Leeds Google Poll

Fieldwork: 27th Nov - 6th Jan 2020
Interview method: Online Survey
Population represented: Leed Adults
Sample size: 566

Methodology:

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

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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198 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? . . . 208
199 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? . . . 209
200 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? . . . 210
201 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? . . . 211
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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Personal car	65%	64%	66%	48%	56%	70%	68%	74%	82%	80%	57%	72%	49%	66%	66%	67%
Dishwasher	39%	35%	43%	40%	37%	32%	35%	40%	50%	53%	37%	43%	21%	40%	39%	39%
Tumble dryer	47%	43%	50%	47%	36%	44%	42%	67%	53%	45%	49%	54%	42%	46%	48%	48%
TV	90%	88%	93%	82%	88%	91%	91%	98%	98%	90%	92%	88%	91%	92%	91%	92%
Laptop computer	80%	79%	81%	86%	87%	78%	70%	74%	76%	82%	88%	82%	63%	81%	82%	82%
Tablet computer	59%	59%	60%	56%	57%	65%	60%	61%	60%	62%	59%	56%	57%	60%	61%	62%
Fitness tracker (eg Fitbit)	26%	22%	30%	30%	30%	31%	24%	23%	18%	29%	29%	29%	18%	27%	28%	28%
Smart watch (eg Apple Watch, Galaxy Watch)	23%	25%	21%	32%	30%	33%	14%	15%	7%	29%	24%	16%	17%	24%	24%	24%
Games console (eg Sony Playstation, Microsoft XBox, Nintendo Switch)	52%	53%	51%	66%	70%	64%	57%	34%	8%	51%	55%	54%	49%	53%	54%	54%
Smart speaker (eg. Amazon Echo, Google Home, Apple Homepod)	41%	39%	44%	55%	45%	48%	32%	37%	23%	46%	45%	33%	36%	43%	42%	43%
Streaming box or stick (eg Apple TV, Google Chromecast, Fire TV, Roku)	37%	40%	34%	50%	43%	46%	29%	27%	16%	41%	39%	28%	31%	37%	39%	39%
Smart lights (eg Philips Hue, Ikea Trådfri etc)	12%	13%	11%	17%	17%	15%	6%	6%	5%	14%	11%	4%	14%	12%	13%	12%
Smart Thermostat (e.g. Google Nest, Hive etc.)	14%	15%	13%	16%	17%	17%	9%	10%	12%	19%	12%	12%	11%	14%	15%	15%
None of the above	1%	1%	1%	3%	1%	2%	0%	0%	0%	2%	1%	0%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Very early adopter	8%	8%	7%	15%	10%	9%	2%	2%	2%	11%	5%	8%	7%	8%	8%	8%
Somewhat early adopter	25%	30%	21%	34%	40%	29%	19%	9%	9%	25%	27%	19%	26%	26%	27%	27%
Neither an early or late adopter	31%	34%	28%	30%	30%	30%	39%	29%	32%	30%	34%	34%	28%	32%	31%	31%
Somewhat late adopter	26%	19%	33%	13%	16%	24%	29%	42%	42%	25%	28%	23%	25%	26%	25%	25%
Very late adopter	8%	6%	9%	1%	2%	5%	12%	17%	16%	6%	3%	16%	12%	7%	7%	7%
Don't know	2%	3%	2%	7%	1%	3%	0%	0%	0%	2%	3%	0%	2%	1%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	73%	71%	75%	81%	83%	80%	74%	59%	55%	77%	76%	67%	67%	77%	76%	75%
In the last week	15%	16%	15%	7%	11%	7%	18%	31%	24%	14%	16%	14%	16%	16%	14%	15%
In the last month	4%	5%	4%	7%	2%	4%	1%	6%	7%	3%	4%	9%	6%	5%	4%	4%
In the last year	1%	1%	1%	0%	0%	0%	3%	0%	6%	1%	1%	1%	3%	1%	1%	1%
More than a year ago	1%	1%	1%	0%	2%	1%	1%	2%	2%	0%	1%	2%	1%	1%	1%	1%
Never	3%	3%	3%	2%	2%	4%	3%	3%	6%	3%	1%	6%	5%	0%	3%	2%
Don't know	1%	2%	1%	2%	0%	4%	0%	0%	1%	2%	1%	0%	2%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	57%	58%	57%	67%	79%	57%	54%	32%	38%	68%	56%	45%	50%	59%	61%	60%
In the last week	18%	19%	17%	14%	11%	21%	20%	26%	21%	16%	23%	14%	14%	18%	17%	18%
In the last month	7%	8%	5%	6%	2%	8%	9%	13%	6%	5%	4%	14%	8%	6%	6%	7%
In the last year	4%	4%	5%	4%	2%	3%	8%	6%	5%	3%	5%	5%	5%	4%	4%	4%
More than a year ago	3%	2%	3%	2%	3%	1%	2%	6%	3%	1%	2%	4%	6%	3%	3%	3%
Never	8%	7%	9%	4%	3%	4%	5%	16%	20%	3%	7%	16%	13%	7%	7%	7%
Don't know	3%	3%	4%	4%	1%	5%	2%	3%	6%	4%	3%	2%	4%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	49%	55%	42%	75%	67%	54%	30%	26%	17%	47%	51%	43%	50%	50%	52%	51%
In the last week	25%	23%	27%	13%	21%	31%	30%	32%	31%	27%	26%	24%	23%	25%	27%	26%
In the last month	13%	11%	16%	5%	7%	6%	19%	24%	26%	15%	12%	18%	10%	14%	14%	13%
In the last year	5%	4%	6%	1%	2%	1%	11%	6%	8%	4%	6%	4%	5%	4%	5%	4%
More than a year ago	2%	1%	2%	0%	0%	1%	4%	3%	3%	1%	2%	4%	1%	1%	2%	1%
Never	6%	5%	6%	4%	1%	4%	5%	9%	14%	4%	4%	7%	9%	5%	0%	4%
Don't know	1%	1%	1%	2%	1%	2%	1%	0%	0%	2%	0%	0%	2%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	25%	27%	23%	34%	31%	23%	24%	17%	15%	32%	22%	20%	22%	26%	26%	27%
In the last week	33%	36%	30%	40%	43%	35%	25%	25%	22%	32%	39%	32%	25%	34%	35%	36%
In the last month	20%	18%	23%	16%	18%	24%	13%	29%	25%	17%	23%	25%	19%	20%	21%	22%
In the last year	11%	9%	13%	2%	3%	7%	25%	12%	26%	12%	8%	12%	16%	11%	10%	12%
More than a year ago	3%	3%	4%	1%	1%	5%	3%	6%	6%	2%	4%	4%	5%	3%	4%	4%
Never	5%	5%	5%	3%	4%	2%	5%	10%	6%	3%	3%	7%	9%	4%	3%	0%
Don't know	2%	2%	2%	5%	0%	3%	4%	2%	0%	4%	1%	1%	3%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	56%	52%	60%	66%	74%	63%	44%	41%	35%	58%	59%	45%	55%	58%	59%	57%
In the last week	12%	17%	8%	14%	7%	14%	17%	11%	12%	13%	14%	9%	12%	13%	12%	13%
In the last month	7%	6%	7%	3%	7%	3%	7%	6%	15%	10%	5%	7%	5%	6%	6%	7%
In the last year	6%	6%	7%	7%	0%	5%	8%	15%	8%	6%	3%	14%	8%	6%	6%	7%
More than a year ago	4%	5%	4%	2%	6%	4%	4%	5%	6%	2%	7%	6%	4%	4%	4%	5%
Never	12%	13%	11%	6%	5%	8%	17%	18%	23%	9%	12%	18%	12%	11%	11%	10%
Don't know	2%	2%	3%	1%	2%	3%	3%	5%	2%	3%	1%	1%	3%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	13%	15%	11%	24%	26%	8%	4%	2%	2%	17%	11%	4%	13%	14%	14%	14%
In the last week	13%	16%	11%	17%	21%	15%	9%	11%	2%	17%	16%	8%	7%	14%	14%	14%
In the last month	10%	10%	10%	22%	9%	16%	4%	7%	0%	11%	10%	13%	8%	10%	11%	11%
In the last year	9%	7%	10%	11%	12%	14%	8%	2%	2%	12%	8%	3%	7%	9%	9%	9%
More than a year ago	4%	5%	4%	4%	5%	2%	7%	2%	6%	3%	5%	5%	6%	5%	5%	5%
Never	45%	43%	47%	16%	24%	38%	65%	72%	82%	35%	45%	62%	52%	44%	43%	44%
Don't know	5%	3%	7%	7%	3%	6%	4%	2%	7%	5%	4%	6%	7%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	11%	8%	13%	12%	14%	11%	9%	11%	5%	14%	12%	7%	5%	11%	11%	11%
In the last month	8%	11%	4%	11%	8%	8%	6%	4%	6%	6%	7%	10%	10%	8%	8%	8%
In the last year	5%	5%	5%	9%	7%	5%	0%	0%	3%	6%	5%	4%	3%	5%	5%	5%
More than a year ago	3%	4%	2%	2%	2%	3%	5%	2%	4%	3%	2%	3%	3%	3%	3%	3%
Never	54%	50%	58%	41%	45%	53%	66%	64%	66%	50%	54%	59%	58%	54%	52%	53%
Don't know	10%	9%	10%	15%	7%	9%	9%	13%	5%	8%	9%	7%	12%	9%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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)

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	4%	3%	4%	7%	7%	3%	1%	0%	0%	4%	2%	1%	7%	4%	4%	4%
In the last week	5%	5%	4%	11%	6%	1%	6%	0%	0%	7%	4%	2%	5%	5%	5%	5%
In the last month	6%	6%	6%	12%	7%	7%	2%	3%	2%	9%	6%	5%	3%	6%	6%	6%
In the last year	7%	7%	7%	12%	11%	5%	3%	2%	2%	9%	9%	1%	3%	7%	7%	7%
More than a year ago	2%	3%	1%	3%	2%	4%	1%	0%	1%	3%	1%	4%	1%	2%	2%	2%
Never	73%	74%	73%	51%	66%	73%	84%	88%	93%	63%	76%	87%	77%	74%	73%	74%
Don't know	4%	2%	5%	5%	2%	6%	3%	6%	2%	5%	3%	0%	5%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	8%	11%	6%	14%	16%	4%	4%	4%	1%	10%	6%	13%	6%	8%	9%	8%
In the last week	8%	9%	8%	9%	13%	17%	4%	0%	3%	9%	11%	8%	6%	9%	9%	9%
In the last month	6%	5%	6%	7%	7%	9%	6%	0%	2%	7%	5%	4%	6%	6%	6%	6%
In the last year	7%	9%	6%	6%	10%	12%	9%	4%	1%	7%	8%	2%	9%	7%	8%	8%
More than a year ago	4%	5%	3%	6%	3%	1%	6%	4%	3%	1%	7%	1%	4%	4%	4%	4%
Never	63%	59%	66%	51%	49%	54%	67%	82%	87%	63%	61%	67%	62%	63%	61%	62%
Don't know	4%	2%	6%	8%	2%	2%	3%	6%	3%	3%	2%	5%	6%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
In the last day	7%	9%	6%	9%	10%	10%	5%	5%	3%	9%	6%	4%	9%	8%	8%	8%
In the last week	9%	11%	7%	9%	16%	7%	6%	7%	6%	11%	8%	11%	7%	9%	10%	10%
In the last year	5%	5%	6%	7%	9%	3%	4%	4%	3%	6%	5%	8%	3%	6%	5%	6%
More than a year ago	6%	8%	5%	9%	9%	13%	0%	0%	3%	6%	6%	7%	7%	6%	7%	6%
Don't know	9%	6%	11%	11%	6%	7%	6%	16%	10%	8%	10%	9%	7%	8%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	418	146	269	74	111	87	57	31	58	137	146	49	83	418	404	401
Weighted	415	197	215	96	101	70	58	39	50	139	142	49	80	415	404	397
Once	4%	2%	6%	5%	1%	3%	4%	9%	6%	3%	3%	1%	8%	4%	4%	4%
6-10 times	25%	29%	21%	29%	30%	27%	15%	23%	13%	21%	24%	32%	26%	25%	25%	25%
11-15 times	8%	8%	7%	6%	9%	12%	11%	0%	6%	7%	8%	16%	4%	8%	8%	8%
16-20 times	5%	5%	4%	6%	8%	3%	0%	4%	6%	6%	2%	9%	5%	5%	5%	5%
20+ times	7%	8%	6%	13%	6%	7%	2%	7%	1%	10%	7%	3%	3%	7%	7%	7%
Don't know	2%	3%	1%	1%	0%	1%	7%	4%	1%	3%	1%	3%	1%	2%	2%	2%

Note:

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

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	135	53	82	31	38	25	17	8	16	52	42	14	26	134	132	135
Weighted	142	75	67	40	38	20	19	11	14	57	42	14	27	141	139	142
Once	44%	49%	38%	18%	49%	35%	75%	53%	67%	53%	41%	51%	27%	44%	44%	44%
Twice	30%	24%	37%	42%	25%	39%	8%	24%	33%	20%	37%	28%	42%	30%	30%	30%
Three times	17%	18%	15%	21%	19%	19%	17%	9%	0%	17%	9%	17%	24%	16%	17%	17%
Four times	1%	0%	2%	0%	3%	0%	0%	0%	0%	0%	0%	4%	2%	1%	1%	1%
5 times or more	7%	9%	5%	14%	4%	6%	0%	15%	0%	10%	8%	0%	4%	7%	7%	7%
Don't know	2%	0%	3%	6%	0%	0%	0%	0%	0%	0%	5%	0%	0%	2%	2%	2%

Note:

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

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	30%	30%	30%	49%	35%	34%	17%	15%	16%	34%	30%	26%	21%	30%	31%	31%
In the last week	32%	33%	32%	25%	36%	30%	39%	35%	32%	38%	34%	19%	29%	32%	33%	33%
In the last month	17%	16%	18%	9%	15%	18%	18%	21%	26%	17%	12%	29%	20%	17%	17%	17%
In the last year	10%	10%	9%	6%	8%	10%	13%	11%	11%	4%	12%	14%	12%	10%	9%	10%
More than a year ago	3%	2%	4%	4%	3%	2%	2%	3%	3%	1%	4%	2%	5%	3%	3%	3%
Never	6%	7%	5%	2%	2%	5%	9%	12%	10%	4%	6%	5%	10%	6%	5%	5%
Don’t know	2%	2%	2%	5%	1%	1%	2%	2%	2%	1%	1%	5%	4%	2%	1%	1%

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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	9%	10%	8%	15%	13%	10%	5%	3%	2%	11%	8%	4%	11%	9%	9%	10%
In the last week	21%	24%	18%	29%	27%	18%	17%	18%	12%	26%	21%	16%	16%	21%	23%	22%
In the last month	28%	31%	25%	29%	33%	32%	32%	22%	17%	27%	32%	31%	22%	28%	28%	29%
In the last year	16%	13%	19%	14%	13%	21%	17%	18%	16%	20%	17%	13%	9%	16%	17%	16%
More than a year ago	6%	7%	6%	4%	4%	5%	5%	11%	11%	5%	4%	7%	11%	6%	7%	7%
Never	16%	11%	21%	5%	9%	12%	19%	25%	38%	9%	14%	20%	29%	16%	14%	15%
Don’t know	3%	4%	2%	5%	1%	1%	5%	4%	3%	1%	3%	8%	3%	3%	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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	9%	11%	7%	18%	12%	5%	2%	7%	3%	12%	7%	7%	6%	9%	9%	9%
In the last week	19%	20%	17%	20%	26%	22%	22%	8%	9%	23%	21%	12%	13%	19%	19%	20%
In the last month	25%	24%	25%	31%	26%	28%	21%	20%	19%	23%	24%	35%	22%	25%	25%	25%
In the last year	17%	14%	20%	9%	16%	21%	22%	19%	21%	18%	22%	10%	13%	17%	17%	18%
More than a year ago	6%	7%	5%	5%	9%	6%	2%	7%	9%	5%	6%	6%	9%	6%	7%	7%
Never	21%	20%	22%	13%	11%	16%	28%	38%	32%	17%	16%	25%	32%	21%	19%	20%
Don’t know	4%	3%	4%	4%	2%	2%	5%	2%	9%	3%	3%	5%	5%	4%	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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	4%	4%	3%	9%	4%	1%	0%	4%	1%	8%	0%	3%	2%	4%	4%	4%
In the last week	11%	13%	8%	21%	11%	7%	9%	7%	3%	12%	11%	4%	10%	11%	11%	11%
In the last month	22%	23%	20%	29%	27%	24%	16%	12%	15%	24%	24%	32%	7%	22%	22%	22%
In the last year	34%	31%	38%	24%	43%	42%	32%	40%	27%	32%	38%	33%	35%	34%	35%	34%
More than a year ago	13%	9%	18%	6%	11%	12%	12%	18%	26%	14%	12%	12%	16%	13%	13%	14%
Never	13%	14%	12%	3%	3%	13%	23%	19%	27%	5%	13%	14%	24%	13%	12%	13%
Don’t know	3%	5%	1%	8%	1%	2%	7%	0%	1%	4%	1%	2%	6%	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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	4%	4%	3%	6%	4%	1%	1%	6%	2%	4%	5%	4%	2%	4%	4%	4%
In the last week	9%	11%	7%	17%	8%	13%	6%	4%	4%	14%	6%	10%	7%	9%	10%	9%
In the last month	13%	16%	11%	18%	14%	14%	9%	15%	8%	15%	13%	11%	9%	13%	13%	13%
In the last year	37%	35%	38%	43%	37%	40%	39%	25%	34%	38%	41%	43%	27%	37%	37%	39%
More than a year ago	23%	20%	26%	7%	27%	20%	21%	36%	32%	24%	23%	19%	24%	23%	23%	23%
Never	11%	10%	13%	3%	8%	10%	20%	15%	19%	3%	11%	10%	27%	11%	11%	11%
Don’t know	2%	4%	1%	7%	1%	1%	5%	0%	1%	2%	2%	2%	4%	2%	2%	1%

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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	6%	8%	4%	14%	6%	10%	2%	0%	1%	6%	8%	0%	6%	6%	6%	6%
In the last week	15%	19%	11%	21%	20%	10%	17%	7%	9%	19%	15%	11%	12%	15%	16%	16%
In the last month	19%	19%	18%	23%	24%	16%	13%	22%	11%	17%	21%	22%	15%	19%	19%	19%
In the last year	29%	26%	31%	19%	29%	34%	35%	26%	32%	33%	28%	30%	22%	29%	29%	29%
More than a year ago	14%	13%	15%	5%	16%	12%	11%	24%	18%	14%	13%	16%	14%	14%	14%	14%
Never	15%	12%	18%	14%	4%	17%	15%	19%	27%	8%	14%	17%	25%	15%	14%	14%
Don’t know	3%	4%	2%	4%	1%	1%	7%	2%	4%	3%	1%	4%	6%	3%	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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	38%	39%	38%	34%	45%	44%	34%	45%	29%	44%	38%	45%	28%	38%	40%	39%
In the last week	33%	34%	31%	38%	34%	31%	38%	25%	25%	28%	35%	28%	37%	33%	34%	33%
In the last month	9%	8%	9%	11%	10%	8%	9%	4%	9%	8%	9%	14%	6%	9%	9%	9%
In the last year	5%	5%	4%	7%	5%	4%	2%	3%	7%	6%	5%	1%	5%	5%	5%	4%
More than a year ago	2%	1%	2%	1%	2%	0%	2%	2%	3%	2%	1%	1%	3%	2%	2%	2%
Never	11%	10%	12%	3%	5%	12%	12%	17%	23%	11%	9%	3%	18%	11%	9%	10%
Don’t know	3%	3%	3%	6%	0%	2%	2%	4%	4%	1%	3%	8%	3%	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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	9%	10%	8%	22%	11%	6%	2%	4%	1%	11%	10%	5%	6%	9%	9%	9%
In the last week	15%	16%	13%	10%	23%	23%	12%	12%	7%	16%	17%	5%	13%	15%	15%	15%
In the last month	27%	26%	27%	32%	29%	30%	24%	18%	24%	32%	23%	27%	24%	27%	27%	28%
In the last year	26%	26%	26%	16%	24%	21%	32%	34%	36%	28%	27%	32%	20%	26%	26%	27%
More than a year ago	10%	8%	12%	4%	7%	7%	16%	15%	13%	8%	11%	9%	11%	10%	9%	10%
Never	10%	8%	12%	8%	3%	12%	12%	15%	17%	2%	10%	15%	22%	10%	9%	9%
Don’t know	4%	5%	2%	9%	3%	2%	2%	3%	2%	3%	3%	8%	4%	4%	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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	5%	3%	6%	9%	5%	2%	4%	4%	2%	7%	3%	3%	6%	5%	5%	5%
In the last week	14%	14%	14%	14%	22%	22%	10%	3%	9%	15%	18%	9%	9%	14%	15%	15%
In the last month	24%	25%	23%	31%	29%	28%	23%	18%	9%	24%	24%	24%	24%	24%	25%	25%
In the last year	22%	23%	20%	22%	25%	27%	18%	20%	16%	26%	24%	24%	10%	22%	22%	22%
More than a year ago	8%	7%	9%	7%	5%	3%	8%	16%	12%	7%	7%	15%	7%	8%	8%	8%
Never	24%	22%	25%	11%	11%	13%	35%	36%	49%	18%	22%	17%	39%	24%	22%	22%
Don’t know	4%	5%	3%	7%	2%	4%	2%	4%	4%	3%	2%	9%	6%	4%	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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	7%	8%	6%	17%	9%	7%	0%	0%	0%	6%	9%	7%	4%	7%	7%	7%
In the last week	11%	10%	12%	16%	15%	18%	2%	7%	1%	9%	11%	9%	14%	11%	11%	11%
In the last month	9%	10%	9%	16%	15%	7%	9%	4%	0%	8%	10%	11%	10%	9%	9%	10%
In the last year	17%	16%	18%	27%	24%	23%	14%	8%	0%	16%	21%	16%	13%	17%	18%	18%
More than a year ago	21%	21%	21%	11%	31%	24%	30%	19%	14%	27%	22%	17%	16%	21%	22%	22%
Never	32%	32%	31%	7%	5%	18%	43%	59%	84%	30%	27%	37%	41%	32%	30%	31%
Don’t know	3%	3%	2%	7%	1%	2%	2%	2%	1%	4%	1%	2%	3%	3%	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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	7%	6%	8%	13%	11%	8%	4%	0%	1%	6%	10%	4%	5%	7%	7%	7%
In the last week	12%	16%	9%	17%	22%	14%	4%	7%	4%	18%	10%	6%	11%	12%	13%	13%
In the last month	19%	21%	16%	34%	24%	18%	12%	4%	7%	17%	19%	22%	17%	19%	19%	19%
In the last year	16%	13%	18%	18%	22%	20%	12%	12%	8%	15%	19%	18%	12%	16%	17%	17%
More than a year ago	12%	11%	13%	8%	11%	12%	15%	17%	11%	11%	13%	8%	14%	12%	12%	12%
Never	30%	28%	33%	6%	6%	21%	54%	54%	67%	29%	28%	34%	36%	30%	28%	29%
Don’t know	4%	5%	3%	4%	4%	7%	0%	6%	2%	3%	2%	9%	5%	4%	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 - 6th Jan 2020

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

(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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
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 - 6th Jan 2020

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

(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

		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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	3%	3%	3%	7%	5%	2%	0%	0%	0%	4%	2%	0%	5%	3%	3%	3%
In the last week	5%	7%	3%	7%	9%	4%	2%	3%	0%	7%	5%	3%	2%	5%	4%	5%
In the last month	9%	11%	7%	18%	11%	16%	2%	2%	0%	7%	11%	9%	6%	9%	10%	10%
In the last year	17%	18%	16%	37%	17%	16%	13%	8%	0%	15%	20%	15%	16%	17%	18%	18%
More than a year ago	20%	18%	21%	13%	39%	27%	15%	8%	8%	23%	21%	21%	12%	20%	20%	20%
Never	44%	42%	47%	13%	17%	32%	68%	76%	91%	42%	39%	49%	54%	44%	43%	44%
Don’t know	2%	1%	3%	4%	3%	2%	0%	3%	1%	1%	2%	2%	5%	2%	2%	1%

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 - 6th Jan 2020

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

(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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	6%	6%	5%	8%	10%	4%	2%	6%	1%	8%	5%	5%	4%	6%	6%	6%
In the last week	20%	15%	24%	28%	24%	20%	9%	11%	20%	17%	19%	22%	22%	20%	21%	20%
In the last month	27%	24%	30%	24%	27%	28%	37%	23%	25%	29%	24%	33%	25%	27%	27%	28%
In the last year	25%	27%	23%	22%	20%	31%	18%	36%	27%	25%	33%	12%	18%	25%	25%	26%
More than a year ago	8%	10%	7%	5%	11%	5%	14%	9%	5%	9%	9%	8%	7%	8%	8%	9%
Never	11%	14%	9%	5%	7%	8%	17%	16%	21%	8%	9%	17%	18%	11%	10%	11%
Don’t know	3%	4%	2%	8%	1%	4%	2%	0%	2%	4%	1%	2%	6%	3%	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 - 6th Jan 2020

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

(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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	3%	2%	3%	8%	2%	4%	0%	0%	0%	3%	2%	2%	5%	3%	3%	3%
In the last week	7%	8%	7%	18%	9%	6%	3%	3%	0%	10%	6%	7%	6%	7%	8%	7%
In the last month	9%	11%	8%	18%	15%	11%	2%	3%	1%	12%	7%	6%	11%	9%	10%	10%
In the last year	17%	16%	18%	24%	32%	18%	10%	6%	1%	15%	19%	16%	17%	17%	17%	18%
More than a year ago	14%	11%	16%	10%	20%	17%	7%	16%	11%	17%	14%	19%	5%	14%	15%	15%
Never	47%	49%	45%	17%	20%	41%	75%	73%	84%	39%	51%	48%	54%	47%	46%	46%
Don’t know	3%	4%	2%	5%	2%	3%	2%	0%	3%	4%	2%	3%	2%	3%	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 - 6th Jan 2020

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

(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	542	200	339	87	129	100	75	51	100	169	187	69	114	542	510	513
Weighted	541	262	276	114	120	81	76	65	85	172	185	69	111	541	510	510
In the last day	2%	1%	3%	5%	3%	2%	0%	0%	1%	3%	1%	4%	2%	2%	2%	2%
In the last week	2%	2%	2%	2%	3%	6%	0%	0%	0%	2%	4%	0%	2%	2%	2%	2%
In the last month	5%	6%	5%	3%	12%	10%	3%	0%	0%	8%	4%	3%	4%	5%	6%	6%
In the last year	5%	5%	5%	5%	5%	13%	2%	0%	2%	7%	5%	2%	4%	5%	5%	5%
More than a year ago	7%	7%	7%	5%	7%	12%	9%	3%	5%	5%	8%	3%	11%	7%	7%	7%
Never	75%	74%	77%	72%	65%	57%	83%	97%	89%	72%	76%	83%	76%	75%	75%	76%
Don’t know	3%	5%	2%	7%	4%	1%	2%	0%	2%	3%	4%	5%	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 - 6th Jan 2020

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

(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

		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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	16%	19%	15%	25%	22%	14%	13%	9%	8%	18%	14%	13%	20%	16%	16%	16%
In the last week	20%	23%	17%	29%	24%	19%	18%	11%	13%	28%	17%	14%	18%	21%	20%	21%
In the last month	26%	28%	23%	24%	30%	37%	15%	24%	21%	21%	34%	30%	15%	26%	26%	27%
In the last year	13%	10%	17%	9%	12%	15%	16%	21%	12%	13%	15%	11%	13%	14%	13%	13%
More than a year ago	6%	6%	7%	5%	6%	6%	6%	6%	9%	3%	6%	10%	10%	6%	6%	6%
Never	15%	12%	18%	3%	4%	7%	30%	27%	34%	16%	11%	17%	19%	15%	15%	14%
Don't know	3%	3%	3%	5%	2%	2%	2%	3%	3%	1%	2%	5%	5%	2%	3%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	14%	16%	13%	27%	20%	11%	5%	6%	4%	14%	16%	9%	14%	14%	14%	14%
In the last week	14%	14%	13%	25%	17%	15%	12%	4%	1%	15%	12%	14%	11%	14%	14%	14%
In the last month	12%	12%	10%	13%	13%	21%	11%	3%	5%	11%	12%	16%	10%	12%	12%	12%
In the last year	14%	17%	12%	15%	15%	17%	7%	23%	10%	16%	16%	13%	11%	15%	14%	15%
More than a year ago	8%	6%	9%	2%	12%	9%	9%	11%	5%	6%	10%	8%	7%	8%	8%	8%
Never	36%	33%	40%	14%	21%	24%	56%	53%	74%	37%	32%	36%	44%	36%	36%	36%
Don't know	2%	2%	2%	3%	2%	3%	1%	0%	1%	1%	1%	5%	4%	2%	2%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	4%	4%	5%	7%	8%	3%	2%	0%	1%	5%	5%	1%	4%	4%	4%	4%
In the last week	13%	13%	13%	16%	14%	21%	9%	10%	5%	13%	15%	12%	11%	13%	13%	14%
In the last month	23%	24%	23%	25%	33%	29%	14%	19%	12%	27%	22%	21%	22%	23%	23%	24%
In the last year	24%	25%	22%	20%	26%	25%	24%	27%	22%	21%	29%	28%	16%	24%	24%	24%
More than a year ago	9%	8%	10%	11%	9%	5%	9%	9%	9%	10%	6%	11%	12%	9%	9%	9%
Never	24%	22%	26%	17%	8%	14%	39%	31%	48%	22%	22%	24%	28%	24%	24%	22%
Don't know	3%	3%	2%	2%	3%	3%	2%	3%	2%	1%	1%	4%	7%	2%	3%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	5%	4%	6%	10%	5%	5%	1%	3%	1%	6%	3%	9%	3%	5%	5%	5%
In the last week	19%	19%	19%	32%	26%	24%	10%	8%	3%	19%	22%	16%	16%	19%	19%	20%
In the last month	20%	24%	17%	26%	24%	27%	14%	11%	11%	18%	21%	23%	19%	21%	20%	21%
In the last year	15%	14%	16%	13%	21%	15%	12%	19%	8%	17%	16%	16%	7%	15%	15%	15%
More than a year ago	6%	4%	8%	6%	7%	3%	5%	4%	11%	8%	7%	2%	6%	6%	6%	7%
Never	33%	32%	33%	11%	17%	23%	55%	51%	64%	30%	30%	30%	44%	33%	33%	32%
Don't know	2%	3%	1%	2%	1%	3%	2%	3%	1%	1%	1%	4%	5%	1%	2%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	3%	1%	5%	8%	5%	2%	0%	2%	0%	3%	4%	3%	3%	3%	3%	3%
In the last week	7%	6%	9%	14%	11%	8%	4%	0%	0%	10%	4%	6%	10%	8%	7%	7%
In the last month	8%	3%	14%	17%	8%	10%	5%	3%	3%	8%	8%	9%	9%	8%	8%	9%
In the last year	7%	2%	13%	12%	13%	6%	4%	0%	1%	4%	11%	6%	6%	7%	7%	8%
More than a year ago	8%	3%	13%	8%	13%	13%	5%	3%	0%	6%	11%	6%	7%	8%	8%	8%
Never	64%	82%	47%	38%	50%	58%	79%	92%	95%	67%	61%	69%	61%	65%	64%	63%
Don't know	2%	4%	0%	3%	2%	3%	2%	0%	1%	2%	1%	2%	4%	1%	2%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	10%	9%	10%	15%	13%	10%	4%	10%	3%	12%	11%	7%	6%	10%	10%	10%
In the last week	16%	17%	16%	28%	18%	23%	12%	3%	5%	15%	18%	14%	17%	16%	16%	17%
In the last month	14%	17%	11%	15%	18%	18%	18%	3%	6%	13%	17%	4%	16%	14%	14%	14%
In the last year	11%	11%	11%	11%	16%	9%	4%	14%	10%	11%	11%	16%	7%	11%	11%	11%
More than a year ago	7%	8%	7%	9%	7%	8%	1%	16%	4%	7%	6%	11%	8%	7%	7%	8%
Never	38%	35%	42%	16%	25%	32%	56%	49%	70%	37%	35%	45%	40%	38%	38%	37%
Don’t know	3%	4%	3%	6%	3%	0%	5%	5%	2%	4%	2%	4%	6%	3%	3%	3%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	26%	31%	20%	54%	31%	23%	12%	13%	3%	26%	27%	12%	29%	26%	26%	26%
In the last week	24%	29%	20%	26%	34%	35%	25%	6%	7%	25%	27%	26%	18%	25%	24%	25%
In the last month	11%	9%	14%	7%	12%	15%	12%	18%	8%	12%	10%	20%	8%	11%	11%	12%
In the last year	10%	8%	12%	6%	10%	11%	6%	21%	13%	10%	8%	13%	13%	11%	10%	10%
More than a year ago	5%	5%	5%	2%	5%	4%	2%	9%	9%	3%	5%	7%	6%	5%	5%	5%
Never	21%	16%	27%	0%	8%	12%	43%	27%	56%	24%	19%	17%	24%	21%	21%	20%
Don't know	2%	3%	2%	5%	1%	1%	0%	4%	3%	1%	3%	5%	2%	2%	2%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	5%	3%	6%	9%	8%	3%	2%	0%	1%	5%	4%	5%	6%	5%	5%	5%
In the last week	13%	14%	13%	23%	19%	13%	5%	5%	3%	15%	13%	9%	11%	14%	13%	13%
In the last month	20%	24%	18%	30%	27%	27%	18%	4%	4%	24%	21%	21%	16%	20%	20%	20%
In the last year	18%	15%	20%	22%	16%	23%	10%	23%	13%	15%	23%	19%	10%	18%	18%	19%
More than a year ago	7%	8%	6%	3%	12%	7%	3%	11%	5%	9%	6%	5%	8%	7%	7%	7%
Never	35%	34%	35%	11%	17%	23%	57%	52%	72%	30%	32%	41%	43%	34%	35%	33%
Don't know	2%	3%	2%	1%	1%	4%	5%	3%	1%	2%	1%	1%	6%	2%	2%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	10%	15%	7%	19%	20%	8%	2%	3%	0%	10%	12%	8%	10%	11%	10%	11%
In the last week	11%	18%	4%	16%	16%	14%	8%	2%	2%	10%	14%	8%	7%	11%	11%	11%
In the last month	8%	8%	9%	13%	10%	12%	4%	8%	2%	6%	9%	11%	10%	9%	8%	8%
In the last year	7%	8%	6%	8%	9%	13%	2%	4%	1%	7%	6%	3%	10%	7%	7%	7%
More than a year ago	6%	5%	6%	7%	9%	2%	8%	2%	5%	3%	6%	6%	9%	6%	6%	6%
Never	56%	44%	68%	34%	36%	50%	73%	82%	90%	61%	53%	64%	50%	56%	56%	55%
Don’t know	1%	2%	0%	3%	1%	1%	2%	0%	0%	1%	1%	0%	4%	1%	1%	1%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	527	198	326	86	129	100	72	48	92	167	181	69	107	510	527	502
Weighted	528	259	266	112	120	83	74	61	78	169	180	68	106	510	528	503
In the last day	24%	30%	19%	39%	38%	26%	13%	6%	5%	23%	22%	25%	28%	25%	24%	25%
In the last week	25%	28%	23%	24%	24%	29%	34%	31%	12%	22%	30%	24%	22%	26%	25%	25%
In the last month	18%	15%	21%	12%	13%	22%	21%	22%	24%	20%	17%	22%	15%	18%	18%	19%
In the last year	14%	12%	15%	12%	19%	8%	15%	12%	15%	16%	12%	14%	14%	14%	14%	14%
More than a year ago	5%	2%	7%	7%	2%	4%	4%	5%	5%	4%	7%	2%	4%	5%	5%	5%
Never	12%	11%	13%	3%	2%	8%	13%	15%	39%	14%	11%	8%	12%	11%	12%	10%
Don't know	2%	2%	2%	3%	1%	2%	0%	9%	0%	1%	1%	6%	5%	2%	2%	2%

Note:

BASE: YouTube Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	529	198	328	85	126	102	70	46	100	169	182	68	107	513	502	529
Weighted	527	256	268	110	117	84	72	59	85	169	180	67	106	510	503	527
In the last day	6%	5%	7%	9%	9%	4%	4%	0%	7%	8%	6%	5%	4%	6%	6%	6%
In the last week	20%	24%	17%	28%	25%	20%	18%	13%	10%	25%	20%	10%	17%	20%	21%	20%
In the last month	22%	21%	23%	24%	28%	27%	20%	15%	13%	22%	24%	21%	19%	22%	22%	22%
In the last year	21%	19%	22%	22%	17%	23%	16%	31%	22%	19%	20%	24%	24%	22%	21%	21%
More than a year ago	7%	6%	8%	4%	5%	8%	8%	7%	11%	6%	6%	7%	10%	7%	7%	7%
Never	20%	19%	20%	11%	10%	14%	29%	27%	35%	14%	22%	25%	21%	19%	19%	20%
Don't know	4%	6%	3%	3%	6%	3%	5%	7%	2%	4%	3%	8%	5%	3%	4%	4%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	529	198	328	85	126	102	70	46	100	169	182	68	107	513	502	529
Weighted	527	256	268	110	117	84	72	59	85	169	180	67	106	510	503	527
In the last day	5%	6%	4%	15%	7%	2%	1%	0%	1%	6%	5%	5%	4%	5%	5%	5%
In the last week	13%	16%	11%	22%	22%	9%	5%	10%	2%	19%	11%	13%	6%	13%	13%	13%
In the last month	20%	21%	18%	29%	25%	22%	19%	3%	11%	17%	24%	19%	18%	19%	19%	20%
In the last year	30%	27%	32%	24%	31%	38%	25%	38%	24%	32%	29%	28%	28%	31%	31%	30%
More than a year ago	11%	6%	15%	5%	7%	11%	8%	22%	16%	9%	9%	12%	15%	11%	10%	11%
Never	18%	20%	17%	4%	7%	13%	36%	20%	42%	13%	20%	19%	24%	18%	18%	18%
Don't know	3%	3%	3%	2%	1%	4%	5%	7%	4%	4%	2%	5%	4%	2%	3%	3%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	529	198	328	85	126	102	70	46	100	169	182	68	107	513	502	529
Weighted	527	256	268	110	117	84	72	59	85	169	180	67	106	510	503	527
In the last day	10%	12%	9%	17%	10%	9%	4%	10%	7%	10%	10%	14%	5%	10%	10%	10%
In the last week	26%	26%	26%	29%	40%	29%	20%	13%	13%	31%	27%	18%	19%	26%	27%	26%
In the last month	21%	22%	20%	30%	23%	19%	19%	21%	13%	22%	18%	22%	26%	22%	21%	21%
In the last year	14%	14%	14%	9%	12%	14%	17%	23%	14%	10%	15%	15%	19%	14%	14%	14%
More than a year ago	5%	3%	7%	4%	6%	5%	4%	3%	8%	4%	6%	3%	8%	5%	5%	5%
Never	20%	18%	22%	8%	8%	20%	30%	23%	42%	20%	20%	24%	20%	20%	20%	20%
Don't know	4%	5%	3%	3%	1%	4%	6%	7%	3%	3%	4%	4%	3%	3%	4%	4%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	529	198	328	85	126	102	70	46	100	169	182	68	107	513	502	529
Weighted	527	256	268	110	117	84	72	59	85	169	180	67	106	510	503	527
In the last day	10%	8%	12%	20%	13%	5%	7%	5%	1%	12%	6%	15%	9%	9%	10%	10%
In the last week	25%	28%	22%	35%	36%	31%	17%	12%	5%	30%	23%	14%	24%	25%	25%	25%
In the last month	21%	20%	22%	26%	24%	26%	19%	11%	15%	21%	26%	21%	12%	21%	21%	21%
In the last year	23%	21%	25%	11%	16%	23%	31%	34%	35%	22%	21%	27%	25%	24%	23%	23%
More than a year ago	7%	7%	8%	3%	4%	8%	6%	13%	14%	5%	9%	3%	12%	7%	7%	7%
Never	13%	16%	11%	3%	8%	6%	20%	23%	28%	10%	13%	20%	14%	13%	12%	13%
Don't know	1%	1%	1%	3%	1%	1%	0%	2%	1%	1%	1%	0%	3%	1%	1%	1%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	529	198	328	85	126	102	70	46	100	169	182	68	107	513	502	529
Weighted	527	256	268	110	117	84	72	59	85	169	180	67	106	510	503	527
In the last day	3%	4%	3%	7%	5%	4%	0%	0%	1%	2%	2%	5%	6%	3%	3%	3%
In the last week	11%	13%	9%	21%	16%	12%	5%	2%	2%	12%	11%	3%	15%	11%	11%	11%
In the last month	16%	16%	15%	24%	21%	20%	8%	13%	2%	17%	17%	18%	11%	15%	16%	16%
In the last year	18%	15%	21%	23%	24%	17%	15%	13%	9%	18%	19%	18%	16%	18%	17%	18%
More than a year ago	8%	8%	8%	4%	7%	8%	12%	7%	12%	10%	6%	10%	7%	8%	8%	8%
Never	38%	36%	40%	19%	21%	37%	52%	48%	71%	36%	43%	31%	37%	38%	39%	38%
Don't know	6%	7%	5%	4%	6%	2%	8%	17%	3%	5%	3%	14%	8%	5%	6%	6%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	529	198	328	85	126	102	70	46	100	169	182	68	107	513	502	529
Weighted	527	256	268	110	117	84	72	59	85	169	180	67	106	510	503	527
In the last day	5%	6%	4%	10%	8%	7%	0%	0%	1%	7%	4%	4%	5%	5%	5%	5%
In the last week	12%	11%	13%	24%	14%	9%	7%	8%	4%	15%	9%	16%	12%	13%	12%	12%
In the last month	18%	19%	17%	18%	24%	23%	12%	15%	10%	22%	18%	14%	12%	18%	17%	18%
In the last year	21%	21%	20%	20%	26%	23%	20%	16%	18%	19%	24%	20%	20%	21%	22%	21%
More than a year ago	10%	11%	10%	9%	10%	7%	5%	18%	16%	10%	7%	11%	17%	10%	10%	10%
Never	29%	26%	33%	15%	13%	28%	48%	42%	47%	24%	36%	30%	29%	30%	29%	29%
Don't know	4%	5%	3%	4%	5%	3%	9%	0%	5%	3%	4%	6%	5%	4%	4%	4%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	529	198	328	85	126	102	70	46	100	169	182	68	107	513	502	529
Weighted	527	256	268	110	117	84	72	59	85	169	180	67	106	510	503	527
In the last day	4%	4%	4%	8%	6%	6%	1%	0%	0%	6%	3%	1%	4%	4%	4%	4%
In the last week	17%	23%	12%	24%	31%	19%	6%	11%	4%	22%	18%	17%	11%	18%	18%	17%
In the last month	16%	14%	18%	19%	18%	21%	21%	6%	7%	19%	15%	13%	14%	16%	16%	16%
In the last year	17%	18%	15%	19%	19%	15%	14%	15%	18%	17%	18%	14%	15%	17%	17%	17%
More than a year ago	11%	10%	13%	11%	6%	13%	14%	15%	15%	9%	15%	7%	12%	12%	11%	11%
Never	29%	27%	32%	17%	18%	20%	42%	43%	52%	22%	27%	42%	38%	29%	29%	29%
Don't know	5%	4%	6%	4%	3%	6%	3%	10%	6%	5%	3%	7%	6%	4%	5%	5%

Note:

BASE: Google Maps Users

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Find out information on Covid-19 symptoms	53%	48%	56%	71%	60%	55%	44%	52%	24%	51%	56%	44%	53%	55%	55%	55%
Keep up to date with the latest government advice	62%	59%	65%	70%	71%	63%	58%	66%	43%	66%	68%	61%	47%	64%	65%	64%
Find out if local shops or businesses are open	58%	55%	60%	63%	62%	61%	51%	60%	47%	63%	62%	47%	48%	60%	60%	60%
Look for a job	25%	23%	26%	46%	37%	24%	13%	13%	0%	21%	28%	27%	24%	25%	26%	26%
Find out how to access government benefits or financial support	22%	23%	22%	24%	35%	24%	25%	14%	7%	21%	24%	24%	21%	23%	23%	24%
Find out if local restaurants / cafes etc were delivering	45%	42%	48%	65%	64%	45%	30%	27%	23%	51%	45%	56%	29%	47%	48%	47%
Understand if welfare and other support schemes were available to me	18%	19%	18%	22%	31%	13%	18%	17%	4%	22%	17%	18%	16%	19%	20%	19%
Helping with children's schooling / homework	11%	9%	13%	12%	14%	26%	10%	2%	0%	12%	11%	8%	11%	11%	12%	12%
None of the above	15%	19%	12%	7%	11%	11%	23%	11%	33%	11%	12%	18%	26%	13%	13%	13%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Keep in touch with friends you can't meet in person	74%	67%	80%	75%	86%	71%	63%	78%	66%	80%	80%	66%	62%	75%	76%	76%
Keep in touch with family you can't meet in person	75%	68%	82%	77%	86%	75%	57%	80%	71%	79%	81%	75%	63%	77%	77%	77%
Download the NHS Covid-19 app	49%	47%	51%	59%	49%	52%	48%	42%	40%	55%	55%	43%	37%	50%	51%	52%
Check in when visiting a pub or restaurant	40%	37%	43%	61%	53%	38%	33%	22%	18%	44%	45%	39%	27%	41%	41%	43%
None of the above	12%	16%	7%	7%	6%	10%	17%	17%	19%	10%	10%	12%	16%	11%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Find out information on Covid-19 symptoms	14%	18%	11%	25%	14%	15%	10%	9%	8%	17%	14%	6%	17%	15%	15%	15%
Keep up to date with the latest government advice	18%	19%	17%	38%	18%	23%	11%	6%	3%	16%	20%	17%	19%	19%	19%	19%
Watch fitness videos	27%	25%	30%	42%	46%	28%	13%	13%	5%	29%	28%	34%	21%	28%	29%	29%
Watch videos for entertainment on your own	55%	60%	51%	68%	64%	55%	44%	58%	35%	52%	62%	58%	50%	57%	59%	58%
Help your children with schooling or homework	8%	6%	9%	6%	13%	18%	4%	0%	0%	7%	8%	4%	8%	7%	8%	8%
Watch videos for entertainment with your family	26%	28%	24%	43%	37%	32%	13%	14%	7%	31%	26%	27%	20%	27%	28%	27%
Watch news or current affairs videos	25%	31%	19%	36%	37%	24%	20%	11%	10%	22%	33%	27%	17%	25%	26%	26%
None of the above	23%	21%	26%	11%	8%	10%	39%	34%	49%	25%	20%	17%	30%	22%	19%	20%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Change your normal commute	9%	11%	7%	17%	13%	11%	7%	0%	1%	8%	9%	5%	13%	10%	10%	10%
Look for a nearby location to exercise	16%	21%	11%	23%	27%	21%	4%	4%	5%	16%	18%	17%	11%	17%	16%	16%
Find out if local shops or businesses are open	37%	38%	36%	50%	56%	40%	22%	18%	19%	39%	38%	37%	31%	38%	39%	40%
Plan a walk or other outdoor leisure activity	34%	36%	32%	51%	51%	36%	15%	19%	13%	34%	39%	34%	24%	35%	35%	35%
Check for changed opening hours for local businesses	35%	35%	34%	47%	52%	32%	24%	21%	17%	35%	37%	33%	30%	36%	37%	37%
Look for new local businesses that have started starting operating during lockdown	14%	15%	12%	22%	25%	13%	4%	5%	3%	14%	17%	14%	7%	14%	14%	15%
Look for a test centre	17%	17%	17%	35%	24%	19%	5%	0%	3%	19%	17%	15%	15%	17%	17%	18%
None of the above	34%	33%	35%	12%	9%	24%	54%	63%	66%	31%	30%	34%	43%	32%	32%	30%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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"

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Keep in touch with friends	13%	12%	13%	20%	18%	15%	8%	6%	3%	18%	11%	11%	8%	13%	13%	13%
Keep in touch with extended family	8%	8%	8%	12%	12%	7%	7%	2%	5%	6%	11%	11%	5%	8%	9%	8%
Watch a film or TV programme with friends	6%	6%	5%	14%	8%	4%	3%	0%	0%	4%	7%	4%	8%	6%	6%	6%
Take part in a virtual quiz	7%	8%	6%	12%	10%	8%	6%	2%	0%	9%	8%	3%	5%	7%	7%	7%
Take part in online karaoke	2%	2%	2%	3%	3%	2%	0%	2%	0%	4%	1%	2%	2%	2%	2%	2%
Take part in a virtual book club	1%	2%	1%	1%	3%	2%	0%	0%	0%	1%	3%	0%	0%	1%	1%	1%
Take part in a virtual tasting session	2%	2%	2%	6%	1%	2%	0%	0%	0%	2%	2%	2%	1%	2%	2%	2%
Take part in a virtual escape room	2%	2%	1%	2%	6%	0%	0%	0%	0%	2%	2%	1%	2%	2%	2%	2%
None of the above	77%	75%	78%	61%	68%	72%	88%	90%	92%	73%	75%	80%	81%	76%	76%	76%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	148	45	103	10	46	62	26	3	1	45	43	22	38	141	140	139
Weighted	137	64	72	13	42	50	27	4	1	45	42	19	31	129	129	128
Yes	27%	26%	29%	52%	34%	17%	20%	44%	100%	32%	28%	26%	21%	28%	28%	27%
No	58%	56%	59%	35%	58%	74%	49%	0%	0%	45%	69%	61%	59%	58%	57%	57%
Don't Know	15%	18%	12%	13%	8%	9%	32%	56%	0%	23%	3%	13%	20%	15%	15%	15%

Note:

BASE: Those with children

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	38	11	27	6	13	11	6	1	1	12	11	6	9	37	36	35
Weighted	37	16	21	7	14	9	5	2	1	14	12	5	6	36	36	35
True in my experience	87%	90%	85%	83%	84%	92%	87%	100%	100%	89%	100%	100%	51%	87%	87%	86%
Not true in my experience	8%	0%	15%	17%	5%	8%	13%	0%	0%	0%	0%	0%	49%	9%	9%	9%
Don't Know	4%	10%	0%	0%	11%	0%	0%	0%	0%	11%	0%	0%	0%	5%	4%	5%

Note:

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

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	38	11	27	6	13	11	6	1	1	12	11	6	9	37	36	35
Weighted	37	16	21	7	14	9	5	2	1	14	12	5	6	36	36	35
True in my experience	83%	80%	85%	83%	73%	85%	100%	100%	100%	89%	71%	100%	80%	87%	84%	82%
Not true in my experience	17%	20%	15%	17%	27%	15%	0%	0%	0%	11%	29%	0%	20%	13%	16%	18%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

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

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	38	11	27	6	13	11	6	1	1	12	11	6	9	37	36	35
Weighted	37	16	21	7	14	9	5	2	1	14	12	5	6	36	36	35
True in my experience	29%	28%	29%	33%	25%	28%	47%	0%	0%	31%	31%	0%	41%	30%	28%	31%
Not true in my experience	61%	63%	59%	50%	59%	64%	53%	100%	100%	58%	64%	100%	31%	59%	63%	58%
Don't Know	11%	10%	11%	17%	16%	8%	0%	0%	0%	11%	6%	0%	27%	11%	9%	11%

Note:

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

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	38	11	27	6	13	11	6	1	1	12	11	6	9	37	36	35
Weighted	37	16	21	7	14	9	5	2	1	14	12	5	6	36	36	35
True in my experience	82%	90%	76%	83%	75%	85%	87%	100%	100%	84%	94%	78%	59%	81%	83%	81%
Not true in my experience	15%	10%	19%	0%	25%	15%	13%	0%	0%	16%	6%	0%	41%	16%	14%	16%
Don't Know	3%	0%	5%	17%	0%	0%	0%	0%	0%	0%	0%	22%	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 - 6th Jan 2020

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

(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

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Multiple times an hour	16%	17%	15%	29%	18%	8%	8%	8%	0%	21%	11%	16%	20%	17%	17%	16%
Hourly	10%	14%	6%	13%	12%	15%	4%	5%	0%	11%	9%	14%	8%	10%	11%	11%
Multiple times a day	23%	21%	25%	21%	31%	19%	25%	10%	11%	30%	22%	24%	9%	24%	23%	23%
Daily	12%	11%	12%	14%	12%	16%	7%	6%	0%	10%	19%	2%	5%	12%	12%	13%
Multiple times a week	11%	11%	11%	9%	8%	16%	14%	13%	11%	10%	15%	3%	11%	11%	11%	12%
Weekly	4%	3%	4%	0%	4%	3%	8%	8%	11%	6%	4%	2%	2%	4%	4%	4%
Multiple times a month	1%	2%	1%	2%	1%	2%	0%	5%	0%	0%	2%	0%	3%	1%	1%	1%
Monthly	1%	0%	2%	1%	1%	0%	2%	0%	0%	1%	2%	0%	0%	1%	1%	1%
Less Often but still on occasion	3%	2%	5%	2%	5%	2%	6%	0%	11%	2%	4%	7%	2%	3%	3%	3%
Never	15%	14%	16%	3%	8%	15%	26%	46%	58%	6%	11%	29%	35%	14%	14%	14%
Don't Know	3%	5%	2%	7%	2%	6%	0%	0%	0%	4%	1%	4%	5%	3%	2%	2%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Multiple times an hour	12%	11%	13%	19%	13%	6%	10%	5%	0%	16%	6%	14%	13%	12%	12%	13%
Hourly	7%	8%	5%	10%	7%	11%	0%	0%	0%	12%	3%	6%	3%	7%	7%	7%
Multiple times a day	15%	15%	15%	19%	17%	12%	8%	14%	11%	18%	16%	6%	12%	15%	15%	16%
Daily	10%	9%	11%	13%	10%	12%	5%	9%	0%	9%	10%	8%	12%	10%	10%	10%
Multiple times a week	7%	9%	6%	11%	7%	4%	6%	8%	0%	6%	11%	7%	3%	7%	8%	8%
Weekly	2%	2%	1%	3%	3%	2%	0%	0%	11%	1%	2%	4%	3%	2%	2%	2%
Multiple times a month	2%	3%	2%	3%	4%	1%	1%	0%	11%	3%	0%	6%	3%	2%	3%	3%
Monthly	2%	1%	3%	3%	1%	2%	2%	0%	0%	2%	1%	0%	4%	2%	2%	2%
Less Often but still on occasion	3%	2%	3%	3%	5%	1%	0%	5%	0%	3%	5%	0%	0%	3%	3%	3%
Never	37%	36%	39%	13%	30%	44%	67%	55%	68%	26%	43%	42%	45%	37%	36%	36%
Don't Know	4%	4%	3%	6%	2%	4%	1%	6%	0%	3%	3%	8%	4%	3%	2%	2%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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)

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Multiple times an hour	6%	6%	6%	12%	8%	2%	3%	0%	0%	9%	3%	7%	8%	7%	6%	6%
Hourly	2%	3%	1%	5%	1%	4%	0%	0%	0%	4%	1%	0%	4%	2%	2%	2%
Multiple times a day	11%	13%	8%	8%	19%	9%	5%	10%	0%	17%	8%	3%	7%	11%	11%	11%
Daily	7%	8%	7%	12%	7%	6%	6%	5%	0%	7%	7%	7%	9%	7%	8%	8%
Multiple times a week	8%	10%	5%	17%	6%	3%	0%	8%	0%	8%	6%	13%	8%	8%	8%	8%
Weekly	3%	2%	5%	6%	3%	4%	0%	0%	0%	3%	5%	3%	0%	3%	3%	3%
Multiple times a month	5%	6%	5%	8%	5%	6%	5%	0%	0%	7%	4%	4%	5%	5%	6%	6%
Monthly	2%	2%	3%	0%	5%	4%	1%	0%	0%	3%	2%	0%	4%	2%	3%	3%
Less Often but still on occasion	10%	9%	12%	11%	9%	12%	9%	9%	0%	10%	13%	5%	9%	10%	11%	11%
Never	40%	36%	46%	15%	34%	43%	72%	61%	100%	28%	48%	50%	43%	40%	39%	39%
Don't Know	4%	6%	2%	8%	2%	5%	0%	8%	0%	4%	3%	8%	4%	4%	3%	3%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Multiple times an hour	2%	1%	4%	4%	1%	3%	0%	0%	0%	2%	1%	2%	5%	2%	2%	2%
Hourly	2%	1%	2%	4%	1%	2%	0%	0%	0%	1%	2%	7%	0%	2%	1%	2%
Multiple times a day	7%	9%	5%	7%	6%	8%	5%	9%	0%	10%	6%	5%	5%	7%	7%	7%
Daily	5%	8%	3%	8%	7%	7%	0%	0%	0%	6%	6%	0%	7%	6%	6%	6%
Multiple times a week	11%	12%	9%	16%	14%	12%	2%	3%	0%	15%	10%	7%	7%	11%	12%	12%
Weekly	10%	12%	8%	15%	9%	11%	9%	0%	0%	7%	14%	15%	5%	11%	11%	10%
Multiple times a month	6%	6%	6%	5%	8%	5%	6%	5%	11%	5%	8%	3%	6%	6%	6%	6%
Monthly	4%	3%	5%	3%	6%	4%	0%	10%	0%	6%	1%	7%	5%	4%	4%	4%
Less Often but still on occasion	15%	14%	17%	11%	21%	5%	21%	25%	21%	15%	17%	10%	14%	16%	16%	16%
Never	34%	29%	40%	22%	26%	39%	56%	40%	68%	27%	36%	41%	43%	34%	34%	34%
Don't Know	3%	4%	2%	6%	0%	3%	0%	8%	0%	5%	0%	4%	3%	2%	1%	1%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Multiple times an hour	4%	6%	3%	9%	4%	4%	0%	0%	0%	3%	4%	4%	8%	4%	5%	4%
Hourly	8%	10%	5%	16%	7%	7%	0%	0%	0%	9%	5%	9%	9%	7%	7%	8%
Multiple times a day	12%	15%	7%	13%	16%	12%	0%	17%	0%	12%	11%	13%	9%	12%	12%	12%
Daily	8%	7%	8%	12%	5%	7%	9%	3%	0%	9%	7%	5%	9%	8%	8%	8%
Multiple times a week	8%	6%	9%	10%	10%	7%	4%	3%	0%	7%	11%	2%	3%	8%	8%	8%
Weekly	5%	3%	7%	4%	9%	7%	2%	0%	0%	4%	4%	10%	5%	5%	5%	5%
Multiple times a month	5%	5%	5%	5%	3%	6%	5%	5%	21%	6%	7%	0%	1%	5%	5%	5%
Monthly	4%	3%	5%	4%	5%	3%	0%	8%	0%	5%	4%	3%	2%	4%	4%	4%
Less Often but still on occasion	11%	11%	10%	11%	13%	9%	11%	10%	11%	17%	11%	4%	4%	11%	11%	11%
Never	34%	30%	39%	13%	27%	36%	66%	52%	68%	26%	35%	41%	48%	35%	34%	34%
Don't Know	2%	3%	1%	3%	0%	2%	4%	3%	0%	1%	1%	8%	3%	2%	1%	1%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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)

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Multiple times an hour	1%	0%	2%	2%	1%	1%	0%	0%	0%	0%	1%	2%	3%	1%	1%	1%
Hourly	3%	4%	2%	5%	1%	3%	4%	0%	0%	4%	2%	4%	1%	3%	2%	3%
Multiple times a day	5%	7%	4%	6%	8%	10%	0%	0%	0%	8%	3%	2%	8%	6%	6%	5%
Daily	3%	4%	3%	8%	2%	1%	5%	0%	0%	4%	2%	7%	3%	3%	3%	4%
Multiple times a week	4%	3%	5%	5%	7%	4%	0%	0%	0%	6%	3%	3%	3%	4%	4%	4%
Weekly	2%	3%	2%	5%	2%	3%	0%	0%	0%	2%	4%	0%	3%	2%	3%	3%
Multiple times a month	3%	3%	3%	2%	6%	1%	4%	0%	0%	5%	2%	0%	3%	3%	3%	3%
Monthly	1%	2%	1%	1%	2%	1%	0%	5%	0%	1%	1%	4%	0%	1%	1%	1%
Less Often but still on occasion	5%	3%	8%	10%	4%	7%	1%	3%	0%	7%	7%	4%	0%	5%	6%	6%
Never	66%	64%	69%	44%	67%	67%	84%	90%	100%	58%	71%	68%	71%	67%	67%	67%
Don't Know	5%	7%	3%	13%	2%	2%	3%	3%	0%	5%	4%	8%	7%	5%	4%	3%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Microsoft Bing	4%	4%	3%	5%	4%	2%	5%	0%	11%	4%	1%	2%	10%	4%	4%	4%
Microsoft Office (Word, Excel etc)	61%	57%	64%	62%	71%	59%	49%	53%	58%	71%	69%	38%	32%	62%	63%	64%
Smartphone	54%	57%	50%	68%	60%	49%	38%	32%	53%	63%	54%	45%	38%	55%	55%	55%
Laptop	62%	60%	64%	74%	73%	59%	41%	43%	47%	70%	68%	45%	44%	63%	64%	64%
Desktop computer	38%	43%	32%	34%	44%	24%	49%	34%	42%	41%	42%	30%	29%	39%	39%	39%
Internet browser	63%	63%	63%	67%	73%	59%	59%	43%	53%	70%	66%	50%	49%	65%	66%	66%
Twitter	17%	21%	13%	23%	24%	10%	7%	19%	0%	21%	17%	16%	12%	18%	18%	18%
Zoom	31%	32%	31%	32%	39%	31%	22%	31%	0%	47%	26%	19%	20%	32%	33%	33%
Microsoft Teams	42%	40%	45%	48%	49%	38%	35%	30%	11%	45%	50%	22%	28%	43%	44%	44%
Slack	9%	11%	7%	8%	17%	9%	4%	0%	0%	14%	9%	2%	4%	9%	10%	10%
None of the above	10%	7%	12%	5%	5%	9%	15%	27%	21%	2%	6%	20%	26%	8%	8%	8%
Don't Know	2%	1%	2%	1%	0%	3%	0%	8%	0%	1%	1%	6%	0%	1%	1%	1%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Google Search	5%	7%	4%	10%	8%	3%	4%	2%	1%	1%	7%	6%	9%	5%	5%	5%
Microsoft Bing	2%	3%	1%	4%	1%	3%	2%	0%	0%	1%	2%	1%	4%	2%	2%	2%
Gmail	6%	7%	5%	13%	10%	3%	2%	5%	1%	3%	7%	5%	9%	7%	7%	6%
Google Apps (Docs, Sheets etc)	6%	9%	3%	17%	7%	2%	2%	5%	0%	4%	9%	2%	7%	7%	7%	7%
Microsoft Office (Word, Excel etc)	4%	6%	3%	13%	5%	1%	2%	0%	0%	2%	3%	6%	6%	4%	4%	4%
Smartphone (for data or apps)	6%	8%	5%	14%	9%	3%	2%	3%	2%	2%	10%	5%	9%	7%	6%	6%
Laptop	6%	7%	4%	15%	7%	3%	4%	2%	1%	5%	7%	5%	7%	6%	6%	6%
Desktop computer	3%	4%	2%	5%	7%	0%	0%	0%	2%	2%	4%	4%	2%	3%	3%	3%
Google Maps	5%	6%	2%	10%	7%	2%	1%	2%	1%	2%	5%	4%	8%	4%	4%	4%
Google Drive	6%	9%	4%	17%	7%	1%	3%	5%	0%	4%	6%	4%	10%	6%	7%	7%
Dropbox	3%	4%	1%	7%	1%	3%	2%	0%	1%	4%	2%	0%	3%	3%	3%	3%
YouTube	6%	8%	5%	11%	10%	5%	0%	2%	4%	3%	5%	4%	13%	6%	6%	6%
Internet browser	5%	6%	4%	13%	6%	1%	3%	0%	1%	3%	5%	0%	11%	5%	5%	4%
Twitter	4%	5%	3%	8%	7%	0%	2%	2%	0%	4%	4%	3%	1%	4%	4%	4%
Zoom	42%	39%	46%	46%	50%	45%	40%	34%	32%	55%	43%	38%	24%	43%	44%	45%
Microsoft Teams	25%	24%	27%	36%	34%	23%	29%	19%	5%	30%	32%	19%	11%	26%	27%	26%
Slack	3%	3%	3%	6%	6%	1%	0%	0%	0%	6%	1%	2%	1%	3%	3%	3%
Google Meet (Google's video chat service)	10%	9%	12%	22%	13%	8%	6%	2%	4%	11%	11%	8%	11%	11%	11%	11%
None of the above	34%	36%	32%	13%	20%	33%	42%	52%	61%	25%	28%	41%	54%	33%	32%	32%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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)

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Very hard or impossible to do	28%	25%	30%	37%	30%	19%	23%	24%	0%	38%	27%	17%	14%	28%	29%	29%
Difficult, and would take me much longer to do many of my core tasks	22%	25%	19%	21%	28%	26%	20%	6%	11%	25%	23%	13%	15%	22%	23%	22%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	20%	19%	21%	17%	17%	23%	30%	12%	37%	23%	22%	17%	13%	21%	21%	21%
It wouldn't make much difference at all	24%	22%	27%	16%	17%	26%	27%	55%	42%	10%	23%	43%	44%	23%	23%	23%
Don't Know	6%	10%	3%	9%	8%	7%	1%	3%	11%	4%	4%	9%	14%	6%	5%	5%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Very hard or impossible to do	25%	18%	33%	28%	29%	23%	20%	24%	16%	32%	31%	9%	7%	26%	27%	27%
Difficult, and would take me much longer to do many of my core tasks	24%	27%	20%	22%	29%	24%	25%	12%	11%	28%	19%	25%	24%	24%	23%	24%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	15%	16%	14%	17%	14%	16%	13%	17%	11%	17%	19%	3%	12%	16%	16%	16%
It wouldn't make much difference at all	29%	30%	28%	25%	22%	29%	37%	45%	53%	17%	26%	55%	46%	29%	29%	28%
Don't Know	7%	8%	5%	8%	6%	8%	4%	3%	11%	6%	5%	9%	11%	6%	6%	5%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Very hard or impossible to do	12%	11%	13%	16%	15%	8%	10%	5%	0%	16%	14%	3%	3%	12%	13%	12%
Difficult, and would take me much longer to do many of my core tasks	21%	21%	20%	24%	22%	23%	21%	8%	0%	29%	18%	11%	15%	21%	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%	26%	22%	19%	17%	20%	21%	19%	28%	14%	21%	22%	22%	23%
It wouldn't make much difference at all	37%	34%	41%	26%	35%	40%	44%	58%	68%	29%	35%	56%	52%	37%	36%	37%
Don't Know	8%	9%	7%	8%	6%	9%	8%	10%	11%	8%	6%	15%	8%	7%	7%	6%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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)

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Very hard or impossible to do	16%	15%	17%	13%	22%	13%	16%	14%	0%	24%	14%	6%	7%	16%	16%	16%
Difficult, and would take me much longer to do many of my core tasks	23%	21%	25%	32%	22%	30%	14%	8%	0%	25%	26%	19%	13%	24%	23%	24%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	20%	18%	22%	27%	20%	18%	14%	21%	11%	24%	20%	4%	22%	20%	21%	20%
It wouldn't make much difference at all	33%	35%	32%	16%	33%	30%	50%	52%	79%	19%	35%	54%	47%	33%	32%	33%
Don't Know	8%	11%	4%	13%	4%	9%	6%	6%	11%	8%	5%	16%	10%	7%	7%	6%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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)

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Very hard or impossible to do	25%	24%	27%	34%	29%	15%	21%	24%	0%	37%	24%	15%	12%	26%	26%	27%
Difficult, and would take me much longer to do many of my core tasks	22%	21%	23%	21%	30%	27%	13%	10%	21%	23%	25%	14%	14%	22%	22%	22%
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%	18%	18%	18%	23%	33%	12%	26%	23%	26%	14%	12%	21%	22%	22%
It wouldn't make much difference at all	23%	21%	24%	14%	16%	24%	31%	45%	53%	12%	19%	42%	42%	22%	22%	22%
Don't Know	9%	10%	8%	13%	8%	10%	3%	9%	0%	5%	6%	15%	20%	8%	8%	7%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Very hard or impossible to do	21%	17%	26%	25%	23%	19%	16%	21%	16%	29%	23%	9%	8%	22%	22%	22%
Difficult, and would take me much longer to do many of my core tasks	25%	27%	22%	20%	30%	24%	30%	17%	11%	30%	24%	10%	23%	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	19%	20%	17%	30%	14%	19%	16%	8%	0%	20%	18%	18%	17%	19%	19%	20%
It wouldn't make much difference at all	27%	27%	27%	15%	25%	30%	34%	46%	63%	15%	27%	52%	38%	26%	26%	26%
Don't Know	8%	9%	8%	10%	8%	8%	5%	9%	11%	6%	8%	11%	14%	8%	8%	7%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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)

		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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Very hard or impossible to do	8%	6%	10%	11%	8%	6%	7%	5%	0%	11%	8%	5%	3%	8%	8%	8%
Difficult, and would take me much longer to do many of my core tasks	18%	18%	18%	19%	24%	17%	19%	5%	0%	28%	17%	6%	8%	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	29%	32%	25%	34%	28%	28%	17%	38%	21%	28%	33%	18%	28%	29%	29%	30%
It wouldn't make much difference at all	37%	35%	39%	24%	34%	39%	51%	47%	68%	27%	36%	57%	50%	36%	36%	36%
Don't Know	8%	9%	8%	11%	6%	9%	7%	6%	11%	6%	7%	15%	11%	8%	7%	6%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	383	140	241	84	111	86	65	28	9	132	147	41	61	370	363	362
Weighted	398	207	190	110	106	72	68	36	7	140	149	42	64	384	378	373
Very hard or impossible to do	7%	5%	9%	8%	8%	7%	5%	5%	0%	10%	6%	5%	4%	7%	7%	7%
Difficult, and would take me much longer to do many of my core tasks	13%	11%	14%	17%	9%	16%	11%	8%	11%	13%	13%	9%	16%	13%	13%	13%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	21%	22%	20%	26%	19%	26%	22%	5%	0%	23%	25%	10%	16%	21%	22%	22%
It wouldn't make much difference at all	52%	53%	51%	38%	57%	43%	59%	77%	79%	50%	50%	59%	53%	52%	52%	52%
Don't Know	8%	9%	7%	12%	5%	9%	4%	6%	11%	5%	6%	18%	11%	7%	7%	6%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	313	116	197	44	93	80	61	27	8	112	116	34	51	302	294	295
Weighted	318	169	149	59	87	68	64	34	6	115	117	34	52	305	298	296
Significantly more productive	5%	6%	5%	7%	7%	3%	4%	8%	0%	8%	6%	2%	1%	5%	5%	5%
Moderately more productive	18%	18%	18%	21%	15%	27%	19%	8%	0%	22%	19%	20%	7%	19%	19%	18%
Around the same	51%	54%	47%	40%	48%	44%	59%	67%	76%	49%	47%	51%	63%	51%	50%	51%
Slightly less productive	15%	15%	15%	16%	19%	15%	11%	8%	12%	11%	16%	12%	23%	15%	15%	15%
Significantly less productive	7%	5%	8%	13%	8%	4%	3%	3%	0%	3%	10%	10%	3%	6%	6%	6%
Not applicable	4%	2%	6%	4%	2%	7%	3%	6%	12%	7%	2%	4%	3%	4%	4%	4%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	313	116	197	44	93	80	61	27	8	112	116	34	51	302	294	295
Weighted	318	169	149	59	87	68	64	34	6	115	117	34	52	305	298	296
My working hours have increased since Covid-19	16%	14%	18%	24%	9%	18%	22%	8%	0%	21%	15%	16%	7%	16%	17%	16%
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	65%	69%	60%	49%	73%	70%	58%	75%	47%	62%	73%	50%	61%	64%	64%	65%
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	19%	16%	22%	27%	17%	11%	20%	17%	41%	16%	12%	33%	33%	19%	19%	18%
Don't Know	1%	1%	0%	0%	1%	2%	0%	0%	12%	2%	0%	0%	0%	0%	1%	1%

Note:

BASE: Those who are working or studying

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Google Search	90%	88%	91%	88%	92%	90%	90%	94%	85%	90%	93%	84%	87%	92%	90%	92%
Microsoft Bing	41%	47%	35%	49%	39%	39%	48%	42%	28%	41%	44%	40%	35%	41%	43%	42%
DuckDuckGo	12%	19%	4%	15%	16%	12%	10%	8%	4%	13%	12%	2%	13%	12%	12%	12%
Yahoo!	46%	50%	42%	51%	45%	57%	40%	45%	37%	49%	46%	49%	40%	46%	48%	47%
AltaVista	5%	9%	2%	2%	3%	9%	9%	10%	2%	8%	4%	2%	6%	6%	6%	6%
Ask Jeeves / Ask.com	28%	29%	26%	18%	27%	30%	34%	36%	27%	30%	30%	27%	23%	29%	29%	28%
Ecosia	5%	5%	6%	14%	8%	4%	1%	0%	1%	5%	9%	0%	4%	6%	6%	6%
Baidu	2%	2%	2%	4%	5%	0%	0%	0%	0%	3%	2%	0%	1%	2%	2%	2%
Other (Please Specify)	3%	4%	3%	3%	3%	1%	6%	6%	2%	4%	2%	4%	2%	3%	4%	3%
Don't Know	3%	4%	2%	1%	3%	5%	3%	2%	4%	3%	1%	2%	7%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Google Search	83%	79%	87%	81%	87%	92%	77%	79%	81%	82%	85%	83%	82%	84%	83%	84%
Microsoft Bing	5%	6%	3%	5%	5%	0%	5%	8%	5%	5%	5%	7%	1%	4%	5%	4%
DuckDuckGo	2%	3%	1%	0%	1%	2%	8%	2%	2%	2%	3%	2%	2%	2%	2%	2%
Yahoo!	4%	5%	3%	8%	0%	3%	3%	3%	4%	3%	4%	5%	3%	4%	3%	3%
Ask Jeeves / Ask.com	1%	1%	0%	0%	3%	0%	0%	0%	1%	0%	2%	1%	1%	1%	1%	1%
Ecosia	1%	1%	2%	3%	1%	1%	0%	0%	0%	1%	1%	0%	3%	1%	1%	1%
Baidu	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Other (Please Specify)	2%	3%	1%	0%	0%	0%	3%	5%	5%	3%	0%	2%	2%	2%	2%	2%
Don't Know	3%	3%	2%	3%	2%	1%	4%	3%	3%	4%	0%	1%	6%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
True in my experience	71%	68%	74%	79%	88%	77%	60%	48%	61%	71%	72%	74%	67%	73%	73%	73%
Not true in my experience	7%	10%	5%	7%	5%	5%	11%	14%	7%	8%	7%	8%	7%	7%	8%	7%
Don't know	21%	22%	20%	14%	7%	19%	29%	38%	32%	20%	21%	19%	26%	20%	19%	20%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
True in my experience	69%	65%	73%	76%	78%	70%	70%	55%	60%	67%	69%	72%	70%	72%	71%	71%
Not true in my experience	8%	10%	6%	9%	6%	9%	6%	14%	5%	7%	8%	8%	9%	7%	8%	7%
Don't know	23%	25%	21%	15%	16%	22%	25%	30%	36%	25%	23%	20%	22%	21%	21%	22%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(80.A) Based on your experience, how would you say Google Search compares to other search engines?: It is easier 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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
True in my experience	75%	71%	78%	79%	85%	80%	70%	62%	63%	79%	75%	73%	68%	76%	77%	76%
Not true in my experience	8%	11%	5%	6%	8%	6%	8%	16%	7%	7%	9%	10%	8%	8%	8%	8%
Don't know	17%	18%	17%	14%	7%	13%	22%	22%	29%	14%	16%	17%	24%	16%	15%	16%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
True in my experience	37%	35%	40%	50%	37%	42%	29%	28%	30%	33%	32%	49%	44%	38%	37%	38%
Not true in my experience	14%	17%	10%	7%	24%	19%	16%	7%	5%	12%	16%	13%	12%	13%	14%	14%
Don't know	49%	47%	50%	42%	39%	39%	55%	65%	66%	55%	52%	38%	44%	48%	49%	48%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
True in my experience	25%	28%	22%	25%	19%	33%	29%	26%	21%	23%	24%	22%	33%	25%	25%	25%
Not true in my experience	45%	45%	45%	54%	57%	43%	37%	27%	37%	48%	48%	45%	33%	46%	47%	46%
Don't know	30%	27%	33%	21%	24%	24%	34%	47%	42%	29%	28%	33%	35%	29%	29%	29%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Very difficult	4%	5%	4%	7%	4%	3%	0%	9%	3%	5%	2%	4%	6%	4%	5%	4%
Somewhat difficult	13%	13%	13%	20%	15%	7%	12%	10%	10%	15%	14%	7%	10%	13%	13%	13%
Neither difficult or easy	21%	22%	21%	25%	22%	22%	14%	18%	24%	20%	19%	22%	27%	20%	19%	20%
Somewhat easy	24%	18%	30%	14%	21%	31%	29%	33%	26%	22%	26%	31%	21%	25%	25%	24%
Very easy	30%	35%	24%	29%	35%	29%	38%	21%	23%	31%	32%	29%	23%	30%	31%	31%
Don't know	8%	7%	8%	6%	4%	8%	7%	10%	14%	5%	7%	7%	12%	7%	7%	7%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Very difficult	5%	4%	6%	3%	2%	6%	8%	7%	6%	3%	3%	4%	11%	5%	5%	5%
Somewhat difficult	10%	8%	12%	16%	10%	3%	6%	9%	13%	14%	10%	5%	6%	10%	10%	10%
Neither difficult or easy	23%	22%	24%	27%	22%	21%	18%	26%	21%	23%	20%	33%	21%	22%	21%	22%
Somewhat easy	24%	21%	26%	17%	25%	35%	23%	28%	19%	23%	28%	26%	19%	24%	25%	24%
Very easy	29%	37%	22%	33%	36%	24%	37%	16%	22%	31%	30%	21%	30%	30%	31%	31%
Don't know	9%	9%	10%	4%	5%	10%	8%	14%	20%	6%	8%	12%	14%	8%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Very difficult	6%	4%	8%	1%	6%	6%	8%	11%	9%	6%	3%	7%	11%	6%	6%	7%
Somewhat difficult	15%	15%	14%	15%	20%	11%	14%	15%	11%	18%	17%	9%	9%	15%	15%	15%
Neither difficult or easy	21%	21%	20%	33%	17%	24%	14%	14%	16%	21%	16%	28%	20%	21%	19%	20%
Somewhat easy	21%	16%	25%	21%	21%	27%	21%	17%	15%	20%	25%	18%	16%	21%	22%	22%
Very easy	21%	27%	15%	21%	28%	19%	29%	12%	11%	22%	24%	14%	19%	22%	22%	22%
Don't know	17%	16%	18%	8%	8%	13%	15%	30%	38%	13%	14%	23%	25%	16%	16%	15%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	304	125	176	56	74	63	34	27	50	106	107	39	50	296	299	293
Weighted	310	162	145	71	71	53	39	36	41	105	106	39	57	302	305	297
Google Search gives more relevant results	56%	59%	52%	65%	66%	58%	53%	37%	43%	50%	55%	65%	66%	57%	57%	57%
Google Search is easier to use	65%	65%	64%	76%	75%	63%	58%	39%	61%	56%	70%	75%	64%	65%	66%	66%
Google Search has other features I prefer	34%	34%	34%	40%	32%	35%	36%	30%	27%	33%	31%	37%	37%	35%	34%	35%
Google Search came as the default choice in my browser	36%	32%	39%	32%	40%	49%	34%	30%	25%	37%	37%	39%	27%	36%	36%	35%
Google Search came as the default choice on my smartphone	30%	26%	35%	29%	35%	30%	31%	28%	28%	25%	35%	26%	36%	30%	31%	31%
My old search engine stopped operating	2%	1%	3%	4%	3%	1%	0%	0%	2%	1%	2%	0%	5%	2%	2%	2%
I am unaware of any alternatives	3%	2%	4%	3%	7%	0%	0%	3%	0%	4%	3%	0%	2%	2%	3%	3%
Other (Please Specify)	3%	4%	2%	5%	5%	1%	0%	5%	2%	3%	3%	0%	7%	3%	3%	3%
Don't know	4%	4%	3%	5%	0%	1%	5%	12%	3%	1%	5%	2%	9%	4%	3%	3%

Note:

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

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Google Chrome	79%	84%	75%	83%	89%	86%	84%	65%	61%	84%	80%	63%	81%	81%	81%	81%
Internet Explorer	75%	72%	76%	72%	74%	75%	76%	81%	73%	79%	77%	71%	67%	75%	76%	76%
Microsoft Edge	39%	45%	32%	38%	31%	34%	52%	40%	40%	42%	40%	36%	34%	39%	40%	40%
Safari	49%	44%	54%	67%	54%	57%	47%	25%	29%	57%	51%	43%	37%	50%	51%	50%
Firefox	52%	59%	45%	44%	69%	61%	52%	50%	31%	54%	52%	55%	46%	52%	55%	53%
Opera	14%	22%	7%	13%	24%	17%	7%	15%	7%	20%	15%	9%	8%	15%	15%	15%
Other (Please Specify)	1%	1%	1%	1%	0%	2%	0%	0%	3%	1%	0%	2%	2%	1%	1%	1%
Don't Know	2%	2%	3%	3%	2%	2%	1%	0%	6%	2%	0%	5%	5%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Google Chrome	57%	58%	55%	63%	73%	57%	48%	41%	44%	58%	54%	55%	59%	58%	58%	58%
Internet Explorer	7%	4%	9%	4%	3%	8%	4%	16%	11%	5%	6%	9%	10%	6%	6%	6%
Microsoft Edge	8%	10%	6%	2%	3%	2%	22%	12%	14%	8%	12%	6%	4%	8%	8%	8%
Safari	14%	9%	18%	21%	10%	15%	10%	10%	13%	13%	13%	14%	15%	13%	14%	14%
Firefox	8%	11%	5%	4%	6%	11%	11%	13%	8%	10%	9%	11%	4%	8%	9%	8%
Opera	2%	2%	2%	4%	2%	0%	3%	2%	0%	2%	3%	1%	1%	2%	2%	2%
Other (Please Specify)	1%	2%	1%	1%	2%	1%	0%	0%	2%	2%	0%	2%	1%	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	3%	3%	4%	1%	1%	4%	1%	6%	9%	3%	4%	2%	5%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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.

		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	292	108	182	52	84	60	38	18	40	102	91	39	57	287	280	283
Weighted	290	143	145	67	82	50	34	24	33	101	89	38	57	285	280	281
Google Chrome was faster to use	54%	58%	50%	62%	65%	46%	46%	47%	37%	49%	52%	69%	57%	55%	55%	54%
Google Chrome was easier to use	60%	63%	57%	69%	65%	50%	50%	54%	56%	63%	54%	64%	57%	61%	60%	60%
Google Chrome had other features I preferred	36%	43%	31%	53%	38%	43%	23%	25%	11%	35%	40%	35%	35%	37%	37%	37%
Google Chrome came as the default choice on my computer	27%	30%	24%	25%	32%	26%	26%	29%	22%	32%	18%	27%	27%	27%	27%	27%
Google Chrome came as the default choice on my smartphone	23%	21%	25%	17%	22%	32%	19%	25%	25%	22%	19%	22%	30%	23%	22%	23%
My old browser stopped operating	4%	5%	4%	0%	10%	0%	12%	0%	0%	2%	6%	5%	4%	4%	4%	4%
Other (Please Specify)	4%	2%	5%	0%	3%	6%	4%	7%	5%	5%	4%	4%	0%	4%	3%	4%
Don't Know	4%	3%	6%	2%	2%	4%	6%	13%	7%	1%	6%	14%	1%	4%	4%	4%

Note:

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

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Gmail	77%	74%	79%	85%	85%	81%	75%	66%	60%	79%	80%	62%	76%	78%	78%	78%
Microsoft Hotmail	53%	59%	48%	53%	69%	59%	54%	49%	27%	53%	56%	49%	51%	54%	54%	54%
AOL	11%	15%	7%	8%	8%	12%	12%	11%	16%	11%	13%	6%	11%	11%	11%	11%
Yahoo! Mail	31%	36%	27%	26%	26%	44%	36%	25%	31%	32%	32%	30%	30%	31%	31%	32%
A service offered by my ISP	10%	14%	6%	1%	5%	9%	22%	23%	10%	16%	6%	8%	8%	10%	11%	11%
Other (Please Specify)	5%	6%	5%	6%	4%	0%	8%	6%	10%	7%	4%	6%	4%	6%	6%	5%
Don't Know	5%	5%	4%	1%	4%	3%	3%	7%	10%	5%	1%	8%	7%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(91.A) And which of the following email services 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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Gmail	44%	40%	48%	61%	62%	45%	30%	27%	22%	51%	39%	36%	45%	45%	46%	45%
Microsoft Hotmail	27%	28%	26%	27%	28%	24%	31%	37%	19%	20%	33%	32%	28%	28%	27%	28%
AOL	3%	2%	3%	0%	0%	3%	1%	4%	10%	2%	3%	1%	4%	3%	3%	2%
Yahoo! Mail	12%	14%	11%	7%	5%	18%	13%	8%	26%	10%	17%	13%	10%	12%	12%	13%
A service offered by my ISP	5%	6%	5%	0%	0%	4%	13%	14%	8%	8%	3%	7%	3%	5%	5%	5%
Other (Please Specify)	4%	6%	3%	3%	1%	2%	9%	4%	10%	6%	4%	2%	4%	5%	4%	4%
Don't Know	4%	4%	3%	1%	4%	3%	3%	6%	6%	4%	1%	8%	6%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	156	53	101	34	63	31	13	7	8	54	46	20	34	152	153	152
Weighted	159	78	79	43	58	25	17	9	7	59	43	19	35	155	156	156
Gmail was faster to use	46%	62%	30%	52%	54%	39%	32%	36%	10%	45%	34%	68%	50%	46%	47%	47%
Gmail was easier to use	61%	66%	57%	73%	65%	40%	62%	48%	50%	56%	65%	74%	55%	63%	62%	62%
Gmail had more storage	29%	33%	25%	23%	39%	30%	19%	36%	0%	27%	24%	50%	27%	30%	30%	30%
Gmail had other features I preferred	44%	46%	43%	46%	50%	37%	43%	48%	0%	46%	40%	62%	31%	45%	45%	45%
Gmail came as the default choice on my computer	11%	12%	9%	16%	8%	10%	0%	36%	0%	16%	4%	9%	8%	11%	11%	11%
Gmail came as the default choice on my smartphone	11%	12%	11%	10%	11%	17%	11%	11%	0%	6%	20%	15%	9%	12%	12%	12%
My old email service stopped operating	8%	7%	9%	8%	7%	4%	11%	0%	40%	4%	12%	11%	10%	9%	8%	8%
I have multiple email accounts with different providers	25%	19%	31%	28%	24%	27%	19%	30%	25%	20%	29%	27%	22%	25%	26%	25%
Other (Please Specify)	3%	4%	3%	0%	3%	9%	4%	0%	10%	5%	1%	6%	3%	4%	4%	4%
Don't Know	7%	10%	5%	13%	3%	7%	15%	0%	0%	6%	5%	4%	15%	6%	6%	6%

Note:

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

Fieldwork: 27th Nov - 6th Jan 2020

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

(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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Your smartphone	68%	61%	75%	79%	81%	73%	63%	58%	45%	65%	77%	63%	63%	69%	69%	69%
Online search engines	20%	23%	17%	25%	13%	14%	17%	29%	25%	22%	23%	18%	15%	20%	21%	21%
YouTube	16%	19%	12%	29%	24%	15%	8%	5%	3%	15%	15%	9%	22%	16%	17%	16%
Your car	21%	21%	20%	14%	16%	19%	27%	25%	29%	23%	15%	34%	18%	21%	20%	21%
A dishwasher	4%	3%	5%	3%	5%	4%	3%	2%	8%	5%	5%	5%	2%	4%	4%	4%
A television	46%	40%	51%	24%	36%	47%	49%	62%	69%	45%	46%	51%	43%	46%	45%	46%
Coffee	17%	18%	15%	14%	16%	19%	21%	14%	16%	15%	17%	10%	22%	17%	16%	17%
Don't Know	3%	5%	0%	4%	3%	2%	5%	0%	2%	4%	1%	2%	4%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	130	43	86	20	36	21	13	12	28	39	45	19	26	123	123	122
Weighted	129	57	71	27	32	17	11	16	26	39	43	19	26	122	123	122
In normal times, I would give up access to Google Search and get paid £1.25	24%	13%	33%	29%	24%	21%	28%	19%	22%	16%	18%	32%	36%	23%	23%	24%
I would keep access to Google Search	67%	73%	62%	71%	71%	56%	72%	64%	65%	79%	69%	56%	56%	69%	68%	67%
Don't know	9%	14%	5%	0%	5%	23%	0%	17%	14%	5%	13%	12%	8%	8%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	121	53	68	24	26	25	17	8	21	31	38	19	32	116	117	116
Weighted	125	68	57	31	24	22	20	10	17	33	38	19	33	119	122	119
In normal times, I would give up access to Google Search and get paid £2.50	30%	30%	30%	25%	17%	19%	60%	37%	35%	45%	14%	35%	33%	30%	31%	28%
I would keep access to Google Search	62%	60%	63%	71%	74%	70%	31%	47%	59%	55%	71%	53%	60%	62%	61%	63%
Don't know	8%	9%	7%	4%	9%	11%	9%	16%	6%	0%	15%	12%	7%	9%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	129	48	79	18	35	23	18	16	19	46	39	16	28	122	119	122
Weighted	130	67	61	25	30	19	17	22	17	47	37	17	29	123	120	123
In normal times, I would give up access to Google Search and get paid £5	37%	41%	34%	44%	49%	9%	34%	44%	29%	40%	34%	28%	41%	39%	40%	38%
I would keep access to Google Search	53%	48%	58%	43%	46%	78%	62%	49%	52%	54%	54%	62%	46%	54%	56%	54%
Don't know	10%	12%	8%	13%	5%	13%	4%	7%	19%	6%	13%	10%	13%	7%	5%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	134	54	79	20	35	26	20	10	23	38	53	13	29	129	124	123
Weighted	134	69	63	26	34	22	22	12	18	38	54	13	28	128	124	124
In normal times, I would give up access to Google Search and get paid £10	52%	56%	47%	63%	58%	47%	36%	44%	55%	55%	52%	29%	56%	52%	53%	52%
I would keep access to Google Search	40%	35%	45%	30%	39%	43%	61%	17%	41%	37%	38%	71%	35%	41%	39%	41%
Don't know	8%	9%	8%	7%	4%	10%	3%	39%	4%	8%	10%	0%	10%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	125	46	78	18	26	23	21	15	22	43	39	16	27	123	116	114
Weighted	124	61	63	24	25	18	19	19	18	44	41	15	24	123	116	112
In normal times, I would give up access to Google Search and get paid £20	57%	60%	55%	41%	75%	38%	82%	54%	51%	53%	60%	82%	45%	57%	58%	59%
I would keep access to Google Search	32%	25%	39%	45%	16%	52%	11%	32%	42%	39%	28%	13%	39%	33%	32%	33%
Don't know	10%	15%	6%	14%	9%	10%	7%	14%	8%	8%	12%	5%	15%	10%	10%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	116	46	70	15	22	25	15	14	25	42	35	15	23	109	110	108
Weighted	115	56	59	19	21	22	14	18	21	43	34	13	23	107	109	105
In normal times, I would give up access to Google Search and get paid £50	64%	66%	63%	65%	51%	64%	62%	74%	72%	67%	73%	52%	51%	64%	64%	65%
I would keep access to Google Search	25%	19%	30%	26%	32%	15%	33%	26%	18%	24%	20%	38%	27%	26%	25%	23%
Don't know	11%	15%	7%	9%	17%	21%	5%	0%	10%	9%	6%	10%	22%	9%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	130	50	80	27	17	32	18	7	29	39	46	14	30	125	115	118
Weighted	132	63	69	34	18	26	19	9	25	40	48	14	28	127	116	119
In normal times, I would give up access to Google Search and get paid £100	67%	62%	71%	50%	78%	77%	82%	52%	66%	64%	65%	71%	73%	68%	69%	71%
I would keep access to Google Search	22%	22%	22%	31%	22%	14%	7%	30%	27%	25%	23%	29%	10%	21%	23%	23%
Don't know	11%	16%	7%	19%	0%	9%	11%	18%	7%	10%	12%	0%	17%	11%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	113	38	74	21	34	17	12	10	19	38	36	14	24	109	105	105
Weighted	109	49	59	28	30	12	13	12	15	37	33	15	23	104	102	100
In normal times, I would give up access to Google Search and get paid £200	69%	65%	72%	54%	76%	53%	89%	77%	75%	59%	77%	75%	69%	70%	72%	72%
I would keep access to Google Search	24%	22%	26%	34%	24%	21%	11%	23%	18%	32%	20%	14%	24%	25%	25%	25%
Don't know	7%	13%	2%	12%	0%	26%	0%	0%	7%	9%	3%	11%	7%	5%	3%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	134	48	86	19	31	22	20	14	28	40	49	20	25	128	125	130
Weighted	134	61	72	24	30	18	22	16	24	39	48	21	26	128	125	130
In normal times, I would give up access to Google Search and get paid £500	83%	85%	82%	89%	88%	87%	77%	80%	77%	79%	89%	92%	72%	84%	85%	84%
I would keep access to Google Search	13%	12%	13%	11%	12%	4%	23%	0%	20%	16%	11%	5%	16%	13%	13%	13%
Don't know	4%	3%	5%	0%	0%	10%	0%	20%	3%	4%	0%	3%	12%	3%	2%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	110	47	63	18	25	21	17	10	19	43	33	7	26	108	104	104
Weighted	113	61	52	24	24	18	19	12	16	46	34	6	26	110	107	106
During a lockdown, I would give up access to Google Search and get paid £1.25	19%	27%	10%	25%	18%	16%	29%	14%	11%	14%	19%	29%	22%	20%	21%	19%
I would keep access to Google Search	76%	71%	82%	70%	82%	84%	67%	69%	80%	79%	81%	71%	70%	75%	75%	76%
Don't know	5%	2%	8%	5%	0%	0%	4%	17%	9%	7%	0%	0%	8%	5%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	103	31	72	16	27	17	14	11	18	35	25	19	24	96	96	97
Weighted	99	40	60	21	24	14	13	11	16	36	23	19	21	92	93	92
During a lockdown, I would give up access to Google Search and get paid £2.50	26%	29%	25%	26%	32%	10%	54%	9%	22%	25%	23%	16%	41%	27%	27%	28%
I would keep access to Google Search	68%	64%	71%	61%	68%	83%	40%	82%	78%	67%	77%	78%	51%	69%	68%	69%
Don't know	6%	7%	5%	13%	0%	8%	5%	9%	0%	8%	0%	6%	8%	4%	5%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	131	51	79	19	28	25	14	18	27	45	48	17	20	122	125	123
Weighted	131	65	65	24	25	21	14	24	23	45	46	16	22	121	125	123
During a lockdown, I would give up access to Google Search and get paid £5	34%	36%	33%	37%	43%	23%	48%	33%	26%	28%	39%	44%	26%	32%	35%	35%
I would keep access to Google Search	54%	46%	61%	43%	48%	55%	52%	67%	59%	64%	50%	46%	52%	58%	56%	55%
Don't know	12%	17%	6%	21%	9%	22%	0%	0%	15%	8%	11%	10%	23%	9%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	113	42	71	23	26	18	14	14	18	40	32	14	27	106	105	102
Weighted	115	56	59	30	23	14	14	18	15	41	32	14	29	107	107	103
During a lockdown, I would give up access to Google Search and get paid £10	52%	62%	43%	49%	70%	47%	48%	33%	65%	58%	53%	35%	52%	52%	55%	53%
I would keep access to Google Search	42%	33%	51%	51%	30%	45%	42%	47%	35%	42%	33%	59%	44%	43%	40%	42%
Don't know	5%	5%	6%	0%	0%	8%	10%	20%	0%	0%	14%	5%	4%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	123	51	71	25	30	20	18	10	20	34	45	18	25	120	117	115
Weighted	129	70	58	35	29	17	18	13	17	36	45	20	26	126	122	119
During a lockdown, I would give up access to Google Search and get paid £20	50%	48%	52%	46%	53%	62%	71%	21%	38%	40%	58%	40%	53%	50%	49%	52%
I would keep access to Google Search	40%	36%	45%	35%	41%	38%	25%	66%	48%	55%	31%	44%	35%	41%	41%	40%
Don't know	10%	16%	3%	19%	6%	0%	4%	13%	14%	5%	11%	16%	12%	9%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	168	68	98	22	41	38	19	13	35	54	63	16	34	163	153	160
Weighted	165	86	77	29	39	30	21	17	29	52	63	15	33	161	152	158
During a lockdown, I would give up access to Google Search and get paid £50	60%	66%	52%	58%	56%	54%	87%	55%	54%	57%	57%	61%	71%	60%	61%	61%
I would keep access to Google Search	30%	22%	40%	30%	39%	31%	10%	19%	40%	33%	34%	35%	15%	30%	31%	31%
Don't know	10%	12%	8%	11%	5%	15%	3%	25%	6%	10%	10%	5%	14%	10%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	120	40	78	23	25	26	14	14	18	36	45	13	25	115	110	108
Weighted	120	52	66	27	25	21	14	18	15	34	49	13	22	115	110	108
During a lockdown, I would give up access to Google Search and get paid £100	65%	69%	61%	52%	65%	64%	85%	64%	75%	66%	72%	44%	59%	66%	66%	65%
I would keep access to Google Search	26%	22%	30%	48%	17%	33%	5%	15%	25%	30%	19%	44%	27%	26%	26%	28%
Don't know	9%	9%	8%	0%	18%	3%	10%	21%	0%	4%	9%	12%	13%	7%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	119	38	81	21	28	17	24	7	22	37	36	20	26	114	113	113
Weighted	120	52	67	27	26	14	24	9	20	40	34	21	25	115	114	113
During a lockdown, I would give up access to Google Search and get paid £200	80%	88%	74%	73%	74%	78%	89%	89%	84%	79%	84%	83%	74%	82%	82%	82%
I would keep access to Google Search	17%	10%	22%	27%	21%	5%	11%	11%	16%	20%	10%	17%	20%	15%	16%	15%
Don't know	3%	2%	4%	0%	5%	17%	0%	0%	0%	2%	5%	0%	5%	3%	3%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	58	87	15	32	32	20	9	37	32	53	22	37	140	131	136
Weighted	139	69	70	19	30	27	20	12	31	31	50	23	34	134	126	131
During a lockdown, I would give up access to Google Search and get paid £500	71%	70%	71%	54%	81%	67%	84%	63%	69%	60%	75%	73%	75%	71%	74%	72%
I would keep access to Google Search	19%	14%	24%	37%	12%	7%	16%	23%	26%	29%	12%	27%	13%	20%	20%	20%
Don't know	10%	16%	4%	9%	7%	25%	0%	14%	6%	11%	13%	0%	12%	9%	6%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	114	49	64	16	31	22	16	10	19	33	40	13	26	112	107	109
Weighted	118	66	51	21	32	18	18	13	16	36	40	13	25	115	110	112
In normal times, I would give up access to YouTube and get paid £1.25	29%	23%	38%	16%	22%	18%	28%	55%	51%	23%	34%	41%	28%	30%	29%	31%
I would keep access to YouTube	60%	62%	58%	76%	72%	57%	64%	32%	38%	70%	50%	59%	58%	61%	63%	61%
Don't know	11%	15%	5%	8%	5%	24%	8%	12%	11%	7%	16%	0%	14%	10%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	115	45	70	15	32	22	11	9	26	41	40	8	26	107	108	110
Weighted	113	55	57	19	30	18	12	11	22	42	38	7	25	105	106	108
In normal times, I would give up access to YouTube and get paid £2.50	36%	28%	43%	26%	27%	42%	12%	45%	62%	31%	42%	28%	37%	35%	34%	35%
I would keep access to YouTube	61%	69%	53%	74%	69%	52%	88%	55%	30%	65%	58%	72%	54%	61%	63%	62%
Don't know	4%	3%	4%	0%	4%	6%	0%	0%	8%	4%	0%	0%	9%	4%	3%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	132	54	78	22	30	22	16	15	27	43	44	18	27	129	126	123
Weighted	131	67	63	31	27	18	14	19	22	43	42	15	30	128	126	121
In normal times, I would give up access to YouTube and get paid £5	45%	41%	49%	18%	44%	39%	42%	75%	63%	61%	33%	38%	42%	45%	45%	47%
I would keep access to YouTube	51%	54%	47%	71%	56%	54%	53%	25%	37%	38%	61%	62%	50%	51%	51%	50%
Don't know	4%	5%	3%	11%	0%	7%	5%	0%	0%	2%	6%	0%	8%	4%	3%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	119	42	76	22	31	24	10	10	22	44	34	18	23	114	109	112
Weighted	119	55	63	28	28	20	12	13	19	43	36	19	22	115	110	113
In normal times, I would give up access to YouTube and get paid £10	48%	54%	43%	32%	45%	60%	40%	55%	62%	56%	45%	35%	47%	48%	48%	49%
I would keep access to YouTube	43%	38%	46%	68%	47%	29%	60%	21%	18%	38%	47%	54%	34%	44%	45%	44%
Don't know	10%	8%	11%	0%	8%	11%	0%	24%	20%	6%	8%	11%	19%	8%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	129	48	80	17	27	24	22	10	29	46	36	20	27	125	121	121
Weighted	126	60	65	21	26	19	23	13	24	47	33	21	24	122	120	117
In normal times, I would give up access to YouTube and get paid £20	72%	71%	74%	32%	74%	71%	91%	71%	87%	83%	76%	63%	52%	72%	72%	73%
I would keep access to YouTube	22%	24%	20%	63%	26%	14%	3%	21%	10%	11%	22%	32%	38%	22%	24%	21%
Don't know	6%	5%	6%	5%	0%	15%	6%	8%	3%	6%	2%	5%	10%	6%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	132	49	83	22	28	23	21	14	24	40	50	12	29	128	121	125
Weighted	134	66	68	30	24	19	23	18	21	41	49	12	30	130	123	126
In normal times, I would give up access to YouTube and get paid £50	71%	78%	65%	46%	78%	60%	91%	91%	72%	66%	72%	62%	80%	73%	72%	71%
I would keep access to YouTube	22%	16%	28%	39%	22%	33%	0%	9%	25%	29%	27%	15%	10%	23%	24%	24%
Don't know	6%	6%	7%	15%	0%	7%	9%	0%	3%	5%	1%	23%	10%	4%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	124	41	82	25	27	24	18	12	18	31	47	22	22	117	117	110
Weighted	123	53	69	32	25	21	15	14	16	30	48	22	20	114	114	108
In normal times, I would give up access to YouTube and get paid £100	74%	65%	81%	70%	68%	65%	91%	81%	84%	69%	78%	89%	59%	76%	78%	76%
I would keep access to YouTube	16%	18%	15%	19%	21%	22%	9%	0%	16%	23%	13%	3%	24%	14%	17%	18%
Don't know	10%	17%	4%	11%	12%	14%	0%	19%	0%	7%	9%	8%	17%	10%	4%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	130	48	81	21	28	25	20	12	24	37	49	15	29	123	116	119
Weighted	131	65	66	28	26	19	23	15	21	39	48	16	28	123	118	120
In normal times, I would give up access to YouTube and get paid £200	84%	84%	83%	78%	84%	70%	89%	87%	97%	83%	85%	96%	75%	86%	85%	85%
I would keep access to YouTube	10%	8%	12%	4%	14%	26%	11%	0%	3%	13%	10%	4%	9%	10%	9%	10%
Don't know	6%	8%	5%	18%	2%	3%	0%	13%	0%	4%	5%	0%	15%	5%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	137	50	86	22	28	28	20	14	25	41	40	20	35	129	129	129
Weighted	137	65	71	29	27	24	19	18	22	41	41	20	34	130	130	129
In normal times, I would give up access to YouTube and get paid £500	82%	81%	83%	79%	64%	83%	100%	100%	78%	84%	81%	89%	79%	83%	82%	85%
I would keep access to YouTube	11%	10%	12%	15%	23%	5%	0%	0%	17%	8%	12%	11%	12%	11%	12%	10%
Don't know	7%	8%	5%	6%	13%	12%	0%	0%	5%	8%	7%	0%	9%	5%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	108	37	71	24	21	22	14	9	18	30	33	13	32	100	94	100
Weighted	110	50	60	31	18	18	15	11	16	32	32	13	33	102	96	101
During a lockdown, I would give up access to YouTube and get paid £1.25	38%	36%	40%	36%	21%	23%	44%	67%	54%	43%	43%	21%	36%	37%	36%	38%
I would keep access to YouTube	54%	56%	52%	55%	79%	60%	51%	24%	37%	50%	55%	52%	56%	56%	59%	55%
Don't know	8%	8%	8%	9%	0%	17%	5%	9%	9%	8%	2%	26%	7%	7%	5%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	137	44	91	18	29	32	21	8	29	41	48	17	31	132	124	129
Weighted	128	53	74	23	25	27	19	9	25	39	48	14	27	123	118	122
During a lockdown, I would give up access to YouTube and get paid £2.50	32%	28%	36%	10%	15%	40%	39%	65%	43%	27%	27%	36%	45%	32%	28%	31%
I would keep access to YouTube	63%	69%	58%	90%	76%	60%	50%	35%	49%	71%	68%	57%	46%	63%	68%	65%
Don't know	5%	3%	7%	0%	9%	0%	11%	0%	8%	2%	5%	7%	9%	5%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	121	47	74	18	30	22	15	15	21	41	50	10	19	119	119	119
Weighted	122	62	60	24	26	18	17	19	17	41	48	10	21	120	120	119
During a lockdown, I would give up access to YouTube and get paid £5	36%	32%	40%	11%	37%	25%	27%	67%	56%	42%	41%	36%	17%	35%	36%	36%
I would keep access to YouTube	59%	61%	58%	75%	61%	69%	69%	33%	44%	54%	55%	64%	75%	60%	59%	59%
Don't know	5%	7%	2%	14%	2%	6%	4%	0%	0%	4%	5%	0%	8%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	128	55	72	22	30	20	20	13	23	35	43	21	29	121	118	116
Weighted	133	72	60	28	28	18	23	17	19	37	44	23	29	125	122	118
During a lockdown, I would give up access to YouTube and get paid £10	46%	39%	56%	16%	41%	44%	53%	65%	78%	67%	36%	50%	33%	45%	48%	47%
I would keep access to YouTube	47%	51%	42%	72%	59%	44%	47%	25%	17%	33%	55%	42%	58%	50%	50%	49%
Don't know	6%	10%	2%	12%	0%	13%	0%	10%	6%	0%	9%	7%	9%	6%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	116	47	69	14	22	25	11	12	32	36	42	11	27	109	107	107
Weighted	111	54	57	19	22	20	10	14	26	34	41	9	26	104	104	103
During a lockdown, I would give up access to YouTube and get paid £20	55%	55%	55%	32%	56%	48%	54%	62%	71%	61%	46%	70%	55%	56%	54%	55%
I would keep access to YouTube	37%	39%	34%	53%	31%	52%	39%	30%	21%	36%	48%	19%	26%	37%	38%	38%
Don't know	9%	6%	11%	15%	13%	0%	7%	7%	8%	3%	6%	11%	19%	7%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	119	45	74	17	30	21	17	7	27	43	26	20	29	114	111	110
Weighted	115	55	60	22	28	18	15	9	23	43	26	20	26	110	107	106
During a lockdown, I would give up access to YouTube and get paid £50	68%	65%	71%	45%	72%	58%	86%	70%	82%	76%	54%	70%	71%	69%	68%	68%
I would keep access to YouTube	19%	17%	21%	40%	25%	12%	9%	11%	8%	11%	37%	22%	11%	20%	21%	21%
Don't know	12%	18%	7%	15%	2%	30%	5%	18%	11%	13%	9%	8%	18%	10%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	131	52	79	23	39	25	15	15	14	45	47	19	19	126	125	126
Weighted	134	72	63	30	36	20	16	21	11	46	46	21	20	130	127	128
During a lockdown, I would give up access to YouTube and get paid £100	76%	78%	75%	61%	72%	66%	80%	100%	100%	75%	73%	88%	74%	77%	76%	78%
I would keep access to YouTube	17%	16%	18%	30%	16%	26%	20%	0%	0%	18%	20%	12%	17%	17%	17%	17%
Don't know	6%	6%	7%	9%	12%	9%	0%	0%	0%	7%	7%	0%	10%	6%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	138	42	94	20	34	22	21	17	24	43	41	19	33	135	127	124
Weighted	136	57	77	26	32	17	19	21	22	46	39	19	29	132	125	120
During a lockdown, I would give up access to YouTube and get paid £200	72%	62%	78%	57%	59%	74%	76%	85%	90%	67%	76%	85%	72%	74%	76%	73%
I would keep access to YouTube	18%	24%	15%	19%	36%	19%	17%	0%	10%	25%	15%	10%	9%	18%	18%	20%
Don't know	10%	14%	7%	24%	5%	6%	7%	15%	0%	8%	8%	6%	19%	8%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	134	57	76	26	27	25	20	10	26	42	50	16	25	128	129	127
Weighted	142	77	64	35	29	21	22	13	23	43	52	17	28	135	137	136
During a lockdown, I would give up access to YouTube and get paid £500	83%	83%	82%	78%	89%	75%	97%	79%	80%	84%	81%	100%	80%	84%	85%	84%
I would keep access to YouTube	11%	9%	12%	22%	11%	6%	0%	0%	12%	15%	9%	0%	8%	10%	11%	10%
Don't know	6%	7%	5%	0%	0%	19%	3%	21%	8%	2%	9%	0%	12%	6%	4%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	129	52	76	16	32	24	18	12	27	36	45	19	27	126	123	124
Weighted	128	67	61	22	28	20	21	15	23	38	42	20	26	125	123	121
In normal times, I would give up access to Google Maps and get paid £1.25	30%	33%	27%	26%	23%	14%	40%	41%	37%	25%	22%	43%	30%	28%	28%	28%
I would keep access to Google Maps	66%	62%	70%	67%	73%	80%	56%	59%	60%	70%	72%	57%	65%	67%	68%	69%
Don't know	4%	5%	3%	8%	5%	6%	3%	0%	3%	4%	6%	0%	5%	4%	4%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	119	40	79	16	31	26	17	8	21	37	37	11	32	110	109	112
Weighted	116	52	65	21	33	22	14	9	19	34	39	11	30	107	108	108
In normal times, I would give up access to Google Maps and get paid £2.50	42%	39%	44%	35%	45%	45%	20%	65%	46%	39%	46%	37%	41%	41%	43%	40%
I would keep access to Google Maps	48%	47%	49%	46%	50%	37%	75%	35%	44%	50%	43%	44%	53%	50%	47%	50%
Don't know	10%	14%	7%	19%	5%	18%	5%	0%	9%	10%	11%	19%	6%	8%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	119	52	66	21	28	23	16	9	22	36	46	10	27	117	112	108
Weighted	123	69	53	28	26	20	18	13	18	42	44	11	26	121	116	110
In normal times, I would give up access to Google Maps and get paid £5	47%	44%	50%	25%	45%	44%	72%	59%	55%	45%	44%	39%	59%	46%	47%	46%
I would keep access to Google Maps	43%	46%	41%	69%	46%	38%	24%	41%	26%	51%	48%	51%	20%	44%	46%	46%
Don't know	9%	10%	9%	6%	9%	18%	4%	0%	19%	4%	8%	9%	21%	10%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	141	41	99	32	26	25	16	20	22	43	47	25	26	133	131	128
Weighted	141	54	85	41	23	20	14	23	20	41	47	26	26	133	131	129
In normal times, I would give up access to Google Maps and get paid £10	58%	59%	57%	44%	47%	56%	60%	82%	72%	46%	55%	72%	69%	58%	56%	56%
I would keep access to Google Maps	34%	27%	39%	41%	40%	35%	34%	18%	28%	48%	33%	24%	22%	35%	35%	37%
Don't know	8%	14%	4%	15%	13%	9%	5%	0%	0%	6%	12%	4%	9%	7%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	138	52	86	24	28	27	23	14	22	45	37	19	37	132	127	129
Weighted	141	70	71	30	27	22	24	19	19	46	35	21	39	134	129	131
In normal times, I would give up access to Google Maps and get paid £20	68%	77%	60%	52%	80%	59%	70%	83%	72%	63%	78%	57%	72%	70%	69%	70%
I would keep access to Google Maps	23%	13%	33%	30%	18%	25%	27%	9%	28%	28%	16%	27%	22%	23%	24%	23%
Don't know	9%	10%	7%	19%	2%	16%	3%	9%	0%	9%	6%	16%	6%	7%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	126	47	78	23	29	19	19	8	28	41	46	16	23	118	116	121
Weighted	127	60	66	27	27	16	21	11	24	42	49	13	23	119	118	121
In normal times, I would give up access to Google Maps and get paid £50	71%	71%	71%	65%	73%	52%	88%	53%	81%	73%	67%	87%	67%	71%	74%	70%
I would keep access to Google Maps	20%	19%	22%	35%	27%	15%	12%	15%	9%	19%	26%	13%	14%	21%	22%	21%
Don't know	9%	11%	8%	0%	0%	33%	0%	33%	10%	8%	7%	0%	19%	8%	5%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	129	47	82	19	32	28	16	12	22	42	46	19	21	125	123	119
Weighted	127	62	65	27	26	23	17	15	19	45	44	18	19	123	120	118
In normal times, I would give up access to Google Maps and get paid £100	76%	73%	79%	53%	82%	92%	89%	89%	62%	78%	76%	72%	76%	76%	80%	78%
I would keep access to Google Maps	15%	15%	16%	24%	16%	5%	11%	0%	29%	17%	13%	28%	7%	16%	15%	16%
Don't know	8%	12%	5%	22%	2%	3%	0%	11%	9%	5%	12%	0%	17%	9%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	117	48	68	13	26	24	19	12	23	38	42	13	24	113	109	109
Weighted	116	60	55	17	24	20	22	14	18	37	43	12	24	112	108	108
In normal times, I would give up access to Google Maps and get paid £200	84%	87%	81%	63%	83%	88%	92%	93%	87%	86%	88%	76%	80%	86%	87%	87%
I would keep access to Google Maps	10%	7%	14%	20%	8%	12%	8%	0%	13%	14%	6%	9%	13%	9%	9%	10%
Don't know	5%	5%	5%	17%	9%	0%	0%	7%	0%	0%	6%	14%	7%	5%	4%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	121	47	73	18	30	25	10	11	27	38	41	14	27	117	111	115
Weighted	117	58	58	25	30	19	7	14	22	37	39	15	25	113	109	112
In normal times, I would give up access to Google Maps and get paid £500	87%	89%	84%	87%	94%	80%	80%	85%	86%	85%	96%	100%	67%	88%	89%	88%
I would keep access to Google Maps	9%	8%	9%	13%	4%	7%	10%	7%	11%	11%	2%	0%	21%	8%	8%	8%
Don't know	5%	3%	6%	0%	2%	13%	10%	7%	3%	4%	3%	0%	12%	4%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	137	56	80	26	32	17	21	10	31	49	40	20	27	133	129	128
Weighted	140	72	68	34	30	14	25	12	26	48	43	19	29	136	132	131
During a lockdown, I would give up access to Google Maps and get paid £1.25	44%	42%	45%	36%	51%	37%	43%	45%	49%	43%	51%	27%	43%	44%	45%	45%
I would keep access to Google Maps	47%	47%	48%	43%	49%	43%	57%	46%	45%	51%	42%	59%	42%	49%	48%	50%
Don't know	9%	11%	7%	21%	0%	20%	0%	9%	7%	6%	7%	14%	15%	7%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	119	47	72	14	33	20	18	10	24	37	44	8	30	110	111	111
Weighted	121	62	59	19	32	17	21	12	21	40	44	8	29	111	115	113
During a lockdown, I would give up access to Google Maps and get paid £2.50	43%	37%	50%	47%	44%	32%	26%	50%	60%	43%	44%	58%	38%	44%	44%	42%
I would keep access to Google Maps	45%	45%	44%	26%	48%	45%	74%	41%	28%	43%	48%	42%	42%	46%	45%	47%
Don't know	12%	18%	6%	27%	7%	23%	0%	9%	12%	14%	8%	0%	20%	11%	11%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	134	60	72	21	31	31	13	9	29	41	39	26	28	127	126	128
Weighted	135	74	59	27	32	27	15	11	24	40	39	26	29	127	128	128
During a lockdown, I would give up access to Google Maps and get paid £5	47%	49%	45%	39%	30%	49%	66%	57%	63%	48%	44%	59%	41%	46%	48%	48%
I would keep access to Google Maps	43%	40%	45%	43%	63%	43%	29%	19%	34%	39%	46%	31%	53%	44%	43%	44%
Don't know	10%	11%	10%	18%	7%	8%	5%	24%	3%	13%	10%	11%	6%	10%	9%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	118	34	83	18	30	27	15	9	19	31	48	16	23	115	111	112
Weighted	110	44	65	23	25	20	14	12	16	27	45	14	24	107	103	105
During a lockdown, I would give up access to Google Maps and get paid £10	67%	72%	63%	62%	67%	54%	85%	68%	77%	66%	66%	63%	72%	67%	68%	66%
I would keep access to Google Maps	28%	21%	34%	38%	31%	37%	10%	18%	23%	29%	27%	37%	25%	29%	29%	29%
Don't know	4%	6%	3%	0%	3%	9%	5%	14%	0%	5%	6%	0%	3%	3%	3%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	128	46	82	21	31	24	18	6	28	48	37	15	27	126	124	121
Weighted	120	56	64	29	25	18	17	8	23	45	34	13	27	118	117	114
During a lockdown, I would give up access to Google Maps and get paid £20	71%	65%	76%	60%	69%	83%	81%	79%	67%	72%	77%	59%	71%	70%	71%	69%
I would keep access to Google Maps	24%	28%	20%	25%	29%	13%	19%	21%	30%	26%	18%	32%	18%	24%	24%	25%
Don't know	5%	7%	4%	15%	3%	4%	0%	0%	3%	2%	5%	9%	11%	5%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	125	50	75	18	28	24	14	16	25	37	42	16	30	119	113	117
Weighted	129	67	63	23	28	20	14	22	22	41	43	18	27	123	118	121
During a lockdown, I would give up access to Google Maps and get paid £50	82%	83%	81%	79%	84%	69%	77%	100%	81%	83%	76%	100%	79%	82%	83%	81%
I would keep access to Google Maps	14%	14%	14%	21%	12%	24%	5%	0%	19%	14%	18%	0%	16%	15%	15%	15%
Don't know	4%	3%	5%	0%	5%	7%	18%	0%	0%	3%	6%	0%	5%	4%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	126	47	78	22	22	23	27	15	17	45	39	17	24	120	114	113
Weighted	132	68	63	31	22	18	27	19	15	47	41	19	23	125	118	116
During a lockdown, I would give up access to Google Maps and get paid £100	81%	84%	78%	75%	97%	67%	85%	81%	82%	84%	81%	85%	73%	82%	85%	82%
I would keep access to Google Maps	10%	4%	17%	11%	3%	11%	12%	11%	11%	14%	6%	9%	9%	10%	9%	10%
Don't know	9%	12%	6%	14%	0%	22%	3%	9%	7%	2%	13%	6%	18%	9%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	106	29	77	23	17	20	11	13	22	25	41	11	28	99	95	100
Weighted	102	35	67	28	13	17	9	16	20	25	40	11	25	95	92	96
During a lockdown, I would give up access to Google Maps and get paid £200	86%	82%	88%	78%	87%	83%	92%	100%	86%	80%	91%	75%	90%	88%	88%	88%
I would keep access to Google Maps	9%	5%	11%	16%	0%	11%	0%	0%	14%	20%	3%	10%	7%	8%	9%	8%
Don't know	5%	13%	1%	6%	13%	7%	8%	0%	0%	0%	7%	16%	3%	4%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	57	81	19	38	28	17	18	19	43	50	17	27	135	131	128
Weighted	142	75	66	24	38	25	16	23	16	47	47	17	26	138	134	131
During a lockdown, I would give up access to Google Maps and get paid £500	84%	85%	83%	72%	80%	82%	96%	95%	87%	79%	88%	88%	82%	85%	85%	85%
I would keep access to Google Maps	7%	7%	8%	19%	9%	0%	0%	0%	13%	12%	2%	6%	9%	7%	8%	8%
Don't know	9%	9%	9%	9%	10%	18%	4%	5%	0%	9%	9%	6%	9%	9%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	125	52	72	17	33	24	14	11	26	42	45	14	24	119	114	117
Weighted	123	64	58	21	31	20	17	14	21	42	45	13	23	116	113	115
In normal times, I would give up access to Google Docs and get paid £1.25	49%	50%	48%	58%	35%	61%	35%	61%	52%	42%	52%	55%	52%	49%	48%	48%
I would keep access to Google Docs	42%	37%	47%	42%	57%	22%	54%	19%	45%	48%	40%	45%	32%	43%	45%	44%
Don't know	9%	12%	5%	0%	7%	17%	11%	19%	3%	10%	7%	0%	16%	8%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	133	50	82	22	30	24	14	18	25	36	48	21	28	128	126	119
Weighted	135	64	70	28	31	20	13	22	21	39	47	23	27	129	127	120
In normal times, I would give up access to Google Docs and get paid £2.50	59%	54%	65%	51%	56%	40%	65%	86%	59%	43%	71%	51%	66%	60%	58%	59%
I would keep access to Google Docs	29%	32%	25%	33%	31%	42%	24%	10%	28%	40%	25%	29%	18%	28%	30%	31%
Don't know	13%	15%	11%	16%	13%	18%	11%	5%	13%	17%	4%	20%	16%	12%	12%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	129	40	89	18	35	21	17	9	29	35	47	10	36	122	120	122
Weighted	122	51	72	24	29	16	15	12	26	34	43	10	33	117	113	117
In normal times, I would give up access to Google Docs and get paid £5	64%	65%	63%	53%	58%	81%	70%	46%	74%	70%	65%	58%	61%	64%	64%	64%
I would keep access to Google Docs	29%	30%	28%	42%	37%	11%	26%	32%	19%	24%	33%	31%	24%	30%	31%	30%
Don't know	7%	5%	9%	5%	4%	8%	5%	23%	7%	6%	2%	11%	15%	6%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	133	50	83	21	36	19	22	14	21	44	42	24	21	126	122	121
Weighted	135	68	68	28	32	16	24	18	18	46	40	25	22	127	123	122
In normal times, I would give up access to Google Docs and get paid £10	66%	64%	69%	50%	61%	67%	66%	79%	90%	69%	58%	69%	69%	66%	69%	68%
I would keep access to Google Docs	24%	22%	25%	32%	35%	22%	26%	6%	4%	23%	32%	24%	13%	24%	26%	26%
Don't know	10%	14%	6%	18%	4%	11%	7%	15%	6%	8%	10%	7%	18%	10%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	112	37	74	20	29	22	15	9	17	33	40	12	27	108	105	107
Weighted	110	48	61	24	27	18	14	12	15	32	41	12	25	106	104	106
In normal times, I would give up access to Google Docs and get paid £20	73%	78%	69%	75%	85%	54%	75%	60%	83%	76%	77%	82%	58%	76%	75%	73%
I would keep access to Google Docs	16%	8%	22%	18%	9%	29%	15%	18%	5%	16%	14%	12%	19%	15%	15%	16%
Don't know	11%	14%	9%	7%	6%	17%	10%	23%	12%	7%	8%	6%	23%	9%	10%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	118	50	67	24	23	31	10	12	18	33	35	20	29	113	112	110
Weighted	122	64	57	30	24	27	10	15	15	35	34	22	30	117	118	113
In normal times, I would give up access to Google Docs and get paid £50	72%	74%	69%	49%	82%	67%	76%	100%	81%	68%	67%	92%	71%	72%	73%	71%
I would keep access to Google Docs	22%	22%	23%	51%	16%	18%	17%	0%	7%	24%	31%	8%	17%	23%	22%	23%
Don't know	6%	5%	8%	0%	3%	15%	7%	0%	12%	8%	2%	0%	12%	5%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	126	49	76	25	22	18	27	12	22	39	41	17	28	123	118	118
Weighted	132	68	62	35	19	14	28	16	19	39	44	17	30	129	124	122
In normal times, I would give up access to Google Docs and get paid £100	82%	78%	87%	75%	81%	83%	82%	100%	84%	81%	77%	76%	96%	82%	84%	83%
I would keep access to Google Docs	12%	13%	12%	11%	19%	17%	16%	0%	9%	15%	14%	15%	4%	12%	12%	13%
Don't know	5%	9%	1%	14%	0%	0%	3%	0%	7%	4%	9%	10%	0%	6%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	124	49	75	19	28	29	16	8	24	42	47	11	23	117	115	120
Weighted	123	63	61	25	28	23	17	10	20	43	46	10	22	116	115	118
In normal times, I would give up access to Google Docs and get paid £200	85%	87%	83%	71%	90%	80%	92%	90%	93%	90%	78%	100%	81%	85%	86%	86%
I would keep access to Google Docs	9%	4%	14%	22%	2%	10%	4%	0%	7%	8%	10%	0%	11%	8%	8%	7%
Don't know	6%	9%	4%	7%	8%	9%	4%	10%	0%	1%	12%	0%	8%	7%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	132	49	82	16	26	26	19	13	32	52	35	17	28	128	122	124
Weighted	129	62	66	23	23	21	19	16	28	51	35	16	28	125	120	122
In normal times, I would give up access to Google Docs and get paid £500	87%	84%	89%	80%	87%	74%	96%	100%	87%	95%	82%	86%	78%	89%	88%	88%
I would keep access to Google Docs	4%	5%	4%	0%	0%	17%	0%	0%	6%	1%	5%	14%	2%	4%	4%	4%
Don't know	9%	11%	7%	20%	13%	9%	4%	0%	6%	4%	13%	0%	19%	7%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	136	46	89	25	28	24	22	9	28	47	52	17	19	129	129	127
Weighted	127	52	74	30	23	20	21	10	22	42	46	17	21	119	120	116
During a lockdown, I would give up access to Google Docs and get paid £1.25	55%	53%	57%	60%	32%	64%	65%	52%	56%	48%	65%	66%	37%	55%	57%	56%
I would keep access to Google Docs	35%	31%	36%	29%	62%	27%	32%	38%	23%	40%	35%	24%	35%	36%	35%	36%
Don't know	10%	15%	6%	11%	6%	9%	3%	10%	20%	13%	0%	10%	27%	8%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	130	46	83	20	30	23	20	15	22	41	36	19	33	125	124	126
Weighted	130	62	67	25	25	18	23	20	19	44	38	18	29	125	125	126
During a lockdown, I would give up access to Google Docs and get paid £2.50	61%	50%	70%	45%	40%	67%	59%	68%	96%	65%	46%	58%	74%	60%	60%	60%
I would keep access to Google Docs	33%	45%	23%	39%	60%	27%	35%	27%	0%	29%	52%	35%	15%	35%	34%	34%
Don't know	6%	6%	7%	15%	0%	6%	6%	5%	4%	7%	2%	6%	12%	5%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	123	46	77	23	19	24	19	12	26	40	41	13	28	117	116	115
Weighted	124	59	65	30	17	19	20	15	22	41	42	14	25	117	117	116
During a lockdown, I would give up access to Google Docs and get paid £5	65%	64%	65%	48%	75%	59%	73%	76%	69%	54%	65%	77%	74%	64%	65%	66%
I would keep access to Google Docs	30%	32%	28%	52%	25%	25%	20%	24%	20%	42%	32%	18%	14%	30%	31%	30%
Don't know	6%	4%	7%	0%	0%	16%	7%	0%	11%	4%	3%	5%	12%	6%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	123	49	74	15	29	21	14	16	28	41	43	12	27	117	116	116
Weighted	125	63	62	19	27	18	15	20	24	43	45	11	26	119	118	119
During a lockdown, I would give up access to Google Docs and get paid £10	60%	61%	60%	40%	65%	63%	67%	60%	66%	65%	56%	50%	64%	60%	59%	60%
I would keep access to Google Docs	28%	26%	31%	51%	20%	31%	33%	23%	19%	28%	40%	27%	9%	29%	30%	30%
Don't know	11%	13%	9%	9%	15%	6%	0%	16%	16%	7%	4%	23%	27%	11%	11%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	118	44	73	26	22	22	14	10	24	33	49	17	18	114	108	108
Weighted	122	59	62	35	22	18	14	12	21	34	50	19	18	117	111	111
During a lockdown, I would give up access to Google Docs and get paid £20	70%	64%	75%	54%	69%	76%	60%	92%	85%	73%	71%	75%	61%	70%	70%	70%
I would keep access to Google Docs	24%	29%	19%	36%	31%	13%	35%	8%	7%	20%	26%	16%	26%	24%	26%	26%
Don't know	6%	7%	6%	10%	0%	11%	5%	0%	8%	7%	3%	9%	13%	7%	4%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	136	59	76	24	36	21	15	15	25	35	43	16	41	132	124	120
Weighted	142	79	62	32	35	18	15	21	21	38	41	16	45	138	130	124
During a lockdown, I would give up access to Google Docs and get paid £50	74%	70%	80%	69%	68%	69%	95%	79%	79%	76%	71%	80%	73%	75%	75%	75%
I would keep access to Google Docs	14%	14%	13%	21%	21%	19%	0%	0%	8%	15%	18%	10%	10%	13%	15%	16%
Don't know	12%	16%	7%	10%	11%	12%	5%	21%	13%	9%	11%	10%	17%	12%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	109	47	62	16	26	21	18	12	16	40	29	19	21	102	104	102
Weighted	113	63	50	22	27	18	16	15	13	42	31	20	19	106	108	105
During a lockdown, I would give up access to Google Docs and get paid £100	85%	87%	83%	70%	87%	87%	96%	89%	87%	80%	84%	96%	88%	86%	85%	84%
I would keep access to Google Docs	9%	9%	8%	25%	8%	4%	4%	0%	5%	14%	7%	4%	6%	9%	9%	9%
Don't know	6%	4%	8%	5%	5%	10%	0%	11%	8%	7%	9%	0%	7%	5%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	129	44	84	18	33	33	17	6	22	38	44	16	30	127	117	119
Weighted	122	55	66	23	31	27	15	7	19	37	40	15	28	120	111	114
During a lockdown, I would give up access to Google Docs and get paid £200	78%	76%	78%	67%	69%	73%	95%	86%	94%	79%	75%	88%	72%	77%	79%	79%
I would keep access to Google Docs	12%	11%	13%	14%	24%	12%	0%	14%	0%	20%	11%	4%	9%	12%	13%	12%
Don't know	10%	13%	8%	19%	7%	16%	5%	0%	6%	2%	14%	7%	19%	11%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	128	45	82	15	39	25	15	11	23	41	43	17	27	121	116	125
Weighted	127	61	65	21	37	20	17	13	20	40	42	16	28	120	116	124
During a lockdown, I would give up access to Google Docs and get paid £500	82%	80%	83%	62%	87%	81%	89%	67%	97%	84%	85%	89%	70%	82%	84%	82%
I would keep access to Google Docs	10%	13%	8%	22%	10%	12%	11%	8%	0%	13%	10%	11%	8%	11%	10%	11%
Don't know	8%	7%	9%	16%	3%	7%	0%	25%	3%	3%	5%	0%	22%	7%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	118	41	77	18	31	19	18	10	22	45	36	13	22	118	110	112
Weighted	116	53	62	24	30	15	16	12	19	40	35	14	24	116	108	110
In normal times, I would give up access to my smartphone and get paid £1.25	16%	11%	20%	9%	18%	23%	4%	9%	28%	21%	13%	15%	13%	16%	16%	16%
I would keep access to my smartphone	79%	83%	76%	80%	76%	77%	91%	91%	67%	78%	84%	73%	76%	79%	81%	80%
Don't know	5%	6%	5%	11%	5%	0%	4%	0%	6%	2%	3%	12%	11%	5%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	55	84	20	29	35	17	13	25	51	49	16	22	131	134	133
Weighted	140	71	69	26	29	30	18	16	22	51	49	15	22	132	136	135
In normal times, I would give up access to my smartphone and get paid £2.50	13%	15%	11%	21%	14%	4%	10%	23%	11%	11%	9%	22%	22%	13%	13%	13%
I would keep access to my smartphone	81%	81%	81%	74%	84%	88%	90%	77%	73%	82%	86%	78%	70%	82%	82%	81%
Don't know	5%	4%	7%	4%	2%	8%	0%	0%	16%	7%	5%	0%	8%	5%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	120	45	74	17	29	26	15	11	22	37	40	15	28	114	108	110
Weighted	120	59	60	22	25	22	16	14	19	38	38	16	28	114	109	109
In normal times, I would give up access to my smartphone and get paid £5	13%	15%	10%	10%	9%	18%	20%	11%	14%	11%	5%	40%	14%	12%	12%	14%
I would keep access to my smartphone	76%	70%	82%	67%	86%	67%	80%	81%	73%	78%	89%	60%	63%	77%	80%	77%
Don't know	11%	15%	8%	23%	5%	16%	0%	7%	13%	11%	6%	0%	24%	11%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	128	50	77	17	26	27	20	13	25	36	47	16	29	122	123	122
Weighted	128	65	62	22	24	21	23	17	21	36	48	18	27	122	124	122
In normal times, I would give up access to my smartphone and get paid £10	22%	24%	20%	13%	21%	27%	30%	10%	28%	26%	21%	13%	25%	21%	21%	20%
I would keep access to my smartphone	74%	68%	80%	79%	72%	73%	70%	90%	65%	73%	72%	87%	73%	75%	75%	77%
Don't know	4%	7%	0%	8%	7%	0%	0%	0%	7%	2%	7%	0%	3%	4%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	126	51	75	28	23	23	16	16	20	35	41	20	29	119	109	115
Weighted	133	69	64	37	22	20	18	20	17	37	43	22	30	126	116	120
In normal times, I would give up access to my smartphone and get paid £20	18%	16%	21%	22%	21%	21%	4%	8%	31%	12%	16%	25%	27%	17%	16%	19%
I would keep access to my smartphone	71%	72%	69%	66%	69%	66%	96%	73%	59%	79%	81%	63%	56%	73%	75%	72%
Don't know	11%	12%	10%	12%	10%	12%	0%	18%	10%	9%	4%	12%	17%	10%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	120	42	76	18	25	26	18	11	22	42	44	10	24	113	114	111
Weighted	115	51	62	23	21	22	19	12	18	40	42	10	22	108	109	105
In normal times, I would give up access to my smartphone and get paid £50	28%	34%	22%	12%	42%	35%	13%	26%	42%	23%	26%	26%	40%	26%	28%	28%
I would keep access to my smartphone	68%	60%	76%	81%	58%	60%	87%	74%	48%	72%	71%	58%	60%	71%	70%	69%
Don't know	4%	7%	2%	7%	0%	5%	0%	0%	10%	4%	3%	16%	0%	3%	3%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	138	44	94	19	38	25	16	11	29	40	45	20	33	133	129	132
Weighted	133	55	77	23	32	21	15	15	26	42	42	17	31	127	123	126
In normal times, I would give up access to my smartphone and get paid £100	33%	37%	31%	45%	27%	35%	46%	7%	37%	29%	38%	40%	30%	34%	35%	33%
I would keep access to my smartphone	59%	56%	62%	45%	73%	56%	49%	64%	60%	67%	56%	54%	55%	59%	61%	60%
Don't know	7%	7%	8%	10%	0%	9%	5%	29%	3%	4%	5%	6%	15%	7%	5%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	120	44	75	21	30	13	25	11	20	41	34	16	27	118	114	114
Weighted	122	60	61	27	32	10	22	14	17	46	34	14	26	119	117	115
In normal times, I would give up access to my smartphone and get paid £200	44%	48%	40%	21%	62%	36%	42%	63%	40%	45%	35%	65%	47%	45%	43%	43%
I would keep access to my smartphone	49%	41%	57%	63%	28%	64%	55%	37%	60%	50%	57%	35%	47%	49%	50%	50%
Don't know	7%	11%	3%	16%	10%	0%	3%	0%	0%	5%	8%	0%	6%	6%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	123	54	68	24	31	20	9	10	29	29	44	20	30	116	113	109
Weighted	125	69	55	33	29	15	11	13	24	31	44	20	30	118	114	110
In normal times, I would give up access to my smartphone and get paid £500	60%	69%	50%	47%	69%	44%	93%	65%	63%	62%	62%	69%	51%	60%	60%	61%
I would keep access to my smartphone	32%	21%	46%	38%	27%	49%	7%	28%	31%	31%	36%	22%	33%	33%	34%	34%
Don't know	8%	11%	4%	15%	4%	7%	0%	8%	6%	8%	2%	8%	16%	7%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	112	37	74	21	39	16	10	6	20	28	49	12	22	110	108	107
Weighted	107	46	60	26	36	13	8	7	17	27	48	10	20	105	104	102
During a lockdown, I would give up access to my smartphone and get paid £1.25	13%	21%	7%	6%	13%	13%	48%	0%	12%	13%	12%	14%	16%	13%	13%	14%
I would keep access to my smartphone	79%	66%	88%	81%	81%	82%	52%	85%	77%	76%	88%	60%	76%	79%	79%	80%
Don't know	8%	12%	6%	13%	6%	5%	0%	15%	10%	11%	0%	26%	8%	8%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	118	50	67	21	23	21	13	12	28	45	35	14	24	112	106	107
Weighted	121	62	57	27	25	18	11	15	24	50	36	13	22	113	109	111
During a lockdown, I would give up access to my smartphone and get paid £2.50	10%	11%	10%	4%	11%	0%	16%	11%	22%	8%	10%	17%	14%	9%	10%	9%
I would keep access to my smartphone	79%	76%	83%	79%	82%	80%	84%	83%	71%	86%	78%	83%	66%	82%	81%	82%
Don't know	10%	13%	8%	16%	6%	20%	0%	7%	7%	7%	13%	0%	20%	9%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	129	58	71	23	28	29	15	10	24	46	33	19	29	127	123	122
Weighted	133	76	57	32	27	24	17	13	20	46	36	18	31	131	127	127
During a lockdown, I would give up access to my smartphone and get paid £5	20%	24%	14%	19%	21%	27%	0%	42%	12%	19%	14%	16%	31%	20%	19%	19%
I would keep access to my smartphone	72%	68%	77%	71%	71%	70%	96%	58%	65%	78%	72%	75%	58%	71%	73%	73%
Don't know	9%	8%	9%	10%	8%	3%	4%	0%	23%	3%	14%	9%	11%	9%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	134	50	84	17	32	31	20	10	24	36	43	16	39	129	122	128
Weighted	135	67	68	23	31	25	22	12	21	38	41	16	40	129	123	128
During a lockdown, I would give up access to my smartphone and get paid £10	12%	11%	12%	20%	2%	7%	12%	0%	31%	9%	6%	27%	14%	11%	10%	11%
I would keep access to my smartphone	86%	88%	84%	80%	98%	88%	88%	92%	66%	89%	92%	73%	82%	87%	89%	87%
Don't know	2%	1%	3%	0%	0%	5%	0%	8%	3%	2%	2%	0%	4%	2%	1%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	124	49	74	16	19	22	24	22	21	46	36	15	27	117	113	119
Weighted	124	62	61	20	17	18	24	28	16	47	36	15	26	117	114	118
During a lockdown, I would give up access to my smartphone and get paid £20	19%	17%	21%	8%	15%	17%	27%	17%	30%	16%	8%	28%	35%	20%	19%	19%
I would keep access to my smartphone	75%	79%	71%	86%	81%	76%	70%	74%	66%	78%	85%	72%	59%	75%	78%	76%
Don't know	6%	4%	8%	5%	4%	7%	3%	9%	4%	7%	6%	0%	7%	5%	3%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	133	48	85	24	39	22	13	12	23	44	41	17	31	124	122	125
Weighted	132	63	69	32	35	18	11	15	20	44	38	18	33	123	121	123
During a lockdown, I would give up access to my smartphone and get paid £50	24%	21%	27%	19%	35%	13%	22%	17%	30%	17%	28%	38%	22%	23%	25%	25%
I would keep access to my smartphone	69%	69%	69%	66%	65%	83%	78%	83%	53%	79%	69%	52%	64%	72%	71%	71%
Don't know	7%	10%	4%	16%	0%	4%	0%	0%	18%	4%	3%	9%	14%	5%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	130	40	89	18	33	25	20	11	23	38	39	28	25	122	123	118
Weighted	124	51	72	23	27	21	20	13	20	37	36	28	23	115	116	111
During a lockdown, I would give up access to my smartphone and get paid £100	40%	54%	30%	37%	51%	19%	36%	52%	48%	35%	50%	52%	19%	41%	41%	40%
I would keep access to my smartphone	53%	36%	65%	56%	44%	76%	64%	28%	43%	59%	47%	42%	66%	52%	51%	54%
Don't know	7%	10%	5%	7%	5%	5%	0%	20%	9%	6%	3%	6%	15%	7%	7%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	120	49	71	20	22	25	20	10	23	37	51	10	20	116	115	109
Weighted	127	67	60	26	24	20	23	13	21	40	54	12	18	123	121	114
During a lockdown, I would give up access to my smartphone and get paid £200	43%	50%	36%	26%	54%	32%	41%	60%	54%	38%	41%	66%	50%	43%	43%	43%
I would keep access to my smartphone	51%	39%	63%	62%	46%	62%	56%	28%	39%	51%	59%	20%	37%	50%	53%	53%
Don't know	6%	11%	1%	13%	0%	5%	3%	12%	7%	10%	0%	13%	13%	7%	3%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	52	85	22	34	23	19	13	28	43	53	15	27	134	129	130
Weighted	141	69	70	28	33	18	21	16	24	45	52	16	27	137	132	133
During a lockdown, I would give up access to my smartphone and get paid £500	52%	62%	41%	47%	68%	44%	48%	43%	52%	60%	50%	62%	40%	52%	54%	50%
I would keep access to my smartphone	40%	28%	52%	39%	27%	46%	52%	41%	41%	36%	41%	21%	56%	40%	39%	41%
Don't know	8%	10%	7%	14%	5%	10%	0%	16%	7%	4%	9%	17%	4%	8%	7%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	122	41	81	19	24	19	20	15	25	39	32	18	33	115	116	112
Weighted	121	53	68	24	20	16	20	19	22	38	31	19	33	113	115	111
In normal times, I would give up access to Gmail and get paid £1.25	37%	38%	37%	30%	25%	44%	56%	43%	30%	27%	45%	46%	37%	35%	36%	36%
I would keep access to Gmail	57%	58%	57%	64%	72%	48%	44%	51%	62%	73%	53%	54%	46%	62%	59%	60%
Don't know	5%	4%	6%	7%	3%	8%	0%	6%	8%	0%	2%	0%	17%	3%	5%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	123	53	69	16	25	26	17	13	26	33	43	17	28	119	114	114
Weighted	122	66	55	22	24	22	16	16	21	35	43	16	26	118	112	111
In normal times, I would give up access to Gmail and get paid £2.50	32%	30%	34%	27%	24%	30%	35%	39%	38%	32%	38%	29%	26%	32%	32%	32%
I would keep access to Gmail	61%	61%	60%	53%	73%	57%	65%	61%	57%	57%	58%	71%	61%	61%	63%	64%
Don't know	7%	8%	6%	20%	3%	13%	0%	0%	5%	11%	4%	0%	13%	7%	5%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	125	48	77	23	30	26	17	10	19	36	46	15	28	118	117	109
Weighted	129	67	63	30	28	21	20	13	17	36	47	17	29	122	120	110
In normal times, I would give up access to Gmail and get paid £5	36%	38%	33%	29%	36%	35%	38%	32%	48%	38%	32%	35%	39%	34%	34%	33%
I would keep access to Gmail	57%	53%	61%	60%	64%	51%	58%	60%	42%	57%	65%	49%	49%	59%	60%	63%
Don't know	7%	9%	5%	11%	0%	14%	4%	8%	10%	5%	4%	16%	11%	7%	6%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	115	48	67	22	29	31	9	6	18	37	44	14	20	110	110	113
Weighted	113	59	54	29	28	27	9	7	14	37	44	13	19	109	110	111
In normal times, I would give up access to Gmail and get paid £10	48%	44%	52%	46%	35%	43%	71%	85%	54%	44%	60%	55%	22%	49%	49%	49%
I would keep access to Gmail	46%	47%	45%	48%	57%	53%	29%	0%	41%	43%	38%	45%	73%	46%	46%	47%
Don't know	6%	9%	3%	6%	8%	4%	0%	15%	5%	14%	1%	0%	5%	5%	5%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	120	45	75	17	29	25	12	18	19	41	37	11	30	113	111	110
Weighted	124	62	62	23	27	20	13	24	17	41	42	9	31	116	115	114
In normal times, I would give up access to Gmail and get paid £20	50%	63%	36%	34%	49%	57%	75%	46%	47%	51%	43%	35%	58%	50%	50%	49%
I would keep access to Gmail	41%	29%	53%	51%	48%	28%	20%	46%	43%	44%	48%	65%	22%	42%	42%	41%
Don't know	9%	8%	10%	15%	2%	15%	5%	9%	10%	5%	8%	0%	20%	8%	8%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	144	51	92	20	35	25	26	10	28	50	45	16	33	139	134	138
Weighted	143	68	74	26	34	20	27	12	24	51	42	16	35	138	134	138
In normal times, I would give up access to Gmail and get paid £50	51%	50%	52%	44%	55%	46%	46%	53%	64%	47%	55%	64%	49%	50%	51%	50%
I would keep access to Gmail	45%	45%	45%	56%	45%	42%	54%	34%	29%	51%	37%	36%	48%	46%	47%	45%
Don't know	4%	5%	3%	0%	0%	12%	0%	14%	7%	3%	8%	0%	3%	4%	2%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	123	39	82	27	27	21	18	6	24	40	41	17	24	118	115	120
Weighted	118	48	67	34	24	16	17	7	20	38	37	17	24	113	112	115
In normal times, I would give up access to Gmail and get paid £100	65%	63%	68%	62%	59%	68%	75%	86%	61%	48%	78%	70%	68%	66%	67%	65%
I would keep access to Gmail	32%	34%	30%	38%	41%	28%	25%	14%	26%	50%	21%	30%	25%	31%	32%	33%
Don't know	3%	3%	3%	0%	0%	4%	0%	0%	12%	2%	2%	0%	7%	3%	1%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	132	49	82	21	29	22	15	14	31	41	52	18	20	129	118	119
Weighted	130	61	68	27	28	17	14	18	26	42	52	18	17	127	117	119
In normal times, I would give up access to Gmail and get paid £200	76%	71%	81%	63%	69%	78%	90%	75%	91%	81%	75%	89%	63%	76%	78%	78%
I would keep access to Gmail	14%	15%	14%	25%	23%	12%	0%	15%	3%	11%	19%	7%	10%	15%	15%	15%
Don't know	9%	14%	5%	12%	8%	10%	10%	9%	7%	8%	6%	4%	27%	10%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	128	52	75	17	34	19	20	14	24	39	40	20	28	123	119	123
Weighted	131	69	61	23	30	18	22	18	21	43	38	22	26	126	122	125
In normal times, I would give up access to Gmail and get paid £500	73%	71%	75%	59%	88%	42%	85%	80%	75%	83%	67%	81%	63%	73%	74%	74%
I would keep access to Gmail	22%	25%	19%	29%	12%	58%	12%	9%	22%	13%	30%	11%	30%	22%	23%	23%
Don't know	5%	3%	6%	12%	0%	0%	3%	11%	3%	4%	3%	8%	7%	5%	2%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	118	39	78	21	31	25	9	14	18	34	51	12	20	111	109	109
Weighted	122	55	66	27	35	19	9	16	16	37	53	13	17	112	112	111
During a lockdown, I would give up access to Gmail and get paid £1.25	36%	42%	29%	18%	40%	47%	21%	43%	43%	32%	39%	44%	29%	35%	35%	33%
I would keep access to Gmail	61%	54%	68%	76%	60%	49%	79%	50%	53%	66%	60%	56%	55%	63%	62%	63%
Don't know	3%	4%	3%	6%	0%	4%	0%	7%	4%	2%	1%	0%	15%	2%	3%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	140	58	81	21	30	24	23	10	32	41	44	21	33	134	129	129
Weighted	139	71	67	29	29	22	20	12	27	43	41	20	33	132	129	127
During a lockdown, I would give up access to Gmail and get paid £2.50	38%	37%	39%	35%	38%	45%	35%	36%	37%	37%	37%	32%	44%	38%	37%	38%
I would keep access to Gmail	56%	54%	56%	50%	60%	42%	65%	64%	56%	52%	60%	57%	51%	57%	57%	58%
Don't know	7%	9%	5%	15%	2%	13%	0%	0%	6%	11%	3%	11%	5%	5%	6%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	131	52	79	19	27	27	15	13	30	47	41	14	28	127	125	125
Weighted	128	63	65	25	24	22	16	16	25	50	37	12	27	123	123	122
During a lockdown, I would give up access to Gmail and get paid £5	31%	31%	32%	22%	23%	23%	47%	45%	37%	35%	29%	20%	34%	33%	33%	33%
I would keep access to Gmail	60%	59%	61%	60%	77%	64%	49%	55%	52%	60%	61%	71%	52%	61%	61%	61%
Don't know	8%	10%	7%	18%	0%	13%	4%	0%	11%	4%	10%	9%	14%	7%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	121	35	86	21	27	26	17	11	19	44	34	14	29	118	105	111
Weighted	120	49	71	28	23	21	16	14	18	43	34	14	30	117	103	109
During a lockdown, I would give up access to Gmail and get paid £10	45%	49%	42%	36%	33%	43%	63%	54%	54%	49%	38%	45%	47%	45%	46%	47%
I would keep access to Gmail	46%	35%	54%	46%	54%	49%	33%	46%	46%	51%	54%	38%	35%	46%	48%	47%
Don't know	9%	16%	4%	18%	13%	9%	4%	0%	0%	0%	8%	17%	18%	9%	6%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	124	51	72	18	33	23	14	9	27	41	39	20	23	117	114	116
Weighted	120	61	59	22	33	20	13	11	22	38	39	21	22	115	110	112
During a lockdown, I would give up access to Gmail and get paid £20	40%	44%	35%	37%	41%	40%	54%	19%	44%	33%	42%	65%	28%	39%	41%	39%
I would keep access to Gmail	53%	52%	55%	58%	59%	56%	40%	57%	44%	64%	51%	29%	60%	55%	56%	56%
Don't know	7%	4%	10%	5%	0%	3%	5%	24%	13%	4%	7%	5%	12%	5%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	138	54	83	21	25	25	21	16	30	42	47	20	29	132	127	127
Weighted	135	65	69	27	21	20	24	20	24	44	45	17	29	130	125	124
During a lockdown, I would give up access to Gmail and get paid £50	61%	65%	56%	60%	45%	52%	77%	57%	70%	61%	59%	56%	64%	60%	61%	59%
I would keep access to Gmail	34%	31%	37%	40%	52%	33%	23%	38%	20%	34%	37%	44%	24%	35%	36%	36%
Don't know	5%	4%	7%	0%	3%	15%	0%	5%	10%	5%	4%	0%	12%	4%	4%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	109	44	64	23	32	17	17	8	12	33	33	15	27	105	101	100
Weighted	116	64	51	30	30	14	19	13	10	36	32	16	30	112	108	106
During a lockdown, I would give up access to Gmail and get paid £100	58%	56%	61%	53%	54%	52%	65%	61%	77%	58%	55%	54%	62%	56%	61%	57%
I would keep access to Gmail	36%	36%	36%	42%	46%	30%	35%	26%	17%	37%	38%	36%	36%	38%	37%	38%
Don't know	6%	8%	3%	5%	0%	17%	0%	13%	7%	5%	7%	10%	2%	6%	2%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	126	41	85	20	30	27	18	12	19	39	48	12	26	123	124	122
Weighted	120	53	68	27	22	22	18	15	16	36	48	12	22	118	118	117
During a lockdown, I would give up access to Gmail and get paid £200	74%	70%	77%	73%	77%	79%	62%	86%	67%	75%	68%	100%	70%	74%	75%	75%
I would keep access to Gmail	20%	24%	17%	21%	17%	13%	38%	0%	28%	23%	25%	0%	15%	20%	20%	20%
Don't know	6%	7%	6%	6%	6%	8%	0%	14%	4%	2%	7%	0%	15%	6%	5%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	125	52	72	18	27	20	20	13	27	35	43	18	29	117	120	119
Weighted	132	71	60	24	26	17	23	18	24	34	47	22	29	124	127	126
During a lockdown, I would give up access to Gmail and get paid £500	80%	83%	77%	58%	89%	72%	94%	88%	81%	76%	85%	88%	73%	79%	80%	82%
I would keep access to Gmail	13%	9%	18%	16%	11%	24%	6%	6%	16%	17%	13%	12%	10%	14%	14%	13%
Don't know	6%	8%	5%	26%	0%	4%	0%	6%	3%	7%	2%	0%	17%	7%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	136	53	82	22	40	22	16	10	26	52	45	19	20	129	128	124
Weighted	135	69	65	30	38	18	16	12	22	49	46	20	20	127	127	122
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	41%	38%	43%	32%	61%	39%	43%	31%	23%	42%	34%	48%	46%	42%	41%	39%
I would prefer to be tracked	41%	40%	41%	40%	38%	40%	41%	39%	48%	43%	48%	35%	26%	40%	43%	44%
Don't know	19%	22%	16%	28%	2%	21%	16%	31%	29%	16%	18%	17%	28%	18%	16%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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:

		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	112	42	70	17	33	18	16	7	21	33	36	15	28	104	102	106
Weighted	114	56	57	23	31	16	17	8	19	36	33	15	31	106	104	106
I would pay £2.50 and not be tracked	52%	52%	52%	71%	66%	51%	28%	12%	44%	59%	51%	50%	44%	52%	54%	54%
I would prefer to be tracked	31%	33%	30%	22%	28%	33%	38%	32%	41%	16%	41%	39%	35%	33%	32%	34%
Don't know	17%	16%	18%	7%	6%	15%	34%	56%	15%	25%	7%	11%	21%	15%	14%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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:

		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	113	42	71	20	29	16	14	15	19	34	36	18	23	105	106	106
Weighted	117	59	59	28	26	13	13	20	17	33	36	21	24	109	110	110
I would pay £5 and not be tracked	35%	29%	41%	40%	50%	40%	16%	24%	29%	30%	42%	31%	32%	36%	35%	37%
I would prefer to be tracked	43%	44%	43%	44%	37%	47%	65%	35%	43%	52%	40%	46%	32%	44%	45%	43%
Don't know	21%	27%	16%	16%	13%	13%	19%	41%	29%	17%	18%	22%	35%	20%	20%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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:

		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	127	58	68	21	26	25	16	13	26	36	43	16	32	124	118	120
Weighted	134	77	57	28	23	21	22	18	22	42	44	15	34	131	126	127
I would pay £10 and not be tracked	33%	30%	38%	34%	51%	36%	39%	12%	21%	31%	34%	41%	31%	34%	33%	34%
I would prefer to be tracked	48%	50%	43%	52%	37%	49%	53%	45%	48%	54%	45%	40%	47%	47%	49%	49%
Don't know	20%	20%	19%	14%	12%	14%	8%	43%	32%	16%	22%	18%	22%	19%	18%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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:

		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	126	44	81	19	22	25	21	17	22	37	40	15	34	124	118	115
Weighted	123	56	66	24	21	20	19	21	18	40	38	15	30	122	115	112
I would pay £20 and not be tracked	21%	10%	29%	29%	20%	22%	18%	15%	19%	10%	24%	39%	23%	21%	22%	21%
I would prefer to be tracked	55%	61%	51%	52%	69%	62%	39%	50%	56%	64%	57%	36%	50%	54%	57%	56%
Don't know	24%	29%	21%	18%	11%	16%	43%	35%	25%	26%	20%	25%	27%	25%	21%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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:

		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	135	52	82	28	30	32	16	12	17	48	51	12	23	132	128	127
Weighted	138	69	68	35	30	27	16	15	14	47	54	11	24	135	132	130
I would pay £50 and not be tracked	19%	18%	19%	22%	27%	26%	4%	0%	15%	12%	21%	35%	20%	18%	19%	18%
I would prefer to be tracked	58%	54%	62%	62%	45%	58%	63%	59%	68%	60%	57%	65%	52%	59%	59%	59%
Don't know	23%	28%	19%	16%	28%	16%	32%	41%	17%	28%	23%	0%	28%	23%	22%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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:

		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	132	49	83	23	29	29	16	6	29	46	46	16	22	126	122	123
Weighted	128	60	68	30	23	25	17	7	25	45	43	16	21	121	118	119
I would pay £100 and not be tracked	23%	27%	19%	41%	25%	25%	15%	28%	0%	33%	21%	14%	6%	24%	23%	24%
I would prefer to be tracked	56%	58%	54%	52%	64%	49%	72%	36%	54%	50%	57%	56%	66%	54%	55%	55%
Don't know	22%	15%	27%	7%	11%	26%	13%	36%	46%	17%	22%	30%	28%	22%	22%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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:

		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	130	42	86	18	25	26	18	17	26	37	44	14	35	122	116	120
Weighted	129	55	71	23	23	20	19	21	23	34	44	14	36	122	116	119
I would pay £200 and not be tracked	19%	23%	17%	41%	20%	13%	19%	15%	8%	22%	20%	19%	17%	19%	19%	21%
I would prefer to be tracked	57%	56%	57%	43%	75%	36%	70%	57%	62%	52%	72%	61%	42%	59%	60%	59%
Don't know	23%	21%	26%	17%	6%	51%	11%	28%	30%	26%	8%	20%	41%	22%	21%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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:

		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	121	44	77	14	28	21	21	9	28	33	39	21	27	118	116	117
Weighted	113	51	62	17	28	16	18	11	23	34	38	20	20	110	109	110
I would pay £500 and not be tracked	19%	23%	17%	32%	27%	28%	10%	24%	0%	13%	21%	17%	26%	19%	19%	19%
I would prefer to be tracked	67%	70%	65%	68%	64%	52%	82%	43%	82%	80%	64%	66%	56%	67%	67%	68%
Don't know	13%	7%	18%	0%	9%	20%	8%	33%	18%	7%	15%	17%	18%	14%	14%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	131	51	79	20	33	22	23	11	22	50	40	13	26	126	122	124
Weighted	131	67	64	27	30	19	23	14	18	52	40	12	24	126	122	124
I would switch to a different search engine for a month and get paid £1.25	28%	34%	21%	23%	17%	41%	61%	7%	11%	35%	20%	12%	37%	28%	29%	27%
I would keep access to Google Search	67%	61%	74%	77%	81%	50%	36%	73%	85%	62%	74%	88%	54%	69%	69%	70%
Don't know	5%	5%	5%	0%	2%	9%	3%	19%	4%	3%	6%	0%	10%	3%	2%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	130	51	77	24	24	22	18	18	24	33	40	22	34	125	116	122
Weighted	136	67	67	30	23	20	19	23	21	37	42	23	32	130	123	126
I would switch to a different search engine for a month and get paid £2.50	32%	38%	26%	35%	28%	38%	45%	23%	22%	33%	36%	13%	38%	31%	34%	30%
I would keep access to Google Search	61%	54%	66%	65%	72%	50%	55%	53%	65%	56%	57%	87%	50%	61%	61%	62%
Don't know	8%	8%	8%	0%	0%	12%	0%	23%	13%	10%	7%	0%	12%	8%	5%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	121	43	77	16	33	29	12	12	19	40	54	12	15	117	119	118
Weighted	120	58	61	22	29	24	13	15	17	37	51	13	18	116	118	115
I would switch to a different search engine for a month and get paid £5	39%	32%	45%	28%	39%	48%	55%	31%	33%	29%	47%	59%	21%	38%	38%	39%
I would keep access to Google Search	47%	48%	46%	54%	61%	45%	25%	37%	43%	57%	45%	8%	60%	47%	47%	47%
Don't know	14%	20%	9%	18%	0%	7%	20%	32%	24%	14%	8%	33%	19%	15%	15%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	121	45	75	15	37	24	12	12	21	37	41	19	24	113	116	114
Weighted	119	58	61	19	34	20	14	14	18	38	38	18	24	110	115	112
I would switch to a different search engine for a month and get paid £10	54%	51%	55%	53%	58%	49%	44%	62%	53%	65%	50%	57%	40%	54%	54%	52%
I would keep access to Google Search	37%	34%	40%	38%	40%	35%	43%	19%	41%	30%	45%	34%	38%	38%	37%	38%
Don't know	9%	15%	4%	9%	2%	16%	13%	19%	6%	6%	6%	9%	21%	8%	9%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	113	41	72	18	27	21	13	7	27	37	29	18	28	108	103	105
Weighted	116	55	61	24	27	17	16	8	25	37	32	19	28	111	106	108
I would switch to a different search engine for a month and get paid £20	55%	54%	56%	42%	61%	71%	48%	66%	51%	65%	51%	56%	47%	56%	56%	56%
I would keep access to Google Search	36%	39%	34%	47%	35%	25%	52%	13%	34%	29%	47%	28%	37%	36%	38%	37%
Don't know	9%	7%	10%	12%	5%	4%	0%	21%	15%	6%	2%	16%	16%	8%	6%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	140	57	83	29	26	24	20	11	30	42	39	19	39	136	129	129
Weighted	144	74	69	40	25	20	19	14	26	46	39	19	39	139	133	132
I would switch to a different search engine for a month and get paid £50	69%	69%	69%	60%	75%	63%	54%	78%	86%	75%	64%	59%	70%	69%	70%	71%
I would keep access to Google Search	22%	23%	20%	25%	23%	18%	39%	7%	14%	17%	33%	26%	14%	22%	23%	22%
Don't know	10%	8%	11%	15%	3%	19%	8%	15%	0%	8%	3%	15%	16%	9%	7%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	127	49	77	14	34	25	22	6	26	51	46	7	23	125	117	117
Weighted	120	60	59	18	33	19	22	8	21	49	42	8	21	119	110	112
I would switch to a different search engine for a month and get paid £100	78%	79%	77%	72%	73%	69%	97%	87%	76%	79%	80%	100%	65%	78%	78%	78%
I would keep access to Google Search	13%	13%	13%	19%	21%	9%	3%	0%	15%	14%	12%	0%	17%	13%	14%	14%
Don't know	9%	8%	10%	9%	6%	22%	0%	13%	8%	6%	8%	0%	19%	8%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	130	45	85	19	23	22	21	21	24	35	42	21	32	124	121	119
Weighted	130	59	71	24	21	18	19	27	21	34	44	20	32	123	121	118
I would switch to a different search engine for a month and get paid £200	76%	77%	75%	59%	75%	69%	85%	80%	88%	70%	85%	74%	71%	76%	78%	76%
I would keep access to Google Search	14%	11%	18%	30%	17%	28%	7%	4%	3%	19%	10%	12%	17%	14%	14%	15%
Don't know	10%	12%	7%	11%	8%	4%	7%	16%	8%	11%	5%	14%	12%	10%	8%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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?

		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	119	44	75	27	25	25	13	8	21	31	49	15	23	110	111	110
Weighted	116	55	61	35	22	20	13	11	17	31	48	15	20	109	109	106
I would switch to a different search engine for a month and get paid £500	82%	81%	83%	71%	100%	72%	94%	90%	79%	79%	84%	96%	73%	84%	85%	85%
I would keep access to Google Search	10%	7%	11%	19%	0%	10%	6%	0%	10%	10%	9%	4%	14%	10%	10%	10%
Don't know	8%	11%	6%	10%	0%	18%	0%	10%	10%	11%	7%	0%	13%	6%	5%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Very unfavourable	6%	8%	4%	10%	5%	3%	10%	0%	4%	5%	4%	6%	9%	5%	6%	6%
Somewhat unfavourable	8%	9%	7%	9%	8%	9%	5%	11%	7%	11%	8%	4%	5%	8%	8%	8%
Neutral	27%	27%	27%	16%	22%	30%	26%	43%	36%	26%	31%	15%	32%	27%	26%	27%
Somewhat favourable	31%	26%	36%	24%	34%	28%	39%	33%	33%	28%	35%	41%	26%	32%	31%	32%
Very favourable	25%	26%	23%	32%	29%	28%	20%	11%	19%	26%	21%	30%	22%	25%	26%	25%
Don't know	3%	3%	3%	8%	1%	3%	0%	2%	1%	3%	1%	4%	6%	3%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Very unfavourable	2%	3%	0%	4%	1%	1%	2%	0%	0%	0%	2%	2%	3%	1%	2%	1%
Somewhat unfavourable	3%	3%	3%	3%	5%	4%	1%	2%	3%	6%	2%	1%	3%	3%	3%	3%
Neutral	42%	39%	46%	24%	41%	41%	45%	58%	53%	46%	40%	35%	44%	42%	42%	42%
Somewhat favourable	23%	23%	22%	27%	23%	22%	23%	20%	19%	18%	25%	35%	18%	23%	23%	23%
Very favourable	16%	19%	14%	22%	19%	20%	12%	7%	12%	18%	15%	18%	14%	17%	16%	17%
Don't know	14%	14%	15%	21%	10%	12%	18%	13%	12%	12%	17%	9%	18%	14%	14%	13%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Strongly agree	12%	13%	10%	13%	11%	9%	10%	16%	11%	10%	12%	10%	14%	12%	12%	12%
Agree	47%	44%	50%	44%	46%	54%	47%	36%	55%	52%	48%	41%	42%	48%	47%	48%
Neither agree or disagree	31%	34%	28%	25%	35%	33%	35%	32%	28%	30%	28%	38%	33%	31%	30%	29%
Disagree	4%	3%	5%	5%	3%	3%	4%	6%	4%	3%	4%	6%	4%	4%	4%	4%
Strongly disagree	2%	3%	1%	2%	3%	0%	1%	2%	1%	3%	2%	0%	0%	2%	2%	2%
Don't Know	4%	3%	6%	12%	2%	1%	3%	7%	1%	2%	5%	5%	7%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Strongly agree	10%	10%	10%	9%	15%	6%	7%	15%	4%	13%	8%	1%	12%	10%	10%	10%
Agree	42%	41%	42%	52%	50%	45%	36%	20%	34%	42%	47%	45%	30%	42%	43%	43%
Neither agree or disagree	34%	36%	33%	21%	26%	35%	45%	37%	50%	33%	29%	39%	41%	33%	32%	32%
Disagree	9%	9%	9%	9%	6%	7%	7%	17%	10%	10%	9%	8%	8%	9%	9%	9%
Strongly disagree	2%	2%	3%	2%	1%	3%	1%	5%	2%	1%	2%	4%	3%	2%	2%	2%
Don't Know	3%	2%	5%	6%	2%	3%	3%	6%	0%	1%	4%	3%	6%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Strongly agree	3%	2%	3%	5%	5%	1%	2%	0%	0%	2%	1%	2%	4%	3%	3%	3%
Agree	17%	17%	17%	20%	23%	15%	15%	14%	12%	15%	18%	13%	22%	18%	17%	17%
Neither agree or disagree	40%	40%	39%	33%	28%	34%	49%	46%	55%	40%	38%	46%	38%	39%	38%	38%
Disagree	25%	27%	23%	24%	32%	34%	23%	18%	15%	29%	29%	21%	14%	25%	26%	27%
Strongly disagree	5%	6%	4%	10%	4%	8%	0%	2%	3%	5%	5%	3%	5%	5%	5%	5%
Don't Know	11%	7%	14%	7%	7%	7%	12%	21%	15%	9%	8%	14%	17%	10%	11%	10%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Strongly agree	18%	20%	17%	19%	15%	15%	14%	25%	24%	16%	19%	19%	19%	19%	19%	19%
Agree	41%	40%	42%	36%	45%	39%	45%	39%	41%	47%	38%	43%	35%	41%	41%	42%
Neither agree or disagree	28%	31%	26%	28%	27%	30%	34%	28%	24%	27%	28%	31%	28%	27%	27%	27%
Disagree	7%	5%	9%	10%	8%	8%	2%	2%	6%	6%	7%	2%	10%	7%	7%	7%
Strongly disagree	1%	0%	2%	1%	2%	3%	0%	0%	0%	0%	3%	0%	1%	1%	1%	1%
Don't Know	5%	5%	5%	6%	3%	5%	5%	7%	6%	4%	5%	6%	7%	5%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

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

		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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Strongly agree	13%	14%	12%	14%	21%	7%	17%	14%	3%	13%	17%	7%	10%	13%	13%	14%
Agree	39%	36%	42%	43%	38%	42%	36%	36%	36%	47%	40%	43%	22%	39%	40%	40%
Neither agree or disagree	30%	31%	29%	24%	25%	32%	36%	25%	42%	27%	26%	36%	40%	30%	29%	28%
Disagree	10%	11%	9%	8%	10%	11%	6%	10%	13%	7%	9%	5%	16%	9%	10%	10%
Strongly disagree	2%	3%	1%	3%	3%	4%	0%	0%	1%	2%	2%	2%	2%	2%	2%	2%
Don't Know	6%	5%	7%	8%	3%	2%	5%	15%	6%	3%	6%	7%	11%	6%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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

(227.A) Do you agree or disagree with the following statements?: There is not enough choice in online 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	566	213	350	91	131	107	77	53	107	178	190	73	122	542	527	529
Weighted	566	276	287	119	122	88	79	67	91	181	188	73	120	541	528	527
Strongly agree	4%	6%	2%	7%	4%	5%	3%	5%	1%	5%	3%	2%	7%	4%	4%	5%
Agree	14%	16%	13%	25%	16%	15%	7%	10%	8%	16%	16%	12%	8%	14%	15%	15%
Neither agree or disagree	34%	32%	35%	31%	31%	35%	34%	30%	42%	30%	36%	31%	38%	33%	32%	32%
Disagree	33%	29%	36%	20%	31%	31%	45%	42%	34%	36%	31%	35%	28%	34%	33%	34%
Strongly disagree	11%	12%	9%	11%	15%	10%	8%	6%	10%	10%	9%	16%	11%	11%	11%	10%
Don't Know	4%	5%	4%	6%	4%	3%	3%	6%	5%	3%	4%	5%	8%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 27th Nov - 6th Jan 2020

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