

Public First Poll for YouTube (Young People)

Fieldwork: 7th Oct - 4th Oct 2021
Interview method: Online Survey
Population represented: UK 13-17 year olds
Sample size: 1267

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are unweighted

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

List of Tables

1	Which of the following devices do you own?Select all that apply	6
2	Which devices do you use to access the internet most regularly at home?Select up to three	8
3	Which of the following do you use most regularly?Select up to three	10
4	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Search . .	12
5	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Chrome .	14
6	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: YouTube	16
7	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Maps . .	18
8	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Gmail	20
9	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Docs / Google Workplace / G Suite	22
10	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Classroom	24
11	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Home . .	26
12	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Meet . .	28
13	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Pay . . .	30
14	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Chromecast . . .	32
15	When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Way . . .	34
16	When was the last time that you used YouTube to do the following?: Learn something	36
17	When was the last time that you used YouTube to do the following?: Look for content to help with school work	38
18	When was the last time that you used YouTube to do the following?: Watch clips of a TV show, films, sport etc	40
19	When was the last time that you used YouTube to do the following?: Watch a tutorial e.g. cooking video, DIY	42
20	When was the last time that you used YouTube to do the following?: Find commentary on the news or political events	44
21	When was the last time that you used YouTube to do the following?: Look for entertainment	46
22	When was the last time that you used YouTube to do the following?: To workout	48
23	When was the last time that you used YouTube to do the following?: Watch a video game stream	50
24	When was the last time that you used YouTube to do the following?: Watch a music video	52
25	Thinking about the average day, how many hours a day do you think you spend online?	54
26	On an average day, how many hours a day do you spend on your phone?	56
27	Do you use any apps/tools to help you manage how much time you spend online or what apps you use	58
28	You said you do not use any apps/tools to help you manage how much time you spend online. Even if you do not use these apps/tools yourself, are you aware of any of the followingPlease select any of the below which you have heard of	60
29	You said you use apps/tools to help you manage how much time you spend online, what tools do you use?Please select any that apply	62
30	Who, if anyone, monitors how much time you spend online?	64
31	Do you agree or disagree with the following statements?: Time online is about quality not quantity	66
32	Do you agree or disagree with the following statements?: I have spent more time online over the last year than in previous years	68
33	Do you agree or disagree with the following statements?: The time I spend online has helped me cope with the pandemic	70
34	Do you agree or disagree with the following statements?: I am better at managing how much time I spend online than my parents are at managing theirs	72
35	Do you agree or disagree with the following statements?: I worry about how much time I spend online	74
36	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	76

37 Do you agree or disagree with the following statements?: Studying would be a lot harder without the internet 78

38 Do you agree or disagree with the following statements?: There is no real difference in how I behave between the online and offline world 80

39 How safe or unsafe do you feel online? 82

40 You said that you feel safe online. Which of the following reasons best explains why?Select all that apply 84

41 Which of the following safety tools do you use on the platforms / devices you use, if any?Select all that apply 86

42 Where would you turn if you wanted to learn more about staying safe online, if anywhere?Please select all that apply 88

43 If you had to choose one, which of the following would you turn to for information on online safety if any? 90

44 Harassment and bullying 92

45 Spam and deceptive practices 94

46 Misinformation 96

47 Current affairs / news 98

48 Harmful and Dangerous content 100

49 Do you feel safer interacting with people you dont know online or in person? 102

50 Thinking about your own personal experience online, which of the following have you encountered online?Please select all that apply 104

51 How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?:
Harassment and cyberbullying 106

52 How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?:
Spam and deceptive practices 108

53 How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?:
Hate Speech 110

54 How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?:
Nudity and sexual content that you did not search for 112

55 How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?:
Misinformation 114

56 How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?:
Harmful or dangerous content 116

57 Thinking about all aspects of your life, in which of the following situations are you most likely to feel unsafe?Please select up to three 118

58 Have you ever been the victim of a crime? 120

59 You said you had been the victim of a crime. Did this take place online or in person?If you have been the victim of multiple crimes, please think about the most recent incident 122

60 What are your biggest concerns today?Please select up to three 124

61 When you use the internet do you ever engage using an alias or nickname rather than your own name? 126

62 You said that you sometimes used an alias or nickname when you are online. What is the main reason for this?Please select up to three 128

63 Some people believe that we should remove peoples ability to be anonymous on the internet. Thinking about this generally, do you support or oppose the idea that everyone should have to engage online using their real name? 130

64 Some people believe that using alias 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? 132

65 Some people believe that everyone that uses the internet should have a personal account which requires them to display their real name and requires them to register their real address, their date of birth and other basic personal information.Do you support or oppose this idea? 134

66 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 136

67 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 138

68 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. 140

69 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 142

70 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 144

71 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Your parent or guardians credit card details 146

72 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Your passport details 148

73 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Your address 150

74 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: A photo of yourself 152

75 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Your name (as it appears on your birth certificate) 154

76 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Your sexual orientation 156

77 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Your age 158

78 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Your ethnicity 160

79 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Your gender 162

80 When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Parental permission e.g an e-signature 164

81 You said you would be less likely to try a new app or online service is you had to upload your passport details. Which of the following reasons explain why?Please select all which apply 166

82 You said you would be less likely to try a new app or online service if you had to upload your address. Which of the following reasons explain why?Please select all which apply 168

83 You said you would be less likely to try a new app or online service is you had to provide your parent or guardians credit card details. Which of the following reasons explain why?Please select all which apply 170

84 Do you post photos, videos or other content online? 172

85 You said you did post videos or other content online. Who do you think should be able to edit or take that content down, if anyone?Please select all that apply 174

86 Have you ever had lessons or teacher-led discussions in an educational setting (e.g school/college) about how to stay safe online? 176

87 Have you ever had any lessons or teacher-led discussions in an educational setting (e.g school/college) about behaving responsibly online? 178

88 Do you think teachers are equipped to help students stay safe online? 180

89 You said you did not think teachers are equipped to help students stay safe online. Why? 182

90 Do you think social media accounts should be age-restricted i.e i anyone under a certain age should not be able to use TikTok or Youtube? 184

91 You said that you think social media accounts should be age-restricted. What age do you think someone should have to be to set up a social media account?186

92 As far as you are aware, do the following services require you to be a certain age to create an account?: YouTube 188

93 As far as you are aware, do the following services require you to be a certain age to create an account?: Facebook 190

94 As far as you are aware, do the following services require you to be a certain age to create an account?: Google 192

95 As far as you are aware, do the following services require you to be a certain age to create an account?: Twitter 194

96 As far as you are aware, do the following services require you to be a certain age to create an account?: Instagram 196

97 As far as you are aware, do the following services require you to be a certain age to create an account?: Snap 198

98 As far as you are aware, do the following services require you to be a certain age to create an account?: Tiktok 200

99 Do you agree or disagree with the following:Only those with accounts should be able to use platforms like Youtube 202

100 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? 204

101 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? 206

102 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? 208

103 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? 210

104 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? 212

105 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? 214

106 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? 216

107 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? 218

108 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? 220

109 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? 222

110 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? 224

111 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? 226

112 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? 228

113 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? 230

114 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? 232

115 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? 234

116 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 £200? 236

117 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? 238

(1.A) Which of the following devices do you own? 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Smartphone	97%	97%	97%	97%	98%	95%	96%	96%	98%	98%	94%	97%	87%
Laptop	77%	79%	80%	81%	70%	78%	73%	76%	82%	72%	79%	82%	80%
Games console	56%	53%	57%	57%	58%	59%	51%	51%	66%	57%	57%	68%	60%
Tablet	53%	50%	50%	56%	46%	58%	55%	53%	50%	50%	56%	63%	53%
Desktop computer	29%	36%	32%	32%	19%	37%	24%	19%	26%	28%	26%	37%	20%
None of the above	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Smartphone	97%	95%	97%	98%	96%	95%	97%	*	*	*	*	*	*
Laptop	77%	69%	80%	80%	81%	76%	70%	*	*	*	*	*	*
Games console	56%	82%	45%	60%	49%	62%	55%	*	*	*	*	*	*
Tablet	53%	50%	54%	56%	51%	59%	44%	*	*	*	*	*	*
Desktop computer	29%	36%	26%	31%	25%	34%	26%	*	*	*	*	*	*
None of the above	0%	0%	0%	0%	1%	0%	0%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(2.A) Which devices do you use to access the internet most regularly at home? 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Smartphone	91%	94%	88%	91%	92%	88%	93%	87%	92%	90%	90%	95%	93%
Laptop	56%	62%	57%	56%	54%	59%	55%	42%	56%	51%	63%	53%	53%
Tablet	25%	22%	24%	24%	24%	26%	32%	30%	16%	25%	23%	24%	27%
Games console (playing online)	24%	18%	18%	22%	31%	31%	24%	20%	32%	26%	22%	39%	27%
Desktop computer	17%	18%	16%	24%	12%	20%	15%	11%	16%	19%	14%	16%	13%
None of the above	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Smartphone	91%	86%	93%	88%	94%	89%	92%	*	*	*	*	*	*
Laptop	56%	46%	60%	60%	61%	53%	44%	*	*	*	*	*	*
Tablet	25%	22%	26%	28%	24%	25%	20%	*	*	*	*	*	*
Games console (playing online)	24%	44%	14%	25%	22%	23%	25%	*	*	*	*	*	*
Desktop computer	17%	25%	13%	18%	15%	19%	17%	*	*	*	*	*	*
None of the above	0%	0%	0%	0%	0%	0%	1%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(3.A) Which of the following do you use most regularly? 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
YouTube	57%	60%	65%	49%	52%	52%	61%	56%	56%	54%	56%	45%	53%
Instagram	52%	49%	49%	61%	52%	58%	55%	50%	66%	51%	49%	45%	47%
Tik Tok	47%	46%	42%	47%	51%	51%	43%	43%	56%	43%	59%	63%	53%
Snap	41%	41%	33%	45%	42%	43%	40%	46%	42%	42%	49%	34%	40%
Google	39%	47%	44%	41%	38%	31%	38%	31%	36%	38%	34%	29%	27%
Facebook	16%	16%	14%	14%	15%	12%	14%	20%	22%	24%	10%	26%	7%
Twitter	10%	13%	13%	10%	6%	7%	8%	8%	10%	7%	8%	13%	13%
None of the above	1%	0%	1%	2%	1%	4%	1%	1%	0%	1%	1%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
YouTube	57%	68%	51%	54%	60%	58%	55%	*	*	*	*	*	*
Instagram	52%	45%	56%	55%	53%	48%	51%	*	*	*	*	*	*
Tik Tok	47%	30%	55%	39%	54%	50%	50%	*	*	*	*	*	*
Snap	41%	25%	49%	37%	44%	41%	44%	*	*	*	*	*	*
Google	39%	46%	36%	42%	35%	34%	42%	*	*	*	*	*	*
Facebook	16%	24%	13%	21%	13%	17%	13%	*	*	*	*	*	*
Twitter	10%	11%	8%	13%	6%	8%	11%	*	*	*	*	*	*
None of the above	1%	1%	1%	1%	1%	3%	1%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	75%	77%	77%	77%	71%	73%	74%	68%	72%	74%	80%	79%	93%
In the last week	15%	12%	16%	12%	15%	14%	16%	22%	20%	18%	12%	8%	0%
In the last month	3%	5%	2%	4%	2%	5%	2%	2%	2%	4%	2%	3%	0%
In the last year	1%	1%	2%	0%	0%	1%	1%	2%	2%	1%	0%	0%	0%
Never	3%	2%	2%	4%	7%	3%	5%	3%	2%	3%	5%	5%	7%
Don't Know	3%	3%	2%	3%	4%	4%	3%	4%	2%	1%	1%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	75%	71%	77%	78%	74%	77%	70%	*	*	*	*	*	*
In the last week	15%	18%	13%	14%	14%	18%	15%	*	*	*	*	*	*
In the last month	3%	5%	3%	3%	4%	0%	6%	*	*	*	*	*	*
In the last year	1%	1%	1%	1%	1%	0%	1%	*	*	*	*	*	*
Never	3%	3%	3%	3%	4%	3%	3%	*	*	*	*	*	*
Don't Know	3%	2%	3%	1%	4%	0%	4%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	58%	68%	59%	58%	49%	52%	61%	53%	60%	48%	55%	76%	67%
In the last week	19%	13%	15%	21%	20%	23%	18%	20%	26%	29%	15%	5%	13%
In the last month	7%	8%	9%	4%	6%	8%	4%	8%	6%	6%	9%	5%	7%
In the last year	4%	3%	5%	4%	8%	3%	4%	4%	4%	6%	6%	5%	0%
Never	8%	6%	8%	8%	8%	11%	8%	7%	2%	7%	9%	3%	13%
Don't Know	4%	2%	5%	4%	8%	3%	4%	8%	2%	4%	6%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	58%	58%	58%	59%	60%	55%	57%	*	*	*	*	*	*
In the last week	19%	20%	18%	18%	20%	21%	17%	*	*	*	*	*	*
In the last month	7%	5%	8%	7%	8%	8%	5%	*	*	*	*	*	*
In the last year	4%	4%	5%	4%	3%	5%	6%	*	*	*	*	*	*
Never	8%	9%	7%	9%	5%	8%	8%	*	*	*	*	*	*
Don't Know	4%	3%	5%	3%	5%	3%	7%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(6.A) When was the last time you used the following Google products? If you have never used a product, please select Never for that product: 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	70%	70%	75%	71%	71%	69%	70%	69%	68%	72%	65%	63%	73%
In the last week	21%	22%	16%	24%	19%	18%	26%	23%	26%	21%	21%	24%	20%
In the last month	4%	5%	5%	3%	1%	8%	3%	4%	2%	3%	7%	5%	0%
In the last year	2%	1%	2%	2%	5%	1%	0%	2%	4%	2%	2%	0%	0%
Never	1%	1%	1%	0%	1%	3%	1%	0%	0%	1%	1%	0%	7%
Don't Know	1%	1%	1%	1%	2%	1%	0%	3%	0%	1%	3%	8%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	70%	75%	68%	67%	74%	73%	70%	*	*	*	*	*	*
In the last week	21%	20%	22%	26%	17%	22%	18%	*	*	*	*	*	*
In the last month	4%	2%	5%	5%	4%	3%	5%	*	*	*	*	*	*
In the last year	2%	1%	2%	2%	1%	1%	2%	*	*	*	*	*	*
Never	1%	1%	1%	0%	2%	1%	2%	*	*	*	*	*	*
Don't Know	1%	1%	2%	0%	2%	0%	3%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	22%	27%	20%	24%	19%	15%	18%	23%	34%	13%	34%	24%	7%
In the last week	32%	32%	38%	38%	30%	28%	34%	24%	24%	34%	26%	39%	27%
In the last month	23%	26%	23%	18%	24%	24%	26%	26%	24%	21%	19%	13%	33%
In the last year	10%	6%	9%	9%	10%	16%	10%	11%	8%	17%	8%	13%	13%
Never	10%	6%	8%	10%	13%	14%	12%	12%	6%	15%	12%	5%	20%
Don't Know	2%	3%	2%	1%	5%	2%	1%	5%	4%	1%	2%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	22%	20%	22%	25%	22%	16%	19%	*	*	*	*	*	*
In the last week	32%	27%	35%	36%	28%	33%	29%	*	*	*	*	*	*
In the last month	23%	21%	24%	21%	25%	22%	26%	*	*	*	*	*	*
In the last year	10%	14%	9%	9%	9%	11%	14%	*	*	*	*	*	*
Never	10%	15%	8%	8%	13%	15%	8%	*	*	*	*	*	*
Don't Know	2%	3%	2%	1%	3%	3%	3%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	55%	62%	64%	55%	49%	60%	50%	43%	58%	41%	59%	53%	27%
In the last week	17%	16%	10%	14%	20%	17%	19%	20%	16%	21%	13%	21%	40%
In the last month	9%	5%	11%	12%	6%	8%	8%	10%	4%	12%	9%	8%	13%
In the last year	4%	4%	2%	4%	5%	4%	4%	5%	6%	4%	2%	5%	0%
Never	13%	9%	12%	12%	17%	10%	16%	18%	14%	19%	12%	8%	20%
Don't Know	3%	5%	3%	3%	4%	1%	3%	4%	2%	2%	5%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	55%	49%	57%	58%	54%	53%	51%	*	*	*	*	*	*
In the last week	17%	19%	16%	15%	16%	18%	20%	*	*	*	*	*	*
In the last month	9%	9%	9%	9%	8%	10%	8%	*	*	*	*	*	*
In the last year	4%	2%	4%	4%	3%	4%	5%	*	*	*	*	*	*
Never	13%	19%	11%	13%	14%	15%	12%	*	*	*	*	*	*
Don't Know	3%	3%	3%	3%	4%	1%	4%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	20%	27%	22%	19%	18%	14%	24%	13%	14%	15%	15%	24%	20%
In the last week	18%	23%	19%	21%	14%	16%	19%	13%	20%	10%	16%	21%	27%
In the last month	14%	16%	15%	15%	12%	13%	10%	9%	18%	12%	26%	3%	20%
In the last year	13%	7%	12%	12%	10%	14%	9%	21%	14%	19%	13%	18%	7%
Never	30%	22%	27%	28%	35%	35%	33%	37%	32%	40%	26%	29%	20%
Don't Know	6%	5%	6%	5%	12%	7%	4%	8%	2%	4%	5%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	20%	15%	21%	19%	20%	19%	20%	*	*	*	*	*	*
In the last week	18%	20%	17%	20%	17%	15%	17%	*	*	*	*	*	*
In the last month	14%	14%	14%	13%	17%	13%	12%	*	*	*	*	*	*
In the last year	13%	9%	14%	13%	11%	12%	14%	*	*	*	*	*	*
Never	30%	36%	28%	31%	29%	34%	28%	*	*	*	*	*	*
Don't Know	6%	5%	6%	4%	6%	7%	9%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	19%	31%	24%	15%	17%	12%	18%	13%	14%	12%	10%	24%	40%
In the last week	11%	15%	12%	10%	13%	12%	9%	9%	6%	7%	10%	11%	27%
In the last month	6%	6%	6%	8%	6%	5%	3%	7%	8%	7%	10%	3%	0%
In the last year	16%	11%	12%	9%	18%	16%	18%	23%	12%	21%	20%	29%	7%
Never	43%	32%	43%	51%	40%	52%	50%	43%	52%	48%	47%	29%	27%
Don't Know	5%	5%	5%	7%	6%	3%	2%	5%	8%	5%	2%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(10.B) When was the last time you used the following Google products? If you have never used a product, please select Never for that product: Google Classroom

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	19%	16%	20%	18%	20%	20%	18%	*	*	*	*	*	*
In the last week	11%	14%	10%	14%	9%	11%	9%	*	*	*	*	*	*
In the last month	6%	9%	5%	5%	6%	5%	9%	*	*	*	*	*	*
In the last year	16%	13%	17%	14%	16%	18%	17%	*	*	*	*	*	*
Never	43%	42%	44%	46%	43%	42%	40%	*	*	*	*	*	*
Don't Know	5%	5%	4%	3%	5%	5%	6%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	11%	14%	12%	10%	12%	6%	9%	12%	18%	12%	12%	11%	0%
In the last week	9%	11%	8%	8%	6%	4%	11%	10%	8%	11%	7%	3%	13%
In the last month	6%	8%	7%	8%	5%	4%	4%	6%	4%	7%	2%	3%	13%
In the last year	7%	7%	6%	8%	5%	9%	4%	8%	8%	6%	7%	3%	13%
Never	58%	53%	57%	60%	60%	64%	62%	50%	46%	56%	63%	79%	53%
Don't Know	10%	7%	11%	6%	13%	13%	9%	14%	16%	8%	9%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	11%	13%	11%	12%	11%	11%	11%	*	*	*	*	*	*
In the last week	9%	13%	7%	12%	6%	11%	6%	*	*	*	*	*	*
In the last month	6%	7%	6%	7%	6%	6%	6%	*	*	*	*	*	*
In the last year	7%	6%	7%	6%	8%	6%	6%	*	*	*	*	*	*
Never	58%	53%	59%	57%	60%	54%	58%	*	*	*	*	*	*
Don't Know	10%	9%	10%	6%	10%	12%	14%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	5%	8%	4%	5%	2%	4%	7%	5%	6%	4%	3%	11%	13%
In the last week	6%	10%	7%	6%	5%	4%	8%	2%	4%	4%	0%	5%	7%
In the last month	6%	8%	5%	3%	8%	9%	4%	3%	6%	6%	10%	3%	0%
In the last year	17%	25%	19%	18%	13%	9%	12%	13%	18%	12%	19%	21%	13%
Never	60%	43%	59%	62%	63%	69%	65%	71%	60%	66%	63%	55%	67%
Don't Know	6%	6%	7%	5%	8%	5%	5%	7%	6%	7%	5%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	5%	6%	5%	6%	6%	4%	3%	*	*	*	*	*	*
In the last week	6%	8%	5%	8%	4%	8%	4%	*	*	*	*	*	*
In the last month	6%	5%	6%	6%	7%	6%	6%	*	*	*	*	*	*
In the last year	17%	12%	19%	17%	19%	14%	15%	*	*	*	*	*	*
Never	60%	62%	60%	60%	59%	60%	62%	*	*	*	*	*	*
Don't Know	6%	7%	6%	4%	5%	8%	9%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	7%	8%	4%	11%	5%	7%	6%	6%	8%	5%	5%	16%	0%
In the last week	6%	10%	6%	4%	5%	6%	4%	7%	6%	6%	7%	5%	13%
In the last month	6%	8%	5%	9%	2%	4%	8%	5%	6%	5%	5%	3%	0%
In the last year	5%	5%	7%	4%	4%	5%	9%	5%	8%	6%	3%	3%	0%
Never	70%	62%	76%	67%	79%	73%	67%	70%	66%	74%	72%	68%	80%
Don't Know	6%	8%	4%	5%	6%	5%	5%	7%	6%	4%	8%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	7%	8%	6%	6%	6%	5%	8%	*	*	*	*	*	*
In the last week	6%	10%	5%	7%	6%	4%	8%	*	*	*	*	*	*
In the last month	6%	8%	4%	7%	4%	7%	5%	*	*	*	*	*	*
In the last year	5%	5%	5%	4%	5%	8%	5%	*	*	*	*	*	*
Never	70%	64%	74%	72%	70%	74%	65%	*	*	*	*	*	*
Don't Know	6%	4%	6%	3%	8%	3%	9%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	8%	8%	7%	10%	1%	8%	9%	5%	14%	9%	6%	8%	13%
In the last week	6%	9%	6%	5%	5%	6%	6%	5%	8%	7%	6%	5%	0%
In the last month	6%	10%	6%	7%	7%	3%	6%	6%	2%	6%	6%	3%	7%
In the last year	8%	6%	10%	10%	2%	10%	5%	7%	8%	6%	12%	16%	13%
Never	63%	59%	61%	62%	71%	63%	68%	61%	62%	67%	60%	61%	53%
Don't Know	9%	8%	12%	5%	13%	10%	6%	15%	6%	6%	10%	8%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	8%	10%	7%	9%	7%	7%	7%	*	*	*	*	*	*
In the last week	6%	10%	5%	8%	6%	6%	6%	*	*	*	*	*	*
In the last month	6%	6%	7%	6%	7%	7%	6%	*	*	*	*	*	*
In the last year	8%	8%	8%	8%	8%	9%	7%	*	*	*	*	*	*
Never	63%	58%	64%	64%	63%	61%	62%	*	*	*	*	*	*
Don't Know	9%	7%	10%	6%	10%	10%	13%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
In the last day	3%	5%	1%	8%	0%	1%	2%	2%	0%	2%	5%	0%	7%
In the last week	3%	7%	3%	3%	4%	2%	3%	4%	4%	3%	0%	0%	7%
In the last month	2%	3%	2%	4%	1%	2%	3%	3%	0%	2%	2%	0%	0%
In the last year	2%	3%	1%	2%	0%	1%	2%	0%	2%	4%	0%	0%	0%
Never	79%	70%	81%	74%	85%	82%	84%	80%	80%	79%	84%	84%	80%
Don't Know	11%	12%	12%	9%	11%	12%	8%	12%	14%	10%	9%	16%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(15.B) When was the last time you used the following Google products?If you have never used a product, please select Never for that product: Google Way

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
In the last day	3%	3%	3%	3%	3%	3%	2%	*	*	*	*	*	*
In the last week	3%	5%	3%	5%	3%	3%	2%	*	*	*	*	*	*
In the last month	2%	4%	2%	3%	1%	2%	3%	*	*	*	*	*	*
In the last year	2%	2%	1%	1%	2%	2%	1%	*	*	*	*	*	*
Never	79%	77%	80%	78%	79%	80%	79%	*	*	*	*	*	*
Don't Know	11%	8%	12%	9%	12%	10%	14%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(16.A) 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	1235	213	195	111	81	95	118	108	50	133	82	35	14
In the last day	27%	36%	25%	25%	28%	23%	27%	25%	26%	27%	17%	29%	14%
In the last week	31%	25%	36%	29%	32%	35%	34%	29%	32%	29%	40%	20%	36%
In the last month	24%	23%	27%	25%	23%	21%	24%	23%	32%	22%	17%	20%	29%
In the last year	10%	8%	8%	12%	9%	13%	9%	17%	4%	10%	15%	6%	14%
Never	5%	2%	3%	6%	4%	4%	3%	6%	6%	10%	6%	17%	0%
Don't Know	3%	5%	1%	3%	4%	4%	3%	1%	0%	3%	5%	9%	7%

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1235	378	836	443	308	210	253	0	0	0	0	0	0
In the last day	27%	29%	26%	26%	29%	26%	26%	*	*	*	*	*	*
In the last week	31%	34%	30%	33%	31%	32%	27%	*	*	*	*	*	*
In the last month	24%	21%	25%	23%	21%	24%	26%	*	*	*	*	*	*
In the last year	10%	7%	11%	12%	9%	11%	9%	*	*	*	*	*	*
Never	5%	5%	5%	4%	6%	3%	7%	*	*	*	*	*	*
Don't Know	3%	3%	3%	2%	3%	4%	4%	*	*	*	*	*	*

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(17.A) 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	1235	213	195	111	81	95	118	108	50	133	82	35	14
In the last day	22%	31%	19%	20%	19%	19%	27%	19%	20%	20%	13%	31%	21%
In the last week	33%	30%	39%	32%	35%	38%	36%	24%	30%	31%	33%	17%	43%
In the last month	23%	23%	25%	24%	25%	19%	19%	27%	26%	19%	22%	17%	21%
In the last year	13%	8%	10%	17%	5%	18%	7%	19%	14%	17%	21%	14%	7%
Never	8%	5%	7%	4%	14%	4%	10%	8%	10%	10%	11%	14%	0%
Don't Know	2%	4%	0%	3%	4%	2%	2%	3%	0%	3%	0%	6%	7%

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1235	378	836	443	308	210	253	0	0	0	0	0	0
In the last day	22%	20%	23%	24%	20%	18%	24%	*	*	*	*	*	*
In the last week	33%	32%	33%	35%	32%	34%	27%	*	*	*	*	*	*
In the last month	23%	24%	22%	24%	23%	20%	23%	*	*	*	*	*	*
In the last year	13%	12%	13%	10%	14%	16%	13%	*	*	*	*	*	*
Never	8%	10%	7%	5%	9%	9%	9%	*	*	*	*	*	*
Don't Know	2%	3%	2%	1%	2%	3%	4%	*	*	*	*	*	*

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(18.A) 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	1235	213	195	111	81	95	118	108	50	133	82	35	14
In the last day	39%	38%	34%	43%	36%	42%	42%	34%	46%	42%	43%	43%	29%
In the last week	30%	31%	33%	26%	30%	24%	34%	31%	26%	28%	28%	29%	36%
In the last month	16%	17%	18%	22%	10%	16%	12%	14%	16%	16%	18%	9%	14%
In the last year	9%	7%	8%	7%	17%	8%	4%	12%	10%	8%	7%	9%	21%
Never	5%	3%	5%	1%	5%	5%	8%	7%	2%	5%	4%	9%	0%
Don't Know	2%	3%	2%	1%	2%	4%	1%	2%	0%	2%	0%	3%	0%

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1235	378	836	443	308	210	253	0	0	0	0	0	0
In the last day	39%	44%	37%	33%	43%	41%	43%	*	*	*	*	*	*
In the last week	30%	33%	29%	36%	30%	26%	25%	*	*	*	*	*	*
In the last month	16%	14%	16%	16%	15%	17%	15%	*	*	*	*	*	*
In the last year	9%	5%	10%	10%	7%	8%	8%	*	*	*	*	*	*
Never	5%	3%	6%	4%	4%	7%	5%	*	*	*	*	*	*
Don't Know	2%	1%	2%	1%	1%	1%	4%	*	*	*	*	*	*

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(19.A) When was the last time that you used YouTube to do the following?: Watch a tutorial e.g. cooking video, DIY

	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	1235	213	195	111	81	95	118	108	50	133	82	35	14
In the last day	14%	17%	10%	14%	10%	17%	16%	13%	12%	14%	11%	14%	14%
In the last week	23%	27%	24%	23%	20%	27%	21%	19%	40%	17%	22%	26%	21%
In the last month	29%	26%	31%	32%	35%	21%	29%	29%	24%	27%	33%	26%	50%
In the last year	20%	16%	23%	17%	21%	24%	21%	23%	14%	23%	18%	14%	7%
Never	11%	9%	10%	11%	11%	7%	10%	13%	8%	17%	12%	14%	0%
Don't Know	3%	4%	3%	5%	4%	3%	3%	3%	2%	2%	4%	6%	7%

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(19.B) When was the last time that you used YouTube to do the following?: Watch a tutorial e.g. cooking video, DIY

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1235	378	836	443	308	210	253	0	0	0	0	0	0
In the last day	14%	13%	14%	12%	17%	10%	16%	*	*	*	*	*	*
In the last week	23%	20%	25%	25%	19%	25%	23%	*	*	*	*	*	*
In the last month	29%	26%	31%	29%	32%	26%	27%	*	*	*	*	*	*
In the last year	20%	17%	21%	23%	16%	21%	19%	*	*	*	*	*	*
Never	11%	20%	7%	10%	12%	14%	9%	*	*	*	*	*	*
Don't Know	3%	4%	3%	1%	4%	4%	6%	*	*	*	*	*	*

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(20.A) 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	1235	213	195	111	81	95	118	108	50	133	82	35	14
In the last day	7%	11%	8%	5%	6%	4%	3%	5%	10%	6%	10%	9%	0%
In the last week	14%	14%	14%	12%	19%	19%	18%	10%	14%	12%	10%	17%	29%
In the last month	18%	21%	21%	17%	12%	17%	17%	13%	12%	19%	23%	9%	21%
In the last year	16%	13%	19%	19%	9%	20%	10%	17%	30%	12%	16%	20%	7%
Never	39%	31%	34%	41%	42%	35%	47%	47%	30%	47%	38%	46%	43%
Don't Know	6%	10%	5%	7%	12%	5%	5%	8%	4%	4%	4%	0%	0%

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1235	378	836	443	308	210	253	0	0	0	0	0	0
In the last day	7%	8%	6%	8%	7%	7%	5%	*	*	*	*	*	*
In the last week	14%	19%	12%	16%	15%	11%	14%	*	*	*	*	*	*
In the last month	18%	17%	18%	21%	17%	16%	15%	*	*	*	*	*	*
In the last year	16%	12%	17%	17%	15%	12%	15%	*	*	*	*	*	*
Never	39%	38%	40%	34%	41%	46%	40%	*	*	*	*	*	*
Don't Know	6%	6%	7%	4%	5%	8%	11%	*	*	*	*	*	*

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	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	1235	213	195	111	81	95	118	108	50	133	82	35	14
In the last day	56%	59%	60%	51%	56%	62%	54%	42%	52%	54%	57%	54%	71%
In the last week	25%	27%	21%	31%	23%	19%	32%	28%	32%	23%	18%	29%	7%
In the last month	11%	11%	12%	11%	11%	11%	8%	16%	6%	12%	15%	9%	14%
In the last year	3%	1%	4%	3%	6%	3%	1%	7%	4%	5%	2%	3%	0%
Never	3%	1%	3%	1%	1%	4%	4%	6%	2%	5%	5%	6%	0%
Don't Know	2%	1%	1%	4%	2%	1%	0%	2%	4%	1%	2%	0%	7%

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1235	378	836	443	308	210	253	0	0	0	0	0	0
In the last day	56%	53%	56%	54%	61%	53%	54%	*	*	*	*	*	*
In the last week	25%	30%	23%	28%	20%	30%	23%	*	*	*	*	*	*
In the last month	11%	11%	12%	12%	10%	10%	12%	*	*	*	*	*	*
In the last year	3%	2%	4%	2%	4%	2%	5%	*	*	*	*	*	*
Never	3%	2%	4%	3%	2%	3%	4%	*	*	*	*	*	*
Don't Know	2%	1%	2%	0%	3%	1%	2%	*	*	*	*	*	*

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(22.A) 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	1235	213	195	111	81	95	118	108	50	133	82	35	14
In the last day	8%	11%	6%	9%	2%	6%	10%	6%	8%	8%	9%	6%	0%
In the last week	12%	16%	9%	10%	11%	12%	10%	11%	20%	14%	10%	17%	14%
In the last month	16%	20%	18%	14%	19%	20%	19%	12%	14%	11%	13%	14%	29%
In the last year	28%	31%	30%	32%	32%	23%	22%	37%	18%	21%	37%	17%	29%
Never	32%	20%	32%	29%	33%	36%	37%	31%	38%	45%	32%	43%	21%
Don't Know	3%	2%	5%	6%	2%	3%	2%	3%	2%	2%	0%	3%	7%

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1235	378	836	443	308	210	253	0	0	0	0	0	0
In the last day	8%	9%	7%	8%	8%	6%	8%	*	*	*	*	*	*
In the last week	12%	11%	13%	14%	14%	11%	9%	*	*	*	*	*	*
In the last month	16%	11%	19%	16%	16%	16%	18%	*	*	*	*	*	*
In the last year	28%	18%	33%	29%	27%	29%	29%	*	*	*	*	*	*
Never	32%	49%	24%	31%	33%	34%	31%	*	*	*	*	*	*
Don't Know	3%	2%	3%	2%	3%	3%	6%	*	*	*	*	*	*

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(23.A) 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	1235	213	195	111	81	95	118	108	50	133	82	35	14
In the last day	21%	24%	18%	21%	17%	21%	26%	17%	24%	19%	18%	23%	14%
In the last week	17%	20%	12%	14%	26%	15%	16%	18%	24%	15%	16%	11%	7%
In the last month	11%	11%	11%	10%	12%	13%	8%	14%	18%	10%	10%	14%	21%
In the last year	14%	12%	15%	22%	20%	8%	9%	15%	10%	20%	13%	11%	14%
Never	34%	30%	41%	29%	23%	38%	39%	36%	22%	33%	40%	37%	36%
Don't Know	3%	4%	3%	5%	1%	5%	1%	1%	2%	3%	2%	3%	7%

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1235	378	836	443	308	210	253	0	0	0	0	0	0
In the last day	21%	32%	15%	19%	21%	20%	24%	*	*	*	*	*	*
In the last week	17%	25%	12%	17%	17%	19%	13%	*	*	*	*	*	*
In the last month	11%	13%	10%	11%	14%	11%	9%	*	*	*	*	*	*
In the last year	14%	11%	16%	15%	14%	13%	15%	*	*	*	*	*	*
Never	34%	14%	43%	36%	31%	33%	34%	*	*	*	*	*	*
Don't Know	3%	3%	3%	1%	3%	4%	6%	*	*	*	*	*	*

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(24.A) 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	1235	213	195	111	81	95	118	108	50	133	82	35	14
In the last day	37%	38%	34%	37%	44%	38%	39%	31%	42%	41%	32%	23%	43%
In the last week	29%	32%	25%	36%	19%	31%	33%	31%	24%	23%	30%	40%	21%
In the last month	18%	16%	22%	16%	21%	16%	14%	16%	18%	14%	24%	26%	14%
In the last year	12%	10%	15%	6%	12%	12%	9%	14%	14%	14%	11%	6%	14%
Never	4%	2%	4%	2%	2%	3%	3%	7%	2%	7%	2%	3%	0%
Don't Know	1%	1%	1%	3%	1%	1%	1%	1%	0%	2%	0%	3%	7%

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1235	378	836	443	308	210	253	0	0	0	0	0	0
In the last day	37%	35%	38%	33%	37%	37%	43%	*	*	*	*	*	*
In the last week	29%	34%	27%	26%	29%	34%	31%	*	*	*	*	*	*
In the last month	18%	16%	19%	21%	19%	15%	14%	*	*	*	*	*	*
In the last year	12%	9%	13%	15%	11%	10%	7%	*	*	*	*	*	*
Never	4%	6%	3%	4%	4%	3%	2%	*	*	*	*	*	*
Don't Know	1%	1%	1%	1%	1%	1%	2%	*	*	*	*	*	*

Note:

BASE: YouTube Users

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(25.A) 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Zero hours	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%
Less than one hour a day	2%	2%	1%	3%	1%	3%	3%	2%	0%	2%	1%	0%	0%
Between one and two hours	8%	9%	9%	6%	2%	7%	12%	8%	8%	7%	7%	5%	7%
Between two and three hours	13%	9%	17%	13%	13%	12%	10%	13%	14%	15%	13%	8%	13%
Between three and four hours	15%	12%	11%	20%	20%	14%	14%	21%	14%	18%	12%	11%	33%
Between four and five hours	15%	15%	16%	15%	17%	11%	14%	18%	24%	17%	10%	18%	13%
Between five and six hours	14%	17%	14%	12%	18%	12%	22%	15%	14%	4%	12%	11%	7%
Between six and seven hours	10%	11%	11%	11%	2%	10%	8%	6%	0%	10%	20%	11%	7%
Between seven and eight hours	8%	9%	9%	7%	7%	11%	6%	6%	4%	7%	7%	13%	13%
Between eight and nine hours	5%	5%	6%	4%	5%	4%	5%	2%	6%	7%	6%	8%	0%
Between nine and ten hours	3%	3%	4%	4%	5%	6%	2%	4%	4%	2%	2%	3%	7%
Between ten and eleven hours	2%	2%	2%	2%	2%	1%	1%	1%	0%	3%	3%	0%	0%
Between eleven and twelve hours	1%	1%	1%	2%	2%	1%	1%	1%	6%	1%	2%	3%	0%
More than twelve hours	2%	4%	1%	1%	1%	4%	1%	2%	6%	4%	5%	0%	0%
Don't Know	1%	1%	1%	1%	2%	2%	1%	1%	0%	1%	0%	11%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Zero hours	0%	1%	0%	0%	1%	0%	1%	*	*	*	*	*	*
Less than one hour a day	2%	2%	2%	2%	1%	1%	3%	*	*	*	*	*	*
Between one and two hours	8%	12%	6%	9%	7%	9%	6%	*	*	*	*	*	*
Between two and three hours	13%	14%	12%	16%	10%	12%	11%	*	*	*	*	*	*
Between three and four hours	15%	19%	14%	17%	16%	13%	13%	*	*	*	*	*	*
Between four and five hours	15%	15%	16%	14%	14%	19%	17%	*	*	*	*	*	*
Between five and six hours	14%	10%	16%	14%	15%	14%	12%	*	*	*	*	*	*
Between six and seven hours	10%	9%	10%	10%	10%	8%	9%	*	*	*	*	*	*
Between seven and eight hours	8%	5%	9%	8%	7%	8%	9%	*	*	*	*	*	*
Between eight and nine hours	5%	4%	5%	4%	6%	3%	7%	*	*	*	*	*	*
Between nine and ten hours	3%	3%	4%	2%	4%	4%	4%	*	*	*	*	*	*
Between ten and eleven hours	2%	2%	2%	1%	3%	2%	2%	*	*	*	*	*	*
Between eleven and twelve hours	1%	2%	1%	1%	2%	1%	1%	*	*	*	*	*	*
More than twelve hours	2%	2%	2%	2%	3%	3%	3%	*	*	*	*	*	*
Don't Know	1%	2%	1%	0%	1%	1%	3%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(26.A) 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Zero hours	1%	0%	1%	2%	2%	3%	3%	0%	0%	1%	1%	0%	0%
Less than one hour a day	7%	8%	7%	6%	7%	8%	8%	5%	4%	11%	7%	0%	7%
Between one and two hours	14%	13%	17%	10%	14%	9%	13%	22%	16%	10%	13%	16%	27%
Between two and three hours	14%	11%	19%	14%	14%	19%	13%	13%	12%	22%	7%	5%	13%
Between three and four hours	12%	10%	14%	11%	12%	12%	15%	14%	10%	10%	17%	0%	7%
Between four and five hours	14%	17%	10%	16%	13%	11%	9%	14%	26%	12%	9%	21%	20%
Between five and six hours	10%	12%	12%	12%	11%	8%	17%	10%	8%	6%	8%	5%	7%
Between six and seven hours	8%	9%	7%	10%	11%	8%	8%	7%	4%	5%	12%	18%	7%
Between seven and eight hours	6%	9%	7%	4%	4%	4%	7%	3%	2%	8%	3%	13%	13%
Between eight and nine hours	4%	2%	1%	5%	6%	6%	3%	5%	6%	5%	5%	3%	0%
Between nine and ten hours	2%	1%	2%	4%	1%	1%	2%	3%	2%	2%	7%	0%	0%
Between ten and eleven hours	1%	1%	2%	2%	0%	3%	0%	1%	0%	2%	3%	3%	0%
Between eleven and twelve hours	1%	0%	1%	0%	1%	1%	2%	1%	8%	2%	2%	0%	0%
More than twelve hours	2%	4%	1%	2%	2%	4%	0%	1%	2%	3%	2%	3%	0%
Don't Know	2%	2%	2%	1%	1%	2%	2%	2%	0%	1%	2%	13%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Zero hours	1%	1%	1%	1%	1%	2%	1%	*	*	*	*	*	*
Less than one hour a day	7%	11%	6%	10%	7%	5%	5%	*	*	*	*	*	*
Between one and two hours	14%	24%	9%	16%	12%	15%	12%	*	*	*	*	*	*
Between two and three hours	14%	17%	13%	18%	11%	15%	12%	*	*	*	*	*	*
Between three and four hours	12%	10%	13%	12%	13%	9%	14%	*	*	*	*	*	*
Between four and five hours	14%	10%	15%	13%	14%	14%	14%	*	*	*	*	*	*
Between five and six hours	10%	9%	11%	12%	11%	10%	8%	*	*	*	*	*	*
Between six and seven hours	8%	6%	9%	5%	9%	12%	9%	*	*	*	*	*	*
Between seven and eight hours	6%	4%	7%	4%	7%	5%	8%	*	*	*	*	*	*
Between eight and nine hours	4%	1%	5%	3%	2%	7%	4%	*	*	*	*	*	*
Between nine and ten hours	2%	1%	3%	1%	3%	3%	2%	*	*	*	*	*	*
Between ten and eleven hours	1%	1%	2%	1%	2%	1%	2%	*	*	*	*	*	*
Between eleven and twelve hours	1%	0%	2%	2%	1%	0%	1%	*	*	*	*	*	*
More than twelve hours	2%	1%	3%	1%	2%	2%	5%	*	*	*	*	*	*
Don't Know	2%	3%	1%	1%	3%	1%	3%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(27.A) Do you use any apps/tools to help you manage how much time you spend online or what apps you use

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes	29%	38%	30%	32%	25%	24%	31%	18%	30%	22%	29%	24%	27%
No	67%	58%	66%	65%	71%	68%	62%	77%	70%	72%	67%	68%	73%
Don't Know	5%	4%	4%	3%	4%	8%	7%	5%	0%	6%	3%	8%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(27.B) Do you use any apps/tools to help you manage how much time you spend online or what apps you use

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes	29%	24%	31%	34%	28%	24%	23%	*	*	*	*	*	*
No	67%	73%	64%	63%	68%	70%	69%	*	*	*	*	*	*
Don't Know	5%	3%	5%	3%	4%	5%	8%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(28.A) You said you do not use any apps/tools to help you manage how much time you spend online. Even if you do not use these apps/tools yourself, are you aware of any of the following? Please select any of the below which you have heard of

	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	846	127	132	73	60	67	74	85	35	98	58	26	11
Space	5%	9%	4%	8%	3%	1%	3%	4%	6%	7%	3%	4%	18%
Off the Grid	5%	7%	5%	4%	3%	6%	8%	4%	6%	4%	2%	8%	0%
iOS Screen Time	48%	53%	55%	62%	37%	49%	45%	40%	40%	42%	50%	54%	45%
Freedom	4%	5%	3%	5%	7%	4%	1%	4%	3%	4%	2%	0%	9%
I have not heard of any of these	38%	29%	36%	34%	50%	37%	42%	44%	49%	40%	43%	38%	18%
AppDetox	3%	6%	2%	4%	8%	3%	4%	1%	0%	2%	3%	0%	0%
AntiSocial	3%	2%	2%	4%	7%	1%	1%	2%	6%	3%	3%	0%	9%
Moment	2%	6%	2%	1%	3%	0%	1%	1%	0%	4%	2%	0%	0%
Social Fever	2%	3%	1%	3%	0%	3%	1%	1%	0%	5%	2%	0%	0%
Android Digital Wellbeing	10%	14%	9%	4%	8%	10%	9%	7%	6%	11%	12%	15%	18%
Don't Know	4%	4%	2%	1%	3%	6%	5%	7%	6%	7%	2%	4%	18%

Note:

BASE: Respondents who don't use any apps/tools to help them manage how much time they spend online or what apps they use.

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(28.B) You said you do not use any apps/tools to help you manage how much time you spend online. Even if you do not use these apps/tools yourself, are you aware of any of the following? Please select any of the below which you have heard of

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	846	280	549	281	217	150	184	0	0	0	0	0	0
Space	5%	7%	4%	7%	4%	6%	3%	*	*	*	*	*	*
Off the Grid	5%	5%	5%	6%	6%	4%	5%	*	*	*	*	*	*
iOS Screen Time	48%	35%	56%	54%	49%	46%	42%	*	*	*	*	*	*
Freedom	4%	5%	3%	5%	3%	2%	5%	*	*	*	*	*	*
I have not heard of any of these	38%	47%	34%	33%	39%	43%	42%	*	*	*	*	*	*
AppDetox	3%	4%	3%	6%	2%	2%	3%	*	*	*	*	*	*
AntiSocial	3%	3%	3%	4%	3%	1%	2%	*	*	*	*	*	*
Moment	2%	4%	2%	3%	2%	3%	1%	*	*	*	*	*	*
Social Fever	2%	3%	2%	3%	2%	2%	1%	*	*	*	*	*	*
Android Digital Wellbeing	10%	13%	8%	12%	8%	9%	10%	*	*	*	*	*	*
Don't Know	4%	7%	3%	3%	6%	4%	7%	*	*	*	*	*	*

Note:

BASE: Respondents who don't use any apps/tools to help them manage how much time they spend online or what apps they use.

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(29.A) You said you use apps/tools to help you manage how much time you spend online, what tools do you use? Please select any 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	362	82	59	36	21	24	37	20	15	30	25	9	4
iOS Screen Time	69%	55%	76%	72%	67%	79%	73%	95%	60%	73%	60%	56%	50%
Freedom	6%	11%	5%	8%	0%	12%	3%	5%	7%	7%	0%	0%	0%
Space	6%	11%	0%	6%	0%	8%	5%	5%	0%	7%	4%	0%	25%
Social Fever	5%	10%	3%	0%	0%	12%	3%	0%	0%	13%	0%	0%	0%
AppDetox	4%	4%	3%	8%	0%	8%	3%	0%	0%	10%	0%	0%	0%
Off the Grid	4%	6%	0%	11%	5%	0%	3%	0%	0%	10%	0%	0%	0%
AntiSocial	4%	5%	3%	0%	0%	8%	3%	0%	7%	13%	4%	0%	25%
Moment	3%	2%	3%	0%	0%	0%	0%	5%	7%	13%	0%	0%	0%
Android Digital Wellbeing	14%	22%	15%	17%	5%	12%	8%	0%	13%	7%	16%	22%	25%
Other (Please Specify)	9%	6%	10%	8%	5%	12%	14%	10%	13%	3%	8%	22%	25%
Don't Know	7%	12%	0%	3%	19%	0%	11%	0%	13%	7%	12%	11%	0%

Note:

BASE: Respondents who use any apps/tools to help them manage how much time they spend online or what apps they use.

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(29.B) You said you use apps/tools to help you manage how much time you spend online, what tools do you use? Please select any that apply

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	362	93	266	153	90	52	62	0	0	0	0	0	0
iOS Screen Time	69%	52%	75%	69%	67%	81%	58%	*	*	*	*	*	*
Freedom	6%	14%	4%	11%	4%	2%	2%	*	*	*	*	*	*
Space	6%	12%	3%	8%	2%	2%	8%	*	*	*	*	*	*
Social Fever	5%	9%	4%	7%	2%	4%	5%	*	*	*	*	*	*
AppDetox	4%	10%	2%	6%	3%	2%	2%	*	*	*	*	*	*
Off the Grid	4%	6%	3%	7%	0%	6%	0%	*	*	*	*	*	*
AntiSocial	4%	8%	3%	6%	2%	4%	5%	*	*	*	*	*	*
Moment	3%	9%	1%	4%	1%	4%	2%	*	*	*	*	*	*
Android Digital Wellbeing	14%	27%	10%	15%	16%	10%	15%	*	*	*	*	*	*
Other (Please Specify)	9%	3%	11%	10%	8%	2%	16%	*	*	*	*	*	*
Don't Know	7%	13%	6%	3%	13%	4%	11%	*	*	*	*	*	*

Note:

BASE: Respondents who use any apps/tools to help them manage how much time they spend online or what apps they use.

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(30.A) Who, if anyone, monitors how much time 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
My parents/guardian(s) only	20%	22%	18%	20%	24%	18%	19%	25%	20%	21%	22%	13%	13%
My parents/guardian(s) and I have mutually agreed limits	12%	11%	10%	11%	7%	9%	15%	10%	20%	17%	14%	5%	13%
Another responsible adult	1%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%
Just me	51%	56%	50%	60%	44%	53%	54%	47%	48%	47%	43%	63%	40%
Other, please specify	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A My time online is not monitored by either myself or someone else	16%	11%	21%	10%	24%	19%	11%	17%	12%	15%	21%	18%	33%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(30.B) Who, if anyone, monitors how much time you spend online?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
My parents/guardian(s) only	20%	31%	16%	22%	19%	17%	21%	*	*	*	*	*	*
My parents/guardian(s) and I have mutually agreed limits	12%	19%	9%	15%	11%	10%	10%	*	*	*	*	*	*
Another responsible adult	1%	0%	1%	0%	1%	1%	1%	*	*	*	*	*	*
Just me	51%	35%	58%	51%	54%	50%	48%	*	*	*	*	*	*
Other, please specify	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	*
N/A My time online is not monitored by either myself or someone else	16%	15%	17%	11%	16%	22%	20%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(31.A) 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly Agree	25%	27%	26%	27%	23%	24%	23%	20%	28%	26%	22%	21%	27%
Slightly Agree	37%	37%	37%	41%	37%	25%	38%	41%	40%	38%	41%	29%	33%
Neither Agree or Disagree	27%	25%	28%	21%	24%	34%	32%	32%	26%	28%	22%	37%	13%
Slightly Disagree	4%	6%	4%	4%	4%	5%	3%	3%	2%	4%	6%	3%	7%
Strongly Disagree	1%	1%	2%	1%	2%	2%	1%	0%	0%	1%	1%	0%	0%
Don't Know	6%	5%	4%	7%	11%	9%	3%	5%	4%	3%	8%	11%	20%
Total Agree:	62%	64%	63%	68%	60%	49%	61%	61%	68%	65%	63%	50%	60%
Total Disagree:	5%	6%	6%	4%	6%	7%	4%	3%	2%	4%	7%	3%	7%
Net:	57%	57%	57%	63%	54%	42%	56%	59%	66%	60%	56%	47%	53%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly Agree	25%	23%	25%	26%	25%	16%	27%	*	*	*	*	*	*
Slightly Agree	37%	37%	37%	41%	36%	37%	33%	*	*	*	*	*	*
Neither Agree or Disagree	27%	29%	27%	24%	26%	35%	29%	*	*	*	*	*	*
Slightly Disagree	4%	3%	4%	5%	4%	4%	3%	*	*	*	*	*	*
Strongly Disagree	1%	1%	1%	1%	1%	2%	1%	*	*	*	*	*	*
Don't Know	6%	6%	5%	3%	7%	6%	8%	*	*	*	*	*	*
Total Agree:	62%	61%	62%	68%	60%	54%	60%	*	*	*	*	*	*
Total Disagree:	5%	4%	5%	6%	6%	6%	4%	*	*	*	*	*	*
Net:	57%	56%	57%	62%	55%	48%	56%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(32.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	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly Agree	50%	51%	51%	50%	51%	51%	47%	41%	48%	48%	52%	58%	53%
Slightly Agree	33%	31%	27%	33%	32%	26%	37%	40%	46%	37%	33%	26%	20%
Neither Agree or Disagree	9%	11%	12%	10%	6%	10%	13%	10%	2%	7%	7%	5%	7%
Slightly Disagree	4%	2%	5%	2%	5%	6%	3%	5%	2%	4%	7%	8%	0%
Strongly Disagree	2%	1%	3%	3%	1%	3%	1%	2%	0%	2%	0%	0%	0%
Don't Know	3%	4%	2%	3%	5%	4%	0%	3%	2%	2%	1%	3%	20%
Total Agree:	82%	82%	78%	83%	83%	77%	84%	81%	94%	85%	85%	84%	73%
Total Disagree:	6%	4%	8%	4%	6%	9%	3%	6%	2%	6%	7%	8%	0%
Net:	77%	78%	71%	79%	77%	68%	81%	75%	92%	79%	78%	76%	73%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(32.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly Agree	50%	48%	50%	52%	45%	45%	54%	*	*	*	*	*	*
Slightly Agree	33%	33%	33%	33%	35%	34%	29%	*	*	*	*	*	*
Neither Agree or Disagree	9%	11%	9%	8%	10%	11%	11%	*	*	*	*	*	*
Slightly Disagree	4%	4%	4%	4%	5%	4%	3%	*	*	*	*	*	*
Strongly Disagree	2%	1%	2%	2%	1%	3%	1%	*	*	*	*	*	*
Don't Know	3%	2%	3%	1%	5%	2%	3%	*	*	*	*	*	*
Total Agree:	82%	81%	83%	85%	79%	79%	83%	*	*	*	*	*	*
Total Disagree:	6%	5%	6%	6%	6%	8%	4%	*	*	*	*	*	*
Net:	77%	76%	77%	80%	73%	72%	79%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(33.A) 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly Agree	43%	45%	38%	46%	44%	36%	39%	47%	54%	40%	47%	47%	33%
Slightly Agree	39%	40%	41%	37%	42%	40%	41%	35%	40%	43%	34%	37%	47%
Neither Agree or Disagree	11%	10%	9%	13%	4%	17%	16%	14%	6%	11%	14%	11%	0%
Slightly Disagree	4%	3%	8%	3%	4%	3%	3%	3%	0%	4%	3%	3%	0%
Strongly Disagree	1%	1%	3%	0%	4%	1%	1%	1%	0%	2%	0%	0%	0%
Don't Know	2%	1%	2%	1%	4%	2%	1%	1%	0%	1%	2%	3%	20%
Total Agree:	82%	85%	78%	83%	86%	77%	80%	82%	94%	82%	80%	84%	80%
Total Disagree:	5%	4%	11%	3%	7%	4%	3%	4%	0%	6%	3%	3%	0%
Net:	77%	82%	68%	80%	79%	73%	76%	78%	94%	76%	77%	82%	80%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly Agree	43%	43%	42%	42%	42%	40%	46%	*	*	*	*	*	*
Slightly Agree	39%	38%	41%	43%	38%	40%	35%	*	*	*	*	*	*
Neither Agree or Disagree	11%	13%	11%	10%	10%	12%	13%	*	*	*	*	*	*
Slightly Disagree	4%	3%	4%	3%	5%	4%	2%	*	*	*	*	*	*
Strongly Disagree	1%	1%	2%	1%	1%	3%	1%	*	*	*	*	*	*
Don't Know	2%	2%	2%	0%	4%	0%	2%	*	*	*	*	*	*
Total Agree:	82%	81%	82%	85%	80%	80%	82%	*	*	*	*	*	*
Total Disagree:	5%	4%	5%	4%	6%	8%	3%	*	*	*	*	*	*
Net:	77%	78%	77%	81%	74%	73%	79%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(34.A) Do you agree or disagree with the following statements?: I am better at managing how much time I spend online than my parents are at managing theirs

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly Agree	11%	14%	8%	14%	11%	10%	10%	9%	16%	13%	14%	3%	7%
Slightly Agree	22%	21%	20%	21%	20%	19%	24%	29%	20%	24%	15%	24%	20%
Neither Agree or Disagree	32%	31%	32%	31%	32%	30%	36%	30%	42%	33%	26%	34%	20%
Slightly Disagree	19%	16%	26%	21%	11%	20%	16%	15%	16%	14%	26%	26%	20%
Strongly Disagree	10%	11%	10%	7%	13%	9%	9%	11%	4%	10%	10%	3%	20%
Don't Know	7%	6%	5%	5%	13%	11%	5%	6%	2%	5%	9%	11%	13%
Total Agree:	33%	35%	27%	36%	31%	29%	34%	38%	36%	38%	29%	26%	27%
Total Disagree:	28%	27%	36%	28%	24%	29%	25%	26%	20%	24%	36%	29%	40%
Net:	4%	8%	-9%	8%	7%	0%	8%	12%	16%	13%	-7%	-3%	-13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(34.B) Do you agree or disagree with the following statements?: I am better at managing how much time I spend online than my parents are at managing theirs

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly Agree	11%	17%	9%	14%	9%	12%	9%	*	*	*	*	*	*
Slightly Agree	22%	23%	21%	23%	20%	20%	21%	*	*	*	*	*	*
Neither Agree or Disagree	32%	33%	32%	29%	33%	34%	35%	*	*	*	*	*	*
Slightly Disagree	19%	13%	21%	21%	17%	20%	15%	*	*	*	*	*	*
Strongly Disagree	10%	8%	11%	7%	11%	9%	13%	*	*	*	*	*	*
Don't Know	7%	6%	7%	6%	10%	5%	6%	*	*	*	*	*	*
Total Agree:	33%	40%	30%	37%	29%	32%	31%	*	*	*	*	*	*
Total Disagree:	28%	21%	31%	28%	29%	29%	28%	*	*	*	*	*	*
Net:	4%	19%	-2%	10%	0%	4%	3%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(35.A) 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly Agree	11%	14%	8%	11%	7%	12%	8%	13%	12%	15%	13%	8%	13%
Slightly Agree	28%	30%	33%	27%	26%	29%	32%	28%	28%	18%	29%	29%	13%
Neither Agree or Disagree	23%	26%	22%	26%	21%	16%	23%	19%	26%	23%	27%	37%	27%
Slightly Disagree	20%	15%	21%	19%	24%	25%	21%	20%	28%	24%	19%	11%	7%
Strongly Disagree	15%	12%	16%	17%	19%	15%	15%	18%	2%	19%	10%	13%	20%
Don't Know	2%	3%	2%	1%	2%	2%	1%	3%	4%	1%	2%	3%	20%
Total Agree:	39%	44%	41%	38%	33%	41%	40%	41%	40%	33%	42%	37%	27%
Total Disagree:	35%	28%	36%	36%	43%	40%	36%	38%	30%	43%	29%	24%	27%
Net:	4%	17%	5%	2%	-10%	1%	4%	3%	10%	-10%	13%	13%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly Agree	11%	7%	13%	9%	13%	14%	12%	*	*	*	*	*	*
Slightly Agree	28%	19%	32%	35%	25%	21%	27%	*	*	*	*	*	*
Neither Agree or Disagree	23%	26%	23%	21%	21%	29%	25%	*	*	*	*	*	*
Slightly Disagree	20%	28%	17%	20%	20%	23%	18%	*	*	*	*	*	*
Strongly Disagree	15%	17%	14%	16%	15%	12%	16%	*	*	*	*	*	*
Don't Know	2%	3%	2%	0%	6%	1%	3%	*	*	*	*	*	*
Total Agree:	39%	26%	45%	43%	38%	35%	39%	*	*	*	*	*	*
Total Disagree:	35%	45%	31%	36%	35%	35%	34%	*	*	*	*	*	*
Net:	4%	-19%	14%	7%	3%	0%	5%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(36.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	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly Agree	54%	58%	45%	52%	55%	56%	54%	59%	50%	54%	56%	61%	53%
Slightly Agree	33%	28%	40%	35%	29%	25%	41%	32%	38%	33%	30%	32%	20%
Neither Agree or Disagree	7%	8%	9%	8%	7%	15%	1%	4%	10%	10%	6%	0%	7%
Slightly Disagree	2%	2%	2%	4%	5%	1%	0%	3%	2%	2%	2%	3%	0%
Strongly Disagree	1%	2%	3%	1%	0%	1%	2%	1%	0%	0%	2%	3%	7%
Don't Know	2%	2%	3%	1%	5%	2%	3%	2%	0%	1%	3%	3%	13%
Total Agree:	87%	86%	84%	87%	83%	81%	95%	91%	88%	87%	86%	92%	73%
Total Disagree:	4%	4%	5%	4%	5%	2%	2%	4%	2%	2%	5%	5%	7%
Net:	83%	82%	80%	82%	79%	79%	93%	87%	86%	85%	81%	87%	67%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(36.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly Agree	54%	46%	57%	54%	52%	53%	56%	*	*	*	*	*	*
Slightly Agree	33%	37%	31%	35%	32%	35%	30%	*	*	*	*	*	*
Neither Agree or Disagree	7%	10%	7%	8%	7%	8%	8%	*	*	*	*	*	*
Slightly Disagree	2%	2%	2%	2%	2%	1%	2%	*	*	*	*	*	*
Strongly Disagree	1%	2%	1%	1%	1%	2%	2%	*	*	*	*	*	*
Don't Know	2%	3%	2%	0%	6%	1%	2%	*	*	*	*	*	*
Total Agree:	87%	83%	88%	89%	84%	88%	86%	*	*	*	*	*	*
Total Disagree:	4%	4%	3%	3%	4%	3%	4%	*	*	*	*	*	*
Net:	83%	79%	85%	86%	80%	85%	82%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(37.A) Do you agree or disagree with the following statements?: Studying would be a lot harder without 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly Agree	62%	62%	67%	65%	62%	58%	61%	64%	62%	62%	58%	63%	40%
Slightly Agree	26%	24%	23%	25%	26%	30%	33%	27%	26%	25%	24%	29%	33%
Neither Agree or Disagree	7%	7%	5%	8%	5%	8%	3%	8%	4%	8%	13%	3%	7%
Slightly Disagree	2%	2%	2%	0%	1%	1%	2%	0%	6%	4%	2%	3%	7%
Strongly Disagree	1%	1%	2%	1%	1%	2%	2%	0%	0%	0%	0%	0%	0%
Don't Know	2%	3%	2%	1%	5%	1%	1%	1%	2%	1%	2%	3%	13%
Total Agree:	89%	87%	90%	90%	88%	88%	93%	91%	88%	88%	83%	92%	73%
Total Disagree:	3%	3%	4%	1%	2%	3%	3%	0%	6%	4%	2%	3%	7%
Net:	86%	83%	86%	89%	86%	85%	90%	91%	82%	84%	80%	89%	67%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(37.B) Do you agree or disagree with the following statements?: Studying would be a lot harder without the internet

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly Agree	62%	56%	65%	68%	57%	59%	62%	*	*	*	*	*	*
Slightly Agree	26%	30%	24%	22%	27%	31%	28%	*	*	*	*	*	*
Neither Agree or Disagree	7%	10%	6%	7%	8%	6%	6%	*	*	*	*	*	*
Slightly Disagree	2%	1%	2%	2%	2%	3%	1%	*	*	*	*	*	*
Strongly Disagree	1%	1%	1%	1%	1%	1%	2%	*	*	*	*	*	*
Don't Know	2%	2%	2%	0%	5%	1%	2%	*	*	*	*	*	*
Total Agree:	89%	86%	90%	90%	84%	90%	89%	*	*	*	*	*	*
Total Disagree:	3%	2%	3%	3%	3%	4%	2%	*	*	*	*	*	*
Net:	86%	84%	87%	87%	81%	86%	87%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(38.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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly Agree	20%	19%	16%	21%	19%	27%	17%	25%	20%	24%	15%	16%	7%
Slightly Agree	30%	33%	31%	31%	29%	13%	31%	33%	38%	35%	30%	26%	27%
Neither Agree or Disagree	19%	18%	20%	16%	19%	26%	25%	12%	18%	18%	20%	18%	20%
Slightly Disagree	22%	18%	27%	23%	23%	24%	20%	24%	18%	18%	24%	26%	27%
Strongly Disagree	6%	9%	5%	6%	5%	7%	3%	5%	6%	2%	8%	8%	0%
Don't Know	3%	3%	2%	3%	6%	2%	3%	1%	0%	1%	2%	5%	20%
Total Agree:	50%	51%	47%	52%	48%	40%	48%	59%	58%	60%	45%	42%	33%
Total Disagree:	28%	27%	32%	29%	27%	31%	24%	29%	24%	21%	33%	34%	27%
Net:	22%	24%	15%	22%	20%	9%	24%	30%	34%	39%	13%	8%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(38.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly Agree	20%	18%	21%	20%	14%	22%	21%	*	*	*	*	*	*
Slightly Agree	30%	29%	31%	31%	31%	30%	32%	*	*	*	*	*	*
Neither Agree or Disagree	19%	22%	18%	20%	19%	18%	20%	*	*	*	*	*	*
Slightly Disagree	22%	23%	22%	21%	25%	24%	20%	*	*	*	*	*	*
Strongly Disagree	6%	5%	6%	7%	6%	5%	4%	*	*	*	*	*	*
Don't Know	3%	3%	2%	1%	6%	1%	3%	*	*	*	*	*	*
Total Agree:	50%	47%	52%	51%	45%	51%	53%	*	*	*	*	*	*
Total Disagree:	28%	28%	27%	28%	31%	29%	24%	*	*	*	*	*	*
Net:	22%	19%	25%	22%	14%	22%	30%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(39.A) How safe or unsafe do you feel 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
I feel very safe online	17%	17%	16%	20%	17%	17%	18%	18%	30%	18%	15%	11%	0%
I feel quite safe online	58%	57%	60%	55%	58%	55%	55%	63%	52%	59%	56%	61%	87%
I feel neither safe nor unsafe	20%	21%	18%	23%	19%	22%	21%	16%	14%	20%	26%	16%	7%
I feel quite unsafe online	3%	2%	4%	2%	2%	3%	3%	1%	4%	2%	1%	8%	0%
I feel very unsafe online	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Don't Know	2%	3%	2%	0%	2%	3%	2%	2%	0%	1%	2%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(39.B) How safe or unsafe do you feel online?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
I feel very safe online	17%	27%	13%	19%	16%	17%	17%	*	*	*	*	*	*
I feel quite safe online	58%	56%	60%	63%	55%	60%	52%	*	*	*	*	*	*
I feel neither safe nor unsafe	20%	15%	21%	16%	22%	18%	25%	*	*	*	*	*	*
I feel quite unsafe online	3%	1%	3%	1%	3%	3%	3%	*	*	*	*	*	*
I feel very unsafe online	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	*
Don't Know	2%	2%	2%	0%	4%	1%	3%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(40.A) You said that you feel safe online. Which of the following reasons best explains why? 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	955	161	151	84	63	71	88	90	41	105	61	27	13
I know how to stay safe online	74%	71%	72%	79%	71%	69%	86%	74%	68%	71%	79%	70%	69%
I dont think there are many threats online	7%	8%	4%	10%	10%	11%	10%	4%	5%	5%	3%	4%	8%
I have been educated or trained in how to use the internet safely	63%	60%	66%	64%	57%	65%	61%	59%	63%	64%	64%	70%	69%
I only engage with people online who I know	60%	53%	69%	61%	57%	65%	57%	60%	61%	61%	52%	74%	54%
I feel safer online than I do on the street or at school/work	34%	35%	36%	37%	25%	41%	32%	30%	27%	39%	34%	33%	46%
I use various safety tools on the devices and / or platforms I use	20%	19%	19%	21%	16%	30%	19%	14%	10%	18%	34%	22%	15%
Other (Please Specify)	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Don't Know	1%	2%	1%	0%	0%	1%	0%	2%	2%	2%	0%	0%	15%

Note:

BASE: Respondents who feel safe online

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(40.B) You said that you feel safe online. Which of the following reasons best explains why? Select all that apply

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	955	315	629	366	226	164	183	0	0	0	0	0	0
I know how to stay safe online	74%	69%	76%	74%	75%	76%	69%	*	*	*	*	*	*
I dont think there are many threats online	7%	9%	6%	5%	7%	7%	11%	*	*	*	*	*	*
I have been educated or trained in how to use the internet safely	63%	53%	67%	64%	61%	58%	65%	*	*	*	*	*	*
I only engage with people online who I know	60%	55%	63%	61%	62%	61%	55%	*	*	*	*	*	*
I feel safer online than I do on the street or at school/work	34%	27%	37%	34%	38%	36%	28%	*	*	*	*	*	*
I use various safety tools on the devices and / or platforms I use	20%	21%	19%	17%	24%	24%	17%	*	*	*	*	*	*
Other (Please Specify)	0%	0%	0%	0%	0%	0%	1%	*	*	*	*	*	*
Don't Know	1%	2%	1%	1%	1%	2%	1%	*	*	*	*	*	*

Note:

BASE: Respondents who feel safe online

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(41.A) Which of the following safety tools do you use on the platforms / devices 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Family Link	5%	7%	4%	4%	2%	8%	6%	5%	6%	4%	7%	3%	13%
SafeCheck	5%	5%	5%	9%	2%	7%	4%	2%	8%	6%	7%	5%	13%
Anti-virus protection	47%	44%	48%	47%	44%	48%	58%	45%	40%	49%	43%	39%	40%
Incognito mode	31%	36%	33%	31%	31%	40%	35%	18%	32%	19%	27%	34%	33%
Pop up blockers	28%	30%	33%	31%	30%	24%	24%	24%	26%	32%	16%	32%	13%
VPN	26%	28%	28%	36%	23%	22%	27%	17%	18%	23%	28%	32%	7%
Safe Search	16%	22%	18%	13%	14%	16%	15%	12%	20%	13%	14%	11%	27%
Other safety tool (Please Specify)	1%	1%	1%	0%	0%	2%	0%	1%	0%	0%	1%	3%	0%
None of the above	18%	12%	18%	18%	21%	23%	18%	26%	18%	19%	16%	16%	13%
Don't Know	8%	7%	7%	7%	11%	8%	5%	11%	10%	10%	9%	13%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(41.B) Which of the following safety tools do you use on the platforms / devices you use, if any? Select all that apply

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Family Link	5%	9%	4%	6%	6%	4%	5%	*	*	*	*	*	*
SafeCheck	5%	6%	5%	8%	4%	6%	3%	*	*	*	*	*	*
Anti-virus protection	47%	55%	44%	54%	42%	48%	40%	*	*	*	*	*	*
Incognito mode	31%	30%	30%	32%	32%	32%	26%	*	*	*	*	*	*
Pop up blockers	28%	34%	25%	29%	29%	27%	27%	*	*	*	*	*	*
VPN	26%	28%	25%	26%	26%	26%	26%	*	*	*	*	*	*
Safe Search	16%	18%	15%	21%	15%	11%	14%	*	*	*	*	*	*
Other safety tool (Please Specify)	1%	1%	1%	0%	1%	1%	0%	*	*	*	*	*	*
None of the above	18%	15%	20%	17%	18%	18%	20%	*	*	*	*	*	*
Don't Know	8%	6%	9%	5%	10%	8%	11%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(42.A) Where would you turn if you wanted to learn more about staying safe online, if anywhere? Please 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Consumer affairs websites e.g Which?	6%	7%	8%	5%	2%	6%	5%	5%	8%	8%	7%	3%	13%
Id search online	53%	56%	56%	58%	45%	52%	50%	50%	52%	51%	55%	58%	27%
My parents/guardians	51%	41%	48%	45%	54%	39%	53%	61%	54%	68%	52%	55%	47%
School/College	48%	46%	50%	45%	46%	46%	47%	48%	40%	54%	48%	50%	40%
Charity/NGO	4%	5%	6%	4%	0%	7%	1%	5%	4%	4%	3%	8%	0%
Friends	33%	36%	37%	36%	27%	24%	32%	33%	34%	34%	34%	45%	13%
Id look at safety features on specific apps/platforms	24%	26%	25%	26%	19%	31%	23%	22%	16%	21%	24%	32%	13%
Official Government advice and information	20%	17%	17%	20%	14%	24%	23%	20%	22%	18%	20%	39%	20%
Other (Please Specify)	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%
None of the above	4%	5%	5%	4%	5%	8%	2%	4%	6%	1%	5%	5%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(42.B) Where would you turn if you wanted to learn more about staying safe online, if anywhere? Please select all that apply

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Consumer affairs websites e.g Which?	6%	10%	5%	8%	6%	5%	6%	*	*	*	*	*	*
Id search online	53%	55%	52%	56%	54%	54%	45%	*	*	*	*	*	*
My parents/guardians	51%	56%	49%	54%	50%	47%	47%	*	*	*	*	*	*
School/College	48%	48%	48%	48%	46%	46%	50%	*	*	*	*	*	*
Charity/NGO	4%	3%	4%	5%	6%	3%	2%	*	*	*	*	*	*
Friends	33%	31%	35%	37%	30%	35%	29%	*	*	*	*	*	*
Id look at safety features on specific apps/platforms	24%	20%	26%	27%	22%	22%	23%	*	*	*	*	*	*
Official Government advice and information	20%	19%	20%	24%	18%	20%	14%	*	*	*	*	*	*
Other (Please Specify)	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	*
None of the above	4%	3%	5%	3%	4%	3%	7%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(43.A) If you had to choose one, which of the following 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
My parents/guardians	28%	22%	22%	24%	35%	26%	31%	38%	34%	33%	31%	18%	27%
Friends	8%	10%	11%	8%	5%	8%	4%	7%	12%	7%	12%	5%	7%
Official government advice and information	7%	5%	8%	6%	4%	13%	10%	5%	10%	7%	9%	13%	0%
School/College	14%	15%	15%	12%	15%	11%	12%	14%	4%	16%	10%	18%	27%
Id search online	30%	36%	27%	37%	29%	26%	34%	23%	22%	28%	26%	32%	27%
Consumer affairs websites e.g Which?	2%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	5%	0%
Charity/NGO	1%	1%	2%	2%	0%	0%	0%	0%	0%	1%	1%	0%	0%
Id look at safety features on specific apps/platforms	7%	9%	11%	7%	5%	10%	5%	6%	12%	4%	6%	3%	0%
Other (Please Specify)	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%
None of the above	3%	2%	3%	3%	7%	4%	3%	5%	4%	0%	2%	5%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(43.B) If you had to choose one, which of the following would you turn to for information on online safety if any?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
My parents/guardians	28%	33%	26%	27%	30%	28%	26%	*	*	*	*	*	*
Friends	8%	7%	9%	10%	8%	5%	9%	*	*	*	*	*	*
Official government advice and information	7%	7%	8%	8%	6%	8%	9%	*	*	*	*	*	*
School/College	14%	10%	15%	11%	15%	15%	16%	*	*	*	*	*	*
Id search online	30%	31%	29%	30%	30%	34%	26%	*	*	*	*	*	*
Consumer affairs websites e.g Which?	2%	2%	2%	2%	1%	1%	2%	*	*	*	*	*	*
Charity/NGO	1%	1%	1%	1%	1%	1%	0%	*	*	*	*	*	*
Id look at safety features on specific apps/platforms	7%	7%	7%	9%	6%	6%	8%	*	*	*	*	*	*
Other (Please Specify)	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	*
None of the above	3%	3%	3%	2%	4%	2%	4%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(44.A) Harassment and bullying

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Younger or same age family members	8%	8%	8%	9%	4%	12%	6%	3%	12%	6%	9%	18%	7%
Ive not spoken about this issue to anyone	52%	44%	51%	47%	56%	46%	61%	63%	46%	59%	49%	50%	47%
Older family members besides my parents/guardians	4%	6%	5%	3%	2%	4%	3%	1%	4%	4%	5%	5%	0%
Friends	24%	28%	27%	30%	20%	34%	13%	17%	24%	22%	22%	26%	20%
Parents/Guardian	16%	16%	18%	21%	12%	15%	12%	14%	32%	16%	20%	8%	13%
Teachers / Colleagues	13%	16%	12%	16%	10%	15%	15%	12%	10%	12%	12%	8%	13%
Other	1%	1%	2%	1%	0%	2%	1%	1%	0%	1%	1%	3%	0%
Don't Know	6%	9%	6%	3%	6%	3%	6%	5%	6%	4%	8%	8%	27%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(44.B) Harassment and bullying

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Younger or same age family members	8%	5%	9%	7%	9%	8%	6%	*	*	*	*	*	*
Ive not spoken about this issue to anyone	52%	61%	48%	54%	46%	56%	52%	*	*	*	*	*	*
Older family members besides my parents/guardians	4%	3%	4%	4%	4%	3%	5%	*	*	*	*	*	*
Friends	24%	16%	28%	27%	26%	22%	19%	*	*	*	*	*	*
Parents/Guardian	16%	18%	15%	16%	20%	14%	15%	*	*	*	*	*	*
Teachers / Colleagues	13%	11%	14%	13%	13%	15%	12%	*	*	*	*	*	*
Other	1%	1%	1%	1%	2%	0%	1%	*	*	*	*	*	*
Don't Know	6%	4%	7%	3%	9%	6%	8%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(45.A) Spam and deceptive practices

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Teachers / Colleagues	7%	7%	7%	9%	11%	8%	5%	4%	8%	7%	9%	3%	7%
Ive not spoken about this issue to anyone	58%	52%	61%	53%	69%	56%	57%	71%	46%	60%	57%	61%	33%
Older family members besides my parents/guardians	5%	6%	5%	4%	2%	4%	5%	2%	6%	7%	3%	5%	7%
Younger or same age family members	4%	3%	4%	3%	0%	9%	2%	2%	10%	5%	2%	0%	0%
Parents/Guardian	19%	17%	20%	25%	10%	19%	18%	13%	36%	21%	20%	8%	40%
Friends	16%	22%	15%	18%	10%	16%	14%	8%	20%	15%	20%	13%	33%
Other	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	2%	3%	0%
Don't Know	7%	14%	5%	4%	4%	8%	9%	6%	6%	6%	6%	13%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(45.B) Spam and deceptive practices

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Teachers / Colleagues	7%	8%	6%	8%	6%	6%	8%	*	*	*	*	*	*
Ive not spoken about this issue to anyone	58%	57%	59%	57%	56%	62%	59%	*	*	*	*	*	*
Older family members besides my parents/guardians	5%	6%	4%	6%	5%	4%	4%	*	*	*	*	*	*
Younger or same age family members	4%	4%	3%	4%	4%	2%	4%	*	*	*	*	*	*
Parents/Guardian	19%	20%	19%	22%	20%	16%	16%	*	*	*	*	*	*
Friends	16%	18%	15%	19%	16%	11%	15%	*	*	*	*	*	*
Other	1%	1%	1%	0%	0%	0%	1%	*	*	*	*	*	*
Don't Know	7%	6%	8%	5%	9%	10%	8%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(46.A) Misinformation

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Younger or same age family members	7%	10%	7%	8%	4%	9%	5%	5%	10%	7%	7%	5%	7%
Older family members besides my parents/guardians	6%	6%	6%	6%	4%	7%	4%	5%	8%	6%	6%	8%	7%
Ive not spoken about this issue to anyone	49%	41%	49%	41%	58%	51%	54%	58%	50%	51%	47%	53%	33%
Parents/Guardian	23%	27%	24%	28%	15%	23%	23%	18%	28%	21%	22%	13%	33%
Friends	21%	30%	17%	23%	14%	24%	18%	15%	18%	23%	14%	24%	27%
Teachers / Colleagues	12%	15%	10%	13%	11%	14%	12%	10%	8%	9%	14%	16%	7%
Other	1%	1%	1%	4%	1%	1%	1%	2%	0%	0%	3%	3%	0%
Don't Know	9%	10%	8%	7%	11%	7%	6%	9%	8%	14%	12%	13%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(46.B) Misinformation

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Younger or same age family members	7%	5%	8%	8%	6%	6%	8%	*	*	*	*	*	*
Older family members besides my parents/guardians	6%	4%	6%	7%	5%	5%	5%	*	*	*	*	*	*
Ive not spoken about this issue to anyone	49%	53%	47%	46%	46%	51%	56%	*	*	*	*	*	*
Parents/Guardian	23%	24%	23%	28%	22%	24%	17%	*	*	*	*	*	*
Friends	21%	16%	23%	26%	19%	19%	16%	*	*	*	*	*	*
Teachers / Colleagues	12%	12%	12%	13%	10%	12%	12%	*	*	*	*	*	*
Other	1%	1%	2%	1%	2%	1%	1%	*	*	*	*	*	*
Don't Know	9%	7%	11%	6%	14%	8%	10%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(47.A) Current affairs / news

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Parents/Guardian	54%	51%	61%	71%	48%	53%	51%	46%	48%	53%	56%	42%	60%
Friends	49%	53%	56%	50%	40%	48%	48%	41%	44%	47%	41%	55%	60%
Teachers / Colleagues	28%	30%	29%	35%	21%	30%	31%	25%	22%	21%	23%	32%	47%
Ive not spoken about this issue to anyone	22%	19%	14%	16%	27%	23%	24%	37%	24%	21%	23%	29%	7%
Older family members besides my parents/guardians	17%	17%	22%	18%	12%	21%	12%	11%	16%	18%	17%	26%	20%
Younger or same age family members	15%	19%	15%	13%	7%	15%	8%	15%	22%	18%	17%	16%	20%
Other	1%	2%	2%	1%	2%	1%	3%	1%	2%	1%	1%	0%	0%
Don't Know	4%	4%	3%	2%	4%	5%	3%	2%	4%	6%	6%	11%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(47.B) Current affairs / news

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Parents/Guardian	54%	47%	57%	62%	55%	51%	42%	*	*	*	*	*	*
Friends	49%	41%	52%	59%	48%	43%	38%	*	*	*	*	*	*
Teachers / Colleagues	28%	23%	30%	35%	27%	28%	19%	*	*	*	*	*	*
Ive not spoken about this issue to anyone	22%	29%	19%	15%	20%	26%	31%	*	*	*	*	*	*
Older family members besides my parents/guardians	17%	14%	19%	19%	15%	20%	14%	*	*	*	*	*	*
Younger or same age family members	15%	10%	18%	18%	16%	11%	13%	*	*	*	*	*	*
Other	1%	0%	2%	1%	2%	0%	3%	*	*	*	*	*	*
Don't Know	4%	3%	4%	1%	7%	6%	3%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(48.A) Harmful and Dangerous content

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Younger or same age family members	6%	7%	8%	5%	4%	9%	3%	5%	14%	4%	7%	5%	0%
Ive not spoken about this issue to anyone	55%	48%	58%	47%	63%	53%	57%	69%	38%	55%	53%	61%	47%
Older family members besides my parents/guardians	4%	5%	4%	4%	6%	6%	3%	2%	10%	4%	3%	3%	0%
Friends	20%	25%	19%	25%	15%	26%	19%	13%	28%	18%	17%	13%	13%
Parents/Guardian	17%	16%	15%	27%	11%	16%	12%	15%	30%	16%	21%	11%	27%
Teachers / Colleagues	10%	11%	11%	9%	12%	9%	14%	10%	12%	4%	12%	8%	20%
Other	1%	2%	0%	1%	0%	0%	0%	2%	0%	3%	1%	3%	0%
Don't Know	7%	11%	6%	5%	2%	6%	8%	3%	6%	7%	8%	16%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(48.B) Harmful and Dangerous content

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Younger or same age family members	6%	5%	7%	8%	7%	6%	3%	*	*	*	*	*	*
Ive not spoken about this issue to anyone	55%	60%	53%	53%	54%	57%	56%	*	*	*	*	*	*
Older family members besides my parents/guardians	4%	5%	4%	5%	3%	3%	5%	*	*	*	*	*	*
Friends	20%	16%	22%	22%	21%	15%	19%	*	*	*	*	*	*
Parents/Guardian	17%	18%	16%	18%	16%	17%	15%	*	*	*	*	*	*
Teachers / Colleagues	10%	9%	11%	12%	8%	10%	10%	*	*	*	*	*	*
Other	1%	1%	1%	1%	2%	0%	1%	*	*	*	*	*	*
Don't Know	7%	4%	8%	5%	9%	8%	8%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
I feel safer interacting with people I dont know online	34%	38%	32%	43%	32%	26%	31%	31%	26%	32%	37%	37%	47%
I feel safer interacting with people I dont know in person	20%	16%	22%	21%	20%	24%	21%	17%	24%	20%	17%	13%	20%
Neither of the above	41%	38%	40%	33%	39%	44%	45%	48%	44%	43%	41%	39%	13%
Dont know	6%	8%	7%	4%	8%	5%	3%	5%	6%	5%	5%	11%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
I feel safer interacting with people I dont know online	34%	30%	35%	36%	34%	31%	32%	*	*	*	*	*	*
I feel safer interacting with people I dont know in person	20%	21%	19%	21%	16%	20%	21%	*	*	*	*	*	*
Neither of the above	41%	45%	39%	39%	41%	44%	42%	*	*	*	*	*	*
Dont know	6%	4%	7%	4%	9%	5%	6%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(50.A) Thinking about your own personal experience online, which of the following have you encountered online? Please 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Misinformation	49%	47%	53%	56%	43%	47%	43%	48%	54%	47%	48%	45%	47%
Spam and deceptive practices	46%	46%	52%	58%	38%	47%	42%	47%	40%	36%	47%	45%	60%
Nudity and sexual content that you did not search for	42%	44%	39%	50%	29%	53%	36%	35%	40%	40%	52%	39%	33%
Hate speech	39%	41%	38%	51%	33%	32%	34%	37%	40%	31%	48%	50%	47%
Harmful and dangerous content	31%	33%	32%	41%	26%	31%	25%	27%	38%	24%	30%	42%	40%
Harassment and cyberbullying	30%	28%	35%	31%	29%	31%	21%	28%	32%	23%	41%	39%	27%
None of the above	21%	16%	19%	14%	30%	23%	21%	27%	28%	24%	19%	24%	7%
Prefer not to say	4%	6%	4%	2%	5%	4%	3%	2%	0%	7%	6%	5%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(50.B) Thinking about your own personal experience online, which of the following have you encountered online? Please select all that apply

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Misinformation	49%	41%	51%	58%	43%	45%	42%	*	*	*	*	*	*
Spam and deceptive practices	46%	42%	48%	53%	44%	39%	43%	*	*	*	*	*	*
Nudity and sexual content that you did not search for	42%	31%	46%	43%	42%	38%	41%	*	*	*	*	*	*
Hate speech	39%	32%	41%	37%	36%	39%	42%	*	*	*	*	*	*
Harmful and dangerous content	31%	27%	32%	31%	32%	32%	30%	*	*	*	*	*	*
Harassment and cyberbullying	30%	23%	32%	30%	30%	31%	28%	*	*	*	*	*	*
None of the above	21%	26%	19%	18%	21%	24%	24%	*	*	*	*	*	*
Prefer not to say	4%	4%	4%	2%	8%	5%	3%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(51.A) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Harassment and cyberbullying

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Very confident	33%	33%	30%	33%	36%	35%	30%	27%	36%	38%	35%	42%	40%
Somewhat confident	48%	48%	49%	53%	46%	40%	54%	53%	48%	43%	44%	39%	20%
Not very confident	11%	9%	14%	11%	10%	16%	8%	13%	8%	8%	10%	8%	13%
Not confident at all	3%	3%	4%	0%	2%	2%	5%	2%	4%	4%	1%	0%	0%
Dont Know	6%	7%	4%	4%	6%	6%	3%	5%	4%	7%	9%	11%	27%
Total Confident:	81%	81%	79%	86%	82%	76%	84%	80%	84%	81%	79%	82%	60%
Net:	-75%	-73%	-75%	-82%	-76%	-70%	-81%	-75%	-80%	-74%	-70%	-71%	-33%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(51.B) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Harassment and cyberbullying

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Very confident	33%	35%	32%	31%	30%	32%	39%	*	*	*	*	*	*
Somewhat confident	48%	46%	48%	51%	47%	49%	42%	*	*	*	*	*	*
Not very confident	11%	10%	11%	12%	12%	9%	8%	*	*	*	*	*	*
Not confident at all	3%	3%	3%	2%	3%	2%	3%	*	*	*	*	*	*
Dont Know	6%	6%	6%	4%	7%	8%	8%	*	*	*	*	*	*
Total Confident:	81%	81%	81%	82%	77%	81%	82%	*	*	*	*	*	*
Net:	-75%	-75%	-75%	-79%	-69%	-74%	-74%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(52.A) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Spam and deceptive practices

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Very confident	31%	28%	32%	37%	27%	31%	28%	29%	38%	30%	33%	34%	27%
Somewhat confident	47%	52%	44%	45%	46%	48%	51%	53%	42%	44%	35%	42%	40%
Not very confident	13%	9%	15%	12%	17%	12%	13%	12%	8%	13%	19%	3%	13%
Not confident at all	3%	3%	4%	5%	0%	1%	3%	1%	4%	3%	3%	8%	0%
Dont Know	7%	8%	6%	1%	10%	7%	5%	5%	8%	10%	10%	13%	20%
Total Confident:	77%	80%	76%	81%	74%	80%	79%	82%	80%	74%	67%	76%	67%
Net:	-70%	-72%	-70%	-80%	-64%	-73%	-74%	-77%	-72%	-65%	-57%	-63%	-47%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(52.B) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Spam and deceptive practices

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Very confident	31%	35%	29%	33%	30%	25%	33%	*	*	*	*	*	*
Somewhat confident	47%	42%	49%	48%	42%	51%	48%	*	*	*	*	*	*
Not very confident	13%	12%	12%	13%	14%	15%	8%	*	*	*	*	*	*
Not confident at all	3%	3%	3%	2%	4%	3%	2%	*	*	*	*	*	*
Dont Know	7%	8%	7%	4%	10%	6%	9%	*	*	*	*	*	*
Total Confident:	77%	77%	78%	81%	71%	77%	81%	*	*	*	*	*	*
Net:	-70%	-70%	-71%	-77%	-61%	-70%	-71%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(53.A) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Hate Speech

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Very confident	33%	37%	31%	39%	31%	31%	30%	31%	42%	30%	35%	29%	33%
Somewhat confident	45%	42%	48%	41%	46%	45%	50%	52%	44%	43%	41%	42%	33%
Not very confident	12%	12%	13%	16%	15%	11%	10%	12%	8%	11%	14%	16%	7%
Not confident at all	3%	1%	3%	1%	0%	7%	3%	2%	2%	5%	1%	0%	7%
Dont Know	7%	7%	5%	3%	7%	5%	6%	4%	4%	11%	9%	13%	20%
Total Confident:	78%	79%	79%	80%	77%	77%	81%	83%	86%	73%	76%	71%	67%
Net:	-72%	-72%	-75%	-78%	-70%	-72%	-75%	-79%	-82%	-62%	-66%	-58%	-47%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(53.B) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Hate Speech

	Gender		Social Grade				Age		Age & Gender				
	Total	Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Very confident	33%	36%	32%	32%	32%	30%	39%	*	*	*	*	*	*
Somewhat confident	45%	43%	46%	49%	43%	51%	38%	*	*	*	*	*	*
Not very confident	12%	12%	13%	13%	14%	9%	12%	*	*	*	*	*	*
Not confident at all	3%	2%	3%	3%	2%	5%	2%	*	*	*	*	*	*
Dont Know	7%	7%	7%	3%	9%	6%	10%	*	*	*	*	*	*
Total Confident:	78%	79%	78%	81%	74%	81%	77%	*	*	*	*	*	*
Net:	-72%	-73%	-72%	-78%	-65%	-75%	-67%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(54.A) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Nudity and sexual content that you did not search for

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Very confident	35%	33%	29%	40%	36%	39%	30%	36%	48%	38%	35%	47%	33%
Somewhat confident	40%	43%	48%	41%	39%	36%	52%	42%	32%	31%	34%	24%	20%
Not very confident	13%	11%	12%	13%	13%	13%	7%	14%	10%	14%	19%	16%	27%
Not confident at all	4%	5%	6%	2%	4%	6%	5%	0%	4%	8%	1%	3%	0%
Dont Know	7%	8%	6%	4%	8%	5%	6%	8%	6%	9%	12%	11%	20%
Total Confident:	76%	76%	77%	81%	75%	76%	82%	78%	80%	69%	69%	71%	53%
Net:	-68%	-68%	-71%	-78%	-67%	-71%	-76%	-70%	-74%	-60%	-57%	-61%	-33%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(54.B) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Nudity and sexual content that you did not search for

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Very confident	35%	39%	34%	39%	32%	31%	36%	*	*	*	*	*	*
Somewhat confident	40%	43%	40%	41%	41%	43%	36%	*	*	*	*	*	*
Not very confident	13%	9%	14%	11%	13%	14%	14%	*	*	*	*	*	*
Not confident at all	4%	3%	5%	4%	5%	5%	4%	*	*	*	*	*	*
Dont Know	7%	7%	7%	4%	10%	8%	10%	*	*	*	*	*	*
Total Confident:	76%	82%	74%	81%	73%	74%	72%	*	*	*	*	*	*
Net:	-68%	-75%	-66%	-76%	-63%	-67%	-62%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(55.A) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Misinformation

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Very confident	26%	23%	30%	27%	27%	28%	23%	23%	26%	25%	26%	26%	13%
Somewhat confident	45%	47%	40%	47%	49%	47%	50%	50%	44%	44%	41%	34%	53%
Not very confident	18%	19%	18%	20%	14%	15%	18%	18%	16%	16%	20%	16%	13%
Not confident at all	3%	3%	4%	3%	0%	2%	3%	1%	4%	4%	2%	8%	0%
Dont Know	9%	8%	9%	4%	10%	7%	6%	8%	10%	11%	12%	16%	20%
Total Confident:	71%	70%	69%	74%	76%	76%	73%	73%	70%	69%	66%	61%	67%
Net:	-63%	-62%	-61%	-71%	-67%	-69%	-67%	-65%	-60%	-58%	-55%	-45%	-47%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(55.B) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Misinformation

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Very confident	26%	30%	24%	27%	24%	22%	29%	*	*	*	*	*	*
Somewhat confident	45%	45%	46%	49%	41%	50%	43%	*	*	*	*	*	*
Not very confident	18%	15%	19%	16%	23%	18%	14%	*	*	*	*	*	*
Not confident at all	3%	3%	3%	3%	2%	4%	1%	*	*	*	*	*	*
Dont Know	9%	8%	9%	5%	10%	7%	14%	*	*	*	*	*	*
Total Confident:	71%	74%	70%	76%	64%	71%	71%	*	*	*	*	*	*
Net:	-63%	-66%	-61%	-71%	-55%	-64%	-58%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(56.A) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Harmful or dangerous content

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Very confident	30%	29%	27%	31%	30%	32%	27%	32%	38%	34%	29%	34%	27%
Somewhat confident	50%	48%	52%	56%	51%	51%	53%	52%	42%	46%	44%	42%	27%
Not very confident	11%	13%	13%	10%	11%	9%	11%	10%	8%	8%	12%	13%	27%
Not confident at all	2%	1%	4%	1%	0%	2%	4%	2%	2%	4%	5%	0%	0%
Dont Know	7%	8%	5%	2%	8%	6%	5%	5%	10%	8%	10%	11%	20%
Total Confident:	80%	78%	79%	88%	81%	83%	80%	84%	80%	80%	73%	76%	53%
Net:	-73%	-69%	-74%	-86%	-73%	-77%	-75%	-79%	-70%	-72%	-63%	-66%	-33%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(56.B) How confident are you personally, if at all, in your ability to recognise and effectively deal with the following threats that you might encounter online?: Harmful or dangerous content

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Very confident	30%	31%	30%	31%	26%	29%	35%	*	*	*	*	*	*
Somewhat confident	50%	52%	49%	52%	49%	51%	44%	*	*	*	*	*	*
Not very confident	11%	8%	13%	11%	13%	11%	10%	*	*	*	*	*	*
Not confident at all	2%	2%	2%	2%	2%	3%	2%	*	*	*	*	*	*
Dont Know	7%	7%	7%	4%	10%	6%	9%	*	*	*	*	*	*
Total Confident:	80%	83%	79%	83%	75%	80%	79%	*	*	*	*	*	*
Net:	-73%	-76%	-72%	-79%	-66%	-74%	-70%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(57.A) Thinking about all aspects of your life, in which of the following situations are you most likely to feel unsafe? 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Walking alone at night	79%	78%	82%	82%	77%	86%	82%	76%	76%	81%	72%	79%	73%
In unfamiliar places	71%	72%	72%	69%	65%	71%	74%	70%	70%	75%	66%	68%	53%
On the internet	6%	6%	5%	4%	6%	4%	5%	5%	14%	9%	6%	5%	0%
At school / work	6%	6%	6%	7%	6%	6%	3%	6%	6%	5%	10%	3%	7%
Hanging out with friends in your local area	4%	2%	3%	5%	1%	1%	8%	5%	2%	5%	5%	5%	0%
In large crowds	33%	30%	37%	33%	35%	33%	33%	27%	48%	31%	31%	45%	40%
On public transport	29%	25%	24%	33%	23%	33%	34%	28%	18%	31%	37%	29%	53%
On dating apps / websites	16%	18%	17%	19%	18%	17%	12%	17%	10%	11%	20%	3%	13%
Other (Please Specify)	1%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	3%	0%
None of the above	4%	6%	4%	3%	6%	4%	2%	2%	6%	4%	5%	5%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(57.B) Thinking about all aspects of your life, in which of the following situations are you most likely to feel unsafe? Please select up to three

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Walking alone at night	79%	66%	86%	82%	79%	77%	77%	*	*	*	*	*	*
In unfamiliar places	71%	63%	74%	72%	69%	69%	70%	*	*	*	*	*	*
On the internet	6%	7%	6%	6%	8%	5%	3%	*	*	*	*	*	*
At school / work	6%	8%	5%	4%	7%	7%	7%	*	*	*	*	*	*
Hanging out with friends in your local area	4%	9%	2%	4%	3%	3%	5%	*	*	*	*	*	*
In large crowds	33%	30%	34%	33%	33%	34%	35%	*	*	*	*	*	*
On public transport	29%	17%	34%	29%	27%	31%	28%	*	*	*	*	*	*
On dating apps / websites	16%	11%	18%	16%	15%	14%	16%	*	*	*	*	*	*
Other (Please Specify)	1%	1%	1%	1%	1%	1%	0%	*	*	*	*	*	*
None of the above	4%	7%	3%	4%	5%	4%	5%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(58.A) 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes	15%	17%	16%	18%	17%	13%	9%	9%	22%	13%	20%	21%	13%
No	69%	64%	69%	68%	69%	69%	81%	74%	68%	74%	59%	68%	67%
Dont Know	12%	15%	12%	12%	8%	14%	7%	16%	8%	11%	17%	8%	13%
Prefer not to say	3%	4%	3%	3%	6%	4%	3%	1%	2%	2%	3%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes	15%	15%	15%	15%	13%	16%	18%	*	*	*	*	*	*
No	69%	79%	66%	71%	68%	71%	67%	*	*	*	*	*	*
Dont Know	12%	4%	15%	13%	13%	11%	11%	*	*	*	*	*	*
Prefer not to say	3%	2%	3%	1%	6%	1%	5%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(59.A) You said you had been the victim of a crime. Did this take place online or in person? If you have been the victim of multiple crimes, please think about the most recent incident

	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	194	38	31	20	14	13	11	10	11	18	18	8	2
Online	17%	5%	19%	35%	21%	38%	18%	30%	18%	11%	6%	0%	0%
In person	65%	71%	61%	50%	64%	54%	64%	60%	55%	89%	67%	75%	50%
Both	14%	16%	16%	15%	14%	8%	9%	10%	9%	0%	28%	25%	50%
Prefer not to say	4%	8%	3%	0%	0%	0%	9%	0%	18%	0%	0%	0%	0%

Note:

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

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(59.B) You said you had been the victim of a crime. Did this take place online or in person? If you have been the victim of multiple crimes, please think about the most recent incident

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	194	58	131	65	44	35	48	0	0	0	0	0	0
Online	17%	26%	13%	26%	18%	6%	12%	*	*	*	*	*	*
In person	65%	67%	64%	57%	57%	80%	73%	*	*	*	*	*	*
Both	14%	3%	19%	12%	23%	9%	12%	*	*	*	*	*	*
Prefer not to say	4%	3%	4%	5%	2%	6%	2%	*	*	*	*	*	*

Note:

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

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(60.A) What are your biggest concerns today? 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Doing well on my exams	75%	71%	82%	79%	70%	75%	77%	72%	76%	71%	72%	79%	73%
Keeping up with the latest trends/fashions	7%	10%	6%	6%	7%	5%	6%	6%	8%	8%	6%	3%	33%
Getting a good career	60%	57%	60%	61%	56%	65%	57%	67%	62%	62%	60%	66%	33%
Covid-19	44%	43%	43%	45%	31%	42%	54%	40%	32%	50%	52%	47%	53%
Climate change	40%	39%	39%	43%	45%	33%	45%	26%	36%	42%	51%	39%	33%
Misinformation/fake news	11%	13%	9%	10%	11%	8%	10%	14%	12%	11%	14%	8%	0%
Other (Please Specify)	3%	4%	3%	4%	4%	3%	2%	4%	2%	2%	2%	0%	0%
None of the above	4%	5%	4%	2%	10%	6%	2%	5%	8%	2%	1%	5%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(60.B) What are your biggest concerns today? Please select up to three

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Doing well on my exams	75%	70%	77%	79%	71%	78%	70%	*	*	*	*	*	*
Keeping up with the latest trends/fashions	7%	5%	8%	8%	6%	8%	7%	*	*	*	*	*	*
Getting a good career	60%	54%	63%	59%	59%	65%	61%	*	*	*	*	*	*
Covid-19	44%	46%	44%	48%	42%	39%	44%	*	*	*	*	*	*
Climate change	40%	36%	41%	47%	37%	36%	33%	*	*	*	*	*	*
Misinformation/fake news	11%	11%	10%	10%	11%	12%	12%	*	*	*	*	*	*
Other (Please Specify)	3%	1%	4%	3%	3%	1%	3%	*	*	*	*	*	*
None of the above	4%	6%	3%	2%	7%	3%	7%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(61.A) When you use the internet do you ever engage using an alias or nickname rather than your own name?

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes	53%	59%	50%	59%	48%	55%	51%	46%	58%	55%	42%	55%	40%
No	38%	33%	43%	35%	38%	33%	41%	43%	40%	38%	42%	29%	40%
Prefer not to say	3%	3%	3%	1%	4%	6%	3%	5%	0%	2%	7%	0%	0%
Don't Know	6%	5%	5%	5%	11%	6%	5%	5%	2%	5%	9%	16%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(61.B) When you use the internet do you ever engage using an alias or nickname rather than your own name?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes	53%	57%	50%	53%	51%	49%	57%	*	*	*	*	*	*
No	38%	37%	39%	42%	36%	41%	33%	*	*	*	*	*	*
Prefer not to say	3%	3%	3%	2%	5%	2%	3%	*	*	*	*	*	*
Don't Know	6%	2%	8%	3%	7%	8%	7%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(62.A) You said that you sometimes used an alias or nickname when you are online. What is the main reason for this? 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	668	129	99	66	40	54	61	51	29	76	36	21	6
I feel safer	63%	63%	73%	61%	62%	69%	66%	53%	55%	64%	61%	57%	50%
Its just a habit	38%	44%	35%	36%	25%	41%	34%	29%	41%	41%	44%	43%	17%
Its what we do	32%	31%	31%	45%	35%	30%	25%	27%	24%	34%	39%	43%	0%
To share and post without judgment	23%	26%	28%	20%	12%	17%	18%	22%	21%	24%	31%	24%	17%
I use it when looking for sensitive information	11%	10%	15%	11%	5%	11%	8%	4%	14%	11%	17%	10%	33%
Other (Please Specify)	7%	6%	3%	5%	12%	11%	8%	10%	3%	11%	6%	0%	17%
Prefer not to say	1%	1%	0%	0%	0%	0%	0%	2%	3%	0%	3%	0%	0%
Don't Know	2%	1%	2%	3%	0%	4%	3%	0%	0%	4%	0%	5%	0%

Note:

BASE: Respondents who when engaging on the internet sometime use an alias or nickname.

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(62.B) You said that you sometimes used an alias or nickname when you are online. What is the main reason for this? Please select up to three

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	668	221	432	236	165	104	152	0	0	0	0	0	0
I feel safer	63%	57%	66%	68%	64%	57%	60%	*	*	*	*	*	*
Its just a habit	38%	41%	36%	35%	43%	38%	38%	*	*	*	*	*	*
Its what we do	32%	41%	28%	36%	32%	38%	24%	*	*	*	*	*	*
To share and post without judgment	23%	20%	24%	23%	27%	18%	19%	*	*	*	*	*	*
I use it when looking for sensitive information	11%	14%	10%	10%	14%	9%	11%	*	*	*	*	*	*
Other (Please Specify)	7%	9%	6%	8%	2%	8%	11%	*	*	*	*	*	*
Prefer not to say	1%	0%	1%	0%	2%	0%	1%	*	*	*	*	*	*
Don't Know	2%	2%	2%	1%	0%	5%	3%	*	*	*	*	*	*

Note:

BASE: Respondents who when engaging on the internet sometime use an alias or nickname.

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(63.A) Some people believe that we should remove peoples ability to be anonymous on the internet. Thinking about this generally, do you support or oppose the idea that everyone should have to engage online using their real name?

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly support	10%	10%	7%	7%	13%	11%	12%	9%	12%	13%	8%	11%	7%
Support	19%	18%	23%	22%	14%	15%	19%	23%	8%	23%	16%	13%	20%
Neither support nor oppose	32%	34%	31%	36%	29%	31%	31%	30%	42%	29%	37%	29%	20%
Oppose	19%	17%	20%	15%	23%	17%	19%	18%	24%	15%	19%	32%	20%
Strongly oppose	14%	16%	15%	14%	12%	17%	15%	12%	10%	13%	13%	5%	13%
Don't Know	6%	5%	5%	5%	10%	8%	3%	9%	4%	7%	7%	11%	20%
Total Support:	29%	28%	30%	29%	27%	26%	31%	32%	20%	36%	24%	24%	27%
Total Oppose:	32%	33%	34%	29%	35%	34%	34%	30%	34%	28%	31%	37%	33%
Net:	-3%	-5%	-4%	0%	-7%	-8%	-3%	2%	-14%	8%	-7%	-13%	-7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(63.B) Some people believe that we should remove peoples ability to be anonymous on the internet. Thinking about this generally, do you support or oppose the idea that everyone should have to engage online using their real name?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly support	10%	9%	11%	12%	10%	4%	11%	*	*	*	*	*	*
Support	19%	20%	19%	21%	17%	23%	16%	*	*	*	*	*	*
Neither support nor oppose	32%	30%	34%	29%	33%	37%	33%	*	*	*	*	*	*
Oppose	19%	18%	18%	21%	19%	14%	16%	*	*	*	*	*	*
Strongly oppose	14%	15%	13%	13%	12%	17%	14%	*	*	*	*	*	*
Don't Know	6%	8%	6%	3%	9%	5%	9%	*	*	*	*	*	*
Total Support:	29%	29%	30%	33%	27%	28%	27%	*	*	*	*	*	*
Total Oppose:	32%	34%	31%	34%	32%	31%	30%	*	*	*	*	*	*
Net:	-3%	-5%	-1%	-1%	-5%	-3%	-3%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(64.A) Some people believe that using alias 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
More likely	13%	17%	12%	12%	15%	12%	12%	8%	22%	13%	7%	8%	0%
It would make no difference	58%	55%	63%	60%	45%	53%	56%	68%	56%	56%	65%	63%	67%
Less likely	22%	22%	19%	25%	25%	26%	24%	15%	20%	23%	21%	16%	13%
Don't know	7%	6%	6%	3%	14%	9%	8%	8%	2%	8%	7%	13%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(64.B) Some people believe that using alias 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		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
More likely	13%	15%	12%	13%	16%	9%	11%	*	*	*	*	*	*
It would make no difference	58%	57%	60%	65%	55%	59%	53%	*	*	*	*	*	*
Less likely	22%	22%	21%	19%	20%	23%	25%	*	*	*	*	*	*
Don't know	7%	6%	8%	3%	9%	9%	11%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly support	10%	11%	8%	5%	12%	12%	12%	10%	10%	15%	8%	8%	7%
Support	18%	13%	21%	19%	17%	12%	18%	24%	20%	19%	16%	5%	33%
Neither support nor oppose	27%	30%	25%	25%	26%	27%	28%	26%	24%	24%	30%	37%	13%
Oppose	20%	21%	22%	25%	17%	18%	20%	15%	22%	19%	16%	18%	13%
Strongly oppose	19%	19%	17%	23%	18%	25%	18%	18%	20%	15%	22%	11%	13%
Dont Know	6%	6%	7%	3%	11%	5%	4%	6%	4%	7%	7%	21%	20%
Total Support:	28%	25%	29%	24%	29%	24%	30%	34%	30%	35%	24%	13%	40%
Total Oppose:	39%	39%	39%	48%	35%	43%	38%	33%	42%	35%	38%	29%	27%
Net:	-10%	-15%	-10%	-24%	-6%	-19%	-8%	1%	-12%	0%	-14%	-16%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly support	10%	12%	10%	13%	10%	7%	11%	*	*	*	*	*	*
Support	18%	18%	18%	21%	15%	19%	15%	*	*	*	*	*	*
Neither support nor oppose	27%	30%	26%	22%	28%	30%	31%	*	*	*	*	*	*
Oppose	20%	14%	22%	20%	19%	23%	18%	*	*	*	*	*	*
Strongly oppose	19%	17%	18%	21%	18%	17%	17%	*	*	*	*	*	*
Dont Know	6%	8%	6%	4%	9%	5%	9%	*	*	*	*	*	*
Total Support:	28%	31%	28%	34%	25%	25%	26%	*	*	*	*	*	*
Total Oppose:	39%	31%	41%	41%	37%	39%	34%	*	*	*	*	*	*
Net:	-10%	-1%	-13%	-7%	-12%	-14%	-8%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(66.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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
More likely	13%	17%	13%	11%	14%	9%	12%	15%	16%	12%	10%	5%	7%
Would have no effect	60%	53%	62%	60%	55%	63%	61%	63%	64%	60%	58%	71%	60%
Less likely	20%	22%	19%	24%	19%	16%	23%	15%	14%	19%	23%	16%	13%
Don't Know	7%	7%	6%	5%	12%	12%	4%	6%	6%	9%	8%	8%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(66.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
More likely	13%	17%	11%	15%	12%	14%	11%	*	*	*	*	*	*
Would have no effect	60%	60%	60%	63%	57%	58%	58%	*	*	*	*	*	*
Less likely	20%	16%	21%	18%	20%	22%	20%	*	*	*	*	*	*
Don't Know	7%	6%	8%	4%	10%	7%	11%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(67.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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
More likely	14%	17%	16%	15%	15%	12%	11%	12%	18%	14%	17%	5%	7%
Would have no effect	49%	43%	48%	46%	44%	44%	60%	57%	60%	50%	44%	63%	60%
Less likely	29%	33%	29%	33%	30%	32%	24%	26%	20%	29%	33%	21%	13%
Don't Know	7%	6%	7%	6%	11%	11%	5%	5%	2%	7%	6%	11%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(67.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
More likely	14%	19%	13%	15%	16%	13%	12%	*	*	*	*	*	*
Would have no effect	49%	50%	50%	49%	49%	52%	48%	*	*	*	*	*	*
Less likely	29%	24%	31%	31%	26%	31%	29%	*	*	*	*	*	*
Don't Know	7%	7%	7%	4%	8%	5%	11%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(68.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.

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
More likely	13%	18%	16%	12%	12%	10%	12%	12%	12%	12%	7%	5%	20%
Would have no effect	43%	35%	37%	39%	43%	42%	49%	52%	56%	50%	50%	45%	40%
Less likely	34%	38%	40%	44%	30%	31%	34%	28%	24%	26%	35%	29%	13%
Don't Know	10%	10%	8%	5%	15%	16%	5%	8%	8%	12%	8%	21%	27%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(68.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
More likely	13%	17%	11%	16%	14%	11%	9%	*	*	*	*	*	*
Would have no effect	43%	48%	42%	42%	43%	46%	45%	*	*	*	*	*	*
Less likely	34%	26%	37%	36%	31%	35%	33%	*	*	*	*	*	*
Don't Know	10%	9%	10%	6%	13%	8%	13%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(69.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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
More likely	12%	15%	10%	12%	13%	13%	12%	12%	20%	10%	6%	5%	7%
Would have no effect	47%	44%	47%	40%	44%	42%	51%	56%	46%	53%	44%	47%	47%
Less likely	32%	32%	35%	44%	31%	30%	29%	23%	24%	27%	42%	29%	20%
Don't Know	10%	10%	9%	4%	12%	14%	8%	9%	10%	10%	8%	18%	27%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(69.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
More likely	12%	16%	10%	12%	14%	8%	10%	*	*	*	*	*	*
Would have no effect	47%	53%	45%	48%	42%	52%	47%	*	*	*	*	*	*
Less likely	32%	23%	35%	34%	32%	30%	29%	*	*	*	*	*	*
Don't Know	10%	8%	11%	5%	12%	10%	14%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(70.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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
More likely	16%	18%	21%	16%	12%	12%	18%	13%	18%	18%	14%	8%	20%
Would have no effect	55%	47%	56%	56%	50%	55%	58%	66%	62%	52%	53%	63%	47%
Less likely	20%	28%	16%	20%	21%	19%	20%	11%	14%	18%	26%	18%	13%
Don't Know	9%	7%	7%	8%	17%	14%	4%	11%	6%	12%	7%	11%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(70.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
More likely	16%	20%	15%	19%	19%	12%	12%	*	*	*	*	*	*
Would have no effect	55%	56%	55%	58%	47%	61%	54%	*	*	*	*	*	*
Less likely	20%	16%	21%	19%	21%	19%	21%	*	*	*	*	*	*
Don't Know	9%	9%	9%	4%	12%	9%	13%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(71.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 parent or guardians credit card 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	64%	62%	72%	76%	62%	67%	59%	56%	64%	61%	65%	63%	53%
Somewhat less likely to try it	12%	12%	13%	8%	10%	8%	16%	14%	12%	13%	10%	13%	20%
Neither more or less likely to try it	11%	11%	7%	4%	15%	9%	13%	15%	10%	14%	13%	11%	7%
Somewhat more likely to try it	3%	5%	1%	7%	2%	2%	5%	4%	4%	2%	0%	3%	0%
Significantly more likely to try it	3%	4%	3%	1%	5%	6%	1%	2%	2%	6%	5%	0%	0%
Dont Know	6%	6%	6%	4%	6%	8%	7%	9%	8%	4%	7%	11%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(71.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 parent or guardians credit card details

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	64%	55%	68%	68%	62%	63%	61%	*	*	*	*	*	*
Somewhat less likely to try it	12%	14%	11%	12%	13%	13%	10%	*	*	*	*	*	*
Neither more or less likely to try it	11%	15%	9%	9%	10%	12%	14%	*	*	*	*	*	*
Somewhat more likely to try it	3%	5%	2%	4%	2%	2%	3%	*	*	*	*	*	*
Significantly more likely to try it	3%	4%	3%	3%	3%	6%	2%	*	*	*	*	*	*
Dont Know	6%	7%	6%	3%	10%	3%	10%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(72.A) When considering a new app or online service, would having to provide any of the following information make you more or less less likely to try it?: Your passport 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	59%	59%	68%	73%	57%	60%	55%	52%	54%	49%	59%	50%	47%
Somewhat less likely to try it	15%	12%	14%	10%	11%	12%	17%	18%	20%	21%	15%	18%	27%
Neither more or less likely to try it	13%	14%	7%	9%	19%	12%	18%	19%	16%	18%	12%	11%	7%
Somewhat more likely to try it	2%	2%	3%	3%	0%	1%	4%	2%	2%	4%	2%	0%	0%
Significantly more likely to try it	3%	4%	3%	3%	5%	4%	1%	2%	4%	3%	3%	0%	0%
Dont Know	7%	8%	6%	3%	8%	11%	5%	7%	4%	5%	8%	21%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	59%	48%	64%	62%	56%	61%	55%	*	*	*	*	*	*
Somewhat less likely to try it	15%	19%	14%	16%	16%	15%	12%	*	*	*	*	*	*
Neither more or less likely to try it	13%	18%	12%	13%	12%	16%	16%	*	*	*	*	*	*
Somewhat more likely to try it	2%	4%	2%	3%	2%	1%	2%	*	*	*	*	*	*
Significantly more likely to try it	3%	4%	3%	4%	3%	3%	2%	*	*	*	*	*	*
Dont Know	7%	8%	7%	2%	11%	3%	14%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	46%	53%	53%	54%	38%	46%	40%	37%	40%	38%	45%	53%	33%
Somewhat less likely to try it	24%	17%	24%	26%	23%	26%	31%	33%	24%	27%	17%	16%	33%
Neither more or less likely to try it	16%	15%	12%	10%	23%	13%	14%	18%	24%	18%	24%	21%	7%
Somewhat more likely to try it	4%	6%	3%	4%	1%	2%	6%	2%	4%	5%	1%	0%	0%
Significantly more likely to try it	3%	2%	3%	3%	5%	5%	3%	2%	2%	4%	3%	0%	0%
Dont Know	7%	7%	6%	3%	11%	7%	5%	8%	6%	7%	8%	11%	27%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	46%	36%	50%	50%	44%	40%	46%	*	*	*	*	*	*
Somewhat less likely to try it	24%	24%	25%	24%	26%	30%	19%	*	*	*	*	*	*
Neither more or less likely to try it	16%	22%	14%	14%	14%	19%	20%	*	*	*	*	*	*
Somewhat more likely to try it	4%	6%	3%	4%	2%	4%	3%	*	*	*	*	*	*
Significantly more likely to try it	3%	4%	3%	5%	2%	2%	2%	*	*	*	*	*	*
Dont Know	7%	8%	7%	3%	12%	5%	11%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(74.A) When considering a new app or online service, would having to provide any of the following information make you more or less 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	43%	50%	47%	51%	40%	51%	37%	33%	38%	39%	33%	47%	40%
Somewhat less likely to try it	23%	21%	28%	21%	21%	20%	20%	26%	26%	26%	23%	24%	20%
Neither more or less likely to try it	19%	15%	13%	16%	21%	13%	28%	31%	18%	20%	31%	16%	20%
Somewhat more likely to try it	4%	6%	1%	5%	4%	3%	4%	3%	10%	5%	3%	3%	0%
Significantly more likely to try it	4%	2%	6%	4%	6%	6%	3%	3%	2%	4%	2%	0%	0%
Dont Know	6%	7%	6%	3%	7%	7%	8%	5%	6%	6%	7%	11%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(74.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	43%	39%	44%	47%	40%	40%	42%	*	*	*	*	*	*
Somewhat less likely to try it	23%	22%	24%	26%	24%	25%	17%	*	*	*	*	*	*
Neither more or less likely to try it	19%	19%	20%	15%	21%	23%	23%	*	*	*	*	*	*
Somewhat more likely to try it	4%	7%	3%	5%	2%	5%	4%	*	*	*	*	*	*
Significantly more likely to try it	4%	5%	3%	5%	3%	3%	4%	*	*	*	*	*	*
Dont Know	6%	7%	6%	3%	10%	4%	10%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(75.A) When considering a new app or online service, would having to provide any of the following information make you more or less 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	16%	22%	16%	14%	20%	18%	12%	12%	16%	18%	13%	5%	7%
Somewhat less likely to try it	21%	21%	24%	31%	19%	18%	16%	18%	18%	18%	22%	18%	27%
Neither more or less likely to try it	47%	40%	46%	38%	46%	49%	55%	56%	48%	45%	49%	61%	40%
Somewhat more likely to try it	7%	8%	5%	8%	5%	2%	11%	5%	6%	10%	3%	3%	7%
Significantly more likely to try it	4%	4%	6%	4%	5%	6%	3%	3%	6%	2%	3%	3%	0%
Dont Know	6%	5%	4%	4%	5%	6%	4%	7%	6%	7%	9%	11%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	16%	18%	15%	19%	12%	12%	21%	*	*	*	*	*	*
Somewhat less likely to try it	21%	19%	21%	21%	22%	21%	17%	*	*	*	*	*	*
Neither more or less likely to try it	47%	43%	49%	46%	45%	56%	45%	*	*	*	*	*	*
Somewhat more likely to try it	7%	9%	6%	7%	7%	6%	6%	*	*	*	*	*	*
Significantly more likely to try it	4%	5%	3%	5%	4%	2%	4%	*	*	*	*	*	*
Dont Know	6%	6%	5%	2%	10%	3%	8%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(76.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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	14%	16%	15%	23%	23%	11%	10%	9%	10%	16%	7%	13%	0%
Somewhat less likely to try it	13%	10%	12%	18%	15%	7%	12%	11%	14%	14%	19%	13%	27%
Neither more or less likely to try it	55%	47%	57%	45%	49%	61%	58%	66%	66%	53%	60%	58%	53%
Somewhat more likely to try it	6%	11%	7%	7%	2%	4%	11%	4%	2%	4%	5%	3%	0%
Significantly more likely to try it	4%	7%	4%	3%	2%	7%	3%	4%	2%	4%	3%	0%	0%
Dont Know	8%	9%	6%	4%	8%	10%	7%	7%	6%	9%	6%	13%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(76.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	14%	13%	14%	17%	14%	12%	13%	*	*	*	*	*	*
Somewhat less likely to try it	13%	10%	14%	14%	12%	15%	11%	*	*	*	*	*	*
Neither more or less likely to try it	55%	55%	56%	56%	57%	57%	51%	*	*	*	*	*	*
Somewhat more likely to try it	6%	8%	5%	7%	5%	6%	7%	*	*	*	*	*	*
Significantly more likely to try it	4%	6%	3%	3%	3%	4%	7%	*	*	*	*	*	*
Dont Know	8%	9%	7%	3%	10%	7%	12%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	11%	11%	10%	13%	11%	11%	10%	9%	20%	11%	5%	8%	7%
Somewhat less likely to try it	17%	17%	25%	22%	20%	13%	16%	14%	12%	11%	21%	13%	0%
Neither more or less likely to try it	54%	52%	48%	48%	56%	53%	56%	61%	56%	60%	59%	61%	73%
Somewhat more likely to try it	7%	9%	10%	8%	5%	8%	6%	7%	6%	9%	5%	5%	0%
Significantly more likely to try it	4%	5%	3%	4%	4%	7%	7%	3%	2%	4%	5%	0%	0%
Dont Know	6%	6%	5%	4%	5%	8%	5%	6%	4%	6%	6%	13%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	11%	10%	11%	11%	12%	8%	10%	*	*	*	*	*	*
Somewhat less likely to try it	17%	11%	20%	19%	16%	19%	15%	*	*	*	*	*	*
Neither more or less likely to try it	54%	58%	54%	54%	54%	59%	53%	*	*	*	*	*	*
Somewhat more likely to try it	7%	9%	7%	7%	6%	8%	9%	*	*	*	*	*	*
Significantly more likely to try it	4%	5%	3%	6%	4%	2%	3%	*	*	*	*	*	*
Dont Know	6%	7%	6%	3%	9%	4%	9%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	10%	11%	10%	15%	10%	12%	7%	7%	10%	8%	13%	5%	7%
Somewhat less likely to try it	13%	17%	12%	14%	15%	8%	12%	12%	16%	15%	12%	13%	7%
Neither more or less likely to try it	60%	49%	62%	55%	62%	64%	63%	65%	56%	63%	64%	66%	67%
Somewhat more likely to try it	6%	10%	5%	7%	2%	6%	11%	2%	6%	7%	1%	5%	0%
Significantly more likely to try it	4%	6%	5%	4%	4%	5%	4%	6%	6%	2%	3%	0%	0%
Dont Know	6%	8%	7%	4%	7%	5%	3%	8%	6%	4%	7%	11%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	10%	9%	10%	12%	8%	8%	11%	*	*	*	*	*	*
Somewhat less likely to try it	13%	10%	15%	14%	13%	12%	13%	*	*	*	*	*	*
Neither more or less likely to try it	60%	57%	61%	59%	60%	67%	55%	*	*	*	*	*	*
Somewhat more likely to try it	6%	9%	5%	6%	5%	7%	8%	*	*	*	*	*	*
Significantly more likely to try it	4%	7%	3%	5%	4%	3%	4%	*	*	*	*	*	*
Dont Know	6%	7%	6%	3%	10%	4%	9%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(79.A) When considering a new app or online service, would having to provide any of the following information make you more or less 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	7%	9%	7%	8%	7%	7%	4%	5%	10%	5%	9%	3%	0%
Somewhat less likely to try it	9%	10%	8%	12%	8%	9%	10%	5%	8%	8%	7%	11%	7%
Neither more or less likely to try it	66%	60%	70%	66%	68%	63%	68%	69%	64%	68%	67%	74%	73%
Somewhat more likely to try it	7%	7%	5%	5%	7%	5%	11%	9%	12%	4%	5%	5%	0%
Significantly more likely to try it	6%	8%	6%	5%	4%	8%	3%	6%	2%	10%	5%	0%	0%
Dont Know	6%	6%	6%	4%	6%	8%	3%	5%	4%	6%	7%	8%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	7%	7%	7%	7%	7%	6%	8%	*	*	*	*	*	*
Somewhat less likely to try it	9%	8%	9%	11%	8%	7%	8%	*	*	*	*	*	*
Neither more or less likely to try it	66%	63%	69%	67%	65%	74%	61%	*	*	*	*	*	*
Somewhat more likely to try it	7%	8%	6%	6%	7%	5%	9%	*	*	*	*	*	*
Significantly more likely to try it	6%	8%	5%	7%	4%	7%	6%	*	*	*	*	*	*
Dont Know	6%	6%	5%	3%	9%	2%	9%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(80.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?: Parental permission e.g an e-signature

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Significantly less likely to try it	30%	30%	32%	41%	26%	33%	25%	22%	28%	23%	38%	42%	27%
Somewhat less likely to try it	22%	22%	25%	25%	23%	17%	24%	25%	26%	18%	19%	18%	27%
Neither more or less likely to try it	29%	28%	24%	23%	35%	28%	35%	31%	26%	38%	28%	18%	27%
Somewhat more likely to try it	7%	6%	10%	6%	6%	7%	9%	6%	6%	9%	5%	3%	0%
Significantly more likely to try it	4%	7%	3%	2%	2%	7%	3%	5%	6%	5%	3%	0%	0%
Dont Know	7%	7%	7%	3%	8%	7%	4%	12%	8%	7%	7%	18%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(80.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?: Parental permission e.g an e-signature

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Significantly less likely to try it	30%	26%	31%	33%	30%	28%	27%	*	*	*	*	*	*
Somewhat less likely to try it	22%	19%	23%	22%	25%	23%	18%	*	*	*	*	*	*
Neither more or less likely to try it	29%	32%	29%	27%	27%	33%	32%	*	*	*	*	*	*
Somewhat more likely to try it	7%	10%	6%	9%	5%	7%	8%	*	*	*	*	*	*
Significantly more likely to try it	4%	7%	3%	5%	2%	5%	5%	*	*	*	*	*	*
Dont Know	7%	7%	8%	4%	11%	5%	11%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(81.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	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	936	155	163	93	57	71	86	78	37	95	64	26	11
I would be worried that this information would be stolen and used for the wrong purposes	77%	71%	80%	76%	75%	83%	79%	74%	81%	76%	83%	73%	91%
I dont think it is necessary to share this information	75%	72%	79%	86%	65%	72%	71%	67%	73%	74%	83%	77%	73%
I would want to protect my privacy	74%	75%	78%	81%	67%	77%	72%	69%	59%	67%	81%	77%	73%
I dont have a passport	7%	3%	7%	3%	2%	13%	10%	5%	11%	9%	6%	15%	0%
I would be worried about what the company would do with this information	69%	67%	75%	76%	65%	70%	63%	68%	70%	65%	70%	81%	45%
Other (Please Specify)	1%	1%	1%	3%	2%	0%	1%	0%	0%	1%	2%	0%	0%
None of the above	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%	0%	0%	9%

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: 7th Oct - 4th Oct 2021

Data unweighted

(81.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	936	254	664	348	231	163	177	0	0	0	0	0	0
I would be worried that this information would be stolen and used for the wrong purposes	77%	70%	80%	76%	81%	77%	72%	*	*	*	*	*	*
I dont think it is necessary to share this information	75%	67%	78%	76%	73%	75%	73%	*	*	*	*	*	*
I would want to protect my privacy	74%	65%	78%	71%	80%	66%	77%	*	*	*	*	*	*
I dont have a passport	7%	9%	6%	6%	4%	7%	10%	*	*	*	*	*	*
I would be worried about what the company would do with this information	69%	60%	73%	72%	73%	65%	61%	*	*	*	*	*	*
Other (Please Specify)	1%	1%	1%	1%	2%	1%	1%	*	*	*	*	*	*
None of the above	1%	2%	1%	1%	0%	2%	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: 7th Oct - 4th Oct 2021

Data unweighted

(82.A) You said you would be less likely to try a new app or online service if you had to upload your address. 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	892	153	153	90	51	72	85	78	32	88	54	26	10
I would want to protect my privacy	78%	77%	80%	81%	78%	74%	76%	74%	66%	81%	85%	81%	100%
I dont think it is necessary to share this information	73%	69%	77%	77%	73%	76%	66%	69%	78%	68%	72%	81%	70%
I would be worried that this information would be stolen and used for the wrong purposes	72%	62%	82%	78%	69%	74%	84%	63%	72%	64%	72%	77%	80%
I would be worried about what the company would do with this information	68%	63%	75%	73%	65%	68%	66%	71%	66%	69%	61%	77%	60%
Other (Please Specify)	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
None of the above	1%	2%	1%	0%	2%	1%	1%	1%	0%	1%	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 address

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	892	231	641	329	223	150	172	0	0	0	0	0	0
I would want to protect my privacy	78%	71%	81%	78%	82%	76%	75%	*	*	*	*	*	*
I dont think it is necessary to share this information	73%	66%	75%	71%	74%	76%	70%	*	*	*	*	*	*
I would be worried that this information would be stolen and used for the wrong purposes	72%	67%	74%	74%	74%	66%	70%	*	*	*	*	*	*
I would be worried about what the company would do with this information	68%	60%	72%	70%	71%	61%	66%	*	*	*	*	*	*
Other (Please Specify)	0%	0%	0%	0%	0%	1%	1%	*	*	*	*	*	*
None of the above	1%	2%	0%	1%	1%	1%	2%	*	*	*	*	*	*

Note:

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

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(83.A) You said you would be less likely to try a new app or online service if you had to provide your parent or guardians 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	970	163	168	94	60	74	89	78	38	101	65	29	11
I would be worried that this information would be stolen and used for the wrong purposes	73%	65%	80%	79%	63%	74%	72%	71%	74%	73%	83%	72%	64%
I dont think it is necessary to share this information	70%	65%	75%	81%	62%	72%	71%	68%	63%	65%	72%	72%	73%
I would be worried about what the company would do with this information	66%	64%	74%	72%	58%	68%	61%	64%	55%	60%	63%	76%	55%
My parents or guardians wouldnt want me to have access to their credit card	60%	51%	64%	55%	57%	66%	65%	60%	68%	56%	63%	62%	64%
I would want to protect my privacy	51%	47%	56%	61%	58%	54%	51%	49%	37%	47%	49%	48%	45%
My parents or guardians dont have a credit card	5%	6%	4%	5%	8%	8%	6%	3%	8%	3%	5%	7%	0%
I am not currently earning	17%	20%	18%	12%	15%	16%	20%	14%	21%	19%	9%	24%	18%
Other (Please Specify)	1%	1%	0%	0%	3%	0%	0%	1%	0%	0%	0%	0%	0%
None of the above	1%	1%	1%	0%	2%	1%	1%	0%	0%	1%	2%	0%	9%

Note:

BASE: Respondents who would be less likely to try a new app or online service if they had to provide their parent or guardian's credit card details

Public First Poll for YouTube (Young People)

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

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	970	266	683	360	241	163	190	0	0	0	0	0	0
I would be worried that this information would be stolen and used for the wrong purposes	73%	64%	77%	74%	75%	72%	69%	*	*	*	*	*	*
I dont think it is necessary to share this information	70%	58%	75%	69%	73%	69%	68%	*	*	*	*	*	*
I would be worried about what the company would do with this information	66%	58%	69%	67%	69%	63%	61%	*	*	*	*	*	*
My parents or guardians wouldnt want me to have access to their credit card	60%	67%	58%	62%	61%	61%	54%	*	*	*	*	*	*
I would want to protect my privacy	51%	44%	54%	52%	52%	52%	48%	*	*	*	*	*	*
My parents or guardians dont have a credit card	5%	8%	4%	3%	3%	6%	12%	*	*	*	*	*	*
I am not currently earning	17%	19%	17%	18%	14%	17%	21%	*	*	*	*	*	*
Other (Please Specify)	1%	0%	1%	1%	0%	0%	1%	*	*	*	*	*	*
None of the above	1%	2%	1%	1%	1%	2%	1%	*	*	*	*	*	*

Note:

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

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(84.A) Do you post photos, videos or other content 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes	60%	61%	60%	71%	58%	48%	59%	57%	58%	57%	66%	61%	53%
No	37%	34%	36%	28%	39%	49%	38%	41%	42%	39%	28%	37%	47%
Prefer not to say	3%	5%	4%	2%	2%	2%	3%	3%	0%	4%	6%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(84.B) Do you post photos, videos or other content online?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes	60%	51%	63%	64%	56%	59%	57%	*	*	*	*	*	*
No	37%	48%	33%	35%	38%	39%	39%	*	*	*	*	*	*
Prefer not to say	3%	1%	4%	1%	6%	2%	5%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(85.A) You said you did post videos or other content online. Who do you think should be able to edit or take that content down, if anyone? Please 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	758	133	120	79	49	48	70	63	29	78	58	23	8
Dont Know	8%	4%	5%	10%	10%	2%	9%	13%	14%	9%	7%	17%	25%
The platforms human moderators	57%	57%	63%	54%	43%	67%	59%	57%	69%	51%	47%	57%	50%
The police	55%	45%	60%	61%	59%	52%	56%	54%	59%	55%	53%	61%	50%
Anyone who is mentioned/appears in the video	42%	37%	43%	47%	29%	42%	49%	46%	41%	49%	41%	43%	38%
The platforms algorithms i.e an automated process	32%	41%	36%	29%	37%	27%	39%	14%	24%	26%	29%	26%	25%
None of the above	9%	12%	5%	10%	2%	10%	10%	6%	3%	15%	16%	4%	0%

Note:

BASE: Respondents who post photos, videos or other content online

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(85.B) You said you did post videos or other content online. Who do you think should be able to edit or take that content down, if anyone? Please select all that apply

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	758	196	547	287	180	127	151	0	0	0	0	0	0
Dont Know	8%	8%	8%	4%	9%	8%	15%	*	*	*	*	*	*
The platforms human moderators	57%	55%	57%	64%	54%	54%	46%	*	*	*	*	*	*
The police	55%	48%	58%	58%	57%	50%	51%	*	*	*	*	*	*
Anyone who is mentioned/appears in the video	42%	36%	44%	46%	37%	42%	41%	*	*	*	*	*	*
The platforms algorithms i.e an automated process	32%	37%	29%	34%	31%	26%	32%	*	*	*	*	*	*
None of the above	9%	10%	9%	7%	13%	12%	7%	*	*	*	*	*	*

Note:

BASE: Respodents who post photos, videos or other content online

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(86.A) Have you ever had lessons or teacher-led discussions in an educational setting (e.g school/college) about how to stay safe online?

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes	88%	86%	90%	88%	85%	92%	89%	88%	90%	86%	84%	84%	73%
No	9%	9%	7%	9%	12%	5%	9%	7%	10%	10%	8%	11%	13%
Don't Know	4%	5%	3%	3%	4%	3%	2%	5%	0%	4%	8%	5%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(86.B) Have you ever had lessons or teacher-led discussions in an educational setting (e.g school/college) about how to stay safe online?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes	88%	83%	90%	89%	86%	86%	88%	*	*	*	*	*	*
No	9%	14%	6%	9%	8%	10%	8%	*	*	*	*	*	*
Don't Know	4%	3%	4%	2%	6%	4%	5%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(87.A) Have you ever had any lessons or teacher-led discussions in an educational setting (e.g school/college) about behaving responsibly online?

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes	88%	87%	88%	88%	86%	92%	87%	93%	90%	83%	90%	89%	80%
No	8%	9%	8%	10%	8%	5%	10%	6%	6%	11%	6%	8%	0%
Don't Know	4%	4%	4%	2%	6%	3%	3%	1%	4%	6%	5%	3%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(87.B) Have you ever had any lessons or teacher-led discussions in an educational setting (e.g school/college) about behaving responsibly online?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes	88%	84%	90%	89%	87%	87%	87%	*	*	*	*	*	*
No	8%	13%	6%	9%	6%	10%	9%	*	*	*	*	*	*
Don't Know	4%	4%	4%	2%	7%	3%	4%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(88.A) Do you think teachers are equipped to help students stay safe online?

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes	58%	58%	56%	50%	61%	56%	67%	66%	60%	61%	48%	50%	40%
No	27%	24%	30%	35%	26%	31%	18%	20%	22%	25%	35%	34%	7%
Don't Know	16%	17%	14%	15%	13%	13%	15%	14%	18%	14%	17%	16%	53%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(88.B) Do you think teachers are equipped to help students stay safe online?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes	58%	63%	57%	61%	57%	55%	57%	*	*	*	*	*	*
No	27%	24%	27%	29%	24%	25%	27%	*	*	*	*	*	*
Don't Know	16%	13%	16%	11%	19%	20%	16%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(89.A) You said you did not think teachers are equipped to help students stay safe online. Why?

	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	338	53	60	39	22	31	21	23	11	34	30	13	1
They dont have enough time to dedicate to this	61%	57%	70%	46%	64%	58%	67%	61%	36%	71%	60%	69%	0%
Technology moves too fast for them to keep up to date.	54%	62%	62%	56%	55%	29%	43%	48%	45%	68%	47%	62%	100%
Teachers dont use the same devices/apps that I do	51%	51%	45%	59%	45%	58%	38%	61%	36%	65%	50%	31%	100%
Dont know	5%	4%	0%	8%	5%	3%	10%	13%	18%	3%	0%	8%	0%
Teachers dont have access to good information	35%	32%	37%	41%	27%	32%	29%	30%	18%	41%	43%	31%	0%
Other (Please Specify)	7%	6%	10%	8%	14%	3%	10%	4%	27%	0%	7%	8%	0%

Note:

BASE: Respondents who don't think teachers are equipped to help students stay safe online

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(89.B) You said you did not think teachers are equipped to help students stay safe online. Why?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	338	93	232	128	77	54	72	0	0	0	0	0	0
They dont have enough time to dedicate to this	61%	58%	60%	59%	62%	57%	64%	*	*	*	*	*	*
Technology moves too fast for them to keep up to date.	54%	60%	52%	58%	53%	48%	53%	*	*	*	*	*	*
Teachers dont use the same devices/apps that I do	51%	48%	51%	55%	45%	54%	47%	*	*	*	*	*	*
Dont know	5%	9%	3%	3%	3%	6%	10%	*	*	*	*	*	*
Teachers dont have access to good information	35%	34%	34%	30%	39%	46%	31%	*	*	*	*	*	*
Other (Please Specify)	7%	6%	7%	8%	10%	2%	8%	*	*	*	*	*	*

Note:

BASE: Respondents who don't think teachers are equipped to help students stay safe online

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(90.A) Do you think social media accounts should be age-restricted i.e. anyone under a certain age should not be able to use TikTok or 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes	71%	74%	75%	71%	68%	71%	70%	66%	84%	71%	64%	76%	60%
No	16%	15%	16%	21%	19%	12%	16%	21%	6%	15%	22%	13%	7%
Don't know	12%	11%	10%	9%	13%	17%	14%	14%	10%	14%	14%	11%	33%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(90.B) Do you think social media accounts should be age-restricted i.e i anyone under a certain age should not be able to use TikTok or Youtube?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes	71%	70%	72%	76%	71%	68%	67%	*	*	*	*	*	*
No	16%	17%	16%	15%	12%	21%	18%	*	*	*	*	*	*
Don't know	12%	13%	12%	8%	17%	12%	15%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(91.A) You said that you think social media accounts should be age-restricted. What age do you think someone should have to be to set up a social media account?

	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	904	162	149	79	57	70	83	73	42	96	55	29	9
5 years old	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
6	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
7	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
8	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%
9	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	11%
10	6%	4%	5%	8%	2%	7%	5%	11%	12%	6%	2%	0%	0%
11	5%	5%	7%	11%	5%	3%	5%	5%	2%	4%	2%	0%	11%
12	17%	22%	17%	14%	11%	11%	23%	16%	14%	14%	25%	17%	11%
13	35%	31%	36%	42%	49%	34%	34%	30%	38%	30%	31%	48%	22%
14	13%	15%	13%	6%	9%	17%	8%	12%	14%	14%	18%	17%	22%
15	8%	7%	5%	9%	9%	10%	8%	5%	5%	10%	9%	10%	0%
16	11%	10%	12%	5%	12%	14%	14%	14%	12%	9%	9%	7%	22%
17	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%
18	3%	3%	3%	4%	2%	3%	1%	3%	0%	5%	2%	0%	0%
19 or above	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't Know	1%	1%	1%	0%	0%	0%	0%	1%	2%	2%	2%	0%	0%

Note:

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

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(91.B) You said that you think social media accounts should be age-restricted. What age do you think someone should have to be to set up a social media account?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	904	268	622	340	229	144	178	0	0	0	0	0	0
5 years old	0%	0%	0%	0%	0%	1%	1%	*	*	*	*	*	*
6	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	*
7	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	*	*
8	0%	0%	0%	0%	1%	0%	1%	*	*	*	*	*	*
9	0%	0%	0%	0%	1%	1%	0%	*	*	*	*	*	*
10	6%	6%	5%	7%	7%	2%	3%	*	*	*	*	*	*
11	5%	4%	6%	7%	4%	4%	3%	*	*	*	*	*	*
12	17%	15%	18%	19%	17%	22%	12%	*	*	*	*	*	*
13	35%	31%	37%	32%	35%	36%	40%	*	*	*	*	*	*
14	13%	15%	13%	13%	14%	12%	12%	*	*	*	*	*	*
15	8%	7%	8%	8%	6%	8%	10%	*	*	*	*	*	*
16	11%	14%	10%	10%	12%	10%	15%	*	*	*	*	*	*
17	0%	1%	0%	0%	0%	1%	0%	*	*	*	*	*	*
18	3%	4%	2%	3%	2%	2%	3%	*	*	*	*	*	*
19 or above	0%	0%	0%	1%	0%	1%	0%	*	*	*	*	*	*
Don't Know	1%	2%	0%	1%	0%	1%	1%	*	*	*	*	*	*

Note:

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

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(92.A) As far as you are aware, do the following services require you to be a certain age to create an account?: YouTube

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes, this service has an age requirement	37%	43%	38%	35%	36%	40%	42%	35%	46%	31%	34%	26%	20%
No, this service does not have an age requirement	32%	30%	33%	29%	32%	28%	35%	32%	32%	36%	34%	32%	33%
Don't know	30%	27%	29%	36%	32%	31%	23%	32%	22%	33%	33%	42%	47%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(92.B) As far as you are aware, do the following services require you to be a certain age to create an account?: YouTube

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes, this service has an age requirement	37%	39%	36%	42%	36%	28%	39%	*	*	*	*	*	*
No, this service does not have an age requirement	32%	31%	33%	35%	32%	35%	26%	*	*	*	*	*	*
Don't know	30%	30%	31%	24%	32%	37%	35%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(93.A) As far as you are aware, do the following services require you to be a certain age to create an account?: 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes, this service has an age requirement	73%	68%	73%	70%	74%	78%	72%	79%	80%	74%	72%	76%	67%
No, this service does not have an age requirement	6%	9%	5%	7%	5%	4%	6%	5%	8%	7%	6%	5%	0%
Don't know	21%	23%	22%	23%	21%	18%	22%	15%	12%	19%	22%	18%	33%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(93.B) As far as you are aware, do the following services require you to be a certain age to create an account?: Facebook

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes, this service has an age requirement	73%	67%	76%	74%	72%	74%	72%	*	*	*	*	*	*
No, this service does not have an age requirement	6%	9%	5%	7%	7%	5%	5%	*	*	*	*	*	*
Don't know	21%	24%	19%	20%	20%	22%	24%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(94.A) As far as you are aware, do the following services require you to be a certain age to create an account?: Google

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes, this service has an age requirement	19%	22%	15%	18%	15%	19%	24%	20%	20%	16%	23%	18%	20%
No, this service does not have an age requirement	45%	47%	50%	45%	43%	44%	38%	48%	46%	46%	41%	34%	33%
Don't know	36%	31%	36%	38%	42%	36%	38%	32%	34%	38%	36%	47%	47%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(94.B) As far as you are aware, do the following services require you to be a certain age to create an account?: Google

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes, this service has an age requirement	19%	23%	17%	23%	18%	11%	21%	*	*	*	*	*	*
No, this service does not have an age requirement	45%	42%	46%	46%	44%	48%	39%	*	*	*	*	*	*
Don't know	36%	35%	36%	31%	38%	41%	39%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(95.A) As far as you are aware, do the following services require you to be a certain age to create an account?: 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes, this service has an age requirement	56%	61%	55%	55%	54%	57%	57%	59%	54%	54%	57%	50%	40%
No, this service does not have an age requirement	8%	9%	6%	5%	6%	11%	7%	6%	16%	9%	13%	11%	0%
Don't know	36%	29%	39%	39%	40%	32%	36%	35%	30%	38%	30%	39%	60%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(95.B) As far as you are aware, do the following services require you to be a certain age to create an account?: Twitter

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes, this service has an age requirement	56%	52%	58%	60%	55%	50%	55%	*	*	*	*	*	*
No, this service does not have an age requirement	8%	10%	8%	9%	9%	6%	8%	*	*	*	*	*	*
Don't know	36%	38%	35%	30%	36%	44%	37%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(96.A) As far as you are aware, do the following services require you to be a certain age to create an account?: 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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes, this service has an age requirement	69%	73%	70%	73%	71%	69%	71%	70%	72%	57%	64%	66%	53%
No, this service does not have an age requirement	9%	8%	8%	9%	7%	7%	7%	8%	8%	13%	10%	8%	0%
Don't know	22%	18%	22%	18%	21%	24%	22%	22%	20%	29%	26%	26%	47%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(96.B) As far as you are aware, do the following services require you to be a certain age to create an account?: Instagram

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes, this service has an age requirement	69%	58%	74%	73%	68%	68%	64%	*	*	*	*	*	*
No, this service does not have an age requirement	9%	11%	8%	9%	9%	9%	7%	*	*	*	*	*	*
Don't know	22%	31%	18%	19%	23%	23%	29%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(97.A) As far as you are aware, do the following services require you to be a certain age to create an account?: Snap

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes, this service has an age requirement	59%	64%	58%	59%	54%	53%	62%	63%	58%	52%	63%	53%	47%
No, this service does not have an age requirement	11%	14%	8%	11%	11%	8%	10%	12%	16%	15%	9%	11%	7%
Don't know	30%	22%	35%	30%	36%	39%	28%	25%	26%	32%	28%	37%	47%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(97.B) As far as you are aware, do the following services require you to be a certain age to create an account?: Snap

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes, this service has an age requirement	59%	45%	65%	62%	57%	52%	59%	*	*	*	*	*	*
No, this service does not have an age requirement	11%	14%	10%	12%	11%	12%	9%	*	*	*	*	*	*
Don't know	30%	40%	26%	26%	32%	36%	32%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(98.A) As far as you are aware, do the following services require you to be a certain age to create an account?: Tiktok

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Yes, this service has an age requirement	56%	58%	62%	57%	58%	60%	52%	47%	58%	45%	58%	58%	53%
No, this service does not have an age requirement	15%	15%	7%	14%	14%	15%	22%	15%	18%	20%	16%	16%	13%
Don't know	29%	27%	31%	29%	27%	25%	26%	38%	24%	35%	26%	26%	33%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(98.B) As far as you are aware, do the following services require you to be a certain age to create an account?: Tiktok

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Yes, this service has an age requirement	56%	46%	60%	57%	57%	49%	57%	*	*	*	*	*	*
No, this service does not have an age requirement	15%	17%	14%	17%	14%	16%	12%	*	*	*	*	*	*
Don't know	29%	36%	26%	26%	29%	34%	30%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(99.A) Do you agree or disagree with the following: Only those with accounts should be able to use platforms like Youtube

	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	1267	218	199	112	84	99	119	111	50	136	86	38	15
Strongly agree	11%	12%	10%	10%	10%	8%	12%	9%	22%	15%	7%	5%	13%
Agree	16%	17%	15%	14%	21%	9%	18%	14%	12%	17%	19%	13%	13%
Neither agree nor disagree	24%	19%	19%	24%	21%	33%	24%	24%	26%	35%	17%	29%	20%
Disagree	30%	33%	37%	31%	24%	23%	34%	35%	32%	15%	36%	32%	27%
Strongly disagree	15%	16%	15%	17%	14%	22%	8%	14%	4%	15%	17%	16%	7%
Don't Know	4%	3%	5%	4%	10%	4%	3%	3%	4%	4%	3%	5%	20%
Total Agree:	27%	30%	25%	24%	31%	17%	30%	23%	34%	32%	26%	18%	27%
Total Disagree:	45%	48%	52%	48%	38%	45%	42%	50%	36%	29%	53%	47%	33%
Net:	-18%	-18%	-27%	-24%	-7%	-28%	-12%	-26%	-2%	3%	-28%	-29%	-7%

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(99.B) Do you agree or disagree with the following: Only those with accounts should be able to use platforms like Youtube

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	1267	383	861	446	321	213	266	0	0	0	0	0	0
Strongly agree	11%	16%	9%	12%	10%	8%	13%	*	*	*	*	*	*
Agree	16%	21%	14%	19%	15%	15%	13%	*	*	*	*	*	*
Neither agree nor disagree	24%	22%	25%	17%	28%	31%	26%	*	*	*	*	*	*
Disagree	30%	23%	33%	33%	30%	30%	27%	*	*	*	*	*	*
Strongly disagree	15%	13%	15%	17%	11%	13%	14%	*	*	*	*	*	*
Don't Know	4%	5%	3%	2%	6%	4%	7%	*	*	*	*	*	*
Total Agree:	27%	37%	23%	30%	26%	23%	26%	*	*	*	*	*	*
Total Disagree:	45%	36%	49%	51%	41%	43%	41%	*	*	*	*	*	*
Net:	-18%	1%	-26%	-20%	-16%	-20%	-15%	*	*	*	*	*	*

Note:

BASE: All Respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(100.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?

	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	428	70	67	32	32	34	43	38	14	50	31	9	8
I would give up access to Youtube and get paid £1.25	20%	24%	18%	19%	6%	24%	26%	18%	7%	18%	19%	33%	25%
I would keep access to Youtube	74%	71%	76%	75%	78%	62%	67%	74%	93%	78%	77%	56%	75%
Dont Know	7%	4%	6%	6%	16%	15%	7%	8%	0%	4%	3%	11%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(100.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	428	124	293	151	111	76	85	0	0	0	0	0	0
I would give up access to Youtube and get paid £1.25	20%	21%	19%	23%	15%	17%	19%	*	*	*	*	*	*
I would keep access to Youtube	74%	70%	75%	73%	76%	80%	69%	*	*	*	*	*	*
Dont Know	7%	9%	6%	4%	9%	3%	12%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(101.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?

	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	441	73	60	40	26	36	49	33	22	50	36	11	5
I would give up access to Youtube and get paid £2.50	25%	30%	20%	32%	12%	25%	27%	33%	23%	24%	25%	9%	0%
I would keep access to Youtube	67%	62%	73%	60%	81%	69%	69%	58%	59%	68%	67%	91%	80%
Dont Know	8%	8%	7%	8%	8%	6%	4%	9%	18%	8%	8%	0%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(101.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	441	141	291	146	114	83	92	0	0	0	0	0	0
I would give up access to Youtube and get paid £2.50	25%	22%	26%	31%	22%	23%	21%	*	*	*	*	*	*
I would keep access to Youtube	67%	70%	66%	63%	68%	67%	75%	*	*	*	*	*	*
Dont Know	8%	8%	8%	6%	11%	10%	4%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(102.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?

	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	422	84	53	43	33	28	43	30	16	44	30	16	2
I would give up access to Youtube and get paid £5	29%	35%	26%	28%	21%	29%	19%	27%	38%	36%	30%	44%	0%
I would keep access to Youtube	64%	58%	64%	72%	67%	68%	81%	60%	62%	57%	63%	44%	100%
Dont Know	6%	7%	9%	0%	12%	4%	0%	13%	0%	7%	7%	12%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(102.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	422	114	301	153	101	65	94	0	0	0	0	0	0
I would give up access to Youtube and get paid £5	29%	25%	31%	32%	35%	26%	21%	*	*	*	*	*	*
I would keep access to Youtube	64%	67%	63%	65%	56%	68%	70%	*	*	*	*	*	*
Dont Know	6%	8%	6%	3%	9%	6%	9%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(103.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?

	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	395	65	63	42	34	31	32	30	17	43	25	8	5
I would give up access to Youtube and get paid £10	37%	31%	27%	57%	44%	32%	28%	33%	29%	40%	48%	38%	80%
I would keep access to Youtube	57%	63%	65%	38%	44%	65%	66%	63%	65%	53%	48%	62%	0%
Dont Know	6%	6%	8%	5%	12%	3%	6%	3%	6%	7%	4%	0%	20%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(103.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	395	135	257	142	98	67	79	0	0	0	0	0	0
I would give up access to Youtube and get paid £10	37%	30%	41%	35%	38%	39%	39%	*	*	*	*	*	*
I would keep access to Youtube	57%	62%	54%	61%	53%	52%	57%	*	*	*	*	*	*
Dont Know	6%	7%	5%	4%	9%	9%	4%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(104.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?

	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	429	74	62	35	24	30	41	46	18	44	33	14	8
I would give up access to Youtube and get paid £20	51%	45%	50%	60%	42%	43%	49%	54%	39%	59%	55%	71%	50%
I would keep access to Youtube	41%	46%	42%	34%	46%	50%	49%	39%	56%	34%	39%	14%	25%
Dont Know	8%	9%	8%	6%	12%	7%	2%	7%	6%	7%	6%	14%	25%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(104.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	429	135	289	152	107	68	93	0	0	0	0	0	0
I would give up access to Youtube and get paid £20	51%	41%	56%	55%	50%	49%	45%	*	*	*	*	*	*
I would keep access to Youtube	41%	50%	37%	40%	41%	38%	47%	*	*	*	*	*	*
Dont Know	8%	8%	7%	5%	9%	13%	8%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(105.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?

	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	410	80	71	34	25	35	33	38	12	39	27	11	5
I would give up access to Youtube and get paid £50	63%	60%	63%	56%	40%	89%	64%	68%	42%	62%	74%	64%	20%
I would keep access to Youtube	30%	32%	32%	35%	48%	11%	33%	18%	50%	33%	19%	9%	40%
Dont Know	8%	8%	4%	9%	12%	0%	3%	13%	8%	5%	7%	27%	40%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(105.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	410	121	280	149	104	59	96	0	0	0	0	0	0
I would give up access to Youtube and get paid £50	63%	53%	68%	65%	63%	64%	56%	*	*	*	*	*	*
I would keep access to Youtube	30%	36%	27%	30%	26%	31%	34%	*	*	*	*	*	*
Dont Know	8%	12%	5%	5%	11%	5%	9%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(106.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?

	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	416	81	63	38	33	36	30	37	15	45	17	15	6
I would give up access to Youtube and get paid £100	78%	80%	84%	68%	79%	81%	80%	78%	87%	64%	94%	67%	50%
I would keep access to Youtube	17%	14%	14%	21%	15%	14%	17%	19%	13%	33%	6%	27%	0%
Dont Know	5%	6%	2%	11%	6%	6%	3%	3%	0%	2%	0%	7%	50%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(106.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	416	126	285	144	104	68	95	0	0	0	0	0	0
I would give up access to Youtube and get paid £100	78%	68%	82%	82%	70%	78%	78%	*	*	*	*	*	*
I would keep access to Youtube	17%	24%	14%	15%	24%	13%	18%	*	*	*	*	*	*
Dont Know	5%	8%	4%	3%	6%	9%	4%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(107.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?

	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	439	69	78	33	22	33	43	41	20	51	31	16	2
I would give up access to Youtube and get paid £200	77%	75%	82%	85%	73%	88%	70%	71%	95%	67%	74%	75%	100%
I would keep access to Youtube	16%	22%	12%	9%	18%	6%	21%	20%	0%	25%	19%	19%	0%
Dont Know	7%	3%	6%	6%	9%	6%	9%	10%	5%	8%	6%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(107.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	439	122	306	154	122	75	81	0	0	0	0	0	0
I would give up access to Youtube and get paid £200	77%	69%	81%	78%	77%	79%	75%	*	*	*	*	*	*
I would keep access to Youtube	16%	20%	14%	18%	16%	15%	16%	*	*	*	*	*	*
Dont Know	7%	11%	5%	4%	7%	7%	9%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(108.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?

	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	421	58	80	39	23	34	43	40	16	42	28	14	4
I would give up access to Youtube and get paid £500	85%	91%	88%	95%	78%	85%	86%	80%	94%	76%	75%	71%	100%
I would keep access to Youtube	10%	9%	8%	5%	17%	9%	9%	12%	6%	17%	11%	14%	0%
Dont Know	5%	0%	5%	0%	4%	6%	5%	8%	0%	7%	14%	14%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(108.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	421	131	281	147	102	78	83	0	0	0	0	0	0
I would give up access to Youtube and get paid £500	85%	80%	89%	84%	85%	88%	84%	*	*	*	*	*	*
I would keep access to Youtube	10%	13%	8%	14%	9%	6%	7%	*	*	*	*	*	*
Dont Know	5%	7%	4%	2%	6%	5%	8%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(109.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?

	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	414	74	64	36	25	34	36	32	20	42	30	14	7
I would give up access to Google Search and get paid £1.25	16%	23%	16%	17%	20%	18%	11%	9%	15%	17%	10%	7%	0%
I would keep access to Google Search	81%	74%	81%	81%	76%	82%	89%	84%	85%	83%	83%	86%	71%
Dont Know	3%	3%	3%	3%	4%	0%	0%	6%	0%	0%	7%	7%	29%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

Public First Poll for YouTube (Young People)

(109.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	414	138	271	142	104	65	99	0	0	0	0	0	0
I would give up access to Google Search and get paid £1.25	16%	24%	11%	15%	19%	17%	13%	*	*	*	*	*	*
I would keep access to Google Search	81%	71%	87%	84%	75%	80%	84%	*	*	*	*	*	*
Dont Know	3%	5%	1%	1%	6%	3%	3%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(110.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?

	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	413	61	66	43	29	39	41	34	18	44	26	9	3
I would give up access to Google Search and get paid £2.50	15%	11%	17%	16%	21%	18%	17%	12%	6%	18%	8%	0%	0%
I would keep access to Google Search	81%	84%	82%	79%	76%	74%	78%	79%	89%	73%	92%	100%	100%
Dont Know	5%	5%	2%	5%	3%	8%	5%	9%	6%	9%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(110.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	413	135	270	136	96	79	95	0	0	0	0	0	0
I would give up access to Google Search and get paid £2.50	15%	19%	12%	16%	12%	16%	14%	*	*	*	*	*	*
I would keep access to Google Search	81%	76%	84%	81%	81%	80%	80%	*	*	*	*	*	*
Dont Know	5%	5%	4%	3%	6%	4%	6%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(111.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?

	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	439	89	68	44	30	33	43	32	13	42	23	17	5
I would give up access to Google Search and get paid £5	19%	15%	15%	30%	27%	15%	14%	22%	8%	29%	26%	12%	0%
I would keep access to Google Search	75%	81%	79%	64%	67%	76%	77%	75%	92%	71%	61%	76%	100%
Dont Know	6%	4%	6%	7%	7%	9%	9%	3%	0%	0%	13%	12%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(111.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	439	122	305	157	118	65	92	0	0	0	0	0	0
I would give up access to Google Search and get paid £5	19%	24%	17%	20%	22%	18%	14%	*	*	*	*	*	*
I would keep access to Google Search	75%	72%	77%	78%	67%	77%	79%	*	*	*	*	*	*
Dont Know	6%	4%	6%	1%	11%	5%	7%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(112.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?

	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	436	72	73	36	27	25	47	39	16	48	33	12	8
I would give up access to Google Search and get paid £10	27%	28%	15%	36%	30%	44%	30%	18%	12%	42%	27%	8%	12%
I would keep access to Google Search	66%	67%	78%	61%	56%	48%	62%	74%	81%	54%	70%	92%	50%
Dont Know	7%	6%	7%	3%	15%	8%	9%	8%	6%	4%	3%	0%	38%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(112.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	436	144	286	153	119	81	78	0	0	0	0	0	0
I would give up access to Google Search and get paid £10	27%	29%	26%	25%	29%	30%	26%	*	*	*	*	*	*
I would keep access to Google Search	66%	62%	69%	69%	63%	64%	68%	*	*	*	*	*	*
Dont Know	7%	9%	5%	6%	8%	6%	6%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(113.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?

	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	420	77	67	43	28	33	40	38	12	46	23	11	2
I would give up access to Google Search and get paid £20	36%	32%	37%	30%	43%	45%	42%	26%	33%	48%	26%	36%	0%
I would keep access to Google Search	57%	61%	57%	65%	50%	55%	55%	66%	58%	41%	61%	64%	100%
Dont Know	6%	6%	6%	5%	7%	0%	2%	8%	8%	11%	13%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(113.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	420	116	297	150	100	70	94	0	0	0	0	0	0
I would give up access to Google Search and get paid £20	36%	41%	35%	39%	28%	37%	43%	*	*	*	*	*	*
I would keep access to Google Search	57%	53%	59%	57%	64%	54%	52%	*	*	*	*	*	*
Dont Know	6%	7%	6%	5%	8%	9%	5%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(114.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?

	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	436	76	70	33	20	29	53	45	16	49	34	8	3
I would give up access to Google Search and get paid £50	51%	45%	54%	58%	40%	52%	49%	58%	50%	57%	41%	50%	33%
I would keep access to Google Search	45%	47%	44%	42%	60%	45%	51%	38%	44%	37%	50%	50%	67%
Dont Know	4%	8%	1%	0%	0%	3%	0%	4%	6%	6%	9%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(114.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	436	116	312	161	102	70	96	0	0	0	0	0	0
I would give up access to Google Search and get paid £50	51%	49%	51%	56%	51%	40%	50%	*	*	*	*	*	*
I would keep access to Google Search	45%	42%	47%	42%	42%	54%	48%	*	*	*	*	*	*
Dont Know	4%	9%	2%	2%	7%	6%	2%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(115.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?

	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	394	65	65	32	23	31	30	39	15	45	26	16	7
I would give up access to Google Search and get paid £100	59%	57%	62%	50%	52%	71%	67%	69%	67%	44%	62%	56%	71%
I would keep access to Google Search	35%	37%	37%	44%	39%	26%	27%	23%	33%	51%	31%	38%	14%
Dont Know	5%	6%	2%	6%	9%	3%	7%	8%	0%	4%	8%	6%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(115.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	394	127	261	133	102	72	78	0	0	0	0	0	0
I would give up access to Google Search and get paid £100	59%	62%	58%	51%	64%	61%	69%	*	*	*	*	*	*
I would keep access to Google Search	35%	28%	39%	46%	31%	31%	23%	*	*	*	*	*	*
Dont Know	5%	9%	3%	3%	5%	8%	8%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(116.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 £200?

	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	413	70	70	34	36	39	26	34	16	44	29	11	4
I would give up access to Google Search and get paid £200	68%	73%	74%	56%	58%	74%	58%	74%	50%	66%	66%	82%	100%
I would keep access to Google Search	27%	26%	24%	32%	31%	18%	35%	24%	50%	25%	31%	18%	0%
Dont Know	5%	1%	1%	12%	11%	8%	8%	3%	0%	9%	3%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(116.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 £200?

	Total	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	413	130	277	136	117	72	82	0	0	0	0	0	0
I would give up access to Google Search and get paid £200	68%	64%	70%	67%	68%	68%	71%	*	*	*	*	*	*
I would keep access to Google Search	27%	28%	26%	29%	26%	31%	21%	*	*	*	*	*	*
Dont Know	5%	8%	4%	4%	6%	1%	9%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(117.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?

	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	442	70	60	35	34	34	41	40	24	48	34	16	6
I would give up access to Google Search and get paid £500	74%	69%	77%	71%	74%	76%	76%	75%	83%	65%	76%	81%	67%
I would keep access to Google Search	20%	26%	18%	20%	18%	18%	17%	22%	12%	27%	15%	12%	0%
Dont Know	7%	6%	5%	9%	9%	6%	7%	2%	4%	8%	9%	6%	33%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted

(117.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	Gender		Social Grade				Age		Age & Gender			
		Male	Female	AB	C1	C2	DE	13 - 15	16 - 17	Female 13 - 15	Male 13 - 15	Female 16 - 17	Male 16 - 17
Unweighted	442	127	304	170	111	65	84	0	0	0	0	0	0
I would give up access to Google Search and get paid £500	74%	67%	77%	69%	75%	78%	80%	*	*	*	*	*	*
I would keep access to Google Search	20%	24%	18%	25%	16%	17%	14%	*	*	*	*	*	*
Dont Know	7%	9%	5%	6%	9%	5%	6%	*	*	*	*	*	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 7th Oct - 4th Oct 2021

Data unweighted