139	140	134
Weighted	141	71	70	18	40	27	21	20	15	36	49	30	25	135	133	128
During a lockdown, I would give up access to Gmail and get paid £100	69%	68%	70%	67%	54%	91%	68%	72%	69%	64%	78%	61%	68%	69%	69%	68%
I would keep access to Gmail	23%	23%	23%	23%	35%	3%	25%	16%	31%	29%	18%	23%	22%	23%	23%	25%
Don't know	8%	8%	8%	10%	11%	5%	7%	11%	0%	7%	3%	15%	10%	8%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(200.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	130	64	64	28	25	27	17	18	15	46	34	25	25	126	124	125
Weighted	136	60	74	16	23	30	22	28	17	46	32	26	32	131	129	130
During a lockdown, I would give up access to Gmail and get paid £200	65%	71%	61%	53%	71%	62%	53%	76%	72%	69%	59%	67%	64%	66%	64%	66%
I would keep access to Gmail	26%	15%	34%	43%	24%	30%	32%	16%	14%	20%	34%	29%	24%	26%	26%	26%
Don't know	9%	14%	5%	4%	4%	8%	16%	8%	13%	11%	7%	5%	12%	8%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(201.A) During a national lockdown, would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	140	75	62	23	40	34	19	8	16	47	38	21	34	138	137	134
Weighted	142	68	70	13	35	39	23	12	19	47	41	20	34	140	139	136
During a lockdown, I would give up access to Gmail and get paid £500	69%	71%	67%	49%	73%	56%	83%	81%	75%	64%	75%	74%	64%	70%	69%	69%
I would keep access to Gmail	23%	20%	23%	43%	22%	32%	12%	9%	12%	27%	18%	13%	28%	22%	22%	23%
Don't know	9%	8%	10%	8%	5%	12%	5%	9%	13%	9%	7%	13%	8%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(202.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £1.25 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	145	73	72	29	44	21	21	9	21	46	47	29	23	140	135	135
Weighted	143	68	75	15	40	24	26	14	24	45	45	29	24	139	134	134
In normal times, I would give up access to Gmail and get paid £1.25	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I would pay £1.25 and not be tracked	49%	36%	60%	55%	66%	37%	45%	41%	38%	43%	58%	59%	30%	49%	51%	50%
I would prefer to be tracked	34%	48%	22%	23%	26%	41%	46%	33%	37%	42%	31%	28%	35%	35%	34%	35%
Don't know	17%	16%	17%	22%	8%	22%	10%	26%	25%	15%	11%	13%	35%	16%	16%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(203.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £2.50 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	156	87	69	30	41	33	23	12	17	55	48	27	26	150	148	149
Weighted	158	78	80	17	36	36	29	20	20	55	48	29	26	152	150	151
I would pay £2.50 and not be tracked	50%	44%	56%	43%	47%	56%	58%	50%	42%	52%	44%	47%	62%	51%	51%	51%
I would prefer to be tracked	31%	39%	23%	31%	43%	31%	24%	22%	24%	26%	38%	39%	16%	30%	30%	32%
Don't know	19%	17%	21%	27%	9%	13%	18%	28%	34%	22%	17%	14%	22%	19%	19%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(204.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £5 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	138	79	57	25	41	21	24	9	18	42	41	30	25	135	132	125
Weighted	139	72	64	15	36	24	31	13	20	40	44	29	26	136	133	124
I would pay £5 and not be tracked	39%	36%	41%	58%	53%	37%	39%	36%	6%	30%	45%	56%	26%	39%	39%	37%
I would prefer to be tracked	32%	35%	29%	16%	29%	38%	32%	27%	43%	38%	25%	33%	32%	32%	32%	34%
Don't know	29%	29%	30%	26%	18%	25%	29%	37%	50%	33%	30%	11%	41%	28%	29%	29%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(205.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £10 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	167	86	78	40	37	32	18	18	22	56	51	31	29	161	158	151
Weighted	168	78	87	23	32	37	24	27	25	55	53	33	26	162	157	151
I would pay £10 and not be tracked	31%	35%	27%	46%	41%	24%	28%	29%	21%	28%	29%	33%	41%	31%	31%	31%
I would prefer to be tracked	40%	42%	40%	37%	48%	39%	39%	33%	46%	48%	48%	26%	27%	41%	41%	43%
Don't know	28%	24%	33%	17%	11%	37%	33%	38%	33%	24%	22%	42%	32%	28%	28%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(206.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £20 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	121	66	54	24	25	19	19	14	20	37	40	20	24	117	115	114
Weighted	124	62	61	13	22	20	24	22	23	37	39	19	29	120	118	117
I would pay £20 and not be tracked	27%	29%	25%	34%	29%	21%	28%	31%	20%	35%	13%	38%	26%	27%	26%	26%
I would prefer to be tracked	50%	51%	49%	49%	53%	54%	58%	37%	50%	45%	67%	40%	42%	50%	49%	51%
Don't know	23%	20%	26%	17%	17%	25%	14%	31%	31%	20%	20%	22%	32%	23%	24%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(207.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £50 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	148	75	73	33	41	28	17	13	16	41	49	27	30	145	146	143
Weighted	150	66	83	18	37	31	22	23	18	39	52	26	32	146	148	144
I would pay £50 and not be tracked	21%	24%	19%	39%	47%	6%	25%	0%	0%	22%	13%	36%	21%	22%	21%	21%
I would prefer to be tracked	52%	47%	56%	45%	40%	52%	53%	62%	69%	61%	51%	39%	54%	53%	53%	53%
Don't know	27%	29%	25%	16%	13%	42%	22%	38%	31%	18%	36%	25%	25%	25%	26%	26%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(208.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £100 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	141	72	69	22	39	31	18	11	20	52	45	20	24	133	136	134
Weighted	147	65	81	12	35	35	24	17	23	54	47	23	23	138	140	141
I would pay £100 and not be tracked	25%	25%	25%	34%	31%	24%	28%	27%	10%	30%	22%	26%	17%	27%	25%	25%
I would prefer to be tracked	53%	47%	57%	52%	52%	51%	50%	60%	56%	51%	57%	52%	49%	53%	53%	54%
Don't know	22%	27%	18%	14%	18%	25%	22%	14%	34%	18%	21%	22%	34%	20%	22%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(209.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £200 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	161	92	68	35	41	35	15	12	23	56	44	29	31	153	150	152
Weighted	155	84	70	19	36	38	19	17	26	56	38	28	32	148	144	146
I would pay £200 and not be tracked	25%	28%	23%	28%	33%	37%	6%	20%	13%	17%	25%	26%	37%	25%	27%	27%
I would prefer to be tracked	49%	56%	43%	46%	53%	42%	65%	47%	48%	54%	57%	44%	37%	51%	49%	52%
Don't know	25%	17%	34%	26%	13%	21%	29%	33%	40%	29%	18%	29%	25%	24%	25%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(210.A) Many free online internet services make money by aggregating tracking data on their users, and using this to target advertising. Some commentators have expressed a concern that this hurts privacy. Imagine that you were offered a choice between paying £500 for a month and not being tracked, or continuing to be tracked when using these services. Would you:

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	175	98	76	38	43	32	21	14	27	57	41	33	44	166	166	165
Weighted	169	92	76	20	37	36	26	19	30	54	39	34	41	161	160	159
I would pay £500 and not be tracked	22%	22%	23%	25%	26%	21%	45%	0%	11%	20%	24%	27%	18%	22%	23%	22%
I would prefer to be tracked	54%	60%	46%	51%	51%	56%	42%	65%	59%	59%	58%	44%	51%	53%	52%	55%
Don't know	24%	19%	32%	24%	23%	23%	13%	35%	30%	21%	18%	28%	31%	24%	25%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(211.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £1.25?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	153	84	69	24	39	31	21	15	23	57	41	28	27	145	147	146
Weighted	161	78	82	13	35	35	26	25	26	59	39	33	30	151	154	152
I would switch to a different search engine for a month and get paid £1.25	25%	24%	26%	12%	25%	21%	29%	31%	26%	23%	20%	36%	22%	25%	24%	24%
I would keep access to Google Search	62%	65%	60%	83%	58%	57%	65%	59%	62%	64%	62%	56%	65%	64%	63%	65%
Don't know	13%	11%	15%	5%	17%	21%	5%	9%	12%	13%	18%	8%	12%	11%	13%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(212.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £2.50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	149	80	67	28	38	29	16	15	23	50	54	26	19	145	142	142
Weighted	152	74	76	16	34	33	20	23	26	49	53	26	23	149	144	145
I would switch to a different search engine for a month and get paid £2.50	28%	29%	26%	27%	31%	24%	46%	15%	28%	26%	32%	16%	40%	28%	28%	28%
I would keep access to Google Search	61%	61%	64%	56%	69%	58%	54%	70%	58%	63%	65%	66%	46%	63%	63%	63%
Don't know	10%	10%	10%	17%	0%	17%	0%	15%	14%	11%	4%	18%	14%	9%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(213.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £5?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	151	80	70	26	39	29	19	13	25	55	49	24	22	143	143	140
Weighted	153	74	78	14	35	32	24	20	29	55	49	26	23	145	145	141
I would switch to a different search engine for a month and get paid £5	37%	35%	37%	18%	40%	33%	28%	66%	32%	30%	43%	46%	29%	36%	35%	37%
I would keep access to Google Search	51%	49%	53%	74%	45%	40%	72%	28%	56%	58%	45%	44%	54%	53%	53%	52%
Don't know	13%	16%	10%	8%	15%	27%	0%	6%	12%	12%	12%	10%	18%	11%	12%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(214.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £10?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	135	72	62	23	42	23	26	8	13	40	47	21	27	132	131	125
Weighted	136	66	69	13	37	27	34	10	14	38	53	19	27	133	131	125
I would switch to a different search engine for a month and get paid £10	37%	28%	44%	52%	14%	34%	59%	32%	38%	21%	43%	42%	45%	38%	36%	36%
I would keep access to Google Search	47%	56%	40%	32%	66%	34%	37%	56%	54%	67%	37%	43%	44%	49%	48%	51%
Don't know	15%	15%	16%	16%	20%	31%	3%	11%	7%	12%	21%	15%	11%	14%	16%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(215.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £20?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	157	81	75	37	45	25	19	14	17	40	53	32	32	150	151	145
Weighted	155	74	80	20	40	28	24	24	19	39	51	33	32	148	148	143
I would switch to a different search engine for a month and get paid £20	51%	53%	50%	47%	41%	56%	59%	62%	46%	48%	55%	50%	50%	51%	50%	54%
I would keep access to Google Search	40%	39%	41%	46%	52%	19%	36%	38%	48%	40%	35%	46%	44%	40%	41%	37%
Don't know	9%	9%	9%	8%	7%	25%	5%	0%	5%	12%	11%	4%	6%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(216.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £50?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	142	87	54	35	30	26	19	11	21	50	34	29	29	138	135	133
Weighted	137	79	57	20	26	27	24	16	24	46	34	29	28	134	131	128
I would switch to a different search engine for a month and get paid £50	63%	63%	62%	54%	51%	67%	68%	72%	66%	53%	81%	62%	59%	63%	63%	63%
I would keep access to Google Search	26%	23%	30%	37%	39%	16%	22%	14%	24%	39%	11%	22%	24%	26%	26%	25%
Don't know	11%	14%	8%	9%	9%	17%	9%	15%	10%	8%	8%	16%	17%	11%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(217.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £100?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	155	89	66	32	42	33	16	12	20	45	43	34	33	150	148	147
Weighted	152	81	71	17	36	38	20	18	23	46	41	31	33	148	145	143
I would switch to a different search engine for a month and get paid £100	70%	74%	65%	65%	69%	72%	73%	63%	74%	66%	71%	75%	71%	71%	69%	69%
I would keep access to Google Search	19%	14%	25%	25%	24%	11%	14%	31%	16%	25%	19%	17%	13%	19%	20%	20%
Don't know	11%	11%	10%	10%	7%	16%	13%	6%	9%	9%	10%	8%	16%	10%	11%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(218.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £200?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	156	88	66	33	39	29	19	14	22	49	44	30	33	149	146	143
Weighted	155	81	72	19	35	31	24	20	25	47	46	31	30	148	144	141
I would switch to a different search engine for a month and get paid £200	73%	68%	78%	68%	69%	77%	64%	78%	85%	71%	82%	67%	71%	74%	72%	77%
I would keep access to Google Search	18%	20%	15%	21%	26%	11%	20%	16%	10%	20%	11%	21%	19%	18%	18%	16%
Don't know	9%	11%	6%	12%	5%	12%	16%	6%	5%	9%	6%	12%	10%	8%	9%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(219.A) Imagine you had to choose between the following options. Would you prefer to keep using Google Search or switch to a different search engine for one month and get paid £500?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	154	67	87	38	38	27	21	10	20	56	41	22	34	148	143	147
Weighted	152	61	92	20	34	32	28	16	23	56	40	22	33	148	142	147
I would switch to a different search engine for a month and get paid £500	77%	78%	75%	64%	66%	82%	80%	79%	89%	79%	87%	61%	69%	78%	76%	79%
I would keep access to Google Search	12%	10%	14%	17%	24%	7%	0%	14%	11%	13%	7%	16%	15%	13%	13%	12%
Don't know	11%	12%	11%	20%	10%	10%	20%	7%	0%	8%	6%	22%	16%	10%	11%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(220.A) Overall, do you have a favourable or unfavourable impression of Google as a company?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Very unfavourable	3%	3%	2%	4%	1%	2%	2%	5%	4%	3%	2%	2%	6%	3%	3%	3%
Somewhat unfavourable	9%	10%	7%	12%	7%	4%	10%	9%	13%	14%	4%	9%	6%	8%	8%	8%
Neutral	30%	27%	32%	22%	30%	33%	29%	24%	35%	22%	31%	31%	38%	29%	29%	28%
Somewhat favourable	29%	29%	29%	24%	28%	27%	28%	34%	34%	30%	35%	26%	21%	29%	29%	30%
Very favourable	28%	29%	28%	33%	32%	32%	29%	28%	13%	32%	25%	29%	27%	29%	29%	30%
Don't know	2%	1%	2%	5%	2%	1%	3%	0%	1%	0%	3%	2%	2%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(221.A) And do you have a favourable or unfavourable impression of how Google has responded to Covid-19?

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Very unfavourable	1%	2%	0%	0%	1%	1%	1%	1%	3%	1%	1%	1%	3%	1%	1%	1%
Somewhat unfavourable	4%	4%	4%	5%	6%	6%	1%	4%	0%	6%	3%	4%	1%	3%	3%	4%
Neutral	45%	44%	46%	44%	35%	41%	47%	46%	66%	42%	46%	45%	51%	45%	45%	45%
Somewhat favourable	21%	23%	20%	18%	31%	27%	21%	11%	10%	25%	26%	18%	12%	22%	22%	22%
Very favourable	17%	17%	17%	23%	21%	14%	18%	23%	6%	15%	14%	20%	24%	18%	18%	18%
Don't know	11%	10%	12%	11%	8%	11%	10%	15%	16%	12%	10%	13%	10%	11%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(222.A) Do you agree or disagree with the following statements?: Overall, the tech industry is a force for good in the UK

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Strongly agree	13%	14%	13%	16%	16%	13%	10%	18%	8%	17%	8%	12%	17%	14%	13%	14%
Agree	45%	46%	44%	40%	43%	48%	44%	42%	50%	49%	50%	42%	33%	46%	46%	46%
Neither agree or disagree	29%	27%	32%	32%	32%	24%	30%	29%	30%	24%	32%	30%	35%	29%	29%	29%
Disagree	6%	7%	6%	5%	5%	5%	10%	5%	8%	4%	8%	6%	7%	7%	6%	6%
Strongly disagree	2%	3%	1%	2%	2%	3%	1%	1%	0%	2%	1%	2%	1%	1%	1%	1%
Don't Know	4%	4%	4%	4%	2%	6%	4%	4%	3%	3%	1%	7%	6%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(223.A) Do you agree or disagree with the following statements?: Recent innovations by the tech industry have improved my quality of life

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Strongly agree	12%	12%	12%	21%	14%	14%	3%	19%	2%	15%	8%	11%	13%	12%	12%	12%
Agree	39%	39%	39%	35%	48%	39%	49%	24%	33%	44%	43%	29%	34%	39%	41%	40%
Neither agree or disagree	34%	35%	33%	32%	29%	30%	36%	42%	38%	28%	33%	41%	38%	34%	34%	34%
Disagree	8%	8%	8%	5%	7%	7%	5%	5%	17%	5%	8%	12%	7%	8%	7%	8%
Strongly disagree	3%	3%	2%	2%	1%	2%	5%	4%	4%	2%	4%	2%	3%	3%	2%	3%
Don't Know	5%	3%	6%	5%	1%	8%	3%	5%	6%	5%	3%	5%	5%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(224.A) Do you agree or disagree with the following statements?: Recently, progress in new technology has slowed down

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Strongly agree	5%	6%	5%	9%	7%	10%	1%	3%	1%	8%	2%	4%	6%	5%	5%	5%
Agree	21%	24%	17%	27%	27%	22%	22%	7%	15%	22%	20%	23%	16%	21%	21%	21%
Neither agree or disagree	35%	34%	36%	33%	31%	31%	39%	42%	37%	29%	41%	32%	38%	35%	35%	35%
Disagree	21%	20%	21%	21%	21%	20%	20%	22%	22%	23%	21%	18%	21%	21%	21%	22%
Strongly disagree	5%	5%	5%	2%	7%	2%	8%	9%	2%	4%	5%	7%	4%	5%	5%	5%
Don't Know	13%	10%	16%	7%	7%	16%	9%	17%	22%	14%	11%	15%	14%	13%	12%	12%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(225.A) Do you agree or disagree with the following statements?: Online platforms spread more disinformation and fake news than the traditional media

	Gender			Age						Social Grade				Google Search User	YouTube User	Google Maps User
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Strongly agree	19%	21%	17%	20%	14%	21%	17%	22%	24%	23%	17%	17%	18%	19%	19%	19%
Agree	37%	39%	35%	35%	35%	36%	39%	30%	45%	42%	38%	36%	27%	38%	37%	37%
Neither agree or disagree	28%	26%	30%	29%	32%	30%	27%	27%	19%	18%	33%	26%	37%	27%	28%	28%
Disagree	8%	7%	9%	7%	11%	5%	13%	9%	2%	8%	7%	9%	8%	8%	8%	8%
Strongly disagree	2%	2%	2%	4%	3%	1%	1%	5%	0%	2%	1%	2%	5%	2%	2%	2%
Don't Know	6%	4%	7%	5%	4%	7%	3%	7%	10%	6%	4%	10%	4%	5%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(226.A) Do you agree or disagree with the following statements?: On balance, the Internet has reduced my day to day privacy

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Strongly agree	16%	15%	16%	18%	19%	17%	12%	13%	12%	19%	17%	11%	13%	16%	15%	16%
Agree	38%	41%	36%	33%	37%	45%	41%	32%	38%	40%	43%	35%	32%	39%	39%	39%
Neither agree or disagree	29%	27%	31%	33%	31%	21%	32%	30%	30%	23%	28%	33%	36%	28%	29%	28%
Disagree	10%	11%	8%	7%	6%	9%	11%	17%	11%	10%	8%	9%	12%	10%	10%	10%
Strongly disagree	2%	2%	2%	1%	3%	1%	2%	5%	2%	2%	1%	3%	3%	2%	2%	2%
Don't Know	5%	3%	7%	8%	4%	7%	1%	3%	8%	5%	3%	8%	5%	5%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London

(227.A) Do you agree or disagree with the following statements?: There is not enough choice in online search engines

	Total	Gender		Age						Social Grade				Google Search User	YouTube User	Google Maps User
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Yes	Yes	Yes
Unweighted	676	364	308	138	176	126	88	56	92	221	203	123	128	650	643	634
Weighted	676	333	339	76	156	141	112	86	105	218	203	125	130	652	642	633
Strongly agree	5%	6%	4%	9%	6%	5%	3%	8%	0%	6%	3%	7%	4%	5%	5%	5%
Agree	15%	18%	12%	13%	21%	20%	18%	4%	8%	19%	13%	13%	14%	15%	16%	15%
Neither agree or disagree	31%	31%	31%	37%	25%	27%	27%	39%	36%	27%	31%	29%	38%	30%	30%	30%
Disagree	34%	31%	36%	25%	33%	35%	39%	36%	32%	29%	40%	38%	27%	35%	34%	35%
Strongly disagree	9%	10%	9%	11%	12%	6%	8%	8%	13%	12%	6%	10%	8%	9%	9%	9%
Don't Know	6%	4%	8%	6%	3%	7%	5%	5%	11%	6%	6%	3%	9%	6%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 9th Jan 2020

Data weighted by interlocking age & gender to representative proportions for London