

YouGov / Cambridge Survey Results

Sample Size: 1676 GB Adults
Fieldwork: 5th - 6th 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	1676	553	518	94	645	691	811	865	184	706	399	387	955	721	201	560	362	409	144
Unweighted Sample	1676	592	517	102	727	701	741	935	152	701	419	404	996	680	159	587	376	404	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[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=841]

Weighted Sample	854	291	262	46	336	343	422	432	98	363	198	195	474	379	94	288	178	215	80
Unweighted Sample	841	305	258	48	375	342	375	466	77	354	208	202	499	342	73	295	183	207	83
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	15	20	10	23	14	18	18	12	10	11	17	24	16	14	9	17	16	15	14
£1-3	4	4	5	3	6	3	4	4	1	3	6	4	4	3	6	4	5	2	2
£4-8	5	4	4	12	5	4	7	2	9	5	4	3	5	4	8	4	6	4	2
£9-12	5	5	4	5	4	7	6	4	2	6	5	5	6	4	0	4	6	8	4
£13-20	5	5	8	6	8	6	5	6	6	5	6	6	5	6	6	6	4	5	7
£21-50	15	16	18	12	18	15	15	14	12	15	16	15	13	16	19	14	15	13	17
More than £50	33	27	33	32	32	27	28	38	49	37	29	21	32	34	30	39	32	26	33
Would not be willing to do this for any sum of money	8	7	8	5	7	7	7	9	8	8	5	12	8	9	12	3	5	14	14
Don't know	10	12	9	2	7	12	9	12	4	11	13	10	10	12	11	9	11	13	6

Sample Size: 1676 GB Adults
Fieldwork: 5th - 6th 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	1676	553	518	94	645	691	811	865	184	706	399	387	955	721	201	560	362	409	144
Unweighted Sample	1676	592	517	102	727	701	741	935	152	701	419	404	996	680	159	587	376	404	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=841]

Weighted Sample	854	291	262	46	336	343	422	432	98	363	198	195	474	379	94	288	178	215	80
Unweighted Sample	841	305	258	48	375	342	375	466	77	354	208	202	499	342	73	295	183	207	83
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	9	11	8	14	7	11	10	8	8	7	8	15	10	8	7	10	8	11	9
£1-3	3	3	2	0	2	3	3	3	6	1	5	3	3	3	5	3	4	2	1
£4-8	4	4	4	7	5	3	5	3	8	4	4	2	3	5	4	3	9	2	2
£9-12	6	5	10	3	9	6	7	6	5	8	5	5	6	6	4	8	3	7	7
£13-20	10	8	9	14	9	8	13	7	31	8	5	8	12	8	12	10	9	12	5
£21-50	16	17	16	23	16	18	17	16	13	18	18	13	15	18	14	15	17	17	21
More than £50	29	26	33	23	34	24	24	33	20	35	31	21	31	26	24	32	31	23	34
Would not be willing to do this for any sum of money	12	14	9	12	11	14	10	13	5	8	11	22	10	13	21	9	7	14	16
Don't know	11	12	11	4	7	13	11	10	4	11	13	11	9	12	10	10	13	12	6

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=841]

Weighted Sample	854	291	262	46	336	343	422	432	98	363	198	195	474	379	94	288	178	215	80
Unweighted Sample	841	305	258	48	375	342	375	466	77	354	208	202	499	342	73	295	183	207	83
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	15	19	9	25	14	17	17	12	10	10	16	25	15	14	8	15	15	16	17
£1-3	4	5	4	4	5	4	6	3	0	4	5	5	4	4	7	5	5	1	3
£4-8	4	4	3	2	4	4	6	2	7	3	5	3	4	4	3	4	5	3	4
£9-12	6	4	6	11	7	6	7	5	2	7	9	3	7	5	5	6	4	10	3
£13-20	4	4	6	3	4	5	4	5	4	5	2	5	4	5	2	4	4	6	5
£21-50	13	13	14	17	15	12	15	11	18	13	13	12	15	11	14	14	14	9	19
More than £50	34	29	38	32	37	28	29	38	47	39	29	22	32	36	40	35	37	26	30
Would not be willing to do this for any sum of money	10	10	10	3	7	12	6	14	9	9	9	15	10	11	11	9	5	16	11
Don't know	10	11	10	4	8	12	10	10	2	11	13	10	9	11	11	8	11	12	7

Sample Size: 1676 GB Adults
Fieldwork: 5th - 6th 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	1676	553	518	94	645	691	811	865	184	706	399	387	955	721	201	560	362	409	144
Unweighted Sample	1676	592	517	102	727	701	741	935	152	701	419	404	996	680	159	587	376	404	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=835]

Weighted Sample	822	262	256	48	309	348	389	433	87	343	201	192	481	341	108	272	184	194	65
Unweighted Sample	835	287	259	54	352	359	366	469	75	347	211	202	497	338	86	292	193	197	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	17	25	14	21	14	24	16	18	5	8	22	32	17	16	16	16	19	17	15
£1-3	3	3	2	11	3	4	3	3	0	3	2	5	4	2	2	2	2	3	7
£4-8	3	3	3	2	2	3	3	2	1	3	3	3	3	3	3	3	2	3	6
£9-12	2	2	1	2	4	1	3	2	3	2	2	2	3	1	3	2	1	3	3
£13-20	4	4	4	5	4	3	4	4	9	4	4	2	4	3	5	6	3	3	1
£21-50	10	7	13	14	12	8	12	8	12	11	7	8	9	10	9	11	12	7	5
More than £50	39	32	44	32	43	33	38	39	44	50	37	17	41	36	40	40	32	41	42
Would not be willing to do this for any sum of money	10	11	8	7	10	10	8	13	11	9	10	13	8	13	11	10	13	9	12
Don't know	13	12	10	7	8	14	13	12	13	9	14	18	10	16	10	9	17	15	10

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.

[Asked to random split sample of respondents; n=835]

Weighted Sample	822	262	256	48	309	348	389	433	87	343	201	192	481	341	108	272	184	194	65
Unweighted Sample	835	287	259	54	352	359	366	469	75	347	211	202	497	338	86	292	193	197	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	6	7	5	6	4	9	7	5	2	4	9	8	5	8	3	4	9	8	5
£1-3	3	4	3	3	2	4	2	3	2	3	2	4	2	5	3	3	2	3	4
£4-8	3	3	3	0	4	2	2	4	2	2	1	5	3	2	4	2	1	4	3
£9-12	3	4	2	6	4	2	3	3	4	2	3	5	4	2	2	3	3	3	2
£13-20	4	5	4	2	3	4	3	5	10	4	1	4	4	4	0	7	4	3	2
£21-50	12	8	16	13	12	11	14	10	21	13	10	8	12	12	13	11	14	11	11
More than £50	39	35	42	50	46	32	40	37	37	46	42	23	44	32	42	41	33	38	43
Would not be willing to do this for any sum of money	18	24	15	10	16	20	16	20	8	17	19	24	16	21	23	19	19	15	15
Don't know	13	11	11	10	9	16	13	12	13	9	13	18	11	15	11	10	14	15	13

Sample Size: 1676 GB Adults
Fieldwork: 5th - 6th 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
	1676	553	518	94	645	691	811	865	184	706	399	387	955	721	201	560	362	409	144
	1676	592	517	102	727	701	741	935	152	701	419	404	996	680	159	587	376	404	150
Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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 month (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=835]

Weighted Sample	822	262	256	48	309	348	389	433	87	343	201	192	481	341	108	272	184	194	65
Unweighted Sample	835	287	259	54	352	359	366	469	75	347	211	202	497	338	86	292	193	197	67
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Less than £1	14	22	11	13	10	22	13	15	1	8	20	26	15	14	10	13	18	15	14
£1-3	3	3	2	11	3	3	4	2	1	3	3	4	3	3	3	1	3	5	7
£4-8	2	3	3	0	2	3	2	3	1	1	3	3	3	1	1	3	1	2	2
£9-12	3	4	4	4	6	2	4	2	4	3	4	3	4	2	3	3	4	2	4
£13-20	4	6	5	3	4	4	4	5	8	4	3	5	6	2	8	4	4	4	1
£21-50	10	7	15	8	12	8	14	7	12	15	8	5	9	12	14	11	10	10	2
More than £50	37	33	40	40	42	32	35	39	39	46	38	21	40	33	38	40	31	37	42
Would not be willing to do this for any sum of money	14	12	11	10	11	12	11	16	21	12	10	17	12	16	15	13	15	11	16
Don't know	12	11	10	11	8	15	13	11	13	9	12	17	10	15	8	11	13	15	12