

Public First Poll for YouTube (Consumer)

Fieldwork: 24th Sep - 29th Sep 2021
Interview method: Online Survey
Population represented: UK Adults
Sample size: 2010

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

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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(1.A) Which of the following devices do you own, if any? Select all that apply

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Smartphone	92%	92%	92%	97%	96%	96%	96%	89%	79%	90%	92%	93%	96%	100%
Laptop	75%	76%	74%	80%	83%	78%	71%	74%	67%	71%	72%	78%	87%	83%
Tablet	62%	62%	62%	53%	64%	69%	61%	60%	61%	60%	65%	59%	66%	63%
Games console	44%	50%	38%	72%	68%	64%	40%	19%	7%	36%	45%	46%	57%	53%
Desktop computer	43%	54%	32%	44%	48%	44%	38%	38%	45%	33%	41%	45%	60%	74%
None of the above	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which of the following devices do you own, if any? Select all that apply

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Smartphone	92%	95%	91%	94%	87%	89%	93%	94%	90%	94%	91%	89%	93%	*
Laptop	75%	81%	75%	75%	69%	72%	78%	76%	74%	77%	78%	81%	74%	*
Tablet	62%	66%	60%	63%	57%	63%	65%	45%	64%	64%	62%	65%	53%	*
Games console	44%	45%	39%	50%	42%	38%	45%	47%	37%	51%	43%	42%	44%	*
Desktop computer	43%	56%	42%	41%	33%	42%	47%	30%	44%	43%	52%	31%	31%	*
None of the above	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.C) Which of the following devices do you own, if any?Select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Smartphone	92%	94%	93%	89%	88%	95%	94%	89%	88%	92%	89%	92%	98%
Laptop	75%	85%	73%	72%	69%	70%	74%	75%	81%	74%	77%	73%	73%
Tablet	62%	62%	60%	61%	64%	64%	58%	60%	61%	56%	65%	69%	73%
Games console	44%	48%	40%	35%	43%	47%	41%	47%	46%	47%	42%	43%	40%
Desktop computer	43%	55%	38%	37%	43%	44%	43%	40%	41%	47%	38%	40%	36%
None of the above	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Which devices do you use to access the internet most regularly at home? Pick up to three

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2004	997	1002	148	336	345	366	348	461	0	0	516	265	36
Weighted	2004	986	1013	277	342	340	342	283	419	0	0	529	266	36
Smartphone	66%	65%	68%	92%	87%	85%	67%	47%	30%	59%	65%	71%	81%	74%
Laptop	50%	52%	48%	51%	58%	53%	46%	46%	45%	45%	45%	56%	59%	56%
Tablet	31%	30%	32%	27%	30%	36%	30%	34%	29%	32%	35%	27%	30%	43%
Desktop computer	24%	33%	16%	27%	23%	21%	21%	20%	32%	19%	23%	27%	31%	41%
Games console	11%	13%	9%	30%	24%	10%	4%	1%	0%	10%	10%	12%	15%	9%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who own at least one of the following; Smartphone, Tablet, Laptop, Desktop computer, Games console

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Which devices do you use to access the internet most regularly at home? Pick up to three

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2004	564	523	382	523	822	887	215	830	482	181	20	234	0
Weighted	2004	537	518	439	497	775	884	223	782	502	172	19	245	0
Smartphone	66%	66%	65%	73%	63%	57%	70%	75%	58%	78%	65%	70%	67%	*
Laptop	50%	58%	49%	45%	46%	47%	52%	47%	50%	49%	51%	71%	49%	*
Tablet	31%	34%	30%	28%	32%	33%	34%	19%	32%	33%	30%	41%	25%	*
Desktop computer	24%	29%	27%	23%	19%	24%	27%	16%	25%	24%	35%	16%	18%	*
Games console	11%	10%	8%	14%	12%	7%	12%	14%	8%	15%	6%	12%	11%	*
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: Respondents who own at least one of the following; Smartphone, Tablet, Laptop, Desktop computer, Games console

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.C) Which devices do you use to access the internet most regularly at home? Pick up to three

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2004	288	279	155	180	134	190	162	85	235	161	103	32
Weighted	2004	280	260	161	180	141	181	159	80	220	181	100	60
Smartphone	66%	75%	67%	63%	57%	67%	68%	66%	65%	69%	62%	64%	74%
Laptop	50%	65%	46%	44%	47%	42%	52%	50%	47%	47%	48%	44%	52%
Tablet	31%	31%	30%	35%	34%	37%	24%	28%	26%	26%	37%	32%	40%
Desktop computer	24%	27%	20%	26%	27%	27%	26%	26%	21%	27%	20%	24%	14%
Games console	11%	13%	11%	5%	9%	13%	8%	7%	13%	12%	13%	16%	11%
Don't know	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%

Note:

BASE: Respondents who own at least one of the following; Smartphone, Tablet, Laptop, Desktop computer, Games console

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(3.A) Which of the following do you use, if any? Select all that apply

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Google	72%	71%	73%	85%	80%	83%	74%	65%	53%	67%	72%	76%	79%	81%
Facebook	71%	68%	75%	79%	80%	84%	72%	60%	55%	69%	70%	73%	82%	64%
YouTube	68%	73%	63%	90%	84%	81%	70%	55%	37%	62%	67%	72%	82%	73%
Instagram	42%	39%	44%	80%	68%	57%	32%	15%	10%	31%	40%	47%	66%	40%
Twitter	35%	40%	30%	55%	54%	50%	30%	19%	10%	26%	32%	40%	57%	44%
Snapchat	20%	22%	19%	59%	37%	23%	9%	3%	0%	13%	19%	22%	38%	29%
Tik Tok	19%	17%	20%	46%	36%	21%	9%	3%	2%	12%	17%	23%	29%	9%
None of the above	7%	8%	7%	0%	1%	3%	5%	13%	19%	9%	8%	6%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(3.B) Which of the following do you use, if any? Select all that apply

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Google	72%	71%	74%	74%	70%	67%	74%	78%	67%	77%	68%	69%	76%	*
Facebook	71%	70%	71%	74%	71%	68%	73%	71%	70%	72%	72%	72%	70%	*
YouTube	68%	68%	69%	69%	66%	61%	70%	75%	61%	77%	66%	71%	74%	*
Instagram	42%	45%	42%	44%	38%	30%	48%	43%	34%	53%	44%	43%	39%	*
Twitter	35%	41%	36%	35%	29%	24%	42%	35%	27%	45%	42%	42%	29%	*
Snapchat	20%	24%	16%	24%	18%	14%	22%	19%	14%	28%	18%	22%	17%	*
Tik Tok	19%	20%	16%	23%	16%	13%	20%	20%	14%	26%	17%	22%	14%	*
None of the above	7%	9%	7%	5%	8%	10%	6%	6%	9%	5%	9%	9%	6%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.C) Which of the following do you use, if any? Select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Google	72%	82%	71%	66%	70%	70%	70%	69%	77%	73%	71%	68%	81%
Facebook	71%	72%	67%	76%	63%	72%	80%	70%	67%	70%	72%	64%	83%
YouTube	68%	81%	64%	56%	63%	72%	69%	68%	69%	67%	64%	73%	70%
Instagram	42%	58%	35%	37%	36%	44%	41%	38%	44%	45%	34%	44%	42%
Twitter	35%	49%	30%	27%	27%	32%	36%	26%	36%	41%	35%	39%	39%
Snapchat	20%	34%	14%	12%	14%	21%	23%	20%	17%	24%	22%	15%	17%
Tik Tok	19%	30%	15%	11%	15%	23%	22%	16%	21%	18%	14%	14%	23%
None of the above	7%	5%	9%	9%	10%	7%	6%	8%	5%	9%	6%	8%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) Which of the following do you use most regularly? Pick up to three

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1843	913	926	149	333	336	348	304	373	0	0	485	253	34
Weighted	1864	914	945	279	339	331	326	248	341	0	0	503	255	34
Tik Tok	9%	8%	9%	25%	16%	8%	2%	1%	0%	5%	10%	10%	13%	6%
Facebook	52%	48%	56%	39%	54%	64%	53%	45%	52%	54%	50%	49%	62%	39%
Google	48%	51%	45%	39%	51%	50%	51%	49%	48%	45%	49%	49%	51%	63%
Snapchat	4%	4%	4%	15%	6%	2%	1%	1%	1%	3%	6%	5%	3%	8%
YouTube	36%	42%	30%	58%	49%	40%	34%	24%	13%	34%	36%	38%	41%	36%
Instagram	24%	21%	27%	44%	42%	30%	15%	6%	5%	14%	23%	30%	38%	27%
Twitter	14%	16%	13%	26%	18%	17%	13%	11%	3%	13%	13%	15%	21%	25%
Don't know	1%	1%	1%	1%	1%	0%	1%	3%	3%	2%	1%	2%	0%	0%

Note:

BASE: Respondents who use at least one of the following; Facebook, Google, Tik Tok, Instagram, Twitter, YouTube, Snapchat

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(4.B) Which of the following do you use most regularly? Pick up to three

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	1843	510	484	360	479	737	828	200	747	457	163	18	219	0
Weighted	1864	491	483	417	462	701	834	210	710	481	157	17	231	0
Tik Tok	9%	9%	8%	11%	8%	7%	9%	9%	6%	12%	5%	6%	4%	*
Facebook	52%	51%	53%	52%	53%	54%	53%	50%	52%	51%	54%	45%	47%	*
Google	48%	54%	50%	43%	44%	50%	47%	51%	51%	45%	51%	54%	49%	*
Snapchat	4%	6%	4%	4%	3%	2%	4%	8%	3%	6%	4%	7%	4%	*
YouTube	36%	32%	35%	40%	38%	32%	35%	44%	29%	41%	34%	41%	46%	*
Instagram	24%	25%	25%	26%	19%	17%	29%	16%	18%	33%	28%	35%	18%	*
Twitter	14%	17%	14%	14%	13%	10%	16%	15%	10%	21%	19%	16%	10%	*
Don't know	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	0%	3%	*

Note:

BASE: Respondents who use at least one of the following; Facebook, Google, Tik Tok, Instagram, Twitter, YouTube, Snapchat

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.C) Which of the following do you use most regularly? Pick up to three

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1843	272	253	140	161	123	178	149	80	212	150	94	31
Weighted	1864	267	238	147	163	131	171	149	76	201	170	93	59
Tik Tok	9%	13%	8%	4%	5%	10%	12%	8%	6%	8%	6%	10%	15%
Facebook	52%	49%	52%	64%	46%	52%	56%	53%	50%	48%	54%	47%	60%
Google	48%	53%	52%	45%	51%	39%	50%	45%	47%	48%	44%	45%	53%
Snapchat	4%	6%	2%	2%	5%	5%	6%	4%	0%	5%	3%	3%	6%
YouTube	36%	47%	30%	25%	38%	41%	29%	39%	39%	40%	31%	40%	35%
Instagram	24%	37%	21%	23%	17%	26%	27%	22%	22%	20%	16%	26%	21%
Twitter	14%	20%	14%	9%	11%	12%	13%	11%	12%	21%	15%	15%	12%
Don't know	1%	1%	2%	1%	1%	3%	1%	2%	1%	1%	1%	2%	0%

Note:

BASE: Respondents who use at least one of the following; Facebook, Google, Tik Tok, Instagram, Twitter, YouTube, Snapchat

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) On which of the following do you have a personal account, if any? Select all that apply

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Facebook	67%	63%	71%	70%	77%	81%	70%	60%	49%	66%	67%	69%	75%	62%
Google	52%	55%	48%	66%	64%	62%	52%	42%	30%	46%	51%	56%	60%	65%
YouTube	44%	49%	39%	72%	66%	60%	40%	22%	11%	36%	42%	50%	58%	53%
Instagram	39%	36%	42%	73%	64%	53%	30%	14%	10%	29%	37%	46%	60%	33%
Twitter	33%	36%	31%	51%	49%	50%	28%	18%	10%	26%	31%	38%	52%	33%
Snapchat	19%	20%	19%	55%	33%	23%	9%	3%	1%	13%	22%	19%	32%	15%
Tik Tok	16%	15%	17%	40%	33%	18%	7%	2%	1%	11%	16%	19%	23%	17%
None of the above	15%	16%	15%	1%	3%	6%	14%	24%	38%	19%	16%	12%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(5.B) On which of the following do you have a personal account, if any? Select all that apply

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Facebook	67%	65%	68%	69%	68%	64%	68%	69%	65%	66%	69%	72%	71%	*
Google	52%	52%	51%	51%	53%	46%	54%	58%	46%	56%	46%	67%	59%	*
YouTube	44%	43%	43%	47%	42%	36%	48%	47%	35%	57%	36%	42%	42%	*
Instagram	39%	41%	40%	41%	36%	28%	45%	38%	31%	50%	44%	37%	35%	*
Twitter	33%	36%	33%	34%	31%	25%	39%	32%	25%	44%	37%	37%	26%	*
Snapchat	19%	20%	16%	23%	18%	13%	21%	16%	13%	28%	13%	17%	16%	*
Tik Tok	16%	17%	13%	19%	15%	12%	18%	17%	13%	22%	9%	17%	12%	*
None of the above	15%	16%	15%	12%	17%	21%	12%	14%	20%	9%	16%	13%	15%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.C) On which of the following do you have a personal account, if any? Select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Facebook	67%	66%	66%	70%	61%	67%	76%	60%	68%	66%	70%	66%	77%
Google	52%	59%	46%	43%	53%	59%	48%	50%	58%	46%	52%	57%	61%
YouTube	44%	60%	34%	31%	41%	51%	43%	45%	47%	46%	39%	43%	39%
Instagram	39%	52%	33%	34%	34%	42%	41%	35%	38%	39%	37%	45%	33%
Twitter	33%	45%	28%	26%	30%	28%	32%	27%	30%	37%	38%	40%	33%
Snapchat	19%	30%	14%	10%	16%	23%	21%	16%	14%	20%	22%	18%	17%
Tik Tok	16%	23%	14%	10%	12%	21%	20%	12%	15%	17%	11%	16%	17%
None of the above	15%	9%	18%	18%	21%	14%	11%	18%	16%	17%	14%	17%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) When was the last time that you used YouTube to do the following?: Learn something

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	19%	23%	14%	24%	26%	20%	15%	13%	7%	12%	17%	21%	30%	18%
In the last week	28%	30%	26%	32%	27%	33%	27%	24%	21%	23%	30%	27%	38%	30%
In the last month	22%	20%	25%	24%	20%	20%	25%	21%	25%	26%	22%	22%	17%	19%
In the last year	12%	11%	13%	7%	10%	10%	14%	20%	18%	14%	12%	14%	7%	12%
Over a year ago	5%	3%	7%	4%	5%	5%	5%	6%	6%	4%	5%	6%	3%	3%
Never	11%	10%	11%	5%	7%	11%	13%	13%	20%	16%	10%	9%	4%	18%
Dont know	3%	2%	4%	4%	4%	2%	1%	2%	3%	5%	3%	2%	1%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) When was the last time that you used YouTube to do the following?: Learn something

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	19%	21%	17%	20%	15%	17%	20%	20%	19%	19%	23%	22%	19%	*
In the last week	28%	34%	25%	29%	25%	28%	31%	18%	29%	31%	30%	30%	17%	*
In the last month	22%	21%	23%	22%	22%	23%	21%	20%	23%	21%	22%	21%	20%	*
In the last year	12%	11%	15%	10%	13%	12%	12%	14%	12%	10%	10%	0%	15%	*
Over a year ago	5%	4%	6%	5%	5%	5%	5%	6%	4%	5%	3%	15%	6%	*
Never	11%	8%	11%	10%	14%	13%	9%	15%	11%	10%	9%	12%	17%	*
Dont know	3%	0%	3%	2%	6%	2%	2%	7%	1%	4%	3%	0%	6%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.C) When was the last time that you used YouTube to do the following?: Learn something

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	19%	26%	13%	20%	13%	19%	19%	22%	16%	17%	17%	12%	32%
In the last week	28%	29%	25%	27%	30%	25%	28%	26%	33%	30%	31%	29%	24%
In the last month	22%	24%	22%	24%	24%	17%	21%	19%	26%	25%	19%	25%	20%
In the last year	12%	8%	13%	17%	13%	13%	16%	8%	6%	12%	13%	12%	20%
Over a year ago	5%	4%	5%	1%	7%	6%	5%	7%	3%	5%	6%	6%	0%
Never	11%	6%	19%	6%	11%	13%	9%	13%	14%	10%	11%	11%	4%
Dont know	3%	3%	3%	5%	2%	7%	1%	5%	1%	1%	3%	4%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) When was the last time that you used YouTube to do the following?: Look for content to help with school work

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	8%	10%	5%	14%	12%	11%	3%	0%	2%	4%	5%	7%	21%	4%
In the last week	12%	13%	10%	17%	18%	15%	8%	3%	1%	8%	7%	14%	21%	20%
In the last month	9%	9%	8%	16%	12%	10%	5%	3%	2%	5%	9%	8%	15%	17%
In the last year	7%	6%	7%	7%	6%	12%	7%	4%	1%	5%	6%	8%	9%	0%
Over a year ago	7%	5%	9%	13%	11%	4%	5%	3%	1%	5%	10%	7%	3%	8%
Never	54%	53%	54%	28%	34%	45%	70%	84%	92%	68%	57%	50%	29%	49%
Dont know	4%	3%	5%	6%	6%	4%	3%	3%	2%	4%	5%	4%	3%	3%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) When was the last time that you used YouTube to do the following?: Look for content to help with school work

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	8%	12%	4%	8%	8%	5%	11%	7%	9%	9%	5%	0%	3%	*
In the last week	12%	17%	8%	13%	9%	11%	12%	12%	12%	12%	17%	21%	8%	*
In the last month	9%	13%	8%	9%	5%	8%	10%	6%	8%	9%	7%	8%	5%	*
In the last year	7%	7%	6%	7%	7%	5%	7%	8%	7%	7%	3%	17%	6%	*
Over a year ago	7%	4%	9%	7%	7%	7%	7%	6%	5%	11%	7%	8%	6%	*
Never	54%	44%	62%	50%	59%	62%	49%	56%	57%	46%	55%	46%	69%	*
Dont know	4%	3%	3%	5%	5%	2%	4%	5%	2%	5%	7%	0%	3%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.C) When was the last time that you used YouTube to do the following?: Look for content to help with school work

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	8%	16%	6%	6%	2%	7%	8%	8%	4%	11%	5%	4%	8%
In the last week	12%	16%	7%	8%	8%	8%	16%	14%	19%	15%	10%	4%	21%
In the last month	9%	12%	12%	8%	12%	2%	10%	4%	10%	5%	12%	8%	4%
In the last year	7%	6%	6%	7%	7%	8%	7%	7%	5%	6%	6%	9%	11%
Over a year ago	7%	7%	5%	10%	5%	6%	3%	5%	8%	10%	11%	9%	4%
Never	54%	39%	59%	60%	65%	66%	48%	56%	52%	48%	52%	63%	53%
Dont know	4%	5%	5%	1%	2%	3%	8%	5%	2%	4%	5%	3%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) When was the last time that you used YouTube to do the following?: Watch clips of a TV show, films, sport etc

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	28%	34%	21%	41%	33%	35%	19%	18%	9%	23%	23%	30%	42%	24%
In the last week	31%	31%	31%	32%	34%	30%	29%	33%	22%	33%	30%	30%	32%	28%
In the last month	18%	16%	20%	16%	17%	17%	21%	16%	20%	16%	20%	20%	11%	15%
In the last year	9%	7%	11%	4%	7%	8%	12%	12%	13%	8%	11%	7%	7%	13%
Over a year ago	4%	2%	6%	1%	3%	4%	5%	7%	6%	5%	4%	3%	2%	0%
Never	9%	9%	10%	5%	4%	6%	12%	11%	27%	13%	9%	9%	4%	16%
Dont know	2%	2%	3%	2%	2%	1%	1%	3%	3%	3%	3%	1%	2%	3%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) When was the last time that you used YouTube to do the following?: Watch clips of a TV show, films, sport etc

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	28%	28%	26%	31%	26%	24%	28%	29%	25%	28%	29%	31%	30%	*
In the last week	31%	34%	26%	31%	32%	28%	32%	31%	29%	34%	32%	36%	30%	*
In the last month	18%	18%	20%	17%	15%	21%	17%	16%	19%	17%	17%	12%	13%	*
In the last year	9%	8%	10%	6%	9%	8%	10%	9%	10%	7%	11%	9%	8%	*
Over a year ago	4%	4%	5%	3%	4%	5%	3%	3%	5%	3%	4%	0%	4%	*
Never	9%	7%	10%	11%	11%	12%	9%	8%	11%	9%	6%	6%	13%	*
Dont know	2%	1%	3%	1%	4%	2%	2%	3%	2%	2%	1%	6%	3%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.C) When was the last time that you used YouTube to do the following?: Watch clips of a TV show, films, sport etc

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	28%	40%	21%	27%	32%	20%	22%	22%	30%	29%	23%	25%	40%
In the last week	31%	28%	31%	20%	32%	34%	34%	31%	31%	37%	28%	33%	24%
In the last month	18%	16%	16%	23%	15%	11%	20%	21%	14%	15%	24%	13%	29%
In the last year	9%	6%	12%	15%	5%	13%	6%	8%	11%	5%	9%	14%	4%
Over a year ago	4%	3%	2%	4%	2%	6%	5%	6%	8%	3%	4%	4%	4%
Never	9%	6%	15%	8%	13%	13%	10%	8%	6%	9%	9%	8%	0%
Dont know	2%	1%	2%	4%	1%	3%	3%	4%	0%	1%	3%	4%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) When was the last time that you used YouTube to do the following?: Get help with DIY tasks

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	8%	11%	6%	12%	12%	10%	3%	4%	4%	6%	5%	7%	19%	21%
In the last week	16%	18%	14%	20%	17%	18%	15%	10%	11%	11%	16%	17%	25%	14%
In the last month	22%	22%	22%	20%	22%	26%	22%	26%	15%	17%	25%	24%	22%	24%
In the last year	22%	20%	25%	12%	21%	22%	29%	23%	31%	29%	21%	21%	19%	9%
Over a year ago	9%	8%	11%	10%	9%	8%	8%	16%	9%	10%	10%	10%	5%	6%
Never	18%	19%	17%	17%	15%	14%	22%	20%	28%	23%	21%	17%	8%	25%
Dont know	3%	1%	5%	8%	3%	2%	2%	0%	2%	4%	2%	4%	3%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) When was the last time that you used YouTube to do the following?: Get help with DIY tasks

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	8%	11%	6%	10%	7%	7%	9%	10%	10%	7%	9%	0%	5%	*
In the last week	16%	23%	12%	15%	14%	17%	17%	9%	16%	17%	18%	30%	9%	*
In the last month	22%	24%	21%	25%	19%	22%	23%	22%	22%	25%	25%	18%	18%	*
In the last year	22%	22%	25%	19%	23%	23%	22%	21%	23%	20%	23%	33%	22%	*
Over a year ago	9%	6%	13%	7%	11%	9%	10%	8%	9%	10%	7%	6%	14%	*
Never	18%	13%	18%	22%	22%	21%	17%	23%	17%	18%	16%	13%	25%	*
Dont know	3%	2%	4%	3%	4%	2%	2%	8%	2%	3%	3%	0%	7%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.C) When was the last time that you used YouTube to do the following?: Get help with DIY tasks

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	8%	18%	4%	4%	4%	3%	9%	7%	11%	8%	5%	10%	12%
In the last week	16%	23%	15%	18%	13%	15%	19%	9%	13%	12%	17%	17%	20%
In the last month	22%	20%	22%	15%	22%	26%	19%	26%	30%	28%	22%	17%	20%
In the last year	22%	11%	26%	23%	26%	33%	21%	22%	24%	22%	25%	26%	24%
Over a year ago	9%	7%	8%	16%	10%	6%	7%	11%	11%	10%	12%	9%	8%
Never	18%	19%	20%	19%	25%	15%	21%	22%	11%	17%	16%	17%	8%
Dont know	3%	2%	4%	4%	0%	3%	4%	5%	0%	2%	3%	5%	8%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) When was the last time that you used YouTube to do the following?: Get help with cooking

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	11%	13%	9%	15%	20%	12%	5%	4%	2%	6%	6%	13%	23%	20%
In the last week	16%	17%	15%	19%	21%	20%	13%	8%	8%	10%	15%	16%	27%	20%
In the last month	18%	16%	21%	21%	18%	18%	20%	14%	13%	16%	19%	18%	19%	18%
In the last year	14%	13%	15%	13%	13%	14%	19%	14%	13%	16%	14%	16%	8%	3%
Over a year ago	7%	6%	7%	6%	7%	6%	7%	7%	8%	5%	8%	7%	6%	6%
Never	32%	33%	30%	22%	20%	26%	34%	54%	53%	42%	36%	27%	16%	30%
Dont know	2%	2%	3%	4%	1%	4%	1%	1%	3%	4%	3%	2%	1%	3%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) When was the last time that you used YouTube to do the following?: Get help with cooking

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	11%	15%	9%	12%	8%	9%	13%	11%	13%	12%	13%	15%	7%	*
In the last week	16%	24%	14%	13%	13%	15%	18%	13%	16%	17%	18%	14%	8%	*
In the last month	18%	19%	18%	18%	17%	20%	15%	16%	19%	17%	20%	28%	12%	*
In the last year	14%	11%	13%	18%	16%	12%	14%	19%	13%	17%	8%	9%	18%	*
Over a year ago	7%	5%	9%	8%	6%	7%	7%	6%	6%	7%	4%	9%	9%	*
Never	32%	25%	36%	29%	36%	35%	31%	31%	32%	28%	34%	26%	44%	*
Dont know	2%	1%	2%	1%	5%	2%	2%	3%	2%	3%	4%	0%	2%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) When was the last time that you used YouTube to do the following?: Get help with cooking

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	11%	23%	7%	5%	4%	9%	9%	11%	11%	13%	6%	10%	16%
In the last week	16%	20%	15%	18%	17%	8%	16%	11%	12%	18%	16%	19%	16%
In the last month	18%	18%	18%	13%	22%	16%	23%	15%	21%	16%	16%	19%	15%
In the last year	14%	11%	20%	10%	9%	19%	14%	12%	17%	15%	19%	7%	12%
Over a year ago	7%	4%	4%	11%	7%	14%	6%	5%	6%	8%	6%	5%	12%
Never	32%	20%	32%	41%	39%	31%	29%	40%	31%	29%	35%	36%	29%
Dont know	2%	3%	3%	2%	3%	3%	1%	6%	2%	1%	2%	2%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) When was the last time that you used YouTube to do the following?: Get help with make-up

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	8%	9%	7%	17%	14%	7%	1%	2%	0%	5%	7%	8%	16%	3%
In the last week	10%	10%	9%	14%	14%	13%	5%	4%	0%	4%	5%	11%	22%	24%
In the last month	9%	6%	12%	13%	14%	11%	5%	3%	2%	9%	8%	8%	13%	16%
In the last year	8%	3%	13%	9%	12%	8%	5%	4%	2%	7%	7%	11%	6%	0%
Over a year ago	6%	1%	11%	8%	8%	5%	7%	4%	2%	6%	5%	8%	6%	4%
Never	58%	69%	46%	35%	37%	52%	76%	81%	92%	67%	67%	52%	36%	46%
Dont know	2%	2%	2%	4%	1%	3%	1%	3%	1%	2%	2%	2%	2%	6%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) When was the last time that you used YouTube to do the following?: Get help with make-up

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	8%	9%	4%	9%	10%	6%	10%	8%	7%	11%	4%	0%	5%	*
In the last week	10%	17%	7%	8%	5%	8%	10%	6%	11%	9%	14%	7%	4%	*
In the last month	9%	12%	8%	8%	7%	8%	9%	8%	8%	11%	8%	6%	7%	*
In the last year	8%	5%	9%	8%	8%	5%	9%	7%	5%	10%	8%	8%	8%	*
Over a year ago	6%	5%	7%	7%	6%	4%	6%	8%	4%	9%	6%	16%	7%	*
Never	58%	49%	63%	59%	60%	68%	53%	61%	63%	47%	56%	63%	69%	*
Dont know	2%	2%	2%	0%	4%	1%	3%	1%	2%	2%	5%	0%	1%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.C) When was the last time that you used YouTube to do the following?: Get help with make-up

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	8%	16%	4%	5%	3%	5%	6%	10%	9%	8%	6%	8%	8%
In the last week	10%	15%	9%	7%	5%	4%	12%	6%	9%	19%	4%	6%	5%
In the last month	9%	10%	12%	6%	10%	7%	7%	7%	10%	11%	10%	8%	8%
In the last year	8%	7%	7%	11%	9%	9%	7%	4%	5%	5%	9%	9%	15%
Over a year ago	6%	5%	6%	7%	4%	8%	5%	6%	19%	4%	4%	11%	0%
Never	58%	47%	59%	64%	65%	65%	58%	61%	49%	52%	66%	56%	65%
Dont know	2%	0%	2%	1%	4%	3%	4%	5%	0%	2%	2%	1%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) When was the last time that you used YouTube to do the following?: Find commentary on the news or political events

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	14%	19%	9%	16%	21%	18%	10%	10%	5%	10%	11%	15%	26%	11%
In the last week	20%	22%	17%	22%	27%	19%	18%	16%	9%	13%	20%	19%	31%	26%
In the last month	15%	15%	14%	20%	14%	17%	15%	13%	6%	14%	13%	17%	15%	9%
In the last year	8%	8%	9%	9%	8%	11%	9%	5%	7%	8%	11%	8%	6%	0%
Over a year ago	4%	3%	6%	5%	3%	2%	4%	5%	5%	3%	4%	4%	3%	3%
Never	36%	31%	41%	23%	25%	31%	41%	47%	67%	49%	35%	34%	19%	46%
Dont know	3%	2%	4%	6%	3%	3%	2%	3%	3%	3%	5%	3%	1%	4%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) When was the last time that you used YouTube to do the following?: Find commentary on the news or political events

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	14%	15%	13%	16%	13%	14%	14%	18%	16%	14%	15%	22%	12%	*
In the last week	20%	27%	17%	18%	16%	18%	20%	16%	19%	21%	25%	30%	11%	*
In the last month	15%	17%	13%	14%	14%	13%	16%	15%	13%	17%	11%	7%	17%	*
In the last year	8%	8%	10%	8%	9%	7%	9%	9%	8%	8%	7%	17%	7%	*
Over a year ago	4%	3%	5%	3%	5%	4%	4%	2%	6%	3%	2%	0%	3%	*
Never	36%	27%	39%	39%	38%	41%	33%	38%	34%	34%	35%	24%	45%	*
Dont know	3%	3%	3%	3%	5%	2%	3%	3%	2%	3%	5%	0%	6%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.C) When was the last time that you used YouTube to do the following?: Find commentary on the news or political events

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	14%	21%	11%	11%	9%	13%	15%	14%	14%	19%	11%	12%	12%
In the last week	20%	29%	10%	15%	24%	11%	20%	19%	20%	21%	16%	15%	33%
In the last month	15%	13%	15%	12%	10%	15%	14%	14%	19%	19%	17%	16%	15%
In the last year	8%	5%	12%	5%	11%	11%	9%	9%	6%	7%	11%	12%	0%
Over a year ago	4%	2%	4%	6%	5%	7%	2%	6%	9%	1%	3%	5%	8%
Never	36%	27%	43%	44%	41%	38%	38%	34%	33%	31%	39%	39%	29%
Dont know	3%	3%	5%	8%	0%	5%	2%	5%	0%	2%	4%	1%	4%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) When was the last time that you used YouTube to do the following?: Look for entertainment

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	36%	40%	31%	57%	46%	37%	28%	22%	9%	31%	39%	35%	42%	25%
In the last week	28%	28%	27%	26%	25%	32%	32%	32%	18%	27%	27%	31%	27%	32%
In the last month	14%	12%	16%	11%	17%	12%	15%	14%	15%	12%	13%	15%	17%	26%
In the last year	6%	4%	9%	1%	4%	9%	7%	11%	11%	8%	6%	7%	4%	0%
Over a year ago	3%	3%	3%	0%	2%	1%	5%	3%	5%	4%	4%	1%	2%	3%
Never	11%	11%	12%	3%	5%	7%	12%	15%	39%	14%	10%	10%	8%	14%
Dont know	2%	2%	2%	2%	1%	1%	2%	3%	4%	4%	2%	1%	1%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) When was the last time that you used YouTube to do the following?: Look for entertainment

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	36%	33%	32%	40%	40%	30%	36%	40%	32%	37%	30%	66%	42%	*
In the last week	28%	30%	30%	28%	23%	27%	30%	24%	27%	30%	37%	0%	21%	*
In the last month	14%	16%	16%	12%	12%	15%	14%	15%	14%	15%	10%	14%	12%	*
In the last year	6%	6%	7%	6%	7%	8%	6%	9%	8%	6%	5%	14%	7%	*
Over a year ago	3%	2%	3%	2%	4%	2%	3%	3%	3%	2%	2%	6%	4%	*
Never	11%	13%	11%	10%	11%	16%	10%	9%	14%	8%	13%	0%	14%	*
Dont know	2%	1%	2%	1%	3%	3%	1%	1%	3%	1%	4%	0%	1%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.C) When was the last time that you used YouTube to do the following?: Look for entertainment

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	36%	41%	29%	32%	38%	40%	28%	34%	37%	38%	42%	29%	52%
In the last week	28%	32%	23%	31%	28%	19%	29%	26%	29%	32%	23%	41%	16%
In the last month	14%	14%	14%	14%	14%	14%	15%	10%	13%	13%	18%	14%	17%
In the last year	6%	4%	10%	7%	5%	10%	11%	6%	6%	5%	5%	4%	3%
Over a year ago	3%	3%	4%	7%	1%	3%	2%	3%	4%	2%	2%	3%	0%
Never	11%	6%	18%	6%	14%	14%	13%	17%	8%	10%	9%	8%	12%
Dont know	2%	1%	3%	4%	1%	1%	2%	5%	2%	1%	1%	1%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) When was the last time that you used YouTube to do the following?: To workout

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	11%	13%	10%	19%	17%	16%	4%	3%	1%	7%	7%	15%	20%	7%
In the last week	15%	17%	12%	22%	24%	16%	7%	6%	2%	8%	14%	13%	27%	33%
In the last month	11%	11%	12%	14%	16%	11%	11%	5%	6%	7%	12%	11%	18%	9%
In the last year	11%	7%	14%	11%	13%	14%	10%	5%	6%	8%	12%	14%	8%	0%
Over a year ago	8%	6%	12%	10%	8%	10%	7%	10%	4%	8%	10%	9%	6%	7%
Never	42%	46%	37%	19%	20%	31%	62%	69%	79%	59%	44%	35%	20%	38%
Dont know	2%	1%	3%	6%	1%	2%	0%	2%	2%	2%	2%	3%	0%	6%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) When was the last time that you used YouTube to do the following?: To workout

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	11%	14%	9%	11%	11%	9%	14%	12%	12%	13%	11%	0%	8%	*
In the last week	15%	20%	12%	15%	11%	13%	16%	9%	14%	15%	20%	21%	7%	*
In the last month	11%	15%	8%	13%	9%	10%	12%	9%	12%	10%	8%	8%	8%	*
In the last year	11%	9%	9%	13%	12%	10%	10%	17%	9%	12%	9%	9%	14%	*
Over a year ago	8%	8%	13%	6%	7%	7%	9%	8%	6%	11%	10%	16%	11%	*
Never	42%	34%	45%	41%	47%	50%	38%	42%	44%	38%	40%	46%	49%	*
Dont know	2%	1%	3%	1%	3%	1%	2%	3%	2%	2%	3%	0%	4%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.C) When was the last time that you used YouTube to do the following?: To workout

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	11%	22%	9%	10%	5%	10%	10%	11%	7%	9%	11%	12%	8%
In the last week	15%	18%	13%	12%	13%	9%	15%	14%	16%	23%	7%	9%	24%
In the last month	11%	16%	6%	16%	12%	10%	11%	8%	5%	13%	11%	9%	12%
In the last year	11%	12%	7%	9%	9%	13%	13%	11%	15%	8%	14%	12%	0%
Over a year ago	8%	8%	7%	7%	13%	8%	11%	10%	10%	8%	3%	15%	4%
Never	42%	24%	53%	43%	47%	47%	38%	42%	47%	38%	52%	42%	44%
Dont know	2%	0%	4%	3%	1%	4%	2%	4%	0%	1%	3%	1%	8%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) When was the last time that you used YouTube to do the following?: Watch a video game stream

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	15%	19%	10%	25%	22%	18%	7%	3%	1%	12%	10%	14%	29%	23%
In the last week	15%	18%	12%	19%	21%	22%	9%	6%	2%	11%	12%	19%	21%	17%
In the last month	11%	12%	9%	17%	11%	12%	9%	9%	3%	10%	12%	12%	10%	3%
In the last year	6%	5%	7%	12%	6%	5%	6%	2%	1%	5%	7%	6%	7%	0%
Over a year ago	4%	2%	5%	5%	6%	3%	3%	1%	2%	4%	6%	3%	1%	3%
Never	47%	42%	54%	19%	30%	38%	62%	77%	89%	56%	50%	43%	32%	47%
Dont know	2%	1%	4%	3%	2%	3%	2%	2%	2%	2%	3%	3%	0%	7%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) When was the last time that you used YouTube to do the following?: Watch a video game stream

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	15%	18%	8%	18%	15%	11%	17%	17%	15%	17%	16%	14%	10%	*
In the last week	15%	18%	13%	17%	12%	14%	17%	14%	15%	15%	18%	8%	9%	*
In the last month	11%	14%	10%	9%	10%	8%	11%	10%	10%	12%	7%	7%	11%	*
In the last year	6%	5%	6%	8%	5%	4%	6%	7%	5%	6%	5%	0%	8%	*
Over a year ago	4%	2%	5%	4%	5%	5%	3%	1%	4%	2%	4%	25%	6%	*
Never	47%	42%	54%	42%	50%	56%	44%	50%	49%	44%	44%	46%	56%	*
Dont know	2%	2%	3%	1%	4%	2%	3%	1%	2%	4%	7%	0%	0%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.C) When was the last time that you used YouTube to do the following?: Watch a video game stream

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	15%	23%	10%	11%	13%	11%	17%	12%	21%	17%	13%	7%	4%
In the last week	15%	17%	11%	15%	18%	13%	9%	12%	19%	19%	17%	15%	20%
In the last month	11%	13%	9%	8%	12%	12%	9%	10%	7%	10%	8%	9%	32%
In the last year	6%	7%	4%	5%	2%	4%	8%	12%	3%	8%	2%	9%	4%
Over a year ago	4%	2%	2%	4%	5%	9%	1%	5%	4%	4%	6%	2%	4%
Never	47%	36%	61%	55%	48%	48%	54%	44%	45%	39%	50%	55%	36%
Dont know	2%	1%	3%	2%	2%	3%	2%	5%	2%	3%	4%	3%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) When was the last time that you used YouTube to do the following?: Watch a music video

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1323	707	612	134	283	283	257	194	172	0	0	361	213	27
Weighted	1369	721	644	251	288	278	240	155	158	0	0	382	217	26
In the last day	31%	37%	23%	38%	37%	39%	23%	23%	10%	28%	28%	30%	42%	32%
In the last week	29%	29%	30%	26%	31%	30%	33%	34%	20%	27%	29%	32%	28%	37%
In the last month	18%	16%	20%	21%	15%	14%	21%	16%	20%	19%	18%	19%	13%	6%
In the last year	9%	8%	11%	4%	6%	10%	12%	13%	15%	9%	10%	10%	8%	12%
Over a year ago	4%	3%	5%	4%	5%	2%	4%	3%	7%	6%	4%	3%	3%	0%
Never	7%	6%	9%	2%	4%	4%	7%	10%	24%	9%	9%	4%	6%	4%
Dont know	2%	2%	2%	4%	2%	1%	0%	1%	3%	3%	2%	1%	1%	9%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) When was the last time that you used YouTube to do the following?: Watch a music video

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1323	376	351	256	330	489	607	159	489	363	117	14	171	0
Weighted	1369	366	359	305	328	472	619	168	477	386	114	13	182	0
In the last day	31%	33%	26%	30%	32%	23%	35%	32%	24%	35%	34%	23%	29%	*
In the last week	29%	30%	29%	31%	28%	32%	30%	26%	30%	29%	27%	42%	28%	*
In the last month	18%	17%	21%	19%	15%	19%	15%	18%	19%	15%	19%	21%	21%	*
In the last year	9%	10%	10%	8%	9%	10%	11%	5%	11%	9%	7%	0%	7%	*
Over a year ago	4%	2%	5%	4%	4%	3%	4%	6%	4%	5%	4%	9%	3%	*
Never	7%	7%	7%	7%	8%	10%	5%	8%	9%	5%	8%	6%	9%	*
Dont know	2%	1%	1%	1%	4%	2%	1%	3%	2%	2%	1%	0%	4%	*

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) When was the last time that you used YouTube to do the following?: Watch a music video

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1323	229	174	83	108	95	128	105	56	152	99	72	22
Weighted	1369	227	167	90	113	102	125	110	55	147	116	74	42
In the last day	31%	40%	19%	27%	30%	24%	28%	34%	31%	33%	36%	33%	16%
In the last week	29%	32%	29%	28%	27%	23%	28%	28%	29%	26%	29%	31%	57%
In the last month	18%	9%	21%	24%	24%	24%	14%	13%	20%	24%	17%	16%	4%
In the last year	9%	9%	14%	11%	5%	14%	13%	6%	8%	7%	7%	6%	11%
Over a year ago	4%	3%	3%	4%	4%	2%	4%	5%	5%	3%	4%	8%	8%
Never	7%	5%	10%	6%	9%	8%	10%	10%	6%	6%	6%	5%	4%
Dont know	2%	1%	3%	0%	0%	5%	4%	4%	1%	0%	1%	1%	0%

Note:

BASE: YouTube Users

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) Thinking about the average day, how many hours a day do you think you spend online?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Zero hours	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less than one hour a day	3%	4%	2%	1%	2%	2%	4%	4%	6%	4%	3%	2%	3%	2%
Between one and two hours	16%	15%	17%	5%	10%	10%	17%	22%	27%	18%	16%	14%	13%	7%
Between two and three hours	20%	19%	22%	10%	14%	22%	20%	24%	29%	20%	20%	20%	20%	19%
Between three and four hours	17%	17%	17%	16%	17%	17%	19%	18%	13%	18%	16%	18%	16%	14%
Between four and five hours	12%	11%	13%	13%	11%	11%	14%	12%	11%	15%	14%	9%	9%	19%
Between five and six hours	8%	8%	7%	11%	12%	8%	7%	5%	5%	7%	6%	7%	15%	12%
Between six and seven hours	5%	5%	5%	7%	8%	7%	5%	4%	2%	4%	5%	6%	6%	3%
Between seven and eight hours	5%	6%	4%	7%	7%	7%	5%	3%	2%	4%	6%	6%	4%	11%
Between eight and nine hours	3%	3%	3%	4%	5%	5%	3%	2%	1%	2%	5%	4%	3%	3%
Between nine and ten hours	3%	3%	2%	5%	3%	2%	2%	3%	1%	2%	2%	3%	3%	2%
Between ten and eleven hours	2%	3%	1%	7%	3%	1%	1%	1%	0%	1%	2%	3%	3%	3%
Between eleven and twelve hours	1%	2%	1%	3%	2%	1%	0%	1%	0%	0%	1%	1%	2%	0%
More than twelve hours	3%	3%	3%	7%	2%	4%	2%	2%	1%	3%	2%	4%	3%	2%
Don't know	2%	2%	2%	4%	3%	1%	1%	1%	2%	3%	2%	1%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) Thinking about the average day, how many hours a day do you think you spend online?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Zero hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	*
Less than one hour a day	3%	2%	3%	3%	5%	4%	3%	3%	4%	1%	2%	10%	4%	*
Between one and two hours	16%	16%	15%	15%	17%	19%	14%	18%	18%	15%	17%	11%	16%	*
Between two and three hours	20%	21%	20%	23%	17%	22%	21%	16%	20%	19%	23%	23%	16%	*
Between three and four hours	17%	15%	16%	20%	16%	16%	18%	14%	17%	16%	18%	4%	20%	*
Between four and five hours	12%	12%	11%	12%	13%	13%	11%	12%	14%	8%	12%	0%	15%	*
Between five and six hours	8%	9%	8%	8%	7%	6%	9%	6%	8%	10%	5%	20%	4%	*
Between six and seven hours	5%	7%	4%	5%	5%	5%	5%	6%	4%	6%	6%	10%	5%	*
Between seven and eight hours	5%	6%	5%	3%	7%	3%	5%	9%	4%	6%	5%	0%	7%	*
Between eight and nine hours	3%	3%	5%	3%	3%	3%	4%	2%	3%	4%	3%	5%	3%	*
Between nine and ten hours	3%	2%	4%	2%	2%	2%	3%	2%	2%	3%	2%	0%	2%	*
Between ten and eleven hours	2%	1%	3%	2%	2%	2%	3%	1%	1%	4%	0%	10%	1%	*
Between eleven and twelve hours	1%	2%	1%	0%	1%	1%	1%	2%	1%	1%	2%	0%	1%	*
More than twelve hours	3%	3%	2%	3%	3%	2%	3%	6%	3%	3%	3%	6%	4%	*
Don't know	2%	1%	2%	1%	4%	2%	1%	1%	0%	2%	2%	0%	2%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.C) Thinking about the average day, how many hours a day do you think you spend online?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Zero hours	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
Less than one hour a day	3%	5%	3%	4%	3%	5%	1%	1%	3%	3%	3%	3%	3%
Between one and two hours	16%	10%	21%	20%	12%	14%	20%	18%	19%	16%	11%	16%	19%
Between two and three hours	20%	14%	24%	20%	22%	22%	17%	18%	24%	24%	20%	21%	23%
Between three and four hours	17%	15%	15%	20%	18%	16%	19%	17%	19%	11%	22%	16%	16%
Between four and five hours	12%	11%	12%	15%	16%	15%	9%	11%	7%	12%	11%	11%	14%
Between five and six hours	8%	11%	7%	3%	5%	7%	7%	8%	8%	9%	6%	15%	6%
Between six and seven hours	5%	7%	5%	4%	2%	3%	8%	7%	6%	5%	7%	2%	3%
Between seven and eight hours	5%	7%	5%	2%	4%	3%	8%	7%	6%	5%	6%	3%	5%
Between eight and nine hours	3%	4%	2%	4%	5%	3%	3%	1%	1%	5%	2%	6%	3%
Between nine and ten hours	3%	2%	4%	3%	4%	3%	0%	2%	1%	3%	2%	3%	0%
Between ten and eleven hours	2%	3%	1%	1%	2%	1%	3%	2%	4%	2%	2%	3%	0%
Between eleven and twelve hours	1%	3%	0%	2%	4%	0%	0%	1%	0%	0%	0%	1%	0%
More than twelve hours	3%	6%	1%	1%	3%	4%	3%	3%	1%	2%	6%	0%	5%
Don't know	2%	1%	1%	2%	1%	4%	2%	4%	2%	2%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) On an average day, how many hours a day do you spend on your phone?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Zero hours	7%	8%	7%	1%	1%	3%	5%	13%	18%	9%	8%	6%	3%	3%
Less than one hour a day	31%	33%	30%	5%	9%	13%	38%	51%	63%	38%	32%	30%	17%	28%
Between one and two hours	18%	17%	20%	12%	19%	26%	24%	21%	11%	17%	19%	18%	20%	13%
Between two and three hours	12%	13%	12%	14%	19%	18%	14%	7%	3%	9%	12%	13%	18%	12%
Between three and four hours	9%	9%	9%	13%	17%	14%	8%	4%	1%	9%	8%	9%	15%	7%
Between four and five hours	5%	6%	5%	12%	8%	8%	5%	1%	0%	5%	4%	7%	7%	2%
Between five and six hours	5%	4%	6%	15%	9%	4%	3%	1%	1%	4%	6%	4%	6%	27%
Between six and seven hours	3%	2%	3%	8%	4%	4%	1%	0%	0%	1%	3%	3%	5%	0%
Between seven and eight hours	2%	2%	1%	5%	3%	2%	1%	0%	0%	1%	2%	2%	3%	0%
Between eight and nine hours	1%	1%	1%	2%	3%	1%	0%	0%	0%	1%	1%	1%	2%	0%
Between nine and ten hours	1%	1%	1%	3%	2%	1%	0%	1%	0%	1%	1%	2%	1%	2%
Between ten and eleven hours	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	3%
Between eleven and twelve hours	1%	1%	1%	3%	1%	1%	0%	0%	0%	0%	1%	1%	2%	0%
More than twelve hours	1%	1%	1%	4%	1%	2%	0%	0%	0%	1%	1%	2%	1%	0%
Dont know	2%	2%	2%	3%	3%	2%	1%	1%	2%	3%	2%	2%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) On an average day, how many hours a day do you spend on your phone?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Zero hours	7%	7%	6%	5%	12%	10%	6%	4%	10%	4%	10%	0%	8%	*
Less than one hour a day	31%	35%	35%	26%	28%	38%	30%	26%	39%	20%	36%	48%	31%	*
Between one and two hours	18%	15%	20%	23%	16%	18%	19%	22%	19%	22%	15%	17%	20%	*
Between two and three hours	12%	13%	11%	13%	12%	11%	14%	9%	10%	13%	13%	15%	11%	*
Between three and four hours	9%	9%	9%	11%	9%	10%	8%	14%	9%	10%	7%	10%	9%	*
Between four and five hours	5%	7%	4%	6%	5%	5%	6%	4%	4%	9%	5%	5%	4%	*
Between five and six hours	5%	5%	4%	4%	6%	2%	6%	8%	3%	6%	8%	0%	6%	*
Between six and seven hours	3%	2%	3%	3%	3%	2%	3%	2%	2%	6%	0%	0%	2%	*
Between seven and eight hours	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%	2%	0%	1%	*
Between eight and nine hours	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	5%	1%	*
Between nine and ten hours	1%	1%	2%	1%	1%	0%	2%	0%	0%	1%	1%	0%	1%	*
Between ten and eleven hours	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	*
Between eleven and twelve hours	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	0%	*
More than twelve hours	1%	1%	1%	2%	1%	1%	1%	4%	1%	1%	0%	0%	3%	*
Dont know	2%	1%	2%	2%	4%	2%	1%	3%	0%	2%	2%	0%	3%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.C) On an average day, how many hours a day do you spend on your phone?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Zero hours	7%	3%	8%	12%	11%	6%	5%	12%	4%	6%	7%	8%	6%
Less than one hour a day	31%	22%	37%	35%	34%	30%	33%	23%	30%	30%	37%	36%	29%
Between one and two hours	18%	14%	16%	21%	22%	20%	17%	25%	21%	21%	14%	17%	20%
Between two and three hours	12%	18%	12%	12%	7%	16%	16%	8%	9%	11%	12%	13%	8%
Between three and four hours	9%	11%	10%	10%	8%	9%	8%	10%	8%	12%	7%	4%	9%
Between four and five hours	5%	7%	3%	3%	4%	5%	6%	6%	9%	9%	3%	9%	0%
Between five and six hours	5%	7%	6%	2%	4%	4%	8%	5%	2%	2%	4%	3%	14%
Between six and seven hours	3%	4%	3%	1%	2%	2%	1%	2%	11%	3%	3%	3%	0%
Between seven and eight hours	2%	4%	0%	1%	1%	0%	3%	3%	0%	2%	4%	0%	0%
Between eight and nine hours	1%	2%	0%	1%	3%	0%	0%	0%	0%	2%	0%	1%	3%
Between nine and ten hours	1%	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	5%	0%
Between ten and eleven hours	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	3%
Between eleven and twelve hours	1%	2%	0%	1%	1%	0%	1%	1%	0%	0%	2%	1%	0%
More than twelve hours	1%	2%	1%	0%	1%	2%	1%	0%	0%	0%	3%	0%	5%
Dont know	2%	1%	3%	1%	1%	4%	1%	4%	3%	2%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) Do you use any apps/tools to help you monitor time spent online/time spent on specific apps?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	18%	21%	15%	29%	34%	27%	10%	6%	5%	10%	15%	18%	41%	42%
No	78%	75%	80%	63%	62%	66%	87%	91%	92%	85%	81%	78%	54%	56%
Don't know	4%	4%	5%	7%	4%	6%	3%	4%	3%	4%	5%	4%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) Do you use any apps/tools to help you monitor time spent online/time spent on specific apps?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	18%	24%	16%	18%	14%	13%	24%	9%	17%	21%	25%	10%	11%	*
No	78%	72%	81%	77%	81%	83%	73%	86%	80%	75%	69%	78%	84%	*
Don't know	4%	4%	3%	5%	6%	4%	3%	5%	3%	4%	6%	12%	5%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) Do you use any apps/tools to help you monitor time spent online/time spent on specific apps?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	18%	36%	16%	8%	9%	19%	19%	17%	18%	17%	15%	11%	17%
No	78%	59%	81%	89%	88%	74%	74%	80%	76%	77%	81%	85%	80%
Don't know	4%	5%	3%	3%	3%	7%	6%	3%	6%	6%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) You said you did not use any apps/tools to help manage how much time you spend online or on specific apps. Even if you do not use these apps yourself, are you aware of any of them? Select all that apply

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1924	963	956	138	322	324	355	336	449	0	0	497	253	35
Weighted	1920	949	966	259	328	319	332	273	408	0	0	510	253	35
Android Digital Wellbeing	8%	10%	6%	7%	15%	13%	10%	3%	1%	7%	5%	9%	18%	5%
N/A I am not aware of any of these apps	63%	59%	68%	38%	41%	51%	69%	83%	88%	73%	68%	60%	35%	52%
Freedom	6%	8%	4%	12%	12%	9%	2%	1%	0%	2%	3%	7%	15%	17%
Space	6%	9%	3%	10%	14%	8%	4%	1%	0%	2%	3%	9%	15%	14%
AntiSocial	5%	7%	4%	14%	11%	7%	2%	0%	0%	2%	3%	6%	14%	10%
Social Fever	4%	7%	2%	8%	11%	8%	1%	0%	0%	1%	2%	6%	15%	15%
AppDetox	4%	6%	3%	8%	7%	10%	1%	1%	1%	1%	2%	5%	14%	23%
Off the Grid	4%	5%	3%	6%	9%	6%	3%	1%	0%	3%	3%	5%	8%	9%
Moment	3%	5%	1%	4%	8%	6%	1%	0%	0%	1%	1%	4%	11%	7%
iOS Screen Time	25%	26%	23%	43%	37%	32%	20%	13%	10%	21%	23%	26%	39%	28%
Other (Please Specify)	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%

Note:

BASE: Respondents who do not use apps/tools to help them monitor time spent online/time spent on specific apps

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) You said you did not use any apps/tools to help manage how much time you spend online or on specific apps. Even if you do not use these apps yourself, are you aware of any of them? Select all that apply

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1924	543	508	365	498	791	861	204	804	465	172	18	226	0
Weighted	1920	515	503	420	472	746	859	213	758	484	162	16	234	0
Android Digital Wellbeing	8%	12%	8%	7%	6%	6%	11%	5%	8%	10%	12%	27%	5%	*
N/A I am not aware of any of these apps	63%	55%	66%	62%	71%	71%	56%	73%	67%	54%	57%	61%	74%	*
Freedom	6%	10%	3%	8%	2%	4%	8%	2%	5%	9%	9%	0%	1%	*
Space	6%	9%	4%	7%	3%	6%	7%	2%	6%	7%	8%	6%	0%	*
AntiSocial	5%	9%	3%	7%	2%	3%	8%	2%	4%	7%	7%	5%	3%	*
Social Fever	4%	8%	3%	5%	1%	3%	7%	1%	4%	6%	7%	0%	0%	*
AppDetox	4%	8%	2%	5%	2%	3%	7%	1%	4%	6%	8%	5%	0%	*
Off the Grid	4%	5%	3%	7%	3%	3%	6%	1%	4%	5%	5%	0%	2%	*
Moment	3%	5%	2%	5%	1%	3%	4%	0%	3%	4%	4%	0%	0%	*
iOS Screen Time	25%	30%	24%	24%	20%	19%	29%	21%	22%	30%	29%	11%	20%	*
Other (Please Specify)	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	*

Note:

BASE: Respondents who do not use apps/tools to help them monitor time spent online/time spent on specific apps

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.C) You said you did not use any apps/tools to help manage how much time you spend online or on specific apps. Even if you do not use these apps yourself, are you aware of any of them? Select all that apply

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1924	275	271	150	176	126	178	159	79	225	154	100	31
Weighted	1920	266	253	156	176	131	169	156	75	208	173	98	58
Android Digital Wellbeing	8%	14%	4%	3%	10%	7%	12%	8%	9%	10%	5%	9%	0%
N/A I am not aware of any of these apps	63%	43%	69%	70%	67%	66%	62%	64%	63%	61%	70%	68%	74%
Freedom	6%	16%	4%	4%	3%	7%	5%	2%	7%	6%	2%	2%	3%
Space	6%	14%	3%	5%	6%	6%	5%	5%	10%	6%	2%	5%	0%
AntiSocial	5%	12%	4%	5%	3%	4%	5%	4%	1%	6%	2%	6%	9%
Social Fever	4%	13%	3%	1%	3%	2%	4%	3%	4%	7%	1%	2%	3%
AppDetox	4%	11%	4%	3%	4%	4%	2%	2%	5%	7%	1%	2%	0%
Off the Grid	4%	7%	2%	6%	2%	2%	6%	3%	9%	7%	1%	2%	3%
Moment	3%	10%	2%	1%	1%	2%	3%	3%	6%	5%	1%	0%	0%
iOS Screen Time	25%	33%	25%	21%	23%	21%	25%	25%	20%	26%	22%	23%	23%
Other (Please Specify)	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%

Note:

BASE: Respondents who do not use apps/tools to help them monitor time spent online/time spent on specific apps

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) You said you use apps/tools to help you manage how much time you spend online , what tools do you use? Select all that apply

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	335	196	138	45	116	96	37	19	22	0	0	89	104	13
Weighted	362	210	151	82	116	93	35	16	20	0	0	94	109	15
iOS Screen Time	49%	42%	59%	50%	45%	52%	46%	41%	65%	46%	64%	52%	41%	29%
Android Digital Wellbeing	20%	22%	17%	20%	22%	18%	24%	9%	9%	17%	17%	23%	22%	5%
Freedom	18%	24%	10%	15%	27%	23%	5%	0%	0%	14%	5%	11%	34%	43%
AppDetox	17%	25%	6%	21%	15%	24%	8%	0%	0%	7%	10%	13%	30%	23%
AntiSocial	17%	21%	11%	25%	21%	15%	0%	0%	9%	10%	7%	19%	25%	24%
Moment	12%	13%	10%	9%	20%	12%	2%	0%	0%	3%	7%	15%	17%	14%
Off the Grid	12%	14%	9%	17%	17%	8%	3%	6%	0%	4%	8%	16%	16%	12%
Social Fever	11%	15%	5%	4%	16%	18%	3%	0%	0%	2%	1%	15%	20%	12%
Space	10%	12%	7%	9%	18%	7%	3%	0%	0%	4%	4%	18%	8%	24%
Other (Please Specify)	3%	2%	5%	2%	1%	4%	5%	17%	4%	3%	4%	4%	2%	6%
Don't Know	9%	8%	10%	7%	8%	6%	14%	31%	12%	14%	9%	9%	5%	12%

Note:

BASE: Respondents who use apps/tools to help them monitor time spent online/time spent on specific apps

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) You said you use apps/tools to help you manage how much time you spend online , what tools do you use? Select all that apply

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	335	127	78	67	62	98	195	19	129	94	42	2	23	0
Weighted	362	128	84	81	68	99	210	21	133	105	43	2	26	0
iOS Screen Time	49%	52%	52%	38%	54%	44%	52%	44%	44%	48%	58%	0%	55%	*
Android Digital Wellbeing	20%	15%	22%	25%	19%	22%	21%	20%	23%	20%	12%	47%	12%	*
Freedom	18%	26%	14%	14%	15%	15%	23%	4%	20%	19%	26%	53%	0%	*
AppDetox	17%	24%	14%	15%	7%	15%	19%	8%	17%	14%	26%	0%	0%	*
AntiSocial	17%	20%	9%	23%	13%	15%	20%	11%	19%	20%	11%	0%	10%	*
Moment	12%	13%	7%	18%	8%	13%	14%	0%	13%	13%	6%	0%	0%	*
Off the Grid	12%	18%	8%	12%	8%	14%	13%	7%	13%	12%	2%	0%	0%	*
Social Fever	11%	18%	5%	12%	4%	9%	14%	5%	12%	10%	13%	0%	0%	*
Space	10%	12%	9%	13%	1%	13%	10%	0%	15%	6%	11%	0%	0%	*
Other (Please Specify)	3%	2%	3%	4%	5%	3%	3%	0%	2%	4%	4%	0%	3%	*
Don't Know	9%	8%	8%	8%	14%	10%	7%	12%	7%	6%	6%	0%	19%	*

Note:

BASE: Respondents who use apps/tools to help them monitor time spent online/time spent on specific apps

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.C) You said you use apps/tools to help you manage how much time you spend online , what tools do you use? Select all that apply

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	335	95	41	13	17	24	33	24	14	37	23	9	5
Weighted	362	100	42	13	16	27	35	28	15	37	27	11	10
iOS Screen Time	49%	42%	60%	45%	73%	38%	40%	51%	31%	38%	71%	66%	81%
Android Digital Wellbeing	20%	20%	11%	8%	12%	11%	30%	28%	32%	19%	17%	18%	32%
Freedom	18%	33%	13%	16%	11%	19%	11%	6%	34%	20%	4%	0%	0%
AppDetox	17%	23%	9%	33%	16%	15%	14%	4%	7%	26%	8%	34%	0%
AntiSocial	17%	24%	4%	17%	13%	12%	14%	18%	21%	22%	4%	27%	19%
Moment	12%	14%	5%	9%	5%	12%	18%	11%	7%	12%	4%	0%	51%
Off the Grid	12%	11%	7%	16%	0%	0%	17%	15%	34%	16%	4%	18%	32%
Social Fever	11%	9%	7%	25%	7%	0%	17%	15%	22%	19%	4%	18%	0%
Space	10%	15%	5%	18%	13%	0%	11%	4%	15%	5%	4%	18%	19%
Other (Please Specify)	3%	4%	8%	7%	0%	0%	0%	3%	0%	5%	4%	0%	0%
Don't Know	9%	8%	20%	7%	10%	19%	11%	0%	0%	2%	3%	26%	0%

Note:

BASE: Respondents who use apps/tools to help them monitor time spent online/time spent on specific apps

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) Do you agree or disagree with the following statements? : Time online is about quality not quantity

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Strongly Agree	24%	27%	22%	25%	25%	27%	19%	23%	26%	20%	25%	23%	33%	27%
Slightly Agree	41%	40%	41%	35%	41%	39%	44%	44%	40%	40%	42%	40%	42%	31%
Neither Agree or Disagree	27%	25%	28%	27%	23%	27%	30%	27%	27%	31%	27%	26%	18%	27%
Slightly Disagree	4%	3%	4%	4%	4%	4%	3%	3%	3%	4%	3%	3%	4%	3%
Strongly Disagree	2%	2%	1%	3%	3%	2%	1%	1%	2%	1%	1%	3%	1%	10%
Don't Know	3%	2%	3%	5%	3%	3%	3%	1%	2%	3%	3%	4%	2%	3%
Total Agree:	65%	67%	63%	60%	67%	65%	64%	67%	66%	60%	67%	63%	75%	58%
Total Disagree:	5%	6%	5%	7%	7%	5%	4%	4%	5%	6%	4%	6%	6%	12%
Net:	60%	61%	58%	53%	59%	60%	60%	63%	61%	55%	63%	57%	69%	45%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) Do you agree or disagree with the following statements? : Time online is about quality not quantity

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Strongly Agree	24%	27%	21%	27%	23%	24%	26%	21%	24%	26%	28%	37%	17%	*
Slightly Agree	41%	43%	41%	41%	38%	42%	41%	36%	43%	40%	40%	29%	40%	*
Neither Agree or Disagree	27%	22%	30%	25%	29%	26%	26%	34%	26%	26%	26%	18%	35%	*
Slightly Disagree	4%	4%	4%	2%	3%	3%	4%	4%	4%	4%	1%	10%	2%	*
Strongly Disagree	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	5%	1%	*
Don't Know	3%	2%	2%	4%	4%	3%	1%	4%	2%	2%	4%	0%	4%	*
Total Agree:	65%	69%	61%	68%	61%	66%	67%	57%	67%	66%	67%	66%	58%	*
Total Disagree:	5%	7%	6%	3%	5%	5%	6%	5%	5%	6%	3%	16%	3%	*
Net:	60%	62%	55%	65%	56%	61%	61%	51%	62%	60%	65%	51%	54%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.C) Do you agree or disagree with the following statements? : Time online is about quality not quantity

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	24%	27%	22%	22%	25%	23%	26%	24%	22%	25%	27%	23%	22%
Slightly Agree	41%	43%	44%	42%	42%	47%	41%	33%	38%	39%	32%	46%	40%
Neither Agree or Disagree	27%	22%	27%	26%	26%	25%	29%	32%	31%	25%	31%	21%	32%
Slightly Disagree	4%	3%	3%	2%	4%	3%	2%	2%	5%	6%	8%	3%	3%
Strongly Disagree	2%	2%	3%	2%	1%	0%	1%	1%	1%	3%	1%	4%	0%
Don't Know	3%	2%	2%	5%	2%	3%	3%	7%	3%	2%	2%	3%	3%
Total Agree:	65%	70%	66%	65%	67%	69%	66%	58%	59%	64%	59%	69%	62%
Total Disagree:	5%	5%	5%	4%	4%	3%	3%	3%	6%	9%	9%	7%	3%
Net:	60%	65%	60%	61%	63%	66%	63%	54%	53%	54%	50%	62%	59%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) Do you agree or disagree with the following statements? : I have spent more time online over the last year than in previous years

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Strongly Agree	26%	24%	27%	34%	29%	32%	23%	19%	19%	21%	24%	26%	38%	34%
Slightly Agree	36%	35%	38%	34%	36%	40%	39%	34%	35%	38%	35%	36%	39%	40%
Neither Agree or Disagree	21%	23%	19%	21%	21%	18%	21%	25%	21%	22%	23%	22%	15%	17%
Slightly Disagree	7%	8%	7%	3%	5%	6%	9%	8%	11%	8%	8%	7%	5%	5%
Strongly Disagree	7%	6%	7%	2%	4%	3%	6%	12%	12%	8%	7%	6%	2%	2%
Don't Know	3%	3%	2%	6%	3%	3%	2%	1%	2%	4%	2%	3%	1%	3%
Total Agree:	62%	60%	64%	68%	66%	71%	62%	53%	54%	58%	60%	62%	77%	73%
Total Disagree:	14%	14%	14%	5%	10%	8%	14%	21%	23%	16%	15%	13%	7%	7%
Net:	48%	46%	51%	63%	56%	63%	48%	32%	31%	42%	45%	49%	70%	66%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) Do you agree or disagree with the following statements? : I have spent more time online over the last year than in previous years

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Strongly Agree	26%	27%	26%	28%	23%	23%	29%	20%	24%	28%	32%	32%	17%	*
Slightly Agree	36%	39%	36%	36%	35%	36%	37%	35%	36%	39%	35%	25%	38%	*
Neither Agree or Disagree	21%	21%	21%	19%	22%	20%	21%	27%	20%	21%	18%	21%	28%	*
Slightly Disagree	7%	6%	8%	7%	8%	9%	6%	10%	9%	5%	6%	14%	8%	*
Strongly Disagree	7%	5%	8%	6%	8%	9%	6%	3%	9%	5%	6%	9%	5%	*
Don't Know	3%	2%	3%	3%	4%	2%	2%	5%	1%	2%	3%	0%	5%	*
Total Agree:	62%	65%	61%	64%	58%	60%	66%	55%	61%	67%	66%	56%	55%	*
Total Disagree:	14%	12%	15%	13%	16%	19%	11%	13%	18%	10%	12%	23%	12%	*
Net:	48%	54%	46%	51%	42%	41%	55%	42%	43%	57%	54%	34%	43%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.C) Do you agree or disagree with the following statements? : I have spent more time online over the last year than in previous years

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	26%	33%	25%	20%	18%	24%	25%	25%	23%	24%	25%	32%	37%
Slightly Agree	36%	34%	41%	41%	36%	33%	41%	35%	41%	39%	35%	31%	21%
Neither Agree or Disagree	21%	20%	18%	19%	25%	27%	18%	17%	16%	24%	27%	17%	30%
Slightly Disagree	7%	6%	6%	9%	10%	8%	7%	8%	10%	6%	7%	10%	3%
Strongly Disagree	7%	3%	8%	8%	10%	5%	7%	9%	6%	6%	5%	8%	6%
Don't Know	3%	4%	2%	4%	1%	4%	2%	7%	3%	2%	1%	2%	3%
Total Agree:	62%	67%	66%	60%	54%	57%	66%	60%	64%	63%	60%	63%	58%
Total Disagree:	14%	9%	14%	17%	20%	13%	15%	17%	17%	11%	12%	18%	9%
Net:	48%	58%	52%	44%	33%	44%	51%	43%	47%	51%	49%	45%	49%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Do you agree or disagree with the following statements? : The time I spend online has helped me cope with the pandemic

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Strongly Agree	24%	24%	24%	28%	34%	32%	20%	17%	15%	18%	22%	23%	42%	24%
Slightly Agree	37%	35%	40%	43%	39%	38%	39%	33%	33%	37%	38%	40%	34%	33%
Neither Agree or Disagree	24%	24%	24%	20%	17%	20%	27%	29%	30%	27%	24%	24%	17%	30%
Slightly Disagree	6%	6%	6%	4%	5%	5%	6%	7%	7%	7%	6%	6%	4%	7%
Strongly Disagree	7%	9%	4%	2%	2%	3%	6%	13%	14%	9%	7%	5%	2%	5%
Don't Know	2%	2%	2%	3%	3%	2%	2%	1%	1%	3%	3%	2%	0%	0%
Total Agree:	61%	59%	64%	70%	73%	70%	59%	50%	49%	55%	60%	63%	77%	57%
Total Disagree:	12%	15%	10%	6%	7%	7%	11%	20%	20%	16%	13%	11%	6%	12%
Net:	49%	44%	54%	64%	65%	63%	48%	30%	28%	39%	47%	52%	71%	45%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) Do you agree or disagree with the following statements? : The time I spend online has helped me cope with the pandemic

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Strongly Agree	24%	26%	23%	25%	21%	23%	27%	18%	23%	26%	29%	28%	16%	*
Slightly Agree	37%	38%	35%	39%	37%	34%	40%	38%	36%	41%	36%	28%	41%	*
Neither Agree or Disagree	24%	24%	23%	21%	27%	26%	21%	29%	26%	20%	21%	24%	30%	*
Slightly Disagree	6%	5%	8%	5%	4%	5%	6%	7%	5%	6%	6%	15%	5%	*
Strongly Disagree	7%	6%	8%	6%	7%	10%	5%	4%	9%	4%	7%	5%	5%	*
Don't Know	2%	1%	2%	3%	3%	2%	1%	5%	1%	2%	2%	0%	4%	*
Total Agree:	61%	64%	59%	64%	59%	56%	68%	56%	59%	68%	65%	56%	57%	*
Total Disagree:	12%	11%	16%	11%	11%	16%	11%	10%	14%	10%	13%	21%	9%	*
Net:	49%	53%	43%	53%	48%	41%	57%	45%	45%	57%	52%	35%	47%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.C) Do you agree or disagree with the following statements? : The time I spend online has helped me cope with the pandemic

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	24%	35%	22%	16%	22%	20%	26%	24%	25%	23%	21%	27%	18%
Slightly Agree	37%	34%	37%	43%	33%	38%	38%	33%	43%	40%	39%	34%	47%
Neither Agree or Disagree	24%	19%	27%	21%	28%	25%	23%	27%	17%	26%	25%	21%	22%
Slightly Disagree	6%	5%	6%	7%	6%	7%	4%	4%	6%	5%	7%	8%	0%
Strongly Disagree	7%	5%	6%	9%	10%	7%	6%	7%	6%	5%	7%	9%	9%
Don't Know	2%	1%	2%	3%	1%	3%	3%	5%	2%	2%	1%	2%	3%
Total Agree:	61%	69%	59%	59%	55%	59%	64%	57%	68%	62%	60%	61%	66%
Total Disagree:	12%	10%	12%	16%	16%	14%	11%	11%	13%	10%	14%	17%	9%
Net:	49%	59%	47%	44%	39%	45%	53%	46%	55%	52%	46%	44%	57%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) Do you agree or disagree with the following statements? : I worry about how much time I spend online

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Strongly Agree	8%	9%	7%	17%	15%	12%	5%	1%	1%	4%	7%	8%	19%	17%
Slightly Agree	21%	19%	22%	23%	33%	30%	17%	13%	10%	15%	17%	25%	33%	20%
Neither Agree or Disagree	22%	20%	23%	29%	19%	20%	21%	24%	21%	19%	25%	21%	19%	26%
Slightly Disagree	20%	19%	21%	13%	18%	19%	22%	23%	23%	24%	19%	20%	13%	11%
Strongly Disagree	27%	30%	25%	14%	13%	17%	33%	38%	45%	35%	30%	24%	14%	24%
Don't Know	2%	2%	2%	4%	3%	2%	2%	0%	1%	3%	2%	2%	1%	0%
Total Agree:	29%	29%	29%	40%	48%	42%	22%	14%	10%	19%	24%	33%	52%	38%
Total Disagree:	47%	49%	45%	27%	31%	35%	55%	62%	68%	59%	49%	43%	27%	36%
Net:	-18%	-20%	-16%	14%	17%	7%	-33%	-48%	-57%	-40%	-25%	-10%	25%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) Do you agree or disagree with the following statements? : I worry about how much time I spend online

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Strongly Agree	8%	9%	7%	10%	6%	6%	10%	7%	8%	7%	13%	5%	6%	*
Slightly Agree	21%	24%	21%	22%	16%	17%	24%	20%	18%	25%	23%	19%	16%	*
Neither Agree or Disagree	22%	20%	23%	20%	23%	21%	22%	22%	20%	23%	19%	26%	26%	*
Slightly Disagree	20%	19%	21%	19%	22%	20%	19%	24%	19%	20%	20%	18%	22%	*
Strongly Disagree	27%	27%	26%	26%	30%	35%	24%	23%	34%	22%	24%	31%	28%	*
Don't Know	2%	1%	1%	3%	3%	2%	1%	3%	1%	2%	2%	0%	3%	*
Total Agree:	29%	33%	29%	32%	22%	23%	34%	27%	26%	33%	35%	25%	22%	*
Total Disagree:	47%	46%	47%	45%	51%	54%	43%	47%	53%	42%	43%	50%	49%	*
Net:	-18%	-12%	-18%	-13%	-30%	-31%	-9%	-20%	-27%	-10%	-8%	-25%	-27%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.C) Do you agree or disagree with the following statements? : I worry about how much time I spend online

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	8%	14%	8%	5%	6%	6%	4%	7%	6%	8%	9%	9%	14%
Slightly Agree	21%	30%	20%	21%	15%	19%	22%	17%	26%	19%	14%	20%	27%
Neither Agree or Disagree	22%	22%	22%	18%	25%	23%	24%	17%	19%	21%	26%	22%	17%
Slightly Disagree	20%	14%	24%	20%	21%	17%	24%	15%	26%	23%	20%	20%	17%
Strongly Disagree	27%	19%	23%	32%	33%	33%	25%	40%	20%	27%	29%	28%	22%
Don't Know	2%	2%	3%	4%	1%	1%	2%	4%	3%	1%	2%	2%	3%
Total Agree:	29%	44%	29%	26%	21%	25%	26%	24%	32%	27%	23%	29%	41%
Total Disagree:	47%	33%	47%	52%	54%	50%	49%	54%	46%	50%	49%	48%	39%
Net:	-18%	11%	-19%	-26%	-33%	-25%	-23%	-30%	-14%	-23%	-26%	-20%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) Do you agree or disagree with the following statements? : Social media and messaging platforms allow me to stay in touch with friends and make new ones

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Strongly Agree	26%	24%	28%	40%	30%	31%	24%	19%	16%	23%	25%	23%	39%	22%
Slightly Agree	36%	34%	38%	35%	45%	44%	38%	29%	26%	34%	36%	41%	36%	29%
Neither Agree or Disagree	18%	18%	18%	19%	15%	17%	19%	19%	19%	18%	20%	16%	16%	36%
Slightly Disagree	5%	6%	4%	1%	3%	1%	8%	5%	9%	7%	4%	5%	3%	0%
Strongly Disagree	12%	15%	9%	1%	4%	4%	10%	25%	27%	15%	13%	12%	5%	14%
Don't Know	3%	3%	3%	4%	3%	2%	2%	2%	4%	4%	3%	3%	1%	0%
Total Agree:	62%	58%	66%	75%	75%	75%	62%	49%	42%	57%	61%	64%	75%	51%
Total Disagree:	17%	21%	13%	3%	7%	5%	18%	30%	35%	22%	16%	16%	9%	14%
Net:	45%	37%	53%	72%	68%	70%	44%	19%	6%	35%	45%	48%	66%	37%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) Do you agree or disagree with the following statements? : Social media and messaging platforms allow me to stay in touch with friends and make new ones

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Strongly Agree	26%	23%	26%	29%	26%	23%	27%	22%	23%	30%	21%	32%	21%	*
Slightly Agree	36%	36%	35%	39%	35%	34%	38%	42%	35%	37%	37%	24%	43%	*
Neither Agree or Disagree	18%	19%	18%	18%	18%	18%	18%	20%	17%	18%	19%	10%	21%	*
Slightly Disagree	5%	5%	6%	3%	4%	6%	5%	3%	6%	4%	7%	13%	3%	*
Strongly Disagree	12%	14%	13%	8%	14%	17%	11%	8%	16%	9%	14%	20%	8%	*
Don't Know	3%	3%	1%	3%	4%	3%	1%	5%	2%	2%	2%	0%	5%	*
Total Agree:	62%	59%	62%	68%	60%	57%	65%	64%	59%	67%	58%	57%	63%	*
Total Disagree:	17%	19%	19%	11%	18%	22%	16%	11%	22%	13%	21%	33%	11%	*
Net:	45%	41%	43%	57%	42%	34%	50%	53%	37%	54%	37%	23%	52%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.C) Do you agree or disagree with the following statements? : Social media and messaging platforms allow me to stay in touch with friends and make new ones

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	26%	33%	22%	26%	26%	28%	26%	22%	26%	24%	26%	28%	22%
Slightly Agree	36%	37%	33%	35%	31%	32%	40%	37%	33%	38%	41%	37%	39%
Neither Agree or Disagree	18%	17%	24%	19%	15%	20%	16%	15%	20%	16%	18%	11%	28%
Slightly Disagree	5%	4%	4%	5%	7%	7%	5%	5%	3%	6%	2%	3%	6%
Strongly Disagree	12%	7%	14%	9%	20%	12%	9%	17%	12%	13%	12%	18%	2%
Don't Know	3%	1%	3%	5%	1%	2%	4%	5%	5%	4%	1%	2%	3%
Total Agree:	62%	71%	55%	61%	57%	60%	66%	58%	59%	61%	67%	66%	61%
Total Disagree:	17%	11%	18%	15%	27%	18%	15%	22%	15%	19%	14%	21%	8%
Net:	45%	60%	38%	46%	31%	41%	52%	37%	44%	42%	53%	44%	53%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) Do you agree or disagree with the following statements? : There is no real difference in how I behave between the online and offline world

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Strongly Agree	25%	26%	23%	23%	26%	25%	24%	26%	24%	27%	23%	21%	29%	22%
Slightly Agree	27%	27%	27%	31%	35%	29%	23%	21%	24%	23%	26%	28%	36%	27%
Neither Agree or Disagree	26%	23%	28%	22%	20%	23%	32%	28%	29%	28%	28%	27%	15%	25%
Slightly Disagree	12%	13%	11%	14%	11%	13%	11%	15%	8%	11%	13%	12%	11%	19%
Strongly Disagree	7%	8%	7%	6%	5%	7%	8%	8%	11%	8%	7%	7%	7%	4%
Don't Know	3%	3%	4%	5%	3%	3%	3%	2%	4%	4%	3%	4%	1%	3%
Total Agree:	52%	53%	50%	54%	61%	54%	47%	47%	48%	50%	49%	49%	65%	49%
Total Disagree:	19%	21%	17%	20%	16%	20%	18%	23%	19%	18%	20%	20%	18%	24%
Net:	33%	32%	33%	34%	45%	34%	29%	24%	29%	32%	29%	30%	47%	25%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) Do you agree or disagree with the following statements? : There is no real difference in how I behave between the online and offline world

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Strongly Agree	25%	24%	24%	25%	25%	24%	25%	25%	26%	20%	24%	51%	27%	*
Slightly Agree	27%	31%	24%	27%	26%	24%	30%	28%	27%	28%	29%	5%	28%	*
Neither Agree or Disagree	26%	23%	25%	29%	28%	29%	24%	28%	28%	24%	24%	25%	27%	*
Slightly Disagree	12%	13%	13%	10%	9%	12%	12%	9%	10%	16%	12%	14%	7%	*
Strongly Disagree	7%	6%	10%	6%	7%	7%	8%	5%	7%	8%	8%	4%	6%	*
Don't Know	3%	2%	3%	3%	5%	3%	2%	6%	2%	3%	3%	0%	5%	*
Total Agree:	52%	55%	49%	52%	51%	49%	54%	52%	53%	48%	54%	56%	55%	*
Total Disagree:	19%	20%	23%	16%	17%	19%	20%	14%	17%	25%	20%	18%	13%	*
Net:	33%	35%	26%	36%	34%	29%	34%	39%	36%	24%	34%	38%	42%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.C) Do you agree or disagree with the following statements? : There is no real difference in how I behave between the online and offline world

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly Agree	25%	26%	25%	24%	28%	20%	22%	27%	22%	20%	29%	27%	26%
Slightly Agree	27%	29%	25%	27%	21%	31%	29%	21%	35%	29%	28%	28%	27%
Neither Agree or Disagree	26%	23%	27%	26%	28%	29%	31%	28%	24%	25%	22%	21%	21%
Slightly Disagree	12%	14%	11%	9%	13%	9%	8%	8%	8%	13%	12%	16%	20%
Strongly Disagree	7%	6%	8%	7%	6%	8%	7%	10%	6%	10%	8%	6%	3%
Don't Know	3%	3%	4%	6%	3%	3%	3%	6%	4%	3%	2%	2%	3%
Total Agree:	52%	54%	50%	51%	49%	50%	52%	48%	57%	49%	56%	55%	53%
Total Disagree:	19%	20%	19%	16%	20%	17%	15%	18%	15%	23%	20%	22%	22%
Net:	33%	35%	31%	35%	29%	33%	37%	29%	43%	26%	36%	33%	31%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Where would you turn if you wanted to learn more about staying safe online? Select all that apply

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Charity/NGO	6%	8%	4%	6%	12%	9%	4%	2%	3%	3%	4%	9%	12%	5%
My child's school	6%	7%	4%	5%	12%	12%	4%	1%	0%	3%	4%	5%	14%	13%
Local groups	6%	9%	4%	12%	13%	9%	3%	2%	1%	2%	5%	8%	14%	20%
Id search online	50%	47%	52%	50%	48%	58%	54%	49%	41%	47%	54%	51%	49%	46%
Official Government advice and information	32%	29%	34%	21%	28%	30%	34%	33%	42%	29%	33%	29%	39%	24%
Family	23%	22%	23%	28%	27%	23%	15%	17%	25%	22%	20%	21%	29%	27%
Id look at safety features on specific apps/platforms	21%	19%	22%	24%	23%	20%	16%	20%	22%	19%	21%	21%	24%	27%
Friends	20%	22%	17%	22%	30%	26%	13%	14%	14%	18%	17%	18%	35%	20%
Consumer affairs websites	16%	16%	15%	10%	17%	16%	14%	16%	19%	12%	12%	17%	30%	20%
Other (Please Specify)	1%	2%	1%	0%	1%	0%	1%	3%	3%	2%	1%	2%	0%	0%
Don't know	15%	17%	14%	15%	16%	11%	18%	17%	16%	19%	16%	16%	6%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(28.B) Where would you turn if you wanted to learn more about staying safe online? Select all that apply

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Charity/NGO	6%	8%	5%	6%	4%	5%	8%	3%	6%	6%	8%	17%	1%	*
My child's school	6%	8%	4%	6%	4%	5%	7%	3%	4%	7%	9%	0%	3%	*
Local groups	6%	9%	4%	7%	5%	5%	9%	4%	6%	7%	6%	12%	4%	*
Id search online	50%	52%	50%	47%	50%	46%	51%	55%	47%	48%	53%	64%	53%	*
Official Government advice and information	32%	39%	31%	28%	28%	33%	35%	21%	35%	31%	34%	30%	24%	*
Family	23%	26%	17%	24%	23%	22%	24%	16%	25%	23%	20%	10%	16%	*
Id look at safety features on specific apps/platforms	21%	24%	19%	19%	20%	18%	23%	15%	22%	19%	24%	21%	18%	*
Friends	20%	24%	17%	20%	18%	19%	22%	11%	20%	21%	22%	20%	12%	*
Consumer affairs websites	16%	21%	16%	15%	11%	13%	21%	10%	16%	18%	24%	16%	7%	*
Other (Please Specify)	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	0%	2%	*
Don't know	15%	12%	18%	16%	16%	17%	12%	20%	13%	17%	9%	11%	22%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(28.C) Where would you turn if you wanted to learn more about staying safe online? Select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Charity/NGO	6%	10%	6%	3%	5%	5%	6%	2%	7%	7%	4%	6%	6%
My child's school	6%	11%	5%	2%	2%	6%	7%	4%	8%	6%	4%	6%	3%
Local groups	6%	14%	4%	3%	4%	2%	5%	4%	10%	10%	5%	6%	9%
Id search online	50%	47%	45%	50%	52%	51%	55%	46%	62%	49%	49%	50%	48%
Official Government advice and information	32%	33%	35%	33%	36%	30%	30%	25%	31%	31%	33%	32%	23%
Family	23%	29%	21%	23%	22%	20%	23%	24%	25%	20%	20%	19%	20%
Id look at safety features on specific apps/platforms	21%	21%	23%	22%	19%	20%	16%	21%	15%	26%	21%	21%	17%
Friends	20%	30%	16%	12%	22%	16%	22%	16%	18%	21%	18%	18%	17%
Consumer affairs websites	16%	21%	18%	16%	18%	12%	16%	14%	18%	15%	9%	14%	8%
Other (Please Specify)	1%	0%	1%	2%	2%	3%	1%	1%	2%	1%	2%	4%	0%
Don't know	15%	12%	17%	19%	13%	16%	13%	17%	9%	17%	20%	18%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) If you had to choose one, where would you turn to for information on online safety, if any?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Family	12%	11%	12%	14%	10%	11%	7%	10%	17%	13%	12%	8%	11%	19%
Friends	7%	9%	6%	13%	11%	8%	5%	5%	4%	7%	6%	8%	10%	5%
Official Government advice and information	21%	19%	23%	10%	14%	19%	21%	29%	31%	20%	22%	20%	21%	14%
Id search online	31%	30%	32%	29%	29%	36%	40%	32%	23%	33%	32%	32%	27%	31%
Consumer affairs websites	7%	8%	7%	6%	8%	6%	6%	5%	10%	5%	7%	8%	12%	7%
Charity/NGO	1%	2%	1%	2%	2%	2%	1%	0%	0%	1%	2%	1%	1%	5%
Id look at safety features on specific apps/platforms	7%	7%	8%	10%	10%	6%	7%	6%	5%	7%	8%	8%	4%	7%
My child's school	2%	2%	1%	2%	3%	5%	1%	0%	0%	1%	2%	1%	2%	5%
Local groups	2%	2%	1%	5%	5%	2%	0%	1%	0%	1%	1%	2%	7%	0%
Other (Please Specify)	1%	1%	0%	0%	0%	0%	1%	1%	1%	1%	0%	1%	0%	0%
Don't know	9%	10%	8%	9%	10%	7%	12%	9%	8%	11%	8%	10%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(29.B) If you had to choose one, where would you turn to for information on online safety, if any?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Family	12%	11%	9%	13%	13%	13%	11%	10%	13%	10%	10%	0%	13%	*
Friends	7%	6%	9%	8%	6%	7%	8%	5%	7%	8%	8%	10%	4%	*
Official Government advice and information	21%	24%	24%	17%	19%	26%	19%	17%	25%	19%	24%	31%	17%	*
Id search online	31%	30%	32%	32%	32%	28%	31%	37%	30%	33%	30%	27%	36%	*
Consumer affairs websites	7%	9%	6%	9%	6%	7%	9%	5%	6%	8%	11%	5%	7%	*
Charity/NGO	1%	2%	1%	1%	1%	1%	2%	0%	1%	1%	2%	6%	0%	*
Id look at safety features on specific apps/platforms	7%	7%	7%	8%	8%	6%	8%	8%	6%	9%	6%	16%	8%	*
My childs school	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	0%	0%	*
Local groups	2%	3%	2%	2%	1%	1%	2%	2%	2%	3%	1%	0%	1%	*
Other (Please Specify)	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	*
Don't know	9%	7%	9%	9%	12%	9%	7%	13%	8%	8%	8%	5%	13%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(29.C) If you had to choose one, where would you turn to for information on online safety, if any?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Family	12%	13%	10%	15%	11%	7%	12%	15%	8%	13%	10%	14%	8%
Friends	7%	12%	7%	4%	8%	9%	5%	6%	4%	6%	8%	5%	12%
Official Government advice and information	21%	21%	21%	29%	25%	20%	21%	18%	20%	17%	22%	19%	19%
Id search online	31%	25%	29%	29%	30%	36%	34%	32%	41%	35%	33%	30%	30%
Consumer affairs websites	7%	8%	10%	6%	6%	8%	5%	6%	9%	8%	4%	6%	13%
Charity/NGO	1%	2%	2%	0%	3%	0%	1%	1%	1%	1%	0%	0%	3%
Id look at safety features on specific apps/platforms	7%	7%	6%	7%	8%	7%	9%	9%	8%	4%	10%	7%	3%
My childs school	2%	3%	1%	1%	1%	1%	1%	1%	2%	3%	2%	2%	3%
Local groups	2%	6%	2%	0%	1%	1%	2%	1%	2%	1%	1%	3%	3%
Other (Please Specify)	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	2%	2%	0%
Don't know	9%	5%	11%	10%	8%	9%	11%	10%	4%	11%	8%	12%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) In the last month have you had any conversations about current affairs with any of the following people?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Friends	39%	40%	37%	30%	40%	45%	34%	38%	42%	33%	38%	39%	52%	45%
Older family members	31%	29%	33%	30%	34%	35%	32%	30%	25%	25%	35%	32%	33%	34%
Ive not spoken about this issue to anyone	30%	28%	32%	35%	27%	25%	35%	28%	29%	38%	28%	28%	15%	27%
Younger family members	18%	18%	18%	11%	16%	16%	17%	21%	25%	14%	15%	22%	25%	25%
Colleagues	16%	19%	14%	15%	23%	24%	18%	15%	5%	11%	17%	17%	30%	8%
Other (Please Specify)	3%	3%	3%	1%	1%	2%	2%	6%	6%	3%	4%	2%	3%	2%
Don't Know	4%	5%	3%	11%	4%	4%	3%	2%	0%	4%	4%	2%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) In the last month have you had any conversations about current affairs with any of the following people?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Friends	39%	47%	39%	38%	29%	36%	44%	30%	39%	38%	49%	52%	29%	*
Older family members	31%	33%	32%	32%	26%	31%	33%	21%	31%	31%	34%	41%	27%	*
Ive not spoken about this issue to anyone	30%	20%	30%	29%	41%	31%	24%	44%	28%	28%	22%	24%	48%	*
Younger family members	18%	26%	17%	15%	13%	18%	21%	11%	21%	19%	25%	19%	8%	*
Colleagues	16%	22%	17%	17%	10%	15%	20%	11%	15%	18%	21%	10%	8%	*
Other (Please Specify)	3%	4%	3%	3%	2%	3%	3%	3%	4%	2%	3%	0%	2%	*
Don't Know	4%	4%	2%	4%	5%	2%	3%	6%	2%	5%	3%	0%	3%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.C) In the last month have you had any conversations about current affairs with any of the following people?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Friends	39%	46%	44%	36%	37%	39%	39%	32%	29%	36%	39%	41%	28%
Older family members	31%	25%	28%	27%	29%	30%	34%	34%	46%	32%	26%	41%	39%
Ive not spoken about this issue to anyone	30%	25%	29%	35%	33%	33%	27%	29%	24%	32%	33%	25%	30%
Younger family members	18%	22%	22%	20%	16%	16%	21%	15%	18%	19%	15%	12%	9%
Colleagues	16%	22%	16%	10%	17%	17%	13%	18%	18%	19%	12%	12%	23%
Other (Please Specify)	3%	1%	4%	4%	5%	1%	2%	1%	5%	3%	4%	1%	3%
Don't Know	4%	5%	3%	3%	0%	3%	5%	9%	1%	3%	4%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) In the last month have you had any conversations about harassment and bullying with any of the following people?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Younger family members	8%	9%	8%	9%	12%	14%	8%	3%	4%	6%	8%	7%	19%	11%
Ive not spoken about this issue to anyone	71%	68%	74%	55%	53%	58%	80%	88%	90%	80%	76%	70%	45%	56%
Colleagues	7%	8%	6%	10%	14%	11%	4%	2%	1%	3%	5%	9%	13%	24%
Older family members	6%	7%	4%	14%	9%	6%	2%	3%	2%	3%	5%	6%	11%	15%
Friends	11%	13%	9%	17%	19%	20%	5%	4%	2%	6%	7%	12%	28%	7%
Other (Please Specify)	1%	1%	1%	1%	0%	2%	2%	1%	1%	1%	2%	1%	0%	0%
Don't Know	4%	4%	4%	10%	7%	4%	3%	2%	1%	4%	4%	3%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) In the last month have you had any conversations about harassment and bullying with any of the following people?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Younger family members	8%	9%	5%	11%	8%	8%	9%	6%	7%	10%	11%	15%	6%	*
Ive not spoken about this issue to anyone	71%	66%	77%	70%	73%	77%	68%	75%	76%	68%	65%	62%	77%	*
Colleagues	7%	10%	5%	7%	5%	7%	8%	3%	6%	8%	9%	5%	4%	*
Older family members	6%	7%	5%	5%	5%	3%	8%	4%	5%	7%	7%	15%	5%	*
Friends	11%	15%	9%	10%	9%	8%	13%	8%	9%	12%	17%	21%	7%	*
Other (Please Specify)	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	0%	2%	*
Don't Know	4%	3%	3%	5%	5%	3%	3%	7%	3%	5%	4%	6%	5%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.C) In the last month have you had any conversations about harassment and bullying with any of the following people?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Younger family members	8%	11%	9%	5%	7%	6%	11%	6%	15%	7%	9%	6%	6%
Ive not spoken about this issue to anyone	71%	55%	74%	82%	80%	75%	67%	67%	71%	71%	77%	77%	77%
Colleagues	7%	11%	7%	3%	2%	6%	8%	7%	6%	8%	5%	9%	3%
Older family members	6%	9%	5%	1%	3%	6%	7%	6%	6%	4%	5%	8%	9%
Friends	11%	22%	5%	6%	11%	9%	14%	9%	7%	14%	11%	5%	3%
Other (Please Specify)	1%	1%	1%	1%	1%	2%	2%	3%	2%	0%	1%	0%	3%
Don't Know	4%	5%	3%	4%	2%	5%	4%	9%	4%	4%	2%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) In the last month have you had any conversations about spam and deceptive practices with any of the following people?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Colleagues	8%	10%	6%	14%	12%	13%	6%	4%	3%	3%	6%	8%	24%	20%
Ive not spoken about this issue to anyone	60%	56%	64%	46%	48%	57%	68%	73%	64%	70%	62%	59%	33%	49%
Friends	16%	17%	15%	19%	24%	16%	11%	8%	17%	12%	14%	16%	29%	21%
Older family members	13%	13%	13%	19%	17%	12%	12%	9%	12%	9%	16%	13%	18%	22%
Younger family members	10%	10%	9%	8%	14%	10%	9%	5%	10%	7%	8%	10%	19%	10%
Other (Please Specify)	1%	2%	1%	0%	0%	1%	1%	2%	4%	1%	2%	1%	2%	0%
Don't Know	4%	5%	4%	8%	8%	5%	3%	3%	1%	4%	4%	4%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(32.B) In the last month have you had any conversations about spam and deceptive practices with any of the following people?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Colleagues	8%	14%	8%	8%	3%	7%	11%	5%	8%	11%	10%	0%	2%	*
Ive not spoken about this issue to anyone	60%	48%	63%	61%	68%	63%	56%	71%	61%	54%	52%	62%	80%	*
Friends	16%	21%	16%	13%	13%	15%	18%	10%	16%	17%	22%	11%	10%	*
Older family members	13%	15%	12%	15%	10%	12%	15%	7%	14%	14%	18%	21%	6%	*
Younger family members	10%	12%	11%	7%	8%	9%	11%	4%	10%	11%	12%	5%	4%	*
Other (Please Specify)	1%	2%	1%	1%	1%	2%	1%	0%	2%	1%	2%	0%	0%	*
Don't Know	4%	4%	3%	6%	4%	4%	3%	9%	2%	7%	2%	11%	3%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.C) In the last month have you had any conversations about spam and deceptive practices with any of the following people?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Colleagues	8%	18%	5%	3%	5%	4%	9%	7%	7%	12%	6%	5%	11%
Ive not spoken about this issue to anyone	60%	46%	59%	70%	67%	61%	53%	59%	64%	58%	63%	70%	69%
Friends	16%	26%	15%	15%	12%	17%	16%	14%	10%	16%	12%	16%	14%
Older family members	13%	18%	18%	10%	10%	10%	12%	9%	14%	13%	14%	11%	8%
Younger family members	10%	14%	8%	5%	8%	11%	11%	11%	14%	10%	8%	4%	6%
Other (Please Specify)	1%	1%	2%	1%	1%	1%	3%	1%	1%	2%	3%	0%	0%
Don't Know	4%	6%	4%	3%	3%	6%	7%	7%	5%	5%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) In the last month have you had any conversations about misinformation with any of the following people?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Colleagues	9%	12%	5%	10%	17%	14%	6%	6%	1%	5%	7%	8%	24%	18%
Ive not spoken about this issue to anyone	60%	55%	65%	45%	45%	53%	68%	74%	72%	73%	62%	57%	32%	46%
Friends	16%	18%	14%	18%	25%	20%	10%	12%	12%	10%	15%	18%	31%	15%
Older family members	12%	13%	11%	13%	18%	16%	13%	7%	7%	10%	11%	12%	19%	20%
Younger family members	10%	11%	10%	13%	12%	13%	10%	6%	8%	8%	9%	10%	19%	20%
Other (Please Specify)	2%	2%	2%	1%	0%	2%	2%	1%	3%	1%	2%	1%	2%	0%
Don't Know	6%	6%	6%	14%	8%	5%	4%	3%	2%	5%	7%	6%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) In the last month have you had any conversations about misinformation with any of the following people?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Colleagues	9%	13%	9%	8%	5%	8%	11%	6%	9%	9%	13%	5%	3%	*
Ive not spoken about this issue to anyone	60%	51%	64%	57%	67%	65%	56%	64%	64%	54%	52%	52%	74%	*
Friends	16%	21%	16%	17%	11%	14%	18%	15%	15%	16%	21%	20%	13%	*
Older family members	12%	13%	11%	14%	11%	10%	15%	9%	10%	14%	16%	27%	8%	*
Younger family members	10%	13%	8%	11%	9%	10%	12%	7%	10%	11%	13%	10%	6%	*
Other (Please Specify)	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	0%	1%	*
Don't Know	6%	6%	4%	6%	8%	5%	4%	12%	4%	8%	4%	6%	7%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.C) In the last month have you had any conversations about misinformation with any of the following people?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Colleagues	9%	19%	8%	2%	9%	9%	4%	5%	7%	10%	7%	11%	3%
Ive not spoken about this issue to anyone	60%	43%	57%	68%	67%	61%	58%	63%	64%	63%	66%	64%	62%
Friends	16%	26%	18%	14%	13%	17%	13%	11%	12%	14%	12%	18%	20%
Older family members	12%	16%	15%	8%	8%	16%	14%	16%	15%	7%	9%	14%	5%
Younger family members	10%	16%	11%	10%	8%	8%	9%	7%	17%	10%	12%	4%	5%
Other (Please Specify)	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	3%	0%	3%
Don't Know	6%	5%	6%	5%	4%	9%	7%	9%	0%	7%	5%	3%	11%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) In the last month have you had any conversations about harmful or dangerous content with any of the following people?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Older family members	7%	9%	6%	12%	11%	9%	7%	3%	3%	5%	8%	7%	14%	12%
Ive not spoken about this issue to anyone	69%	65%	74%	50%	53%	60%	76%	85%	87%	80%	73%	67%	43%	53%
Colleagues	6%	9%	4%	10%	14%	10%	3%	3%	1%	2%	3%	8%	19%	15%
Friends	11%	13%	10%	19%	19%	17%	8%	3%	4%	7%	10%	12%	21%	26%
Younger family members	10%	11%	9%	10%	14%	15%	9%	6%	5%	6%	8%	9%	22%	18%
Other (Please Specify)	1%	1%	0%	1%	0%	1%	0%	1%	2%	1%	1%	1%	0%	0%
Don't Know	5%	6%	4%	12%	6%	5%	4%	2%	1%	4%	5%	5%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(34.B) In the last month have you had any conversations about harmful or dangerous content with any of the following people?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Older family members	7%	10%	5%	8%	7%	6%	9%	3%	6%	9%	10%	5%	4%	*
I've not spoken about this issue to anyone	69%	62%	74%	68%	75%	75%	65%	75%	75%	61%	63%	68%	80%	*
Colleagues	6%	10%	5%	7%	4%	5%	9%	3%	6%	8%	10%	0%	1%	*
Friends	11%	15%	9%	12%	9%	8%	14%	8%	9%	16%	16%	10%	8%	*
Younger family members	10%	13%	7%	11%	7%	9%	12%	5%	8%	13%	9%	5%	5%	*
Other (Please Specify)	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	0%	*
Don't Know	5%	4%	4%	5%	5%	2%	5%	9%	3%	5%	5%	11%	6%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.C) In the last month have you had any conversations about harmful or dangerous content with any of the following people?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Older family members	7%	9%	4%	4%	10%	10%	7%	5%	7%	8%	9%	9%	11%
Ive not spoken about this issue to anyone	69%	53%	73%	84%	76%	71%	64%	68%	65%	68%	73%	75%	75%
Colleagues	6%	15%	5%	2%	3%	6%	7%	5%	5%	6%	3%	7%	9%
Friends	11%	18%	10%	4%	9%	9%	13%	15%	10%	12%	9%	12%	8%
Younger family members	10%	16%	9%	6%	5%	6%	10%	8%	21%	10%	8%	8%	11%
Other (Please Specify)	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	2%	0%	0%
Don't Know	5%	5%	5%	4%	3%	5%	8%	4%	3%	4%	4%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) Do you feel safer interacting with people you dont know online or in person?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
I feel safer interacting with people online	16%	20%	13%	25%	27%	22%	10%	10%	5%	14%	13%	17%	27%	26%
I feel safer interacting with people in person	48%	49%	48%	41%	39%	42%	49%	54%	60%	49%	48%	44%	51%	46%
Neither	29%	26%	33%	27%	25%	31%	35%	29%	30%	29%	33%	32%	17%	26%
Dont know	6%	6%	7%	8%	9%	5%	5%	7%	5%	7%	6%	6%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) Do you feel safer interacting with people you dont know online or in person?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
I feel safer interacting with people online	16%	18%	14%	17%	17%	13%	19%	15%	14%	22%	18%	16%	14%	*
I feel safer interacting with people in person	48%	51%	49%	48%	44%	52%	50%	34%	52%	44%	50%	34%	36%	*
Neither	29%	27%	31%	29%	31%	30%	27%	39%	29%	29%	25%	29%	43%	*
Dont know	6%	4%	7%	6%	8%	5%	5%	12%	4%	5%	6%	21%	8%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.C) Do you feel safer interacting with people you dont know online or in person?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
I feel safer interacting with people online	16%	22%	12%	13%	12%	13%	24%	15%	18%	18%	15%	18%	11%
I feel safer interacting with people in person	48%	50%	54%	51%	51%	44%	39%	50%	46%	45%	46%	49%	47%
Neither	29%	23%	29%	30%	32%	35%	30%	26%	34%	29%	31%	27%	42%
Dont know	6%	6%	5%	6%	5%	8%	7%	8%	1%	8%	9%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) Thinking about your own personal experience online, which of the following have you encountered online, if any? Tick all that apply.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Spam and deceptive practices	38%	39%	35%	34%	39%	40%	37%	35%	39%	30%	41%	40%	42%	44%
Misinformation	33%	37%	30%	39%	37%	38%	31%	28%	28%	25%	35%	38%	41%	26%
Nudity and sexual content you did not search for	18%	19%	17%	31%	25%	20%	14%	12%	9%	12%	19%	20%	25%	21%
Hate speech	17%	18%	15%	37%	26%	19%	13%	7%	5%	10%	18%	20%	23%	24%
Harassment and cyberbullying	13%	14%	11%	27%	21%	19%	9%	4%	3%	8%	13%	14%	21%	15%
None of the above	41%	35%	46%	25%	31%	37%	46%	53%	50%	52%	40%	37%	23%	32%
Prefer not to say	2%	2%	2%	6%	3%	1%	1%	1%	0%	2%	1%	2%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) Thinking about your own personal experience online, which of the following have you encountered online, if any? Tick all that apply.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Spam and deceptive practices	38%	39%	40%	38%	34%	37%	40%	29%	37%	38%	44%	49%	31%	*
Misinformation	33%	38%	35%	30%	30%	29%	37%	30%	30%	36%	37%	41%	30%	*
Nudity and sexual content you did not search for	18%	18%	20%	18%	16%	14%	19%	21%	14%	22%	22%	14%	18%	*
Hate speech	17%	15%	16%	20%	17%	10%	20%	17%	12%	23%	16%	28%	17%	*
Harassment and cyberbullying	13%	13%	12%	12%	15%	9%	14%	15%	9%	17%	17%	17%	13%	*
None of the above	41%	37%	40%	41%	44%	46%	36%	47%	46%	37%	30%	18%	48%	*
Prefer not to say	2%	2%	1%	2%	2%	0%	2%	3%	0%	3%	2%	11%	2%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.C) Thinking about your own personal experience online, which of the following have you encountered online, if any? Tick all that apply.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Spam and deceptive practices	38%	38%	40%	39%	37%	36%	32%	32%	43%	37%	43%	37%	43%
Misinformation	33%	36%	38%	36%	33%	35%	23%	26%	38%	34%	34%	34%	35%
Nudity and sexual content you did not search for	18%	24%	17%	16%	18%	13%	15%	18%	22%	19%	18%	17%	8%
Hate speech	17%	26%	15%	12%	15%	17%	13%	15%	22%	16%	14%	19%	17%
Harassment and cyberbullying	13%	18%	10%	14%	10%	10%	14%	13%	17%	15%	13%	13%	3%
None of the above	41%	33%	38%	42%	43%	39%	51%	43%	37%	41%	41%	44%	39%
Prefer not to say	2%	4%	2%	1%	1%	1%	1%	5%	1%	2%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) Thinking about all aspects of your life, in what situations are you most likely to feel unsafe? Tick up to three

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Walking alone at night	62%	48%	75%	51%	52%	63%	68%	65%	67%	64%	64%	62%	53%	53%
In unfamiliar places	49%	42%	55%	51%	45%	50%	49%	54%	46%	53%	49%	50%	40%	37%
Hanging out with friends in your local town	4%	5%	3%	5%	8%	7%	1%	1%	1%	3%	3%	2%	12%	9%
In large crowds	31%	30%	31%	27%	34%	36%	31%	26%	29%	32%	29%	33%	27%	35%
At school / college / work	3%	4%	2%	3%	10%	5%	2%	1%	0%	2%	3%	4%	7%	2%
On public transport	19%	20%	18%	27%	20%	17%	15%	23%	17%	18%	21%	18%	21%	25%
On dating apps / websites	17%	12%	21%	20%	19%	19%	15%	16%	12%	14%	18%	15%	21%	31%
On the internet	13%	14%	11%	20%	19%	12%	9%	7%	11%	9%	12%	13%	21%	17%
Other (Please Specify)	2%	3%	1%	1%	1%	2%	0%	2%	3%	1%	1%	2%	2%	0%
Don't know	11%	14%	8%	13%	10%	7%	13%	11%	12%	12%	11%	10%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) Thinking about all aspects of your life, in what situations are you most likely to feel unsafe? Tick up to three

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Walking alone at night	62%	58%	69%	59%	61%	64%	60%	63%	62%	63%	58%	63%	63%	*
In unfamiliar places	49%	48%	53%	46%	48%	50%	48%	46%	47%	49%	49%	62%	51%	*
Hanging out with friends in your local town	4%	5%	3%	3%	4%	2%	6%	1%	3%	6%	3%	0%	1%	*
In large crowds	31%	28%	31%	35%	29%	28%	35%	27%	28%	36%	29%	40%	28%	*
At school / college / work	3%	4%	2%	3%	4%	5%	3%	2%	3%	4%	4%	0%	1%	*
On public transport	19%	21%	19%	18%	18%	19%	21%	12%	19%	21%	17%	19%	14%	*
On dating apps / websites	17%	15%	17%	17%	19%	16%	16%	16%	16%	16%	12%	15%	17%	*
On the internet	13%	17%	9%	14%	11%	12%	14%	12%	13%	13%	13%	15%	10%	*
Other (Please Specify)	2%	3%	1%	1%	1%	1%	2%	2%	1%	1%	3%	0%	1%	*
Don't know	11%	9%	9%	11%	14%	11%	8%	17%	10%	10%	12%	16%	16%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.C) Thinking about all aspects of your life, in what situations are you most likely to feel unsafe? Tick up to three

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Walking alone at night	62%	55%	68%	66%	70%	59%	62%	57%	63%	60%	57%	67%	50%
In unfamiliar places	49%	41%	51%	49%	55%	48%	53%	47%	55%	47%	50%	50%	40%
Hanging out with friends in your local town	4%	6%	3%	3%	1%	3%	5%	3%	9%	4%	1%	3%	9%
In large crowds	31%	31%	28%	27%	37%	29%	24%	34%	28%	33%	35%	26%	35%
At school / college / work	3%	6%	1%	1%	3%	3%	6%	5%	5%	2%	2%	5%	6%
On public transport	19%	24%	17%	15%	19%	15%	21%	13%	19%	22%	23%	21%	14%
On dating apps / websites	17%	21%	17%	16%	14%	15%	16%	18%	16%	18%	12%	21%	16%
On the internet	13%	17%	11%	12%	10%	12%	15%	10%	12%	11%	13%	12%	22%
Other (Please Specify)	2%	1%	2%	1%	1%	1%	1%	4%	2%	2%	2%	1%	2%
Don't know	11%	12%	10%	13%	6%	13%	12%	9%	9%	10%	12%	14%	9%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) Have you ever been the victim of a crime?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	34%	36%	32%	22%	29%	35%	37%	40%	40%	32%	36%	37%	32%	46%
No	63%	62%	65%	75%	68%	63%	61%	59%	58%	67%	61%	61%	67%	52%
Prefer not to say	2%	2%	3%	3%	3%	2%	2%	1%	2%	2%	3%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) Have you ever been the victim of a crime?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	34%	37%	36%	31%	32%	33%	37%	29%	31%	36%	46%	56%	28%	*
No	63%	62%	61%	68%	64%	65%	60%	68%	67%	62%	51%	39%	67%	*
Prefer not to say	2%	1%	3%	1%	4%	1%	3%	3%	1%	2%	4%	5%	5%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.C) Have you ever been the victim of a crime?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	34%	32%	36%	36%	32%	36%	34%	31%	37%	37%	33%	30%	36%
No	63%	65%	62%	60%	66%	60%	65%	65%	60%	61%	66%	68%	64%
Prefer not to say	2%	3%	2%	4%	1%	3%	1%	4%	3%	2%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) You said you had been the victim of a crime. Did this take place online or in person?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	714	376	333	34	96	123	134	142	185	0	0	200	88	18
Weighted	689	358	326	63	99	119	125	114	168	0	0	195	85	17
Online	11%	14%	7%	23%	16%	12%	5%	6%	10%	8%	7%	12%	22%	15%
In person	77%	74%	80%	58%	67%	73%	85%	84%	81%	85%	77%	74%	67%	65%
Both	11%	11%	11%	19%	15%	14%	10%	8%	7%	6%	15%	12%	10%	20%
Prefer not to say	1%	1%	2%	0%	2%	1%	1%	1%	2%	1%	1%	1%	1%	0%

Note:

BASE: Respondents who have been a victim of a crime.

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) You said you had been the victim of a crime. Did this take place online or in person?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	714	214	196	123	176	281	343	65	266	184	85	11	72	0
Weighted	689	197	188	138	162	260	331	65	246	182	78	10	70	0
Online	11%	13%	8%	11%	10%	10%	13%	3%	12%	13%	9%	0%	4%	*
In person	77%	77%	76%	79%	76%	78%	76%	77%	77%	74%	78%	84%	76%	*
Both	11%	8%	15%	10%	12%	10%	10%	19%	11%	10%	14%	8%	18%	*
Prefer not to say	1%	1%	1%	0%	2%	2%	1%	1%	1%	3%	0%	8%	1%	*

Note:

BASE: Respondents who have been a victim of a crime.

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.C) You said you had been the victim of a crime. Did this take place online or in person?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	714	99	104	57	61	51	67	51	34	92	56	30	12
Weighted	689	91	94	57	59	51	61	51	30	82	61	30	22
Online	11%	13%	10%	13%	12%	13%	9%	12%	9%	9%	12%	10%	6%
In person	77%	67%	78%	78%	78%	73%	84%	80%	83%	77%	79%	76%	72%
Both	11%	19%	10%	9%	9%	12%	7%	8%	2%	14%	9%	15%	21%
Prefer not to say	1%	1%	3%	0%	1%	2%	0%	0%	6%	1%	0%	0%	0%

Note:

BASE: Respondents who have been a victim of a crime.

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) Thinking about how the Government should keep UK citizens safe from harm, which options would be most effective? Please select up to three

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Dont know	8%	8%	8%	13%	11%	6%	10%	6%	5%	10%	9%	9%	4%	7%
Increasing the number of police	53%	52%	54%	31%	38%	47%	59%	67%	71%	62%	55%	51%	38%	25%
Increasing foreign aid	5%	8%	3%	10%	9%	10%	2%	2%	1%	3%	3%	7%	13%	10%
Longer sentences for serious crimes	49%	46%	52%	38%	39%	49%	57%	53%	55%	56%	56%	41%	34%	33%
Diverting young people away from crime e.g through the provision of youth clubs	42%	39%	45%	40%	38%	42%	39%	38%	51%	43%	43%	42%	40%	41%
Working with international partners to stop terrorism	30%	30%	30%	24%	22%	26%	26%	39%	40%	31%	28%	31%	31%	24%
Reducing online harm	29%	25%	32%	36%	38%	30%	21%	23%	26%	24%	29%	33%	29%	41%
Reducing/minimising the impact of climate change	19%	21%	18%	28%	25%	21%	18%	14%	13%	12%	18%	23%	31%	27%
Improving Road Safety	15%	14%	16%	24%	22%	19%	12%	8%	6%	11%	15%	15%	24%	26%
Other (Please Specify)	3%	3%	2%	1%	1%	2%	2%	7%	3%	2%	2%	3%	2%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(40.B) Thinking about how the Government should keep UK citizens safe from harm, which options would be most effective? Please select up to three

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Dont know	8%	5%	8%	8%	13%	7%	7%	14%	5%	8%	8%	0%	16%	*
Increasing the number of police	53%	52%	55%	52%	55%	62%	50%	47%	65%	49%	44%	73%	47%	*
Increasing foreign aid	5%	7%	4%	6%	4%	3%	9%	3%	4%	8%	7%	0%	3%	*
Longer sentences for serious crimes	49%	41%	49%	53%	53%	60%	40%	51%	58%	46%	30%	62%	50%	*
Diverting young people away from crime e.g through the provision of youth clubs	42%	45%	43%	40%	38%	41%	44%	38%	41%	45%	38%	40%	42%	*
Working with international partners to stop terrorism	30%	35%	30%	26%	27%	32%	31%	24%	35%	25%	34%	14%	22%	*
Reducing online harm	29%	29%	29%	32%	26%	24%	32%	30%	25%	34%	31%	47%	26%	*
Reducing/minimising the impact of climate change	19%	24%	19%	18%	16%	15%	25%	15%	15%	24%	30%	21%	15%	*
Improving Road Safety	15%	17%	14%	17%	12%	12%	16%	13%	12%	16%	15%	5%	17%	*
Other (Please Specify)	3%	3%	3%	1%	3%	3%	3%	1%	3%	2%	2%	0%	2%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.C) Thinking about how the Government should keep UK citizens safe from harm, which options would be most effective? Please select up to three

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Dont know	8%	7%	7%	10%	6%	13%	9%	9%	9%	9%	9%	6%	6%
Increasing the number of police	53%	51%	54%	58%	56%	50%	57%	54%	54%	52%	47%	61%	39%
Increasing foreign aid	5%	9%	4%	1%	4%	4%	7%	6%	8%	8%	1%	7%	12%
Longer sentences for serious crimes	49%	43%	52%	47%	54%	54%	48%	50%	48%	49%	48%	50%	47%
Diverting young people away from crime e.g through the provision of youth clubs	42%	42%	43%	41%	40%	40%	49%	38%	39%	41%	40%	49%	44%
Working with international partners to stop terrorism	30%	28%	30%	32%	33%	27%	28%	26%	36%	31%	33%	30%	24%
Reducing online harm	29%	28%	31%	25%	30%	23%	27%	30%	20%	31%	31%	27%	40%
Reducing/minimising the impact of climate change	19%	23%	16%	19%	24%	17%	14%	17%	26%	22%	19%	16%	19%
Improving Road Safety	15%	22%	14%	9%	11%	18%	20%	15%	9%	7%	15%	14%	25%
Other (Please Specify)	3%	0%	3%	4%	4%	1%	2%	6%	3%	1%	4%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) Thinking about online content that is potentially harmful, but not specifically illegal, who or what is ultimately the cause of content like that being posted online?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
The person who shares or posts that content	20%	20%	19%	19%	20%	17%	23%	20%	19%	18%	20%	21%	18%	34%
The person who created that content	39%	36%	41%	27%	26%	41%	39%	48%	48%	41%	40%	37%	35%	23%
Societal trends	10%	11%	10%	14%	18%	10%	6%	7%	8%	9%	9%	10%	20%	6%
Tech companies	11%	12%	9%	10%	13%	11%	12%	8%	11%	8%	11%	13%	13%	18%
Insufficient teaching in school	4%	5%	3%	9%	5%	7%	3%	1%	2%	3%	5%	4%	6%	7%
Other (Please Specify)	1%	2%	1%	1%	0%	1%	2%	3%	1%	1%	1%	2%	1%	0%
Dont know	15%	13%	16%	20%	18%	12%	15%	12%	12%	20%	15%	13%	7%	13%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Thinking about online content that is potentially harmful, but not specifically illegal, who or what is ultimately the cause of content like that being posted online?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
The person who shares or posts that content	20%	19%	23%	18%	19%	21%	21%	14%	22%	19%	19%	27%	14%	*
The person who created that content	39%	41%	39%	37%	37%	41%	38%	35%	41%	37%	41%	34%	37%	*
Societal trends	10%	11%	10%	10%	10%	9%	11%	9%	10%	11%	14%	4%	10%	*
Tech companies	11%	14%	10%	10%	10%	11%	13%	7%	11%	14%	11%	16%	5%	*
Insufficient teaching in school	4%	5%	4%	5%	4%	3%	5%	3%	3%	7%	3%	0%	3%	*
Other (Please Specify)	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%	0%	4%	3%	*
Dont know	15%	9%	13%	18%	20%	14%	11%	30%	11%	12%	12%	14%	28%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.C) Thinking about online content that is potentially harmful, but not specifically illegal, who or what is ultimately the cause of content like that being posted online?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
The person who shares or posts that content	20%	25%	15%	13%	21%	25%	19%	20%	22%	21%	19%	20%	5%
The person who created that content	39%	34%	41%	45%	40%	34%	38%	41%	39%	33%	43%	40%	40%
Societal trends	10%	14%	10%	6%	11%	13%	13%	6%	10%	10%	7%	12%	9%
Tech companies	11%	13%	12%	13%	9%	9%	8%	11%	9%	11%	11%	12%	8%
Insufficient teaching in school	4%	5%	3%	4%	5%	3%	5%	4%	6%	5%	3%	5%	9%
Other (Please Specify)	1%	0%	1%	1%	2%	1%	2%	1%	2%	2%	2%	0%	3%
Dont know	15%	10%	17%	18%	14%	17%	14%	16%	12%	16%	15%	11%	26%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) Who should ultimately be responsible for defining what harmful content online is?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
The Government	17%	20%	14%	15%	15%	19%	18%	17%	18%	17%	14%	18%	23%	19%
Individuals and families	15%	17%	14%	13%	20%	17%	13%	15%	14%	13%	15%	16%	19%	15%
The police	9%	8%	9%	11%	12%	9%	6%	7%	6%	10%	8%	6%	9%	8%
Tech companies	15%	14%	15%	19%	16%	15%	13%	14%	12%	15%	16%	13%	15%	11%
The online regulator (Ofcom)	30%	28%	32%	25%	19%	27%	33%	33%	40%	29%	32%	32%	23%	32%
Other (Please Specify)	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%
Dont know	14%	13%	16%	17%	18%	12%	17%	14%	9%	17%	15%	13%	10%	15%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) Who should ultimately be responsible for defining what harmful content online is?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
The Government	17%	23%	16%	12%	15%	17%	17%	16%	18%	18%	21%	30%	12%	*
Individuals and families	15%	14%	15%	16%	16%	17%	15%	15%	16%	15%	14%	5%	14%	*
The police	9%	7%	8%	10%	10%	8%	7%	10%	8%	9%	3%	4%	11%	*
Tech companies	15%	13%	14%	17%	15%	14%	17%	8%	14%	17%	15%	26%	10%	*
The online regulator (Ofcom)	30%	31%	31%	31%	26%	31%	32%	23%	34%	27%	34%	24%	23%	*
Other (Please Specify)	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	5%	2%	*
Dont know	14%	12%	15%	14%	16%	12%	12%	27%	10%	13%	13%	4%	28%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) Who should ultimately be responsible for defining what harmful content online is?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
The Government	17%	17%	19%	19%	19%	16%	20%	19%	13%	13%	15%	13%	14%
Individuals and families	15%	16%	14%	16%	8%	18%	11%	14%	14%	20%	13%	23%	22%
The police	9%	8%	6%	7%	7%	6%	13%	6%	9%	12%	12%	6%	9%
Tech companies	15%	20%	15%	9%	18%	15%	9%	15%	18%	12%	18%	9%	11%
The online regulator (Ofcom)	30%	27%	33%	35%	31%	23%	31%	28%	37%	27%	30%	34%	27%
Other (Please Specify)	1%	0%	0%	0%	2%	1%	2%	3%	0%	0%	0%	0%	0%
Dont know	14%	13%	13%	13%	14%	22%	14%	15%	8%	15%	13%	15%	18%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) Some people believe that using aliases or guest accounts online helps protect their privacy and any sensitive information whilst others believe that this enables bad actors to say and do things that they would otherwise avoid. The Government are currently considering requiring everyone to engage online using their own name, would this make you more or less likely to use the internet?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
More likely	25%	30%	20%	31%	35%	34%	17%	17%	18%	18%	17%	28%	50%	35%
Less likely	12%	12%	12%	21%	18%	13%	12%	8%	5%	9%	14%	13%	11%	26%
It would make no difference	54%	51%	57%	35%	37%	45%	64%	68%	70%	62%	59%	52%	34%	39%
Dont know	9%	7%	11%	13%	10%	8%	8%	7%	7%	11%	9%	7%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) Some people believe that using aliases or guest accounts online helps protect their privacy and any sensitive information whilst others believe that this enables bad actors to say and do things that they would otherwise avoid. The Government are currently considering requiring everyone to engage online using their own name, would this make you more or less likely to use the internet?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
More likely	25%	36%	21%	26%	18%	24%	30%	14%	25%	27%	28%	16%	11%	*
Less likely	12%	12%	10%	15%	13%	11%	12%	16%	9%	16%	9%	25%	13%	*
It would make no difference	54%	48%	61%	50%	55%	58%	51%	58%	59%	48%	54%	59%	63%	*
Dont know	9%	5%	7%	9%	14%	8%	7%	13%	6%	9%	9%	0%	12%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.C) Some people believe that using aliases or guest accounts online helps protect their privacy and any sensitive information whilst others believe that this enables bad actors to say and do things that they would otherwise avoid. The Government are currently considering requiring everyone to engage online using their own name, would this make you more or less likely to use the internet?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
More likely	25%	35%	25%	12%	19%	19%	23%	26%	33%	31%	25%	20%	35%
Less likely	12%	17%	11%	11%	13%	13%	12%	12%	9%	10%	8%	14%	17%
It would make no difference	54%	44%	55%	65%	60%	59%	56%	54%	50%	46%	58%	57%	43%
Dont know	9%	4%	9%	12%	8%	9%	9%	8%	8%	13%	8%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) If the Government or internet companies required everyone to engage online using their own name, would this make you more or less likely to use the internet?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
More likely	23%	28%	19%	27%	32%	34%	16%	16%	17%	15%	19%	27%	45%	32%
Less likely	13%	14%	12%	21%	21%	11%	12%	9%	6%	11%	14%	13%	14%	28%
No difference	57%	53%	61%	43%	39%	49%	66%	69%	73%	66%	61%	55%	39%	37%
Dont know	6%	5%	8%	9%	8%	7%	6%	6%	4%	9%	7%	5%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) If the Government or internet companies required everyone to engage online using their own name, would this make you more or less likely to use the internet?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
More likely	23%	31%	21%	26%	16%	22%	27%	14%	24%	24%	28%	29%	12%	*
Less likely	13%	14%	11%	13%	15%	13%	13%	12%	10%	16%	10%	20%	12%	*
No difference	57%	53%	62%	55%	58%	60%	55%	63%	61%	53%	57%	52%	67%	*
Dont know	6%	3%	6%	7%	11%	6%	5%	11%	4%	7%	5%	0%	9%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.C) If the Government or internet companies required everyone to engage online using their own name, would this make you more or less likely to use the internet?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
More likely	23%	34%	20%	14%	18%	20%	24%	23%	33%	25%	23%	16%	32%
Less likely	13%	16%	13%	12%	9%	11%	14%	11%	12%	17%	9%	19%	14%
No difference	57%	46%	63%	65%	66%	58%	56%	55%	49%	52%	63%	60%	51%
Dont know	6%	4%	4%	10%	7%	11%	5%	11%	7%	6%	6%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) Some people believe that everyone that uses the internet should have a personal account which requires them to display their real name, and to register their real address, their date of birth and other basic personal information. Do you support or oppose this idea?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Strongly support	27%	32%	23%	20%	28%	31%	24%	32%	28%	23%	25%	25%	44%	34%
Support	22%	23%	22%	16%	23%	25%	25%	18%	24%	24%	21%	24%	22%	18%
Neither support nor oppose	23%	20%	26%	26%	21%	24%	22%	24%	21%	23%	24%	23%	17%	25%
Oppose	10%	9%	12%	12%	10%	7%	11%	10%	12%	10%	11%	12%	8%	7%
Strongly oppose	10%	10%	9%	12%	12%	8%	10%	10%	7%	10%	12%	8%	6%	11%
Don't Know	8%	7%	9%	15%	7%	5%	8%	6%	8%	11%	8%	8%	3%	5%
Total Support:	49%	54%	45%	36%	51%	56%	49%	50%	52%	46%	46%	49%	66%	52%
Total Oppose:	20%	19%	20%	24%	21%	15%	21%	20%	20%	20%	23%	20%	14%	19%
Net:	29%	35%	24%	12%	29%	41%	29%	29%	32%	26%	23%	29%	52%	33%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Some people believe that everyone that uses the internet should have a personal account which requires them to display their real name, and to register their real address, their date of birth and other basic personal information. Do you support or oppose this idea?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Strongly support	27%	34%	26%	26%	22%	26%	32%	18%	30%	26%	34%	17%	16%	*
Support	22%	24%	23%	24%	18%	24%	22%	21%	25%	24%	19%	25%	17%	*
Neither support nor oppose	23%	21%	24%	20%	26%	25%	19%	26%	24%	21%	19%	16%	30%	*
Oppose	10%	10%	11%	9%	11%	8%	12%	13%	8%	9%	18%	14%	15%	*
Strongly oppose	10%	6%	8%	11%	14%	11%	8%	11%	9%	10%	5%	10%	11%	*
Don't Know	8%	5%	8%	10%	10%	5%	7%	12%	4%	9%	5%	18%	12%	*
Total Support:	49%	57%	49%	51%	40%	51%	54%	38%	56%	50%	53%	43%	33%	*
Total Oppose:	20%	17%	19%	20%	25%	19%	19%	24%	17%	20%	23%	23%	26%	*
Net:	29%	41%	30%	31%	15%	32%	35%	14%	39%	31%	29%	20%	7%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.C) Some people believe that everyone that uses the internet should have a personal account which requires them to display their real name, and to register their real address, their date of birth and other basic personal information. Do you support or oppose this idea?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Strongly support	27%	32%	25%	24%	21%	21%	22%	26%	37%	28%	31%	33%	44%
Support	22%	21%	20%	18%	30%	17%	30%	18%	19%	23%	19%	23%	29%
Neither support nor oppose	23%	17%	26%	24%	26%	31%	26%	25%	18%	23%	16%	24%	14%
Oppose	10%	11%	12%	13%	7%	12%	8%	14%	10%	7%	15%	7%	0%
Strongly oppose	10%	11%	8%	14%	7%	11%	7%	8%	9%	9%	11%	10%	8%
Don't Know	8%	8%	8%	7%	9%	9%	6%	10%	9%	9%	8%	3%	6%
Total Support:	49%	53%	45%	42%	50%	38%	53%	43%	55%	52%	50%	56%	72%
Total Oppose:	20%	22%	21%	27%	15%	23%	15%	22%	18%	16%	26%	18%	8%
Net:	29%	32%	24%	15%	36%	15%	37%	21%	37%	35%	24%	38%	65%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Use Google Search

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
More likely	20%	24%	16%	24%	28%	28%	16%	11%	12%	15%	13%	21%	42%	15%
No difference	63%	61%	66%	53%	53%	58%	68%	70%	73%	66%	70%	62%	48%	56%
Less likely	11%	11%	11%	14%	14%	8%	10%	13%	9%	10%	10%	12%	8%	28%
Dont know	6%	5%	7%	9%	5%	6%	6%	6%	6%	9%	8%	5%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Use Google Search

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
More likely	20%	26%	15%	22%	16%	18%	22%	15%	19%	23%	22%	17%	16%	*
No difference	63%	62%	69%	60%	61%	67%	62%	62%	68%	59%	67%	74%	64%	*
Less likely	11%	10%	10%	11%	14%	9%	12%	14%	9%	12%	5%	9%	12%	*
Dont know	6%	3%	6%	6%	9%	6%	4%	8%	4%	6%	6%	0%	8%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.C) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Use Google Search

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
More likely	20%	33%	15%	12%	16%	13%	20%	19%	24%	23%	14%	17%	26%
No difference	63%	52%	64%	70%	66%	67%	62%	61%	64%	60%	73%	65%	65%
Less likely	11%	12%	15%	9%	11%	13%	12%	10%	9%	10%	9%	11%	6%
Dont know	6%	3%	6%	9%	6%	8%	7%	10%	3%	6%	5%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Open a social media account

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
More likely	19%	22%	15%	26%	30%	28%	13%	9%	7%	12%	15%	18%	41%	15%
No difference	59%	58%	60%	51%	48%	55%	65%	67%	66%	63%	61%	60%	44%	64%
Less likely	17%	15%	18%	16%	18%	12%	16%	19%	19%	17%	17%	16%	14%	21%
Dont know	6%	5%	7%	8%	4%	5%	6%	5%	8%	8%	7%	6%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Open a social media account

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
More likely	19%	23%	16%	19%	16%	15%	22%	15%	17%	21%	19%	17%	12%	*
No difference	59%	58%	64%	59%	55%	61%	57%	61%	63%	56%	61%	60%	64%	*
Less likely	17%	16%	14%	17%	20%	17%	16%	19%	15%	16%	16%	23%	16%	*
Dont know	6%	3%	6%	5%	9%	6%	5%	6%	5%	7%	4%	0%	7%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.C) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Open a social media account

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
More likely	19%	30%	15%	9%	13%	14%	16%	17%	26%	22%	18%	11%	37%
No difference	59%	48%	59%	62%	64%	62%	62%	59%	57%	57%	63%	67%	49%
Less likely	17%	18%	21%	23%	16%	17%	16%	15%	12%	14%	13%	16%	11%
Dont know	6%	4%	5%	6%	7%	7%	6%	8%	5%	7%	6%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Use online forums such as reddit, the student room etc.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
More likely	15%	20%	11%	25%	28%	24%	7%	5%	3%	9%	10%	16%	36%	22%
No difference	57%	56%	59%	46%	47%	56%	67%	63%	62%	61%	60%	58%	47%	54%
Less likely	17%	15%	18%	20%	19%	12%	14%	20%	18%	15%	18%	16%	14%	24%
Dont know	11%	9%	12%	9%	6%	8%	12%	12%	17%	15%	11%	9%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Use online forums such as reddit, the student room etc.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
More likely	15%	20%	12%	17%	11%	12%	18%	10%	14%	17%	20%	17%	8%	*
No difference	57%	59%	61%	54%	55%	58%	58%	59%	59%	57%	60%	44%	61%	*
Less likely	17%	15%	16%	17%	21%	17%	16%	20%	17%	16%	11%	34%	19%	*
Dont know	11%	7%	12%	12%	13%	13%	8%	11%	10%	10%	9%	5%	12%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.C) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Use online forums such as reddit, the student room etc.

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
More likely	15%	30%	12%	6%	12%	9%	14%	16%	19%	16%	12%	6%	20%
No difference	57%	46%	57%	58%	59%	63%	59%	54%	58%	56%	66%	62%	60%
Less likely	17%	18%	18%	20%	19%	15%	14%	16%	16%	18%	12%	21%	14%
Dont know	11%	6%	13%	16%	11%	13%	13%	14%	7%	10%	10%	10%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Play online multiplayer games

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
More likely	14%	19%	9%	22%	24%	26%	8%	3%	2%	8%	7%	15%	37%	21%
No difference	60%	58%	62%	52%	52%	57%	69%	66%	65%	65%	64%	62%	45%	51%
Less likely	16%	14%	17%	15%	18%	9%	12%	21%	19%	13%	18%	15%	15%	21%
Dont know	10%	9%	12%	11%	6%	8%	11%	10%	14%	13%	11%	8%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Play online multiplayer games

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
More likely	14%	17%	10%	18%	10%	11%	18%	9%	13%	16%	17%	12%	7%	*
No difference	60%	60%	64%	56%	60%	60%	60%	64%	61%	61%	60%	64%	67%	*
Less likely	16%	16%	16%	17%	15%	18%	14%	18%	18%	14%	11%	19%	15%	*
Dont know	10%	6%	11%	9%	15%	11%	8%	9%	8%	9%	11%	5%	11%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.C) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Play online multiplayer games

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
More likely	14%	24%	12%	7%	8%	10%	12%	14%	21%	17%	10%	11%	17%
No difference	60%	52%	58%	61%	66%	68%	59%	61%	60%	55%	68%	61%	69%
Less likely	16%	17%	19%	20%	15%	12%	17%	14%	13%	17%	14%	19%	8%
Dont know	10%	7%	12%	12%	11%	10%	12%	12%	7%	11%	9%	9%	6%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Shop or sell on online marketplaces e.g Ebay, Depop etc

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
More likely	21%	25%	17%	30%	25%	29%	17%	14%	13%	16%	17%	20%	42%	27%
No difference	60%	58%	63%	49%	53%	58%	65%	65%	69%	65%	64%	63%	47%	42%
Less likely	12%	12%	12%	11%	17%	7%	12%	15%	10%	11%	11%	11%	11%	31%
Dont know	7%	6%	7%	9%	5%	5%	6%	6%	8%	9%	7%	6%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Shop or sell on online marketplaces e.g Ebay, Depop etc

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
More likely	21%	25%	16%	24%	18%	19%	24%	15%	21%	23%	24%	17%	15%	*
No difference	60%	60%	65%	58%	57%	63%	59%	64%	64%	58%	63%	69%	64%	*
Less likely	12%	10%	11%	12%	15%	12%	11%	15%	10%	12%	9%	14%	13%	*
Dont know	7%	4%	7%	6%	10%	6%	5%	7%	5%	7%	5%	0%	8%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.C) If the Government or internet companies required everyone to create an account to use the internet - registering their own name, address and other basic personal information - would this make you more or less likely to do any of the following:: Shop or sell on online marketplaces e.g Ebay, Depop etc

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
More likely	21%	32%	17%	13%	16%	17%	22%	18%	30%	24%	17%	13%	34%
No difference	60%	50%	62%	67%	65%	60%	55%	62%	60%	59%	67%	70%	54%
Less likely	12%	14%	15%	12%	12%	13%	15%	12%	6%	9%	10%	10%	9%
Dont know	7%	4%	6%	8%	7%	11%	8%	8%	4%	7%	7%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your credit card details

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	53%	48%	57%	39%	39%	43%	55%	68%	70%	52%	57%	54%	41%	27%
Somewhat less likely to try it	14%	13%	15%	17%	13%	15%	17%	11%	11%	14%	16%	14%	14%	11%
Neither more or less likely to try it	19%	21%	17%	24%	24%	23%	17%	15%	12%	21%	19%	18%	17%	32%
Somewhat more likely to try it	5%	8%	3%	8%	11%	6%	4%	2%	1%	3%	2%	5%	15%	18%
Significantly more likely to try it	4%	6%	2%	7%	7%	8%	2%	0%	2%	2%	2%	5%	11%	12%
Don't Know	5%	5%	6%	5%	6%	6%	6%	4%	4%	7%	4%	5%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your credit card details

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	53%	50%	57%	53%	51%	57%	51%	48%	56%	46%	55%	60%	54%	*
Somewhat less likely to try it	14%	14%	14%	15%	13%	12%	16%	14%	13%	16%	13%	10%	15%	*
Neither more or less likely to try it	19%	18%	19%	18%	20%	19%	17%	26%	18%	22%	13%	21%	20%	*
Somewhat more likely to try it	5%	8%	3%	6%	4%	3%	7%	4%	5%	6%	8%	0%	4%	*
Significantly more likely to try it	4%	6%	3%	4%	3%	4%	5%	1%	5%	4%	7%	0%	0%	*
Don't Know	5%	3%	4%	4%	9%	5%	4%	7%	3%	6%	3%	10%	8%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your credit card details

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	53%	43%	64%	59%	63%	41%	48%	49%	39%	52%	57%	55%	63%
Somewhat less likely to try it	14%	14%	10%	13%	8%	14%	16%	13%	15%	19%	12%	18%	23%
Neither more or less likely to try it	19%	19%	16%	16%	19%	27%	21%	19%	26%	18%	19%	17%	7%
Somewhat more likely to try it	5%	13%	3%	2%	5%	8%	6%	4%	10%	2%	2%	3%	0%
Significantly more likely to try it	4%	8%	3%	3%	3%	4%	4%	6%	1%	4%	5%	2%	3%
Don't Know	5%	3%	4%	8%	3%	7%	5%	9%	8%	5%	5%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your passport details

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	49%	44%	54%	36%	38%	38%	52%	64%	64%	47%	56%	51%	39%	27%
Somewhat less likely to try it	14%	14%	14%	16%	12%	18%	14%	11%	13%	13%	15%	14%	15%	13%
Neither more or less likely to try it	20%	22%	19%	24%	24%	22%	21%	19%	13%	25%	18%	19%	17%	25%
Somewhat more likely to try it	5%	7%	4%	12%	9%	7%	3%	1%	3%	4%	3%	6%	11%	23%
Significantly more likely to try it	5%	8%	2%	6%	10%	8%	2%	1%	2%	2%	3%	4%	15%	12%
Don't Know	6%	6%	7%	6%	6%	7%	8%	4%	5%	9%	4%	6%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your passport details

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	49%	50%	55%	45%	46%	51%	49%	49%	51%	44%	53%	53%	52%	*
Somewhat less likely to try it	14%	12%	15%	16%	13%	14%	14%	14%	14%	16%	14%	21%	14%	*
Neither more or less likely to try it	20%	18%	18%	24%	22%	21%	19%	26%	19%	23%	14%	15%	24%	*
Somewhat more likely to try it	5%	8%	5%	4%	5%	4%	8%	3%	5%	7%	5%	0%	3%	*
Significantly more likely to try it	5%	8%	3%	5%	3%	4%	6%	2%	6%	4%	8%	5%	0%	*
Don't Know	6%	3%	4%	6%	11%	7%	4%	7%	5%	6%	5%	4%	7%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your passport details

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	49%	44%	55%	55%	56%	42%	53%	42%	37%	44%	51%	55%	55%
Somewhat less likely to try it	14%	16%	12%	12%	11%	16%	11%	16%	21%	18%	12%	10%	20%
Neither more or less likely to try it	20%	17%	16%	20%	20%	29%	20%	22%	26%	23%	19%	25%	11%
Somewhat more likely to try it	5%	10%	8%	1%	5%	5%	6%	5%	6%	4%	3%	2%	8%
Significantly more likely to try it	5%	10%	2%	4%	3%	3%	6%	4%	6%	6%	6%	3%	3%
Don't Know	6%	3%	6%	8%	5%	5%	5%	11%	4%	5%	9%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your address

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	34%	30%	38%	29%	31%	26%	33%	44%	41%	34%	37%	33%	29%	25%
Somewhat less likely to try it	20%	19%	21%	19%	14%	21%	24%	16%	23%	18%	21%	20%	20%	17%
Neither more or less likely to try it	30%	32%	28%	31%	28%	31%	29%	35%	26%	32%	31%	29%	24%	27%
Somewhat more likely to try it	6%	7%	4%	7%	12%	7%	3%	2%	3%	4%	3%	7%	10%	12%
Significantly more likely to try it	6%	8%	3%	9%	8%	10%	3%	1%	3%	3%	3%	6%	16%	18%
Don't Know	5%	5%	6%	5%	7%	6%	7%	3%	4%	8%	5%	6%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your address

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	34%	35%	34%	33%	34%	36%	34%	31%	35%	32%	34%	48%	31%	*
Somewhat less likely to try it	20%	20%	23%	20%	16%	20%	20%	19%	20%	19%	23%	20%	22%	*
Neither more or less likely to try it	30%	27%	30%	30%	32%	31%	28%	35%	29%	32%	25%	16%	34%	*
Somewhat more likely to try it	6%	6%	5%	5%	6%	5%	7%	4%	6%	5%	5%	11%	4%	*
Significantly more likely to try it	6%	9%	4%	8%	2%	4%	7%	3%	6%	6%	9%	0%	1%	*
Don't Know	5%	3%	5%	4%	10%	5%	4%	8%	4%	6%	4%	4%	8%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your address

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	34%	32%	37%	37%	38%	30%	32%	34%	28%	30%	42%	39%	24%
Somewhat less likely to try it	20%	20%	21%	20%	23%	19%	17%	19%	20%	21%	12%	23%	31%
Neither more or less likely to try it	30%	24%	29%	28%	28%	37%	32%	25%	31%	34%	32%	28%	30%
Somewhat more likely to try it	6%	10%	5%	4%	5%	7%	8%	4%	9%	4%	2%	1%	6%
Significantly more likely to try it	6%	11%	4%	6%	3%	3%	6%	5%	6%	7%	5%	2%	6%
Don't Know	5%	3%	5%	5%	3%	4%	5%	13%	5%	5%	6%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: A photo of yourself

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	32%	28%	35%	22%	22%	22%	35%	43%	45%	30%	37%	32%	23%	25%
Somewhat less likely to try it	20%	18%	21%	17%	19%	22%	24%	20%	18%	20%	20%	21%	19%	15%
Neither more or less likely to try it	29%	30%	29%	33%	29%	31%	27%	30%	28%	34%	29%	28%	24%	35%
Somewhat more likely to try it	7%	10%	4%	8%	11%	10%	4%	3%	3%	5%	5%	5%	16%	13%
Significantly more likely to try it	7%	9%	5%	10%	13%	10%	4%	2%	3%	3%	5%	6%	17%	13%
Don't Know	5%	5%	6%	9%	7%	5%	6%	3%	4%	8%	4%	7%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: A photo of yourself

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	32%	33%	34%	31%	31%	35%	30%	31%	35%	26%	35%	42%	33%	*
Somewhat less likely to try it	20%	18%	24%	19%	19%	19%	21%	19%	19%	21%	23%	15%	23%	*
Neither more or less likely to try it	29%	26%	29%	32%	30%	29%	28%	37%	29%	33%	20%	21%	31%	*
Somewhat more likely to try it	7%	9%	5%	7%	6%	6%	8%	5%	7%	7%	6%	11%	4%	*
Significantly more likely to try it	7%	10%	4%	8%	5%	6%	8%	2%	7%	7%	12%	6%	1%	*
Don't Know	5%	3%	4%	5%	10%	5%	4%	7%	4%	7%	3%	4%	7%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: A photo of yourself

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	32%	28%	38%	36%	36%	30%	30%	29%	28%	24%	36%	37%	34%
Somewhat less likely to try it	20%	17%	17%	19%	22%	16%	22%	22%	18%	23%	21%	26%	20%
Neither more or less likely to try it	29%	27%	29%	32%	29%	35%	28%	24%	40%	33%	27%	26%	27%
Somewhat more likely to try it	7%	12%	8%	3%	5%	10%	8%	5%	4%	6%	4%	3%	3%
Significantly more likely to try it	7%	12%	4%	6%	4%	5%	8%	9%	6%	7%	5%	2%	9%
Don't Know	5%	4%	6%	5%	4%	4%	4%	10%	5%	6%	7%	7%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your income

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	35%	30%	39%	25%	25%	27%	36%	47%	46%	32%	37%	36%	27%	23%
Somewhat less likely to try it	20%	19%	21%	21%	19%	20%	21%	18%	20%	17%	20%	23%	22%	7%
Neither more or less likely to try it	30%	32%	29%	32%	28%	31%	31%	31%	28%	36%	32%	27%	21%	38%
Somewhat more likely to try it	5%	7%	3%	6%	13%	8%	4%	1%	2%	3%	3%	5%	15%	23%
Significantly more likely to try it	5%	8%	2%	9%	8%	8%	1%	0%	2%	3%	1%	5%	14%	9%
Don't Know	5%	5%	6%	7%	7%	7%	7%	3%	3%	9%	6%	4%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your income

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	35%	33%	38%	34%	34%	38%	33%	30%	36%	33%	30%	45%	34%	*
Somewhat less likely to try it	20%	22%	22%	20%	16%	19%	21%	21%	20%	21%	25%	10%	22%	*
Neither more or less likely to try it	30%	27%	29%	30%	34%	31%	28%	35%	30%	30%	25%	29%	35%	*
Somewhat more likely to try it	5%	9%	3%	5%	4%	4%	7%	2%	5%	6%	10%	6%	2%	*
Significantly more likely to try it	5%	7%	3%	5%	3%	3%	6%	2%	5%	5%	6%	0%	1%	*
Don't Know	5%	3%	4%	6%	9%	5%	4%	9%	4%	6%	4%	10%	7%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your income

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	35%	27%	39%	40%	42%	26%	35%	28%	28%	33%	39%	38%	41%
Somewhat less likely to try it	20%	22%	22%	20%	17%	16%	18%	25%	22%	20%	16%	18%	27%
Neither more or less likely to try it	30%	25%	28%	28%	31%	41%	32%	29%	33%	31%	34%	31%	21%
Somewhat more likely to try it	5%	12%	2%	3%	3%	6%	6%	4%	11%	4%	2%	5%	5%
Significantly more likely to try it	5%	9%	4%	2%	3%	6%	4%	4%	0%	6%	4%	3%	3%
Don't Know	5%	4%	5%	7%	4%	5%	5%	10%	6%	6%	5%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your place of work

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	28%	24%	31%	27%	26%	24%	29%	37%	26%	22%	33%	29%	24%	23%
Somewhat less likely to try it	18%	16%	20%	18%	18%	22%	20%	17%	12%	16%	19%	19%	20%	8%
Neither more or less likely to try it	36%	38%	34%	30%	28%	30%	36%	39%	49%	45%	35%	33%	24%	34%
Somewhat more likely to try it	6%	8%	5%	10%	10%	8%	5%	2%	2%	3%	3%	8%	13%	12%
Significantly more likely to try it	5%	8%	2%	7%	10%	9%	2%	1%	2%	2%	4%	3%	16%	18%
Don't Know	8%	7%	8%	8%	8%	7%	8%	5%	9%	11%	7%	8%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your place of work

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	28%	27%	31%	29%	25%	28%	28%	28%	27%	29%	25%	35%	28%	*
Somewhat less likely to try it	18%	18%	22%	18%	14%	15%	20%	19%	17%	19%	17%	14%	19%	*
Neither more or less likely to try it	36%	33%	34%	36%	40%	40%	32%	39%	38%	34%	36%	29%	41%	*
Somewhat more likely to try it	6%	9%	5%	5%	5%	5%	8%	3%	6%	7%	9%	6%	2%	*
Significantly more likely to try it	5%	8%	3%	6%	3%	4%	6%	2%	6%	4%	6%	6%	0%	*
Don't Know	8%	6%	6%	6%	13%	8%	6%	10%	6%	7%	6%	10%	9%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your place of work

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	28%	30%	29%	34%	28%	19%	22%	23%	17%	24%	35%	35%	38%
Somewhat less likely to try it	18%	18%	18%	15%	16%	24%	17%	19%	26%	17%	16%	16%	12%
Neither more or less likely to try it	36%	24%	36%	34%	41%	37%	39%	32%	46%	41%	35%	40%	35%
Somewhat more likely to try it	6%	14%	4%	3%	6%	9%	10%	6%	4%	3%	2%	0%	3%
Significantly more likely to try it	5%	11%	4%	4%	3%	2%	3%	7%	4%	6%	4%	1%	9%
Don't Know	8%	4%	8%	9%	6%	10%	9%	13%	4%	9%	7%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(57.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your name (as it appears on your birth certificate)

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	16%	14%	18%	12%	16%	14%	15%	23%	17%	15%	16%	16%	16%	11%
Somewhat less likely to try it	12%	12%	13%	12%	12%	15%	12%	9%	13%	12%	13%	13%	13%	5%
Neither more or less likely to try it	51%	50%	52%	47%	44%	45%	53%	56%	57%	54%	53%	50%	39%	66%
Somewhat more likely to try it	9%	10%	7%	14%	12%	11%	7%	5%	5%	7%	9%	11%	11%	10%
Significantly more likely to try it	7%	9%	5%	9%	10%	10%	5%	3%	5%	4%	4%	6%	20%	8%
Don't Know	5%	4%	6%	5%	6%	5%	7%	4%	4%	8%	5%	4%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(57.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your name (as it appears on your birth certificate)

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	16%	16%	15%	18%	16%	16%	16%	18%	15%	15%	18%	30%	15%	*
Somewhat less likely to try it	12%	14%	14%	11%	10%	14%	12%	7%	13%	13%	9%	9%	12%	*
Neither more or less likely to try it	51%	48%	54%	50%	50%	52%	49%	56%	51%	50%	50%	56%	58%	*
Somewhat more likely to try it	9%	11%	7%	9%	9%	9%	10%	7%	10%	9%	10%	5%	5%	*
Significantly more likely to try it	7%	9%	6%	6%	6%	5%	9%	5%	7%	7%	9%	0%	3%	*
Don't Know	5%	2%	4%	5%	10%	4%	5%	7%	3%	6%	4%	0%	7%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your name (as it appears on your birth certificate)

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	16%	18%	20%	16%	21%	11%	16%	12%	11%	14%	16%	21%	8%
Somewhat less likely to try it	12%	10%	13%	14%	9%	19%	12%	10%	10%	15%	11%	11%	15%
Neither more or less likely to try it	51%	43%	50%	48%	52%	52%	52%	54%	56%	53%	54%	51%	50%
Somewhat more likely to try it	9%	13%	8%	8%	10%	8%	11%	8%	7%	7%	6%	4%	17%
Significantly more likely to try it	7%	13%	6%	7%	4%	6%	6%	5%	10%	6%	8%	3%	6%
Don't Know	5%	2%	4%	7%	5%	5%	3%	11%	5%	5%	5%	9%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your sexual orientation

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	15%	16%	14%	12%	15%	10%	17%	21%	15%	13%	16%	14%	16%	16%
Somewhat less likely to try it	10%	9%	11%	10%	11%	11%	8%	8%	10%	6%	10%	11%	15%	7%
Neither more or less likely to try it	56%	53%	59%	48%	44%	56%	59%	63%	64%	63%	60%	54%	39%	48%
Somewhat more likely to try it	7%	9%	6%	11%	14%	9%	6%	3%	3%	6%	5%	9%	12%	12%
Significantly more likely to try it	6%	8%	4%	11%	9%	9%	4%	3%	3%	3%	4%	5%	16%	17%
Don't Know	6%	5%	7%	8%	7%	6%	5%	2%	5%	8%	5%	6%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your sexual orientation

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	15%	16%	15%	13%	15%	16%	15%	16%	14%	14%	15%	31%	13%	*
Somewhat less likely to try it	10%	15%	8%	10%	6%	8%	11%	9%	10%	12%	10%	4%	8%	*
Neither more or less likely to try it	56%	50%	62%	56%	56%	60%	54%	56%	58%	55%	52%	54%	62%	*
Somewhat more likely to try it	7%	8%	8%	8%	7%	6%	9%	7%	8%	8%	7%	5%	6%	*
Significantly more likely to try it	6%	9%	3%	7%	6%	6%	7%	5%	6%	5%	9%	6%	3%	*
Don't Know	6%	3%	4%	5%	11%	5%	4%	8%	3%	5%	6%	0%	8%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your sexual orientation

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	15%	17%	16%	16%	20%	9%	15%	9%	9%	13%	20%	18%	6%
Somewhat less likely to try it	10%	10%	12%	9%	8%	5%	11%	13%	17%	11%	6%	4%	12%
Neither more or less likely to try it	56%	44%	55%	56%	57%	67%	55%	55%	62%	58%	58%	63%	55%
Somewhat more likely to try it	7%	11%	9%	7%	9%	7%	7%	7%	6%	4%	6%	4%	11%
Significantly more likely to try it	6%	13%	3%	4%	2%	4%	8%	6%	3%	6%	6%	5%	9%
Don't Know	6%	4%	5%	7%	4%	7%	4%	11%	3%	7%	5%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your age

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	9%	8%	9%	6%	10%	7%	7%	11%	10%	7%	10%	7%	10%	7%
Somewhat less likely to try it	8%	8%	9%	9%	10%	10%	6%	7%	9%	7%	8%	9%	11%	9%
Neither more or less likely to try it	61%	58%	63%	52%	47%	57%	70%	68%	68%	65%	65%	61%	43%	49%
Somewhat more likely to try it	10%	12%	8%	13%	18%	10%	7%	7%	6%	8%	8%	11%	16%	29%
Significantly more likely to try it	7%	9%	5%	13%	9%	11%	5%	3%	3%	4%	5%	6%	19%	6%
Don't Know	5%	4%	6%	7%	6%	5%	5%	4%	4%	9%	4%	5%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your age

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	9%	9%	10%	9%	7%	8%	9%	11%	9%	7%	10%	15%	9%	*
Somewhat less likely to try it	8%	10%	7%	8%	8%	9%	8%	7%	9%	10%	7%	4%	7%	*
Neither more or less likely to try it	61%	56%	65%	60%	61%	63%	58%	63%	62%	60%	58%	69%	69%	*
Somewhat more likely to try it	10%	11%	10%	10%	8%	9%	11%	9%	10%	10%	13%	11%	7%	*
Significantly more likely to try it	7%	11%	4%	8%	5%	6%	9%	4%	8%	7%	7%	0%	2%	*
Don't Know	5%	3%	4%	5%	11%	5%	4%	6%	4%	6%	6%	0%	6%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your age

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	9%	9%	9%	8%	11%	5%	10%	5%	8%	8%	11%	13%	3%
Somewhat less likely to try it	8%	11%	9%	7%	8%	6%	9%	8%	9%	7%	8%	6%	14%
Neither more or less likely to try it	61%	49%	65%	63%	63%	68%	56%	59%	60%	65%	63%	68%	51%
Somewhat more likely to try it	10%	15%	8%	9%	8%	12%	14%	9%	13%	8%	6%	3%	18%
Significantly more likely to try it	7%	14%	6%	6%	6%	2%	6%	9%	5%	7%	7%	3%	11%
Don't Know	5%	3%	4%	7%	5%	7%	5%	10%	4%	5%	5%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your ethnicity

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	10%	12%	9%	10%	12%	8%	9%	13%	10%	8%	11%	10%	14%	11%
Somewhat less likely to try it	9%	10%	9%	14%	12%	7%	8%	6%	8%	6%	11%	8%	16%	10%
Neither more or less likely to try it	60%	55%	65%	45%	44%	61%	65%	72%	70%	68%	64%	59%	38%	50%
Somewhat more likely to try it	8%	10%	7%	16%	15%	8%	6%	3%	5%	6%	6%	11%	14%	20%
Significantly more likely to try it	6%	8%	5%	8%	10%	10%	5%	3%	3%	4%	4%	6%	16%	9%
Don't Know	6%	5%	6%	7%	7%	5%	7%	3%	4%	8%	4%	6%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your ethnicity

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	10%	13%	9%	10%	10%	11%	10%	13%	9%	10%	11%	21%	12%	*
Somewhat less likely to try it	9%	11%	9%	10%	7%	8%	11%	7%	9%	11%	7%	5%	6%	*
Neither more or less likely to try it	60%	54%	67%	57%	61%	63%	58%	63%	64%	58%	59%	62%	66%	*
Somewhat more likely to try it	8%	9%	7%	9%	8%	7%	10%	6%	8%	9%	10%	0%	6%	*
Significantly more likely to try it	6%	10%	3%	7%	5%	7%	7%	3%	7%	6%	7%	6%	3%	*
Don't Know	6%	2%	5%	6%	10%	5%	5%	7%	3%	6%	6%	5%	7%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your ethnicity

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	10%	13%	12%	9%	15%	6%	8%	6%	8%	10%	12%	16%	3%
Somewhat less likely to try it	9%	13%	10%	7%	11%	4%	10%	10%	8%	10%	6%	5%	8%
Neither more or less likely to try it	60%	42%	59%	67%	58%	75%	60%	59%	64%	60%	66%	70%	58%
Somewhat more likely to try it	8%	17%	7%	7%	8%	7%	11%	7%	7%	6%	3%	4%	17%
Significantly more likely to try it	6%	12%	6%	3%	4%	3%	6%	7%	9%	7%	7%	1%	6%
Don't Know	6%	3%	6%	7%	4%	5%	5%	10%	4%	5%	5%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your Gender

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Significantly less likely to try it	9%	10%	7%	9%	9%	7%	8%	12%	8%	8%	8%	7%	13%	9%
Somewhat less likely to try it	7%	7%	7%	10%	9%	8%	7%	4%	5%	4%	8%	6%	14%	12%
Neither more or less likely to try it	63%	58%	67%	49%	50%	58%	67%	73%	75%	68%	68%	65%	40%	52%
Somewhat more likely to try it	9%	10%	8%	15%	13%	11%	7%	4%	4%	8%	8%	9%	12%	23%
Significantly more likely to try it	8%	11%	5%	12%	13%	11%	5%	4%	4%	5%	5%	9%	20%	3%
Don't Know	5%	4%	5%	5%	6%	5%	6%	3%	3%	7%	4%	4%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your Gender

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Significantly less likely to try it	9%	10%	8%	9%	9%	9%	9%	9%	9%	8%	6%	6%	10%	*
Somewhat less likely to try it	7%	9%	7%	6%	6%	6%	7%	7%	6%	8%	10%	10%	5%	*
Neither more or less likely to try it	63%	57%	70%	62%	61%	65%	61%	65%	65%	61%	60%	67%	69%	*
Somewhat more likely to try it	9%	9%	8%	8%	9%	8%	10%	8%	8%	10%	10%	11%	8%	*
Significantly more likely to try it	8%	12%	4%	9%	7%	8%	9%	5%	9%	7%	10%	6%	4%	*
Don't Know	5%	3%	3%	5%	8%	4%	4%	6%	3%	5%	5%	0%	5%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) When considering a new app or online service, would having to provide any of the following information make you more or less likely to try it?: Your Gender

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Significantly less likely to try it	9%	10%	9%	7%	13%	6%	9%	6%	9%	9%	9%	10%	3%
Somewhat less likely to try it	7%	12%	7%	4%	5%	8%	8%	6%	9%	8%	5%	4%	8%
Neither more or less likely to try it	63%	49%	66%	70%	64%	68%	57%	63%	62%	62%	68%	73%	63%
Somewhat more likely to try it	9%	14%	8%	7%	6%	6%	14%	7%	7%	8%	6%	5%	17%
Significantly more likely to try it	8%	13%	5%	7%	8%	6%	9%	10%	9%	8%	8%	3%	6%
Don't Know	5%	2%	5%	5%	4%	6%	3%	9%	4%	5%	5%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) You said you would be less likely to try a new app or online service if you had to upload your passport details. Which of the following reasons explain why? Please select all which apply

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1298	601	693	77	168	192	245	261	355	0	0	346	146	17
Weighted	1273	577	692	144	173	192	228	213	324	0	0	345	145	14
I would be worried that this information would be stolen and used for the wrong purposes	69%	69%	69%	51%	69%	65%	69%	76%	74%	67%	68%	71%	68%	77%
I dont think it is necessary to share this information	65%	65%	66%	58%	63%	60%	63%	68%	73%	68%	67%	64%	57%	76%
I would be worried about what the company would do with this information	60%	58%	62%	59%	57%	61%	56%	64%	62%	56%	62%	60%	62%	76%
I would want to protect my privacy	58%	58%	58%	57%	54%	66%	57%	59%	55%	57%	57%	61%	54%	75%
I dont have a passport	12%	10%	14%	9%	9%	10%	19%	11%	13%	20%	12%	8%	4%	0%
Other (Please Specify)	1%	1%	1%	0%	3%	1%	2%	2%	1%	1%	2%	1%	0%	6%
None of the above	1%	0%	1%	0%	2%	0%	1%	0%	0%	0%	1%	1%	1%	0%

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to upload their passport details

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) You said you would be less likely to try a new app or online service if you had to upload your passport details. Which of the following reasons explain why? Please select all which apply

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1298	362	370	240	319	539	579	137	550	298	122	15	157	0
Weighted	1273	336	367	267	296	502	562	142	509	303	116	14	163	0
I would be worried that this information would be stolen and used for the wrong purposes	69%	74%	68%	65%	67%	69%	69%	66%	70%	65%	74%	66%	66%	*
I dont think it is necessary to share this information	65%	66%	68%	63%	65%	68%	63%	62%	68%	61%	63%	60%	66%	*
I would be worried about what the company would do with this information	60%	67%	62%	52%	57%	60%	60%	55%	62%	62%	56%	60%	56%	*
I would want to protect my privacy	58%	60%	56%	58%	58%	56%	60%	54%	55%	59%	56%	58%	56%	*
I dont have a passport	12%	6%	11%	13%	20%	16%	10%	12%	14%	11%	6%	45%	15%	*
Other (Please Specify)	1%	2%	1%	0%	2%	2%	1%	1%	1%	1%	1%	0%	2%	*
None of the above	1%	1%	0%	1%	0%	1%	0%	2%	1%	1%	0%	0%	1%	*

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to upload their passport details

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) You said you would be less likely to try a new app or online service if you had to upload your passport details. Which of the following reasons explain why? Please select all which apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1298	176	196	106	125	80	122	98	51	148	104	68	24
Weighted	1273	169	177	108	121	82	115	94	46	137	114	65	45
I would be worried that this information would be stolen and used for the wrong purposes	69%	65%	80%	74%	62%	64%	69%	66%	71%	66%	65%	71%	71%
I dont think it is necessary to share this information	65%	60%	61%	73%	70%	68%	68%	69%	70%	60%	62%	67%	67%
I would be worried about what the company would do with this information	60%	55%	63%	65%	60%	50%	59%	59%	57%	56%	70%	66%	60%
I would want to protect my privacy	58%	62%	56%	61%	63%	53%	54%	63%	50%	48%	65%	57%	64%
I dont have a passport	12%	5%	12%	16%	13%	24%	18%	12%	17%	12%	11%	8%	0%
Other (Please Specify)	1%	0%	2%	1%	2%	1%	1%	2%	2%	1%	3%	0%	0%
None of the above	1%	1%	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to upload their passport details

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) You said you would be less likely to try a new app or online service if you had to upload your credit card details. Which of the following reasons explain why? Please select all which apply

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1361	622	734	82	171	196	262	275	375	0	0	356	146	16
Weighted	1340	602	733	156	177	197	245	224	341	0	0	357	145	14
I would be worried that this information would be stolen and used for the wrong purposes	72%	69%	74%	55%	68%	69%	72%	75%	81%	72%	69%	77%	64%	80%
I would be worried about what the company would do with this information	63%	63%	64%	54%	58%	60%	66%	67%	68%	60%	64%	66%	62%	92%
I dont think it is necessary to share this information	62%	61%	64%	52%	57%	59%	66%	66%	68%	66%	61%	63%	57%	78%
I would want to protect my privacy	51%	50%	51%	44%	55%	52%	51%	54%	50%	49%	53%	50%	52%	51%
I dont have a credit card	15%	12%	17%	26%	12%	20%	15%	10%	12%	18%	17%	13%	7%	0%
Other (Please Specify)	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	7%
None of the above	1%	0%	1%	0%	3%	0%	0%	0%	0%	0%	0%	1%	1%	0%

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to upload their credit card details

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) You said you would be less likely to try a new app or online service if you had to upload your credit card details. Which of the following reasons explain why? Please select all which apply

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1361	369	373	266	345	580	598	135	581	313	124	14	163	0
Weighted	1340	346	367	299	321	539	587	140	538	316	118	13	169	0
I would be worried that this information would be stolen and used for the wrong purposes	72%	76%	73%	67%	70%	71%	75%	68%	72%	70%	77%	77%	67%	*
I would be worried about what the company would do with this information	63%	66%	66%	61%	59%	63%	65%	58%	66%	60%	64%	56%	62%	*
I dont think it is necessary to share this information	62%	63%	63%	62%	62%	62%	64%	63%	62%	62%	60%	73%	61%	*
I would want to protect my privacy	51%	50%	52%	49%	53%	51%	51%	48%	51%	50%	47%	63%	49%	*
I dont have a credit card	15%	10%	13%	14%	24%	16%	12%	18%	13%	17%	11%	0%	20%	*
Other (Please Specify)	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	*
None of the above	1%	0%	0%	1%	1%	1%	0%	2%	1%	1%	0%	0%	2%	*

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to upload their credit card details

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) You said you would be less likely to try a new app or online service if you had to upload your credit card details. Which of the following reasons explain why? Please select all which apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1361	171	213	114	132	75	122	105	49	166	112	75	27
Weighted	1340	162	194	116	128	77	115	99	43	155	125	74	52
I would be worried that this information would be stolen and used for the wrong purposes	72%	66%	75%	74%	74%	70%	67%	66%	80%	68%	79%	74%	78%
I would be worried about what the company would do with this information	63%	61%	67%	69%	61%	53%	59%	61%	71%	60%	68%	68%	67%
I dont think it is necessary to share this information	62%	62%	59%	73%	62%	64%	64%	67%	61%	54%	67%	60%	64%
I would want to protect my privacy	51%	51%	47%	54%	58%	44%	49%	53%	44%	49%	57%	48%	52%
I dont have a credit card	15%	12%	10%	15%	19%	19%	18%	19%	18%	14%	13%	20%	8%
Other (Please Specify)	1%	1%	2%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%
None of the above	1%	1%	1%	0%	0%	0%	0%	2%	0%	1%	1%	0%	3%

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to upload their credit card details

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) You said you would be less likely to try a new app or online service if you had to provide details of your income. Which of the following reasons explain why? Please select all which apply

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1113	501	608	69	147	160	208	227	302	0	0	309	129	13
Weighted	1096	479	612	130	151	161	194	184	276	0	0	311	129	11
I dont think it is necessary to share this information	72%	72%	72%	59%	64%	67%	76%	76%	81%	75%	72%	74%	62%	86%
I would want to protect my privacy	55%	58%	53%	44%	55%	52%	62%	55%	57%	52%	59%	53%	55%	85%
I would be worried about what the company would do with this information	46%	47%	45%	34%	49%	40%	47%	51%	48%	42%	47%	48%	43%	66%
I would be worried that this information would be stolen and used for the wrong purposes	44%	46%	43%	28%	44%	43%	47%	47%	49%	39%	46%	43%	46%	58%
I am not currently earning	11%	6%	14%	15%	4%	10%	7%	11%	15%	11%	13%	9%	5%	0%
Other (Please Specify)	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%	1%	0%	0%
None of the above	1%	1%	1%	2%	1%	1%	0%	1%	1%	0%	1%	0%	3%	0%

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to upload their income

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) You said you would be less likely to try a new app or online service if you had to provide details of your income. Which of the following reasons explain why? Please select all which apply

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1113	316	308	210	272	474	490	112	469	260	99	11	135	0
Weighted	1096	294	310	235	250	442	483	115	437	268	95	10	137	0
I dont think it is necessary to share this information	72%	75%	74%	66%	74%	72%	73%	71%	73%	67%	75%	72%	78%	*
I would want to protect my privacy	55%	59%	53%	54%	54%	56%	56%	53%	56%	55%	60%	82%	53%	*
I would be worried about what the company would do with this information	46%	50%	45%	45%	42%	44%	48%	48%	44%	48%	43%	45%	45%	*
I would be worried that this information would be stolen and used for the wrong purposes	44%	48%	46%	36%	45%	44%	46%	41%	47%	41%	46%	45%	43%	*
I am not currently earning	11%	7%	8%	11%	18%	12%	9%	9%	10%	9%	3%	10%	14%	*
Other (Please Specify)	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	2%	0%	1%	*
None of the above	1%	1%	0%	3%	0%	1%	1%	0%	1%	2%	0%	0%	0%	*

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to upload their income

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.C) You said you would be less likely to try a new app or online service if you had to provide details of your income. Which of the following reasons explain why? Please select all which apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1113	144	173	93	109	58	102	88	44	132	91	58	21
Weighted	1096	138	160	96	106	59	96	85	41	119	99	57	41
I dont think it is necessary to share this information	72%	62%	71%	74%	78%	71%	69%	81%	84%	72%	74%	64%	79%
I would want to protect my privacy	55%	51%	60%	58%	54%	46%	60%	56%	52%	47%	62%	62%	45%
I would be worried about what the company would do with this information	46%	43%	43%	51%	39%	49%	48%	45%	44%	43%	51%	43%	66%
I would be worried that this information would be stolen and used for the wrong purposes	44%	44%	45%	51%	37%	40%	41%	42%	45%	38%	48%	53%	58%
I am not currently earning	11%	7%	7%	15%	14%	10%	17%	10%	10%	11%	9%	11%	8%
Other (Please Specify)	1%	1%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%
None of the above	1%	3%	0%	0%	2%	0%	0%	1%	2%	0%	1%	0%	0%

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to upload their income

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Do you think social media accounts should be age-restricted, for example someone under a certain age should not be able to use Youtube or TikTok?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	75%	70%	80%	68%	74%	77%	77%	79%	77%	72%	77%	76%	78%	71%
No	13%	16%	9%	22%	18%	14%	10%	8%	8%	13%	12%	13%	14%	19%
Dont know	12%	13%	10%	10%	9%	9%	13%	13%	15%	15%	11%	11%	9%	10%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Do you think social media accounts should be age-restricted, for example someone under a certain age should not be able to use Youtube or TikTok?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	75%	78%	76%	74%	74%	77%	76%	73%	78%	74%	78%	74%	73%	*
No	13%	13%	12%	14%	13%	12%	14%	11%	12%	17%	8%	10%	10%	*
Dont know	12%	9%	13%	12%	14%	11%	10%	15%	10%	9%	13%	16%	17%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) Do you think social media accounts should be age-restricted, for example someone under a certain age should not be able to use Youtube or TikTok?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	75%	74%	76%	74%	71%	71%	76%	77%	85%	73%	77%	81%	83%
No	13%	13%	12%	9%	16%	16%	16%	10%	7%	15%	15%	11%	9%
Dont know	12%	13%	12%	17%	13%	13%	9%	13%	8%	12%	8%	7%	8%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) You said that you think social media accounts should be age-restricted. What age limit do you think is most appropriate?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1527	716	806	100	249	264	282	275	357	0	0	394	207	27
Weighted	1516	696	814	189	253	262	264	224	324	0	0	406	207	25
5 years old or less	1%	1%	0%	1%	2%	2%	0%	0%	0%	1%	0%	1%	3%	0%
6	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%
7	1%	1%	1%	4%	2%	1%	0%	0%	0%	0%	1%	1%	3%	0%
8	1%	2%	0%	1%	2%	1%	0%	0%	0%	0%	0%	1%	2%	3%
9	1%	0%	1%	2%	2%	0%	0%	0%	0%	1%	0%	1%	1%	0%
10	4%	4%	3%	2%	4%	7%	3%	2%	3%	2%	3%	5%	6%	6%
11	1%	2%	1%	0%	4%	1%	1%	0%	1%	1%	2%	1%	2%	3%
12	8%	9%	8%	12%	8%	9%	9%	6%	7%	9%	8%	7%	10%	16%
13	10%	9%	11%	26%	10%	13%	10%	6%	3%	7%	12%	13%	10%	7%
14	9%	7%	10%	9%	13%	10%	10%	6%	5%	6%	8%	12%	11%	3%
15	8%	7%	9%	9%	12%	7%	7%	6%	6%	9%	8%	8%	8%	4%
16	31%	30%	32%	18%	25%	27%	38%	37%	36%	37%	33%	29%	17%	33%
17	1%	1%	2%	0%	1%	2%	2%	1%	1%	2%	1%	1%	1%	0%
18	18%	20%	16%	10%	12%	15%	15%	27%	25%	20%	17%	15%	18%	10%
19 or more	4%	5%	3%	3%	2%	3%	1%	6%	8%	4%	2%	4%	5%	11%
Don't know	2%	3%	2%	1%	1%	2%	3%	3%	4%	2%	3%	3%	1%	3%

Note:

BASE: Respondents who think social media accounts should be age-restricted.

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) You said that you think social media accounts should be age-restricted. What age limit do you think is most appropriate?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	1527	447	395	287	391	643	673	158	652	361	141	15	171	0
Weighted	1516	422	393	326	368	599	674	164	611	372	134	14	179	0
5 years old or less	1%	1%	2%	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	*
6	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	*
7	1%	2%	0%	1%	1%	0%	2%	0%	1%	1%	0%	0%	1%	*
8	1%	1%	1%	1%	0%	0%	2%	0%	0%	0%	1%	7%	0%	*
9	1%	1%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	1%	*
10	4%	6%	3%	2%	4%	3%	5%	2%	3%	4%	5%	7%	2%	*
11	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	3%	0%	1%	*
12	8%	9%	8%	6%	10%	7%	9%	9%	8%	8%	11%	0%	9%	*
13	10%	8%	9%	12%	13%	8%	9%	17%	9%	15%	7%	7%	11%	*
14	9%	10%	11%	9%	6%	8%	9%	8%	6%	11%	12%	0%	10%	*
15	8%	6%	7%	9%	11%	7%	8%	9%	7%	9%	10%	0%	8%	*
16	31%	28%	33%	34%	29%	32%	31%	30%	33%	28%	28%	52%	35%	*
17	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	0%	2%	*
18	18%	19%	18%	14%	18%	22%	15%	14%	22%	14%	16%	26%	13%	*
19 or more	4%	5%	4%	4%	2%	4%	4%	4%	5%	2%	4%	0%	2%	*
Don't know	2%	1%	3%	2%	3%	3%	2%	2%	2%	2%	1%	0%	4%	*

Note:

BASE: Respondents who think social media accounts should be age-restricted.

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) You said that you think social media accounts should be age-restricted. What age limit do you think is most appropriate?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1527	217	213	114	131	97	146	125	71	177	126	83	27
Weighted	1516	207	199	119	129	100	137	124	68	161	140	82	50
5 years old or less	1%	4%	0%	0%	0%	0%	0%	2%	0%	2%	2%	0%	0%
6	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	0%	0%
7	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	7%
8	1%	3%	0%	0%	0%	0%	1%	0%	1%	1%	0%	3%	0%
9	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	3%
10	4%	4%	3%	1%	4%	7%	2%	5%	6%	3%	4%	1%	3%
11	1%	3%	2%	2%	2%	1%	0%	2%	1%	1%	1%	1%	0%
12	8%	9%	8%	9%	5%	15%	8%	8%	8%	4%	11%	7%	10%
13	10%	13%	10%	6%	11%	7%	9%	16%	10%	15%	6%	7%	3%
14	9%	8%	8%	11%	10%	8%	11%	8%	9%	7%	8%	13%	0%
15	8%	5%	9%	15%	4%	2%	8%	6%	8%	11%	8%	10%	10%
16	31%	25%	33%	33%	33%	35%	28%	31%	30%	30%	31%	34%	39%
17	1%	2%	2%	3%	2%	2%	2%	1%	1%	1%	1%	0%	0%
18	18%	16%	19%	15%	20%	17%	16%	13%	17%	20%	19%	22%	17%
19 or more	4%	5%	3%	2%	5%	3%	3%	4%	5%	4%	5%	2%	7%
Don't know	2%	2%	2%	2%	3%	2%	4%	4%	2%	2%	3%	1%	0%

Note:

BASE: Respondents who think social media accounts should be age-restricted.

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) Are you aware of any age restrictions to register with any of these accounts? : YouTube

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	20%	24%	16%	47%	37%	24%	13%	6%	3%	13%	17%	22%	42%	34%
No	50%	49%	51%	38%	47%	51%	54%	58%	52%	52%	54%	48%	37%	46%
Dont know	29%	26%	33%	15%	16%	26%	33%	37%	45%	35%	29%	30%	21%	20%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) Are you aware of any age restrictions to register with any of these accounts? : YouTube

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	20%	23%	19%	21%	18%	14%	25%	15%	17%	24%	28%	21%	12%	*
No	50%	43%	53%	54%	51%	56%	46%	53%	54%	49%	36%	58%	54%	*
Dont know	29%	33%	28%	25%	31%	30%	29%	32%	29%	26%	36%	20%	34%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) Are you aware of any age restrictions to register with any of these accounts? : YouTube

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	20%	36%	17%	15%	15%	19%	14%	20%	27%	22%	20%	14%	21%
No	50%	41%	49%	55%	54%	55%	53%	48%	44%	50%	54%	53%	51%
Dont know	29%	24%	34%	31%	32%	26%	33%	32%	30%	28%	26%	33%	28%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) Are you aware of any age restrictions to register with any of these accounts? : Facebook

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	35%	31%	38%	56%	48%	43%	35%	20%	12%	28%	33%	37%	52%	31%
No	41%	44%	37%	32%	37%	38%	40%	50%	47%	43%	43%	39%	31%	38%
Dont know	25%	25%	24%	12%	15%	19%	25%	30%	41%	29%	24%	24%	17%	31%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) Are you aware of any age restrictions to register with any of these accounts? : Facebook

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	35%	34%	33%	39%	33%	29%	39%	29%	30%	39%	41%	42%	31%	*
No	41%	38%	42%	42%	42%	47%	36%	42%	45%	42%	27%	47%	38%	*
Dont know	25%	28%	25%	19%	25%	25%	24%	29%	24%	19%	31%	11%	31%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.C) Are you aware of any age restrictions to register with any of these accounts? : Facebook

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	35%	40%	35%	29%	27%	43%	32%	33%	45%	36%	32%	33%	29%
No	41%	38%	37%	44%	48%	38%	43%	39%	33%	41%	44%	43%	41%
Dont know	25%	22%	27%	27%	25%	19%	25%	28%	21%	23%	24%	24%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) Are you aware of any age restrictions to register with any of these accounts? : Google

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	16%	20%	12%	34%	28%	20%	8%	5%	3%	9%	12%	16%	37%	29%
No	55%	53%	56%	48%	53%	57%	59%	59%	53%	58%	58%	54%	41%	45%
Dont know	30%	27%	32%	18%	18%	23%	33%	35%	45%	32%	30%	30%	22%	26%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) Are you aware of any age restrictions to register with any of these accounts? : Google

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	16%	20%	11%	17%	14%	11%	20%	11%	14%	19%	16%	21%	8%	*
No	55%	46%	58%	59%	57%	61%	50%	55%	58%	54%	46%	64%	59%	*
Dont know	30%	34%	31%	23%	29%	28%	30%	34%	27%	27%	38%	15%	33%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.C) Are you aware of any age restrictions to register with any of these accounts? : Google

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	16%	31%	10%	6%	11%	18%	12%	18%	24%	15%	12%	12%	15%
No	55%	42%	55%	64%	57%	59%	60%	49%	51%	57%	60%	56%	52%
Dont know	30%	27%	35%	30%	32%	23%	28%	33%	25%	28%	29%	32%	33%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) Are you aware of any age restrictions to register with any of these accounts? : Twitter

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	19%	20%	17%	40%	32%	24%	14%	5%	2%	10%	18%	19%	37%	32%
No	49%	49%	50%	41%	50%	49%	50%	56%	50%	53%	50%	49%	39%	39%
Dont know	32%	31%	33%	20%	19%	27%	36%	39%	47%	37%	33%	32%	23%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) Are you aware of any age restrictions to register with any of these accounts? : Twitter

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	19%	21%	15%	21%	17%	13%	23%	12%	16%	22%	26%	16%	11%	*
No	49%	44%	51%	51%	51%	55%	45%	51%	53%	50%	34%	58%	54%	*
Dont know	32%	35%	34%	28%	32%	32%	32%	37%	31%	29%	40%	26%	35%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.C) Are you aware of any age restrictions to register with any of these accounts? : Twitter

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	19%	28%	19%	11%	15%	20%	17%	15%	30%	18%	18%	12%	12%
No	49%	43%	46%	55%	54%	52%	49%	47%	45%	52%	50%	56%	49%
Dont know	32%	29%	35%	34%	32%	28%	34%	38%	25%	30%	32%	32%	39%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) Are you aware of any age restrictions to register with any of these accounts? : Instagram

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	22%	23%	21%	46%	38%	29%	17%	6%	3%	12%	19%	26%	44%	32%
No	46%	46%	46%	36%	40%	45%	49%	54%	50%	51%	48%	44%	31%	45%
Dont know	32%	31%	33%	18%	22%	26%	34%	39%	47%	37%	33%	30%	24%	23%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) Are you aware of any age restrictions to register with any of these accounts? : Instagram

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	22%	26%	19%	25%	19%	16%	26%	14%	20%	26%	27%	26%	16%	*
No	46%	39%	49%	48%	49%	52%	42%	49%	50%	46%	33%	54%	48%	*
Dont know	32%	35%	33%	27%	32%	32%	32%	37%	30%	28%	39%	20%	36%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.C) Are you aware of any age restrictions to register with any of these accounts? : Instagram

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	22%	36%	21%	14%	17%	23%	20%	18%	30%	24%	19%	19%	15%
No	46%	39%	43%	54%	51%	50%	44%	44%	43%	45%	49%	49%	50%
Dont know	32%	24%	37%	32%	32%	27%	36%	38%	27%	30%	32%	32%	36%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) Are you aware of any age restrictions to register with any of these accounts? : Snapchat

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	17%	17%	16%	38%	29%	20%	12%	4%	2%	9%	16%	18%	36%	22%
No	51%	52%	50%	44%	51%	53%	51%	56%	51%	54%	51%	52%	41%	48%
Dont know	32%	31%	34%	17%	20%	26%	37%	40%	47%	38%	33%	30%	23%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) Are you aware of any age restrictions to register with any of these accounts? : Snapchat

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	17%	19%	14%	19%	15%	12%	20%	11%	15%	20%	19%	20%	10%	*
No	51%	46%	53%	54%	51%	57%	48%	54%	54%	52%	39%	54%	54%	*
Dont know	32%	35%	33%	27%	34%	32%	33%	35%	31%	28%	42%	26%	36%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.C) Are you aware of any age restrictions to register with any of these accounts? : Snapchat

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	17%	29%	15%	9%	13%	19%	16%	15%	26%	16%	12%	13%	12%
No	51%	43%	49%	60%	53%	56%	51%	48%	47%	53%	51%	54%	55%
Dont know	32%	28%	35%	30%	34%	25%	33%	37%	27%	31%	37%	34%	33%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) Are you aware of any age restrictions to register with any of these accounts? : Tiktok

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes	18%	18%	17%	36%	33%	24%	12%	4%	2%	11%	15%	19%	38%	17%
No	50%	52%	49%	46%	49%	50%	53%	55%	50%	53%	52%	50%	39%	53%
Dont know	32%	30%	34%	19%	18%	26%	36%	41%	48%	37%	33%	31%	23%	30%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) Are you aware of any age restrictions to register with any of these accounts? : Tiktok

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes	18%	22%	14%	21%	14%	13%	21%	13%	16%	21%	18%	16%	11%	*
No	50%	44%	52%	54%	52%	56%	47%	53%	54%	50%	39%	64%	54%	*
Dont know	32%	34%	34%	25%	34%	32%	33%	34%	30%	29%	43%	20%	36%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.C) Are you aware of any age restrictions to register with any of these accounts? : Tiktok

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes	18%	26%	16%	13%	14%	18%	18%	13%	25%	20%	13%	15%	15%
No	50%	47%	47%	55%	53%	58%	50%	48%	52%	50%	52%	50%	49%
Dont know	32%	27%	37%	32%	33%	23%	32%	38%	22%	30%	35%	35%	36%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £1.25?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	651	334	315	45	118	112	116	104	156	0	0	180	80	12
Weighted	650	336	312	83	122	110	109	85	141	0	0	185	79	12
I would give up access to YouTube and get paid £1.25	34%	32%	36%	23%	27%	35%	31%	38%	46%	35%	34%	30%	42%	30%
I would keep access to Youtube	54%	57%	51%	65%	65%	62%	55%	46%	35%	50%	54%	59%	53%	61%
Dont know	12%	11%	13%	12%	8%	3%	14%	16%	19%	15%	12%	11%	5%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £1.25?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	651	169	173	129	177	273	277	76	273	151	50	8	80	0
Weighted	650	162	172	149	163	255	279	77	252	157	48	7	83	0
I would give up access to YouTube and get paid £1.25	34%	38%	32%	31%	34%	37%	37%	25%	42%	30%	39%	11%	22%	*
I would keep access to Youtube	54%	55%	55%	53%	52%	52%	53%	61%	46%	62%	50%	89%	63%	*
Dont know	12%	6%	13%	16%	14%	12%	10%	13%	12%	8%	12%	0%	15%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.C) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £1.25?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	651	93	96	56	59	41	64	45	26	69	61	34	7
Weighted	650	91	91	60	58	42	60	46	24	64	69	33	12
I would give up access to YouTube and get paid £1.25	34%	30%	36%	37%	33%	12%	36%	41%	41%	31%	38%	33%	57%
I would keep access to Youtube	54%	64%	47%	48%	56%	64%	50%	48%	52%	64%	50%	56%	31%
Dont know	12%	6%	17%	15%	12%	24%	14%	11%	7%	5%	12%	10%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £2.50?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	650	346	303	45	118	110	133	109	135	0	0	179	76	9
Weighted	650	341	308	84	122	108	123	88	125	0	0	178	75	10
I would give up access to YouTube and get paid £2.50	38%	37%	39%	21%	32%	33%	36%	53%	52%	37%	41%	36%	39%	57%
I would keep access to Youtube	49%	52%	46%	72%	57%	56%	51%	36%	27%	47%	48%	51%	55%	35%
Dont know	13%	11%	15%	7%	11%	11%	14%	11%	21%	16%	11%	12%	7%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £2.50?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	650	179	170	129	169	272	282	68	270	154	57	6	76	0
Weighted	650	172	165	146	166	259	282	69	256	158	54	6	79	0
I would give up access to YouTube and get paid £2.50	38%	43%	40%	35%	34%	41%	41%	29%	44%	38%	37%	0%	21%	*
I would keep access to Youtube	49%	47%	48%	53%	48%	47%	49%	50%	45%	53%	41%	100%	59%	*
Dont know	13%	10%	12%	12%	18%	12%	10%	21%	12%	9%	22%	0%	20%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.C) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £2.50?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	650	87	87	49	66	45	72	51	20	82	50	30	11
Weighted	650	84	81	50	66	48	67	53	21	75	56	30	21
I would give up access to YouTube and get paid £2.50	38%	40%	44%	39%	55%	33%	47%	31%	36%	28%	28%	28%	36%
I would keep access to Youtube	49%	49%	40%	49%	37%	40%	40%	58%	59%	61%	58%	58%	58%
Dont know	13%	12%	15%	12%	8%	27%	12%	10%	4%	12%	14%	14%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £5?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	670	339	330	58	107	112	121	119	153	0	0	167	83	14
Weighted	672	338	333	107	108	109	112	96	139	0	0	172	83	15
I would give up access to YouTube and get paid £5	46%	43%	48%	30%	38%	43%	45%	55%	60%	45%	48%	42%	44%	69%
I would keep access to Youtube	42%	47%	37%	60%	47%	52%	40%	29%	27%	39%	43%	42%	50%	31%
Dont know	12%	10%	15%	10%	15%	5%	15%	16%	14%	16%	9%	17%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £5?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	670	193	178	111	182	283	294	69	277	160	60	7	73	0
Weighted	672	185	179	121	180	266	293	78	261	168	56	6	79	0
I would give up access to YouTube and get paid £5	46%	48%	46%	50%	41%	52%	44%	37%	53%	38%	55%	69%	37%	*
I would keep access to Youtube	42%	42%	39%	35%	48%	33%	49%	40%	35%	54%	36%	31%	43%	*
Dont know	12%	10%	14%	15%	12%	14%	7%	23%	12%	8%	9%	0%	20%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.C) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £5?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	670	92	102	54	64	45	65	49	36	83	46	24	10
Weighted	672	91	95	56	63	47	65	45	33	77	55	24	21
I would give up access to YouTube and get paid £5	46%	43%	49%	49%	56%	35%	48%	50%	55%	37%	41%	53%	29%
I would keep access to Youtube	42%	47%	36%	36%	37%	52%	38%	34%	35%	53%	45%	39%	47%
Dont know	12%	10%	15%	15%	7%	12%	15%	16%	11%	10%	14%	7%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £10?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	660	322	336	43	108	109	121	111	168	0	0	159	84	14
Weighted	659	315	341	81	110	108	115	92	152	0	0	162	84	15
I would give up access to YouTube and get paid £10	54%	51%	56%	31%	36%	47%	63%	60%	73%	50%	61%	48%	53%	57%
I would keep access to Youtube	35%	39%	31%	50%	51%	45%	28%	29%	17%	35%	30%	39%	43%	37%
Dont know	11%	10%	13%	19%	13%	8%	10%	12%	10%	15%	9%	13%	4%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £10?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	660	194	157	128	178	258	301	74	286	144	65	10	86	0
Weighted	659	186	154	147	169	243	298	78	267	147	62	9	95	0
I would give up access to YouTube and get paid £10	54%	58%	52%	49%	55%	60%	54%	45%	60%	43%	61%	78%	43%	*
I would keep access to Youtube	35%	35%	38%	40%	27%	29%	37%	36%	29%	43%	32%	22%	43%	*
Dont know	11%	8%	9%	11%	18%	11%	8%	19%	10%	14%	7%	0%	14%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.C) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £10?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	660	91	85	50	59	45	52	62	28	87	51	34	16
Weighted	659	89	81	50	58	48	48	60	26	80	58	32	28
I would give up access to YouTube and get paid £10	54%	49%	64%	74%	51%	47%	51%	59%	40%	55%	41%	54%	46%
I would keep access to Youtube	35%	37%	26%	18%	38%	35%	42%	31%	33%	36%	52%	32%	41%
Dont know	11%	14%	10%	8%	11%	18%	7%	10%	27%	9%	7%	13%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £20?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	633	320	312	44	97	104	124	114	150	0	0	168	99	12
Weighted	629	316	312	84	98	102	115	93	136	0	0	177	96	12
I would give up access to YouTube and get paid £20	61%	60%	62%	46%	50%	56%	59%	75%	74%	63%	66%	53%	62%	55%
I would keep access to Youtube	29%	32%	25%	42%	45%	37%	29%	15%	12%	27%	21%	39%	31%	16%
Dont know	11%	9%	12%	13%	5%	7%	12%	10%	15%	10%	13%	8%	8%	29%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £20?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	633	190	166	113	161	255	290	65	254	158	72	7	61	0
Weighted	629	179	167	128	151	238	288	69	236	170	67	6	62	0
I would give up access to YouTube and get paid £20	61%	67%	58%	64%	56%	65%	62%	54%	68%	52%	68%	100%	42%	*
I would keep access to Youtube	29%	26%	32%	26%	30%	26%	28%	33%	22%	38%	23%	0%	39%	*
Dont know	11%	7%	10%	11%	14%	9%	10%	13%	10%	10%	8%	0%	19%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(78.C) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £20?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	633	106	78	38	59	46	60	61	26	64	53	31	11
Weighted	629	102	72	41	56	47	57	60	25	60	57	30	22
I would give up access to YouTube and get paid £20	61%	57%	66%	68%	57%	59%	60%	44%	69%	67%	71%	54%	69%
I would keep access to Youtube	29%	34%	21%	16%	30%	27%	34%	45%	28%	30%	18%	35%	7%
Dont know	11%	10%	13%	15%	13%	14%	6%	11%	3%	3%	11%	11%	24%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £50?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	641	310	328	47	98	118	110	108	160	0	0	161	91	12
Weighted	648	306	339	93	100	117	104	89	145	0	0	166	91	11
I would give up access to YouTube and get paid £50	68%	66%	70%	50%	56%	68%	75%	77%	77%	67%	67%	69%	66%	79%
I would keep access to Youtube	23%	25%	21%	35%	37%	25%	16%	16%	11%	19%	25%	22%	30%	13%
Dont know	10%	10%	10%	15%	7%	6%	10%	7%	12%	14%	8%	10%	4%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £50?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	641	179	173	132	153	260	286	68	259	165	54	5	67	0
Weighted	648	166	175	153	151	247	286	72	249	170	53	4	72	0
I would give up access to YouTube and get paid £50	68%	73%	69%	69%	60%	67%	71%	65%	70%	65%	65%	100%	65%	*
I would keep access to Youtube	23%	23%	18%	23%	26%	23%	24%	18%	22%	29%	26%	0%	20%	*
Dont know	10%	4%	13%	8%	14%	10%	5%	18%	8%	6%	9%	0%	15%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.C) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £50?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	641	87	84	52	59	37	60	50	26	80	51	39	16
Weighted	648	82	78	54	61	40	56	51	25	77	56	36	33
I would give up access to YouTube and get paid £50	68%	59%	72%	79%	71%	69%	71%	65%	59%	66%	75%	63%	59%
I would keep access to Youtube	23%	27%	18%	11%	23%	24%	20%	23%	34%	30%	16%	24%	25%
Dont know	10%	13%	10%	10%	6%	7%	10%	12%	7%	5%	9%	12%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £100?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	639	292	345	41	103	116	119	112	148	0	0	155	80	11
Weighted	629	284	343	75	104	114	112	91	134	0	0	156	81	10
I would give up access to YouTube and get paid £100	74%	73%	75%	61%	63%	72%	80%	85%	81%	81%	75%	76%	58%	54%
I would keep access to Youtube	20%	23%	17%	34%	32%	25%	14%	9%	9%	11%	19%	19%	39%	36%
Dont know	6%	4%	8%	5%	5%	3%	7%	6%	10%	7%	5%	5%	2%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £100?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	639	173	169	123	169	262	287	61	265	161	59	6	75	0
Weighted	629	162	165	140	158	247	278	60	246	164	57	6	79	0
I would give up access to YouTube and get paid £100	74%	74%	72%	80%	72%	74%	77%	80%	78%	68%	81%	61%	75%	*
I would keep access to Youtube	20%	23%	23%	15%	18%	19%	17%	17%	17%	26%	18%	39%	16%	*
Dont know	6%	4%	6%	5%	10%	7%	5%	3%	5%	6%	2%	0%	9%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.C) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £100?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	639	78	90	58	54	47	57	60	26	78	48	38	5
Weighted	629	75	83	61	53	50	55	58	24	73	52	38	8
I would give up access to YouTube and get paid £100	74%	60%	86%	77%	72%	71%	74%	65%	74%	84%	72%	78%	79%
I would keep access to Youtube	20%	32%	6%	20%	23%	19%	22%	26%	15%	14%	19%	20%	21%
Dont know	6%	8%	9%	3%	5%	10%	4%	9%	11%	1%	9%	2%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £200?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	724	372	350	70	138	124	117	130	145	0	0	201	107	10
Weighted	739	379	358	130	139	121	111	104	134	0	0	213	108	10
I would give up access to YouTube and get paid £200	75%	75%	76%	65%	67%	74%	79%	88%	83%	79%	78%	77%	62%	48%
I would keep access to Youtube	15%	17%	13%	23%	26%	19%	8%	8%	3%	7%	17%	12%	33%	25%
Dont know	10%	8%	12%	12%	7%	7%	13%	4%	15%	15%	6%	11%	4%	27%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £200?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	724	202	191	152	175	291	316	84	290	181	60	6	93	0
Weighted	739	194	192	184	166	278	324	86	281	194	59	6	95	0
I would give up access to YouTube and get paid £200	75%	75%	75%	76%	74%	77%	73%	81%	77%	75%	74%	62%	84%	*
I would keep access to Youtube	15%	18%	19%	11%	13%	14%	18%	10%	14%	17%	21%	38%	7%	*
Dont know	10%	7%	6%	13%	13%	10%	9%	10%	10%	8%	5%	0%	10%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.C) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £200?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	724	127	93	55	59	53	64	56	36	83	56	33	9
Weighted	739	127	87	58	63	58	62	56	34	80	66	35	15
I would give up access to YouTube and get paid £200	75%	71%	83%	76%	80%	82%	76%	83%	62%	75%	69%	62%	77%
I would keep access to Youtube	15%	27%	10%	10%	17%	10%	12%	5%	17%	9%	18%	28%	11%
Dont know	10%	3%	7%	14%	3%	8%	12%	12%	21%	16%	12%	10%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £500?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	674	333	340	46	106	121	109	125	167	0	0	163	91	8
Weighted	667	325	340	85	108	120	101	102	150	0	0	162	92	8
I would give up access to YouTube and get paid £500	80%	78%	81%	58%	74%	70%	87%	90%	92%	78%	83%	78%	76%	79%
I would keep access to Youtube	12%	15%	8%	25%	18%	19%	7%	2%	3%	10%	12%	9%	23%	0%
Dont know	9%	7%	10%	17%	8%	11%	6%	8%	5%	12%	6%	12%	1%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(82.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £500?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	674	189	177	120	183	269	298	79	299	150	58	5	80	0
Weighted	667	182	169	138	172	253	295	81	282	153	54	5	80	0
I would give up access to YouTube and get paid £500	80%	79%	82%	83%	75%	81%	80%	76%	83%	78%	80%	100%	73%	*
I would keep access to Youtube	12%	15%	8%	11%	12%	11%	13%	10%	10%	15%	12%	0%	13%	*
Dont know	9%	5%	10%	7%	13%	8%	7%	14%	7%	7%	8%	0%	14%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.C) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid £500?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	674	92	101	45	60	43	64	53	25	78	55	47	11
Weighted	667	86	92	46	60	45	61	54	24	73	62	43	21
I would give up access to YouTube and get paid £500	80%	68%	86%	78%	91%	75%	79%	78%	92%	76%	88%	75%	67%
I would keep access to Youtube	12%	26%	7%	6%	6%	7%	14%	11%	0%	12%	10%	15%	16%
Dont know	9%	6%	8%	16%	3%	18%	7%	11%	8%	12%	1%	10%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £1.25?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	667	339	327	47	105	127	129	105	154	0	0	191	71	14
Weighted	671	340	330	91	107	127	121	85	141	0	0	197	70	14
I would give up access to Google Search and get paid £1.25	22%	25%	18%	13%	18%	31%	18%	28%	21%	23%	22%	15%	31%	40%
I would keep access to Google Search	69%	65%	72%	71%	75%	64%	70%	67%	66%	66%	72%	74%	60%	41%
Dont know	10%	10%	10%	16%	7%	5%	11%	5%	13%	11%	6%	11%	9%	19%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £1.25?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	667	179	186	136	164	273	295	77	275	161	61	8	85	0
Weighted	671	169	182	160	157	261	298	82	262	168	58	7	89	0
I would give up access to Google Search and get paid £1.25	22%	25%	17%	23%	22%	21%	23%	22%	22%	22%	21%	36%	19%	*
I would keep access to Google Search	69%	68%	72%	68%	66%	70%	69%	64%	68%	69%	72%	64%	67%	*
Dont know	10%	8%	11%	9%	12%	9%	8%	14%	9%	8%	6%	0%	13%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.C) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £1.25?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	667	90	100	54	61	41	69	51	30	83	53	22	13
Weighted	671	82	95	57	61	42	68	52	26	78	62	22	26
I would give up access to Google Search and get paid £1.25	22%	27%	19%	21%	21%	27%	15%	19%	25%	16%	18%	34%	40%
I would keep access to Google Search	69%	62%	72%	70%	73%	67%	77%	64%	71%	75%	69%	54%	47%
Dont know	10%	11%	9%	9%	6%	6%	9%	17%	4%	9%	12%	12%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £2.50?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	634	310	323	47	112	111	113	117	134	0	0	143	86	13
Weighted	632	308	323	87	111	110	106	95	123	0	0	148	87	13
I would give up access to Google Search and get paid £2.50	26%	28%	24%	23%	26%	27%	27%	29%	25%	23%	28%	21%	34%	13%
I would keep access to Google Search	66%	65%	66%	73%	64%	66%	60%	65%	66%	65%	65%	72%	63%	75%
Dont know	8%	7%	9%	4%	10%	7%	13%	6%	8%	12%	7%	8%	3%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £2.50?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	634	171	168	116	175	253	282	73	255	150	64	6	74	0
Weighted	632	165	166	133	164	242	276	79	240	157	61	6	76	0
I would give up access to Google Search and get paid £2.50	26%	30%	24%	25%	25%	25%	29%	22%	29%	24%	34%	30%	18%	*
I would keep access to Google Search	66%	66%	68%	67%	63%	66%	65%	67%	64%	71%	58%	70%	69%	*
Dont know	8%	4%	9%	8%	12%	9%	5%	11%	7%	5%	8%	0%	13%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.C) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £2.50?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	634	93	89	47	52	38	70	58	23	67	51	36	10
Weighted	632	92	83	48	52	39	67	58	22	63	55	35	18
I would give up access to Google Search and get paid £2.50	26%	30%	16%	26%	21%	25%	30%	34%	30%	26%	27%	29%	20%
I would keep access to Google Search	66%	65%	76%	64%	64%	60%	61%	54%	57%	72%	69%	61%	80%
Dont know	8%	5%	8%	10%	15%	15%	10%	12%	13%	1%	4%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £5?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	671	368	302	54	112	120	121	122	142	0	0	176	94	11
Weighted	676	364	311	103	114	118	113	99	129	0	0	184	93	11
I would give up access to Google Search and get paid £5	23%	26%	20%	9%	22%	31%	21%	31%	25%	21%	23%	18%	37%	30%
I would keep access to Google Search	68%	66%	71%	83%	70%	60%	70%	61%	67%	69%	70%	72%	58%	62%
Dont know	9%	8%	9%	9%	8%	9%	9%	8%	9%	11%	7%	10%	5%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £5?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	671	191	167	119	192	262	299	74	274	162	66	7	81	0
Weighted	676	183	166	137	188	246	300	75	256	173	64	7	86	0
I would give up access to Google Search and get paid £5	23%	26%	22%	19%	24%	27%	25%	8%	27%	21%	31%	39%	12%	*
I would keep access to Google Search	68%	67%	71%	73%	64%	65%	69%	78%	63%	75%	59%	43%	71%	*
Dont know	9%	7%	7%	8%	12%	8%	6%	14%	10%	3%	10%	18%	17%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.C) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £5?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	671	98	80	52	61	54	70	57	31	62	53	42	11
Weighted	676	93	75	55	61	58	67	56	30	58	60	40	21
I would give up access to Google Search and get paid £5	23%	32%	17%	17%	19%	25%	24%	28%	28%	25%	17%	24%	22%
I would keep access to Google Search	68%	62%	69%	74%	79%	58%	67%	64%	63%	67%	73%	71%	78%
Dont know	9%	6%	13%	10%	1%	17%	9%	8%	9%	8%	10%	5%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £10?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	663	320	342	47	108	110	116	119	163	0	0	175	84	9
Weighted	666	316	349	91	111	107	109	98	149	0	0	182	82	9
I would give up access to Google Search and get paid £10	34%	41%	28%	21%	26%	38%	35%	43%	38%	27%	37%	29%	52%	11%
I would keep access to Google Search	59%	53%	64%	74%	65%	56%	59%	50%	53%	65%	56%	61%	46%	89%
Dont know	7%	5%	8%	4%	8%	5%	6%	7%	9%	7%	6%	10%	2%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £10?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	663	183	184	132	161	281	294	68	308	148	53	7	70	0
Weighted	666	173	181	153	156	267	293	71	293	157	50	6	73	0
I would give up access to Google Search and get paid £10	34%	43%	34%	28%	30%	39%	34%	23%	39%	29%	36%	42%	25%	*
I would keep access to Google Search	59%	52%	60%	64%	60%	54%	60%	64%	53%	68%	57%	58%	60%	*
Dont know	7%	5%	6%	7%	10%	7%	6%	13%	8%	3%	7%	0%	16%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.C) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £10?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	663	82	103	53	58	47	60	52	32	72	59	33	12
Weighted	666	79	98	57	57	50	57	50	30	67	67	32	23
I would give up access to Google Search and get paid £10	34%	41%	29%	41%	39%	29%	33%	30%	28%	28%	36%	37%	37%
I would keep access to Google Search	59%	56%	64%	55%	57%	67%	62%	61%	59%	61%	53%	51%	56%
Dont know	7%	3%	6%	4%	4%	4%	5%	9%	12%	11%	11%	11%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £20?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	667	337	327	50	106	104	126	114	167	0	0	159	92	13
Weighted	661	332	326	90	107	100	118	92	152	0	0	161	92	13
I would give up access to Google Search and get paid £20	39%	42%	36%	32%	36%	36%	42%	45%	42%	40%	43%	37%	34%	40%
I would keep access to Google Search	53%	49%	56%	60%	59%	57%	47%	46%	50%	54%	49%	54%	58%	53%
Dont know	8%	8%	7%	8%	5%	7%	11%	8%	8%	6%	8%	9%	8%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £20?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	667	183	188	119	171	284	309	52	289	169	61	7	57	0
Weighted	661	172	184	135	164	264	315	50	272	174	57	6	56	0
I would give up access to Google Search and get paid £20	39%	37%	42%	38%	41%	42%	39%	37%	42%	34%	35%	57%	34%	*
I would keep access to Google Search	53%	56%	50%	53%	52%	52%	54%	44%	52%	57%	58%	43%	54%	*
Dont know	8%	7%	8%	10%	7%	7%	7%	20%	6%	9%	7%	0%	12%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.C) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £20?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	667	103	87	55	55	44	56	56	22	90	55	36	8
Weighted	661	103	79	56	54	45	52	53	22	86	60	37	14
I would give up access to Google Search and get paid £20	39%	41%	30%	40%	45%	45%	44%	32%	50%	35%	40%	48%	32%
I would keep access to Google Search	53%	48%	63%	53%	53%	47%	53%	61%	42%	52%	52%	45%	55%
Dont know	8%	11%	6%	7%	2%	9%	3%	7%	7%	13%	8%	8%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £50?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	677	328	347	44	132	122	121	106	152	0	0	180	101	10
Weighted	675	324	349	83	135	120	114	86	138	0	0	184	100	12
I would give up access to Google Search and get paid £50	49%	50%	49%	26%	46%	56%	55%	56%	52%	55%	50%	45%	49%	32%
I would keep access to Google Search	41%	42%	40%	59%	42%	40%	36%	35%	37%	34%	42%	44%	46%	54%
Dont know	10%	8%	11%	16%	12%	4%	9%	9%	11%	12%	9%	11%	5%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £50?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	677	186	189	125	173	263	307	78	287	159	58	3	75	0
Weighted	675	175	184	144	166	249	301	82	269	158	54	3	84	0
I would give up access to Google Search and get paid £50	49%	44%	52%	60%	42%	52%	52%	43%	54%	51%	48%	67%	45%	*
I would keep access to Google Search	41%	51%	36%	31%	45%	39%	41%	38%	39%	43%	45%	33%	35%	*
Dont know	10%	5%	12%	9%	13%	8%	7%	19%	7%	6%	7%	0%	20%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.C) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £50?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	677	102	90	44	71	49	62	50	27	86	47	38	11
Weighted	675	95	83	45	69	53	59	52	25	84	51	36	23
I would give up access to Google Search and get paid £50	49%	48%	42%	46%	49%	44%	54%	60%	64%	52%	55%	40%	41%
I would keep access to Google Search	41%	46%	49%	39%	44%	38%	40%	30%	30%	41%	35%	46%	36%
Dont know	10%	6%	10%	14%	7%	19%	7%	10%	7%	7%	10%	14%	23%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	624	316	304	49	106	96	109	113	151	0	0	165	83	7
Weighted	623	319	300	91	108	94	102	92	135	0	0	167	83	7
I would give up access to Google Search and get paid £100	55%	54%	56%	34%	45%	59%	59%	74%	60%	51%	63%	51%	55%	62%
I would keep access to Google Search	36%	36%	35%	55%	45%	37%	27%	20%	31%	36%	29%	39%	43%	38%
Dont know	9%	9%	9%	11%	10%	4%	14%	6%	9%	13%	9%	9%	2%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	624	195	148	119	156	243	275	77	240	164	54	4	79	0
Weighted	623	188	144	139	147	230	269	78	227	171	49	4	82	0
I would give up access to Google Search and get paid £100	55%	54%	60%	54%	54%	59%	56%	49%	62%	51%	50%	72%	51%	*
I would keep access to Google Search	36%	41%	31%	36%	33%	33%	38%	36%	33%	42%	41%	28%	30%	*
Dont know	9%	5%	9%	10%	13%	8%	6%	15%	5%	7%	9%	0%	19%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.C) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	624	93	94	48	59	36	55	48	27	73	44	37	10
Weighted	623	92	87	48	61	40	50	48	25	67	51	36	17
I would give up access to Google Search and get paid £100	55%	44%	58%	53%	60%	52%	51%	58%	83%	61%	54%	49%	58%
I would keep access to Google Search	36%	48%	35%	34%	38%	26%	42%	27%	17%	34%	35%	38%	31%
Dont know	9%	9%	7%	13%	2%	23%	7%	15%	0%	5%	11%	12%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	671	331	340	53	99	114	117	123	165	0	0	171	86	12
Weighted	673	326	347	98	103	115	108	101	148	0	0	177	87	11
I would give up access to Google Search and get paid £200	64%	64%	65%	48%	61%	69%	69%	70%	67%	66%	71%	60%	57%	53%
I would keep access to Google Search	24%	25%	24%	34%	29%	26%	18%	18%	22%	19%	20%	26%	38%	47%
Dont know	11%	11%	12%	18%	10%	5%	13%	11%	11%	15%	9%	14%	5%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	671	191	177	131	168	284	280	78	273	149	64	10	85	0
Weighted	673	182	181	147	158	264	280	85	258	155	64	10	88	0
I would give up access to Google Search and get paid £200	64%	63%	63%	67%	66%	70%	63%	60%	68%	63%	63%	69%	61%	*
I would keep access to Google Search	24%	31%	25%	18%	20%	19%	29%	24%	22%	27%	33%	9%	25%	*
Dont know	11%	6%	12%	15%	13%	11%	9%	16%	9%	9%	4%	23%	14%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.C) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £100?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	671	102	86	56	56	49	61	53	31	82	53	30	12
Weighted	673	101	81	57	57	50	57	53	31	73	61	29	22
I would give up access to Google Search and get paid £200	64%	58%	66%	66%	61%	68%	66%	69%	80%	60%	68%	54%	69%
I would keep access to Google Search	24%	33%	26%	21%	34%	14%	24%	25%	12%	21%	18%	34%	16%
Dont know	11%	9%	8%	13%	5%	18%	9%	6%	9%	18%	15%	12%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £500?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	662	313	347	48	107	122	118	113	154	0	0	173	88	13
Weighted	661	306	353	90	109	119	111	91	141	0	0	173	90	14
I would give up access to Google Search and get paid £500	71%	69%	72%	70%	68%	64%	74%	76%	72%	69%	76%	69%	62%	93%
I would keep access to Google Search	22%	23%	21%	18%	25%	30%	18%	18%	22%	21%	18%	24%	32%	7%
Dont know	7%	8%	7%	11%	7%	6%	8%	6%	6%	10%	6%	7%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £500?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	662	183	147	140	187	280	284	67	266	162	54	8	85	0
Weighted	661	175	148	156	176	263	285	68	249	168	54	8	90	0
I would give up access to Google Search and get paid £500	71%	69%	71%	73%	70%	71%	71%	72%	73%	66%	67%	59%	72%	*
I would keep access to Google Search	22%	26%	23%	19%	19%	22%	24%	19%	22%	26%	23%	13%	18%	*
Dont know	7%	5%	6%	8%	11%	7%	5%	9%	5%	8%	10%	29%	9%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.C) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid £500?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	662	96	87	48	66	44	55	56	26	83	56	36	9
Weighted	661	94	80	51	64	48	54	55	24	78	63	34	16
I would give up access to Google Search and get paid £500	71%	67%	67%	75%	66%	66%	70%	70%	75%	70%	87%	69%	70%
I would keep access to Google Search	22%	26%	26%	21%	27%	17%	22%	19%	21%	25%	12%	21%	18%
Dont know	7%	8%	7%	4%	7%	17%	7%	11%	4%	5%	1%	10%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.A) Toyota: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.B) Toyota: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(92.C) Toyota: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.A) Nissan: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.B) Nissan: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(93.C) Nissan: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.A) Rolls Royce Aero Engines: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.B) Rolls Royce Aero Engines: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.C) Rolls Royce Aero Engines: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.A) Sage Group: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.B) Sage Group: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.C) Sage Group: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.A) Iceland: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.B) Iceland: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(96.C) Iceland: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for YouTube (Consumer)

(97.A) B&M: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.B) B&M: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.C) B&M: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.A) Experian: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.B) Experian: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.C) Experian: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.A) BAE Systems: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.B) BAE Systems: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.C) BAE Systems: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.A) Aviva: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.B) Aviva: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.C) Aviva: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.A) Bet 365: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.B) Bet 365: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.C) Bet 365: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.A) Astra Zeneca: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.B) Astra Zeneca: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.C) Astra Zeneca: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.A) Asda: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.B) Asda: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.C) Asda: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.A) Boots UK: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.B) Boots UK: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.C) Boots UK: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.A) The Co-op: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.B) The Co-op: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.C) The Co-op: Which British city or town would you most closely associate with the following British companies? Please type in the name you think it is, or leave it blank if you have no idea and can't even guess.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Toyota	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nissan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rolls Royce Aero Engines	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sage Group	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
B&M	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Experian	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BAE Systems	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Aviva	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bet 365	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Astra Zeneca	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boots UK	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.A) Have you ever been a recipient of Universal Credit (UC) or welfare payments?

	Total	Gender		Age						Education				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	1000	1005	149	337	346	366	348	464	545	563	519	265	36
Weighted	2010	989	1016	279	343	341	342	283	422	525	578	532	266	36
Yes, currently receive Universal Credit	13%	14%	11%	20%	19%	19%	12%	6%	2%	13%	10%	10%	21%	25%
Yes, have previously received Universal Credit or welfare payments, but no longer do	11%	12%	10%	14%	16%	13%	13%	8%	3%	9%	12%	11%	13%	19%
No, have never been a recipient	73%	72%	75%	61%	61%	65%	72%	83%	93%	73%	76%	77%	63%	54%
Prefer not to say	3%	3%	4%	4%	4%	3%	4%	3%	2%	5%	3%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.B) Have you ever been a recipient of Universal Credit (UC) or welfare payments?

	Total	Social Grade				EU 2016 Vote			2019					
		AB	C1	C2	DE	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	None of the above	
Unweighted	2010	566	524	383	525	823	889	216	831	484	181	20	235	0
Weighted	2010	539	519	440	500	776	887	224	783	505	172	19	245	0
Yes, currently receive Universal Credit	13%	11%	6%	14%	20%	10%	14%	14%	10%	14%	12%	5%	16%	*
Yes, have previously received Universal Credit or welfare payments, but no longer do	11%	10%	9%	14%	12%	10%	12%	10%	10%	12%	11%	27%	7%	*
No, have never been a recipient	73%	78%	82%	70%	61%	78%	72%	72%	79%	70%	72%	69%	72%	*
Prefer not to say	3%	1%	3%	2%	7%	2%	2%	4%	1%	4%	5%	0%	5%	*

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.C) Have you ever been a recipient of Universal Credit (UC) or welfare payments?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	289	280	155	181	134	190	163	85	236	161	104	32
Weighted	2010	281	261	161	181	141	181	161	80	221	181	101	60
Yes, currently receive Universal Credit	13%	18%	8%	12%	10%	16%	10%	15%	12%	14%	10%	16%	11%
Yes, have previously received Universal Credit or welfare payments, but no longer do	11%	15%	8%	8%	7%	8%	10%	11%	14%	15%	11%	12%	6%
No, have never been a recipient	73%	62%	81%	77%	80%	72%	77%	69%	71%	69%	77%	70%	81%
Prefer not to say	3%	4%	3%	3%	2%	5%	3%	5%	3%	2%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 24th Sep - 29th Sep 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions