

YouGov / Cambridge Survey Results

Sample Size: 1641 GB Adults
Fieldwork: 4th - 5th September 2019

Weighted Sample		Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
	1641	542	507	92	632	676	794	847	181	691	391	379	935	706	197	548	354	400	141
	1641	575	505	99	705	702	728	913	121	684	417	419	982	659	175	554	366	406	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Sample																			

[All figures exclude 'Don't know']

Imagine you had to give up access to some goods or services for a period of time, in return for a sum of money. What is the lowest sum of money for which you would be willing to go without access to all forms of social media for one week? Please select an answer from the options below.

[Asked to random split sample of respondents; n=827]

	Weighted Sample	821	263	271	42	329	333	407	414	86	339	201	195	475	346	97	286	170	194	74
	Unweighted Sample	827	284	262	45	367	343	383	444	65	339	209	214	494	333	85	288	174	205	75
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Less than £1	15	22	10	14	14	19	20	11	5	12	19	21	16	14	18	16	14	14	16	
£1-5	6	6	5	10	5	6	7	4	0	6	5	7	5	6	3	5	6	8	4	
£6-10	5	5	7	4	7	4	4	6	5	5	5	6	6	5	7	4	4	8	2	
£11-20	7	5	8	11	8	4	8	7	17	7	4	7	7	7	0	8	9	8	6	
£21-50	11	10	12	8	15	9	11	12	10	15	9	9	14	8	10	10	12	12	15	
£51-100	16	16	15	17	16	14	13	18	17	18	16	11	17	14	18	16	16	12	23	
More than £100	17	14	17	28	17	15	14	20	30	18	16	10	19	15	19	18	16	18	10	
Would not be willing to do this for any sum of money	12	11	15	4	9	17	12	11	4	8	15	19	9	15	16	12	13	8	11	
Don't know	11	11	10	4	8	13	10	11	13	10	12	10	7	16	10	11	9	11	12	

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Weighted Sample	1641	542	507	92	632	676	794	847	181	691	391	379	935	706	197	548	354	400	141
Unweighted Sample	1641	575	505	99	705	702	728	913	121	684	417	419	982	659	175	554	366	406	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine you had to give up access to some goods or services for a period of time, in return for a sum of money. What is the lowest sum of money for which you would be willing to go without access to personal email accounts for one week (but NOT including email use needed for work)? Please select an answer from the options below.

[Asked to random split sample of respondents; n=827]

Weighted Sample	821	263	271	42	329	333	407	414	86	339	201	195	475	346	97	286	170	194	74
Unweighted Sample	827	284	262	45	367	343	383	444	65	339	209	214	494	333	85	288	174	205	75
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	9	9	6	11	8	9	11	7	8	9	9	8	8	10	5	8	11	11	7
£1-5	6	6	5	4	7	5	7	5	13	5	4	6	5	7	6	8	3	6	3
£6-10	7	7	7	12	8	5	9	6	11	8	5	7	7	7	6	7	11	5	8
£11-20	9	11	10	8	9	8	11	8	8	12	5	9	9	10	7	9	7	13	8
£21-50	13	10	14	17	15	9	9	17	19	15	13	7	15	11	14	14	10	13	15
£51-100	14	14	13	15	15	12	13	14	10	17	12	12	17	9	17	14	14	10	14
More than £100	16	16	15	20	16	18	14	17	12	15	20	14	17	15	18	15	16	16	14
Would not be willing to do this for any sum of money	17	16	18	12	15	21	16	17	3	13	19	26	16	18	18	15	18	14	22
Don't know	10	11	12	2	8	13	11	10	16	6	14	11	8	14	8	10	9	13	9

Imagine you had to give up access to some goods or services for a period of time, in return for a sum of money. What is the lowest sum of money for which you would be willing to go without access to all forms of online instant messaging services for one week (e.g. Snapchat, WhatsApp, Instagram, Facebook Messenger, WeChat etc)? Please select an answer from the options below.

[Asked to random split sample of respondents; n=827]

Weighted Sample	821	263	271	42	329	333	407	414	86	339	201	195	475	346	97	286	170	194	74
Unweighted Sample	827	284	262	45	367	343	383	444	65	339	209	214	494	333	85	288	174	205	75
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	15	21	10	11	12	18	20	9	2	11	22	20	14	16	14	15	16	15	10
£1-5	6	8	5	8	7	6	7	5	3	5	6	8	6	6	5	6	3	8	6
£6-10	5	5	6	5	6	4	4	6	6	5	3	7	4	6	4	4	7	7	2
£11-20	7	5	7	9	9	4	8	6	8	8	4	6	6	7	3	9	6	7	4
£21-50	13	13	13	13	15	10	12	14	22	14	13	7	15	10	8	11	13	17	18
£51-100	13	12	12	14	12	14	13	14	12	18	11	10	15	12	14	13	15	8	22
More than £100	18	14	20	29	20	15	15	22	30	21	17	11	21	16	22	19	18	18	13
Would not be willing to do this for any sum of money	13	12	15	6	10	17	12	14	6	10	11	22	11	14	14	13	14	10	14
Don't know	10	10	11	5	9	12	10	11	12	9	14	8	8	13	15	9	8	11	11

Sample Size: 1641 GB Adults
Fieldwork: 4th - 5th September 2019

	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1641	542	507	92	632	676	794	847	181	691	391	379	935	706	197	548	354	400	141
Unweighted Sample	1641	575	505	99	705	702	728	913	121	684	417	419	982	659	175	554	366	406	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine you had to give up access to some goods or services for a period of time, in return for a sum of money. What is the lowest sum of money for which you would be willing to go without access to all forms of social media for one month? Please select an answer from the options below.

[Asked to random split sample of respondents; n=814]

Weighted Sample	820	278	236	50	303	343	387	432	94	352	190	184	460	360	100	262	184	207	67
Unweighted Sample	814	291	243	54	338	359	345	469	56	345	208	205	488	326	90	266	192	201	65
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	14	21	12	15	13	20	14	15	0	10	17	27	15	14	13	15	15	16	8
£1-5	3	6	3	2	4	4	4	3	1	2	4	7	3	4	2	3	2	5	7
£6-10	4	4	3	0	3	5	4	3	0	3	5	5	4	3	3	4	6	3	1
£11-20	7	5	4	11	6	5	9	5	20	5	5	6	8	5	2	8	7	5	17
£21-50	11	11	9	20	12	11	10	12	12	12	12	8	11	11	14	11	14	9	4
£51-100	14	12	16	11	15	13	15	14	21	15	14	10	16	13	11	14	13	17	14
More than £100	27	20	35	30	31	24	24	30	26	35	25	16	28	27	27	26	29	28	26
Would not be willing to do this for any sum of money	8	10	9	4	9	9	8	9	5	7	9	12	9	8	15	6	7	11	5
Don't know	10	10	8	7	7	9	12	9	14	11	9	10	7	15	13	11	7	8	18

Imagine you had to give up access to some goods or services for a period of time, in return for a sum of money. What is the lowest sum of money for which you would be willing to go without access to personal email accounts for one month (but NOT including email use needed for work)? Please select an answer from the options below.

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Weighted Sample	820	278	236	50	303	343	387	432	94	352	190	184	460	360	100	262	184	207	67
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	7	9	6	9	6	9	7	6	1	6	8	9	6	8	4	9	5	8	4
£1-5	5	4	6	4	5	5	5	5	6	4	4	6	5	4	5	4	5	5	9
£6-10	5	6	4	2	4	4	4	5	7	3	7	4	6	4	4	4	5	7	1
£11-20	6	3	6	0	4	5	7	5	28	4	4	3	5	8	4	7	3	11	2
£21-50	8	8	7	16	9	8	8	9	6	8	8	9	9	7	12	7	8	5	16
£51-100	13	13	16	12	14	14	10	16	13	13	17	11	16	11	9	10	18	14	17
More than £100	29	30	33	32	32	29	30	29	17	37	27	24	32	27	29	30	34	28	23
Would not be willing to do this for any sum of money	16	18	15	21	16	16	17	16	8	14	18	21	15	18	17	18	13	15	18
Don't know	10	10	8	5	9	9	12	9	14	10	7	13	7	14	17	12	8	7	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	14	19	14	16	13	19	15	13	4	10	18	23	14	14	11	17	13	12	15
£1-5	4	6	3	2	4	4	5	3	0	2	6	6	4	3	2	4	4	5	4
£6-10	6	5	3	2	4	6	7	5	7	6	6	5	6	6	5	6	8	6	3
£11-20	7	7	7	13	8	7	6	7	11	6	5	8	7	5	2	7	7	6	12
£21-50	9	8	9	14	9	8	8	9	14	8	10	7	8	10	9	8	10	11	5
£51-100	13	13	9	10	12	14	13	13	16	13	15	10	15	11	10	15	14	11	16
More than £100	27	19	36	28	30	24	24	30	24	35	22	16	27	26	28	24	29	28	24
Would not be willing to do this for any sum of money	10	10	13	5	11	10	11	10	12	9	11	11	11	10	15	8	9	13	7
Don't know	11	13	7	8	9	9	12	9	13	10	7	14	8	14	17	11	8	9	14