



## Channel 4 News – Search engine research

Methodology: ComRes interviewed 2,003 GB adults online between the 3<sup>rd</sup> and 5<sup>th</sup> February 2017. Data were weighted to be demographically representative of all GB adults. ComRes is a member of the British Polling Council and abides by its rules.

For information about commissioning research please contact [andrew.hawkins@comresglobal.com](mailto:andrew.hawkins@comresglobal.com) or call +44 (0)20 7871 8660.

### REPUTATION | COMMUNICATIONS | PUBLIC POLICY

Four Millbank | London | SW1P 3JA | T. +44 (0)20 7871 8660

Rond-Point Schuman / Schumanplein 6 | Box 5 | 1040 Bruxelles | T. +32 (0)2 234 63 82

51/F Raffles City | No.268 Xi Zang Middle Road | HuangPu District Shanghai | 200001 China | T. +86 (0)21 2312 7674

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 1

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Summary Table**

**Base: All respondents**

		Organisations/Individuals						
		Google	Results on the first page of a search engine	Television news programmes	Newspapers	Politicians	University academics	Companies
Unweighted base		2003	2003	2003	2003	2003	2003	2003
Weighted base		2003	2003	2003	2003	2003	2003	2003
NET: Trust		1367 68%	998 50%	1345 67%	715 36%	298 15%	1499 75%	849 42%
Greatly trust	(4)	149 7%	97 5%	147 7%	49 2%	35 2%	300 15%	49 2%
Trust	(3)	1218 61%	901 45%	1198 60%	666 33%	263 13%	1199 60%	801 40%
Distrust	(2)	301 15%	513 26%	385 19%	821 41%	899 45%	182 9%	706 35%
Greatly distrust	(1)	56 3%	77 4%	98 5%	263 13%	654 33%	36 2%	117 6%
NET: Distrust		358 18%	590 29%	483 24%	1084 54%	1553 78%	218 11%	823 41%
Don't know		278 14%	415 21%	175 9%	204 10%	152 8%	287 14%	331 17%
Mean		2.85	2.64	2.76	2.28	1.83	3.03	2.47
Standard deviation		0.61	0.67	0.67	0.74	0.74	0.60	0.67
Standard error		0.01	0.02	0.02	0.02	0.02	0.01	0.02

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 2

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Google**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Trust	1367	655	712	176	237	232	260	185	277	381	357	298	331	178	615
	68%	67%	69%	76%	68%	70%	73%	64%	62%	71%	66%	68%	68%	70%	70%
Greatly trust	(4) 149	75	74	32	31	27	20	17	23	54	31	30	34	18	70
	7%	8%	7%	14%	9%	8%	6%	6%	5%	10%	6%	7%	7%	7%	8%
Trust	(3) 1218	580	638	144	206	205	240	169	254	327	326	268	298	160	545
	61%	59%	62%	62%	60%	62%	67%	58%	57%	61%	60%	61%	61%	63%	62%
Distrust	(2) 301	163	138	32	44	43	44	42	96	71	87	74	70	34	128
	15%	17%	13%	14%	13%	13%	12%	15%	21%	13%	16%	17%	14%	13%	15%
Greatly distrust	(1) 56	39	18	6	14	10	6	8	14	14	15	10	18	4	26
	3%	4%	2%	3%	4%	3%	2%	3%	3%	3%	3%	2%	4%	2%	3%
NET: Distrust	358	202	156	38	57	53	49	50	110	84	101	84	88	39	154
	18%	21%	15%	16%	16%	16%	14%	17%	24%	16%	19%	19%	18%	15%	17%
Don't know	278	119	159	19	52	44	47	53	62	74	81	54	69	39	110
	14%	12%	15%	8%	15%	13%	13%	18%	14%	14%	15%	12%	14%	15%	12%
Mean	2.85	2.81	2.88	2.94	2.86	2.87	2.89	2.83	2.74	2.91	2.81	2.83	2.83	2.88	2.86
Standard deviation	0.61	0.65	0.56	0.64	0.65	0.61	0.52	0.59	0.62	0.61	0.59	0.59	0.62	0.55	0.61
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.02

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 2

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Google**

**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176
NET: Trust	1367 68%	121 69%	74 72%	1172 68%	56 66%	162 70%	112 66%	122 68%	110 74%	117 60%	179 68%	197 70%	118 67%
Greatly trust	(4) 149 7%	10 6%	5 5%	135 8%	3 3%	12 5%	8 5%	15 9%	12 8%	11 6%	27 10%	26 9%	20 12%
Trust	(3) 1218 61%	111 64%	69 68%	1038 60%	53 63%	150 65%	104 61%	107 59%	98 66%	106 55%	151 57%	171 61%	98 56%
Distrust	(2) 301 15%	25 14%	14 13%	263 15%	19 22%	22 9%	26 16%	30 17%	21 14%	42 21%	33 12%	36 13%	34 19%
Greatly distrust	(1) 56 3%	4 3%	1 1%	51 3%	1 2%	6 3%	1 *	5 3%	2 2%	8 4%	19 7%	6 2%	3 2%
NET: Distrust	358 18%	30 17%	14 14%	314 18%	20 24%	28 12%	27 16%	35 19%	24 16%	49 25%	52 20%	42 15%	37 21%
Don't know	278 14%	24 14%	14 14%	241 14%	8 9%	40 17%	31 18%	23 13%	15 10%	28 14%	34 13%	42 15%	21 12%
Mean	2.85	2.84	2.88	2.84	2.75	2.88	2.86	2.84	2.89	2.73	2.81	2.91	2.87
Standard deviation	0.61	0.57	0.48	0.62	0.55	0.55	0.50	0.63	0.56	0.65	0.75	0.59	0.65
Standard error	0.01	0.04	0.05	0.02	0.07	0.04	0.04	0.05	0.05	0.05	0.05	0.04	0.05

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 3

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Results on the first page of a search engine**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Trust	998	477	521	139	191	168	185	134	181	272	269	211	246	129	465
	50%	49%	51%	60%	55%	51%	52%	46%	40%	50%	50%	48%	50%	51%	53%
Greatly trust	(4)	97	50	47	21	20	19	21	11	4	36	26	16	19	17
	5%	5%	5%	9%	6%	6%	6%	4%	1%	7%	5%	4%	4%	7%	6%
Trust	(3)	901	427	475	118	171	149	164	123	176	236	243	195	227	408
	45%	44%	46%	51%	49%	45%	46%	43%	39%	44%	45%	45%	47%	44%	46%
Distrust	(2)	513	281	233	54	62	81	86	81	150	138	145	130	100	215
	26%	29%	23%	23%	18%	25%	24%	28%	33%	26%	27%	30%	20%	25%	24%
Greatly distrust	(1)	77	44	33	5	17	9	12	13	22	21	19	17	20	34
	4%	4%	3%	2%	5%	3%	3%	5%	5%	4%	4%	4%	4%	2%	4%
NET: Distrust	590	325	266	59	78	90	98	94	171	159	164	147	120	70	249
	29%	33%	26%	25%	23%	27%	27%	32%	38%	30%	30%	34%	24%	27%	28%
Don't know	415	174	240	34	78	71	74	61	97	108	105	79	123	56	164
	21%	18%	23%	15%	22%	22%	21%	21%	22%	20%	20%	18%	25%	22%	19%
Mean	2.64	2.60	2.68	2.78	2.72	2.69	2.69	2.58	2.46	2.67	2.64	2.58	2.67	2.71	2.68
Standard deviation	0.67	0.69	0.65	0.66	0.69	0.65	0.67	0.68	0.63	0.70	0.66	0.65	0.66	0.66	0.69
Standard error	0.02	0.02	0.02	0.04	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 3

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Results on the first page of a search engine**

**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176
NET: Trust	998	83	53	862	46	124	91	89	73	99	122	134	85
	50%	48%	52%	50%	55%	54%	54%	49%	49%	51%	46%	48%	48%
Greatly trust	(4) 97	7	3	86	9	8	6	8	5	4	18	15	12
	5%	4%	3%	5%	11%	4%	4%	5%	3%	2%	7%	5%	7%
Trust	(3) 901	76	49	776	37	116	85	80	68	95	105	118	72
	45%	44%	48%	45%	44%	50%	50%	45%	46%	49%	40%	42%	41%
Distrust	(2) 513	54	23	437	26	48	30	52	32	53	73	77	45
	26%	31%	22%	25%	31%	21%	18%	29%	21%	27%	27%	28%	26%
Greatly distrust	(1) 77	2	5	69	1	9	7	5	8	9	14	8	9
	4%	1%	5%	4%	2%	4%	4%	3%	5%	4%	5%	3%	5%
NET: Distrust	590	56	28	506	27	57	37	57	39	62	87	85	54
	29%	32%	28%	29%	32%	25%	22%	32%	27%	32%	33%	30%	31%
Don't know	415	35	21	358	11	49	42	34	36	33	55	61	37
	21%	20%	21%	21%	13%	21%	24%	19%	24%	17%	21%	22%	21%
Mean	2.64	2.63	2.62	2.64	2.74	2.68	2.71	2.63	2.62	2.59	2.60	2.65	2.63
Standard deviation	0.67	0.61	0.67	0.68	0.70	0.64	0.64	0.65	0.68	0.63	0.74	0.67	0.74
Standard error	0.02	0.05	0.07	0.02	0.08	0.05	0.05	0.06	0.06	0.05	0.05	0.05	0.06

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 4

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Television news programmes**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Trust	1345	639	706	147	188	205	256	218	331	363	368	297	317	161	556
	67%	66%	69%	63%	54%	62%	72%	75%	74%	67%	68%	68%	65%	63%	63%
Greatly trust	(4) 147	85	62	20	19	23	36	26	23	40	38	26	43	22	60
	7%	9%	6%	9%	5%	7%	10%	9%	5%	7%	7%	6%	9%	9%	7%
Trust	(3) 1198	554	644	127	169	183	220	192	308	323	330	271	275	139	495
	60%	57%	63%	54%	49%	56%	62%	66%	69%	60%	61%	62%	56%	55%	56%
Distrust	(2) 385	203	183	63	76	69	56	45	76	100	109	84	93	50	194
	19%	21%	18%	27%	22%	21%	16%	16%	17%	19%	20%	19%	19%	20%	22%
Greatly distrust	(1) 98	61	36	7	37	16	11	14	13	22	24	26	26	11	52
	5%	6%	4%	3%	11%	5%	3%	5%	3%	4%	4%	6%	5%	4%	6%
NET: Distrust	483	264	219	70	114	85	67	59	88	122	132	110	119	61	246
	24%	27%	21%	30%	33%	26%	19%	20%	20%	23%	25%	25%	24%	24%	28%
Don't know	175	72	103	15	46	38	34	12	29	54	39	30	52	33	77
	9%	7%	10%	7%	13%	12%	9%	4%	7%	10%	7%	7%	11%	13%	9%
Mean	2.76	2.73	2.79	2.74	2.56	2.73	2.87	2.83	2.81	2.78	2.76	2.73	2.76	2.77	2.70
Standard deviation	0.67	0.72	0.61	0.67	0.79	0.68	0.64	0.65	0.57	0.65	0.65	0.67	0.71	0.69	0.70
Standard error	0.02	0.02	0.02	0.04	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.03

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 4

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Television news programmes**

**Base: All respondents**

	Total	Region												
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	
NET: Trust	1345 67%	108 62%	69 68%	1168 68%	68 81%	161 70%	118 70%	115 64%	102 69%	134 69%	157 59%	194 69%	118 67%	
Greatly trust	(4) 7%	147 6%	11 7%	7 7%	129 7%	10 12%	18 8%	14 8%	14 8%	8 5%	7 4%	25 10%	18 6%	14 8%
Trust	(3) 60%	1198 56%	97 56%	62 61%	1039 60%	58 70%	142 62%	104 61%	101 56%	94 63%	127 65%	131 50%	176 63%	104 59%
Distrust	(2) 19%	385 19%	42 24%	23 22%	321 19%	14 16%	31 13%	29 17%	38 21%	35 23%	26 14%	63 24%	56 20%	29 17%
Greatly distrust	(1) 5%	98 5%	11 7%	4 4%	83 5%	* 1%	12 5%	8 5%	10 6%	3 2%	16 8%	14 5%	5 2%	13 8%
NET: Distrust	483 24%	53 30%	26 26%	404 23%	14 17%	43 19%	37 22%	48 27%	37 25%	43 22%	77 29%	61 22%	43 24%	
Don't know	175 9%	13 7%	6 6%	155 9%	2 2%	26 11%	15 9%	16 9%	9 6%	18 9%	30 11%	25 9%	15 9%	
Mean	2.76	2.67	2.76	2.77	2.94	2.82	2.80	2.73	2.77	2.70	2.72	2.81	2.74	
Standard deviation	0.67	0.71	0.64	0.67	0.56	0.67	0.67	0.70	0.57	0.69	0.74	0.58	0.73	
Standard error	0.02	0.05	0.06	0.02	0.06	0.05	0.05	0.06	0.05	0.05	0.05	0.04	0.06	



## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 5

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Newspapers**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Trust	715 36%	354 36%	360 35%	86 37%	118 34%	110 33%	117 33%	98 34%	186 41%	215 40%	189 35%	157 36%	154 32%	71 28%	306 35%
Greatly trust	(4) 2%	49 3%	20 2%	9 4%	10 3%	10 3%	6 2%	6 2%	7 2%	24 5%	11 2%	8 2%	5 1%	9 3%	27 3%
Trust	(3) 33%	326 33%	340 33%	77 33%	108 31%	100 30%	111 31%	92 32%	179 40%	191 35%	177 33%	149 34%	149 30%	62 24%	279 32%
Distrust	(2) 41%	379 39%	442 43%	97 42%	120 35%	131 40%	155 44%	115 40%	202 45%	210 39%	236 44%	180 41%	196 40%	115 45%	344 39%
Greatly distrust	(1) 13%	148 15%	115 11%	25 11%	61 17%	45 14%	46 13%	51 18%	36 8%	53 10%	62 11%	64 15%	84 17%	37 14%	130 15%
NET: Distrust	1084 54%	527 54%	557 54%	122 52%	181 52%	176 54%	202 56%	166 58%	238 53%	263 49%	298 55%	244 56%	280 57%	152 59%	474 54%
Don't know	204 10%	94 10%	110 11%	25 11%	48 14%	43 13%	38 11%	25 9%	25 6%	60 11%	53 10%	36 8%	55 11%	32 13%	99 11%
Mean	2.28	2.27	2.29	2.34	2.23	2.26	2.24	2.20	2.37	2.39	2.28	2.25	2.17	2.19	2.26
Standard deviation	0.74	0.77	0.71	0.74	0.81	0.76	0.72	0.77	0.66	0.75	0.71	0.74	0.75	0.75	0.77
Standard error	0.02	0.02	0.02	0.05	0.05	0.05	0.04	0.05	0.03	0.03	0.03	0.04	0.03	0.05	0.03

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 5

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Newspapers**

**Base: All respondents**

	Total	Region												
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	
NET: Trust	715 36%	44 25%	26 26%	645 37%	30 36%	87 38%	64 38%	74 41%	60 41%	61 31%	107 40%	99 35%	61 35%	
Greatly trust	(4) 2%	49 2%	2 1%	1 1%	46 3%	3 3%	8 3%	2 1%	6 3%	2 1%	1 *	14 5%	7 3%	4 2%
Trust	(3) 33%	666 33%	43 24%	25 24%	599 35%	27 32%	80 35%	63 37%	69 38%	58 39%	60 31%	93 35%	92 33%	57 32%
Distrust	(2) 41%	821 41%	92 53%	58 56%	672 39%	31 37%	77 34%	63 37%	67 37%	66 44%	76 39%	103 39%	128 46%	60 34%
Greatly distrust	(1) 13%	263 13%	29 17%	14 14%	220 13%	9 11%	31 14%	23 13%	19 11%	12 8%	34 17%	25 9%	27 10%	40 22%
NET: Distrust	1084 54%	121 69%	71 70%	893 52%	41 48%	109 47%	86 50%	87 48%	78 52%	110 57%	128 49%	155 55%	100 57%	
Don't know	204 10%	9 5%	5 5%	190 11%	13 16%	34 15%	20 12%	19 11%	10 7%	23 12%	29 11%	25 9%	15 9%	
Mean	2.28	2.10	2.14	2.31	2.33	2.32	2.29	2.37	2.37	2.16	2.41	2.31	2.16	
Standard deviation	0.74	0.68	0.66	0.75	0.76	0.79	0.73	0.74	0.66	0.74	0.76	0.70	0.82	
Standard error	0.02	0.05	0.06	0.02	0.09	0.06	0.05	0.06	0.05	0.05	0.05	0.04	0.07	

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 6

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Politicians**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Trust	298	159	139	45	47	40	47	35	84	111	78	54	54	32	131
	15%	16%	13%	19%	14%	12%	13%	12%	19%	21%	15%	12%	11%	13%	15%
Greatly trust	(4)	35	24	11	9	10	6	6	2	1	17	10	5	3	8
	2%	2%	1%	4%	3%	2%	2%	1%	*	3%	2%	1%	1%	3%	3%
Trust	(3)	263	135	128	36	37	34	41	33	82	94	69	50	51	24
	13%	14%	12%	15%	11%	10%	11%	11%	18%	17%	13%	11%	10%	10%	108
Distrust	(2)	899	402	498	116	143	135	165	129	211	258	238	194	209	82
	45%	41%	48%	50%	41%	41%	46%	45%	47%	48%	44%	44%	43%	32%	405
Greatly distrust	(1)	654	340	314	57	112	132	118	101	133	133	176	156	188	110
	33%	35%	31%	24%	32%	40%	33%	35%	30%	25%	33%	36%	39%	43%	273
NET: Distrust	1553	741	812	173	256	266	283	231	345	391	414	350	397	192	678
	78%	76%	79%	74%	74%	81%	79%	80%	77%	73%	77%	80%	81%	75%	77%
Don't know	152	75	77	15	44	23	26	23	20	37	46	32	37	31	69
	8%	8%	7%	7%	13%	7%	7%	8%	5%	7%	9%	7%	8%	12%	8%
Mean	1.83	1.83	1.83	1.99	1.82	1.72	1.80	1.76	1.89	1.99	1.82	1.76	1.71	1.69	1.85
Standard deviation	0.74	0.78	0.69	0.77	0.77	0.74	0.72	0.69	0.71	0.77	0.74	0.71	0.69	0.80	0.75
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.04	0.03	0.06	0.03

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 6

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Politicians**

**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176
NET: Trust	298 15%	20 11%	10 10%	268 16%	16 19%	31 14%	26 16%	29 16%	23 16%	24 13%	57 21%	39 14%	23 13%
Greatly trust	(4) 35 2%	3 2%	1 1%	32 2%	6 7%	3 2%	1 *	2 1%	2 1%	- -	11 4%	4 1%	3 1%
Trust	(3) 263 13%	17 10%	9 9%	237 14%	10 12%	28 12%	26 15%	27 15%	21 14%	24 13%	45 17%	35 13%	21 12%
Distrust	(2) 899 45%	68 39%	49 49%	782 45%	39 46%	112 49%	72 42%	79 44%	64 43%	101 52%	99 37%	137 49%	80 45%
Greatly distrust	(1) 654 33%	72 41%	40 39%	542 31%	27 32%	71 31%	55 32%	55 31%	49 33%	56 29%	83 32%	87 31%	59 34%
NET: Distrust	1553 78%	140 80%	89 87%	1324 77%	66 78%	183 79%	126 74%	134 74%	113 76%	157 81%	182 69%	224 80%	139 79%
Don't know	152 8%	14 8%	3 3%	134 8%	2 3%	16 7%	17 10%	17 10%	12 8%	13 7%	26 10%	17 6%	14 8%
Mean	1.83	1.69	1.71	1.85	1.93	1.83	1.82	1.86	1.82	1.83	1.94	1.83	1.79
Standard deviation	0.74	0.73	0.67	0.74	0.85	0.71	0.72	0.74	0.73	0.64	0.85	0.70	0.72
Standard error	0.02	0.06	0.06	0.02	0.10	0.05	0.05	0.06	0.06	0.05	0.06	0.04	0.06

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 7

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**University academics**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Trust	1499	727	772	195	258	257	275	200	314	431	410	325	334	186	675
	75%	74%	75%	84%	74%	78%	77%	69%	70%	80%	76%	74%	68%	73%	77%
Greatly trust	(4) 300	169	131	75	65	44	41	35	39	98	87	56	58	40	132
	15%	17%	13%	32%	19%	13%	12%	12%	9%	18%	16%	13%	12%	16%	15%
Trust	(3) 1199	558	642	120	193	213	234	165	275	333	322	268	276	146	543
	60%	57%	62%	52%	56%	65%	66%	57%	61%	62%	60%	61%	56%	57%	62%
Distrust	(2) 182	110	72	14	31	20	26	33	58	45	47	47	43	25	78
	9%	11%	7%	6%	9%	6%	7%	12%	13%	8%	9%	11%	9%	10%	9%
Greatly distrust	(1) 36	24	12	4	13	5	4	5	4	5	11	9	11	4	16
	2%	2%	1%	2%	4%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%
NET: Distrust	218	134	84	18	44	25	30	38	62	50	58	56	53	30	94
	11%	14%	8%	8%	13%	8%	8%	13%	14%	9%	11%	13%	11%	12%	11%
Don't know	287	115	171	20	45	46	52	50	73	58	71	56	102	40	110
	14%	12%	17%	8%	13%	14%	15%	17%	16%	11%	13%	13%	21%	16%	12%
Mean	3.03	3.01	3.04	3.25	3.03	3.05	3.03	2.97	2.93	3.09	3.04	2.98	2.98	3.03	3.03
Standard deviation	0.60	0.66	0.54	0.66	0.70	0.55	0.52	0.61	0.55	0.58	0.62	0.61	0.61	0.62	0.60
Standard error	0.01	0.02	0.02	0.04	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.02

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 7

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**University academics**

**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176
NET: Trust	1499	137	78	1284	65	174	128	142	109	140	190	209	127
	75%	78%	76%	74%	77%	76%	75%	79%	74%	72%	72%	75%	72%
Greatly trust	(4) 300	16	15	269	16	42	24	25	21	25	55	34	27
	15%	9%	14%	16%	19%	18%	14%	14%	14%	13%	21%	12%	15%
Trust	(3) 1199	121	63	1015	49	132	103	118	88	115	135	175	101
	60%	69%	62%	59%	58%	57%	61%	65%	60%	59%	51%	62%	57%
Distrust	(2) 182	15	6	161	5	20	11	21	10	20	32	25	16
	9%	9%	5%	9%	6%	9%	6%	12%	7%	11%	12%	9%	9%
Greatly distrust	(1) 36	2	4	30	1	1	3	4	3	6	4	2	6
	2%	1%	4%	2%	2%	*	2%	2%	2%	3%	1%	1%	3%
NET: Distrust	218	17	9	191	7	21	14	25	14	26	36	27	22
	11%	10%	9%	11%	8%	9%	8%	14%	9%	14%	14%	9%	12%
Don't know	287	21	15	251	13	35	28	13	25	28	38	44	27
	14%	12%	14%	15%	15%	15%	17%	7%	17%	14%	14%	16%	15%
Mean	3.03	2.98	3.02	3.03	3.11	3.10	3.05	2.97	3.03	2.96	3.07	3.02	2.99
Standard deviation	0.60	0.51	0.64	0.61	0.61	0.57	0.57	0.61	0.60	0.65	0.67	0.53	0.67
Standard error	0.01	0.04	0.06	0.02	0.07	0.04	0.04	0.05	0.05	0.05	0.05	0.03	0.06

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 8

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Companies**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Trust	849 42%	414 42%	435 42%	110 47%	137 39%	144 44%	166 46%	114 40%	179 40%	258 48%	222 41%	182 42%	188 38%	92 36%	395 45%
Greatly trust	(4) 2%	49 3%	19 2%	11 5%	14 4%	9 3%	10 3%	2 1%	3 1%	20 4%	11 2%	9 2%	8 2%	13 5%	29 3%
Trust	(3) 40%	801 39%	416 41%	98 42%	123 35%	136 41%	156 44%	112 39%	176 39%	237 44%	211 39%	173 40%	180 37%	79 31%	366 42%
Distrust	(2) 35%	706 37%	342 33%	77 33%	108 31%	110 33%	116 32%	109 38%	186 42%	171 32%	196 36%	157 36%	181 37%	90 35%	298 34%
Greatly distrust	(1) 6%	117 7%	50 5%	16 7%	34 10%	16 5%	15 4%	17 6%	19 4%	31 6%	35 6%	25 6%	26 5%	22 9%	45 5%
NET: Distrust	823 41%	431 44%	392 38%	93 40%	142 41%	126 38%	131 37%	125 43%	205 46%	202 37%	231 43%	182 42%	208 42%	112 44%	343 39%
Don't know	331 17%	131 13%	200 19%	30 13%	68 20%	58 18%	60 17%	49 17%	65 15%	79 15%	86 16%	73 17%	93 19%	51 20%	141 16%
Mean	2.47	2.45	2.49	2.52	2.42	2.51	2.54	2.42	2.42	2.54	2.44	2.45	2.43	2.41	2.51
Standard deviation	0.67	0.69	0.65	0.72	0.77	0.66	0.65	0.64	0.60	0.69	0.67	0.66	0.65	0.77	0.67
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.03

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 8

**Q.1 Generally speaking, to what extent do you trust or distrust the following to provide information which is reliable and accurate?**

**Companies**

**Base: All respondents**

	Total	Region												
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162	
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176	
NET: Trust	849 42%	64 37%	38 37%	748 43%	39 47%	100 43%	70 41%	85 47%	70 47%	74 38%	116 44%	122 44%	72 41%	
Greatly trust	(4) 2%	49 3%	5 1%	43 2%	2 3%	3 1%	1 1%	3 2%	3 2%	* *	15 6%	7 3%	8 4%	
Trust	(3) 40%	801 34%	59 34%	37 36%	705 41%	37 44%	96 42%	69 41%	82 45%	66 45%	74 38%	101 38%	115 41%	65 37%
Distrust	(2) 35%	706 35%	68 39%	44 43%	594 34%	33 39%	71 31%	55 32%	75 41%	54 36%	78 40%	79 30%	93 33%	58 33%
Greatly distrust	(1) 6%	117 6%	17 10%	4 4%	96 6%	3 4%	11 5%	8 5%	6 3%	6 4%	13 7%	24 9%	13 5%	10 6%
NET: Distrust	823 41%	85 49%	47 46%	690 40%	36 43%	82 36%	63 37%	81 45%	60 41%	90 46%	103 39%	106 38%	68 39%	
Don't know	331 17%	25 14%	17 17%	289 17%	9 10%	48 21%	37 22%	14 8%	18 12%	30 15%	45 17%	52 19%	36 20%	
Mean	2.47	2.35	2.41	2.48	2.51	2.51	2.47	2.49	2.51	2.38	2.48	2.51	2.49	
Standard deviation	0.67	0.73	0.59	0.67	0.63	0.64	0.62	0.60	0.64	0.63	0.78	0.66	0.71	
Standard error	0.02	0.06	0.06	0.02	0.07	0.05	0.05	0.05	0.06	0.05	0.05	0.04	0.06	



## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 9

**Q.2 The following questions are about internet search engines - for example, Google, AskJeeves or Yahoo. Generally speaking, how often would you say you do each of the following when using a search engine, if ever?**

#### Summary Table

**Base: All respondents**

	Actions			
	Use an 'autocomplete' option	Click on an 'autocomplete' option even though it is not what you were intending to look for	Go to the second page of search results or beyond	Look beyond the first couple of search results on the first page
Unweighted base	2003	2003	2003	2003
Weighted base	2003	2003	2003	2003
NET: Ever	1516 76%	1200 60%	1822 91%	1836 92%
NET: At least some of the time	1265 63%	663 33%	1420 71%	1603 80%
NET: At least most of the time	548 27%	186 9%	648 32%	1003 50%
Every time	92 5%	39 2%	123 6%	323 16%
Most times	456 23%	147 7%	525 26%	680 34%
Some of the time	717 36%	477 24%	772 39%	600 30%
Very occasionally	251 13%	537 27%	401 20%	233 12%
Never	335 17%	617 31%	79 4%	66 3%
Don't know	152 8%	187 9%	102 5%	100 5%

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 10

**Q.2 The following questions are about internet search engines - for example, Google, AskJeeves or Yahoo. Generally speaking, how often would you say you do each of the following when using a search engine, if ever?**

**Use an 'autocomplete' option (when you start typing something in to the search engine search box and it suggests questions or phrases you might be trying to search for)**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Ever	1516 76%	774 79%	743 72%	199 86%	286 82%	257 78%	285 80%	207 72%	283 63%	412 76%	404 75%	345 79%	356 73%	193 76%	693 79%
NET: At least some of the time	1265 63%	639 65%	627 61%	186 80%	260 75%	221 67%	237 66%	156 54%	206 46%	341 63%	343 64%	294 67%	286 59%	162 63%	602 69%
NET: At least most of the time	548 27%	277 28%	271 26%	113 48%	125 36%	95 29%	73 20%	61 21%	82 18%	148 27%	147 27%	128 29%	125 26%	66 26%	261 30%
Every time	92 5%	44 5%	47 5%	18 8%	23 7%	16 5%	14 4%	8 3%	12 3%	31 6%	20 4%	18 4%	23 5%	15 6%	40 5%
Most times	456 23%	233 24%	224 22%	95 41%	101 29%	78 24%	58 16%	53 18%	70 16%	117 22%	127 24%	110 25%	102 21%	51 20%	221 25%
Some of the time	717 36%	361 37%	356 35%	73 31%	136 39%	126 38%	164 46%	95 33%	124 28%	194 36%	196 36%	167 38%	161 33%	96 38%	341 39%
Very occasionally	251 13%	135 14%	116 11%	13 6%	25 7%	36 11%	48 14%	50 17%	78 17%	71 13%	61 11%	51 12%	69 14%	31 12%	91 10%
Never	335 17%	143 15%	192 19%	12 5%	33 9%	43 13%	50 14%	62 22%	135 30%	85 16%	95 18%	70 16%	85 17%	33 13%	122 14%
Don't know	152 8%	59 6%	93 9%	22 9%	28 8%	29 9%	22 6%	20 7%	31 7%	42 8%	40 7%	22 5%	48 10%	29 11%	63 7%

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 10

**Q.2 The following questions are about internet search engines - for example, Google, AskJeeves or Yahoo. Generally speaking, how often would you say you do each of the following when using a search engine, if ever?**

**Use an 'autocomplete' option (when you start typing something in to the search engine search box and it suggests questions or phrases you might be trying to search for)**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176
NET: Ever	1516 76%	136 78%	78 76%	1303 75%	65 77%	164 71%	113 67%	139 77%	108 73%	151 78%	213 81%	203 72%	147 84%
NET: At least some of the time	1265 63%	102 59%	66 64%	1098 64%	50 60%	141 61%	97 57%	108 60%	87 58%	131 67%	189 72%	175 62%	120 68%
NET: At least most of the time	548 27%	39 23%	30 30%	479 28%	22 26%	59 25%	36 21%	44 24%	40 27%	43 22%	100 38%	81 29%	55 31%
Every time	92 5%	3 2%	3 3%	86 5%	5 6%	1 *	10 6%	9 5%	7 4%	8 4%	25 9%	12 4%	10 6%
Most times	456 23%	36 21%	28 27%	392 23%	17 20%	57 25%	26 15%	35 19%	33 22%	35 18%	75 28%	70 25%	44 25%
Some of the time	717 36%	63 36%	35 35%	619 36%	28 34%	82 36%	61 36%	64 36%	47 32%	88 45%	90 34%	93 33%	65 37%
Very occasionally	251 13%	34 20%	12 12%	205 12%	15 17%	23 10%	16 10%	31 17%	21 14%	20 11%	24 9%	28 10%	27 15%
Never	335 17%	30 17%	19 19%	286 17%	14 17%	46 20%	37 21%	31 17%	30 20%	30 15%	24 9%	53 19%	23 13%
Don't know	152 8%	8 5%	5 5%	138 8%	5 6%	20 9%	20 12%	11 6%	11 7%	13 7%	27 10%	24 9%	6 4%

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 11

**Q.2 The following questions are about internet search engines - for example, Google, AskJeeves or Yahoo. Generally speaking, how often would you say you do each of the following when using a search engine, if ever?**

**Click on an 'autocomplete' option even though it is not what you were intending to look for**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Ever	1200	631	569	189	247	215	210	159	181	338	328	264	270	169	576
	60%	65%	55%	81%	71%	65%	59%	55%	40%	63%	61%	60%	55%	66%	66%
NET: At least some of the time	663	362	301	126	159	126	107	72	74	204	160	158	141	95	358
	33%	37%	29%	54%	46%	38%	30%	25%	16%	38%	30%	36%	29%	37%	41%
NET: At least most of the time	186	107	80	46	50	44	25	11	11	58	53	35	40	37	93
	9%	11%	8%	20%	14%	13%	7%	4%	2%	11%	10%	8%	8%	14%	11%
Every time	39	25	15	3	17	10	6	2	1	10	9	7	13	15	15
	2%	3%	1%	1%	5%	3%	2%	1%	*	2%	2%	2%	3%	6%	2%
Most times	147	82	65	42	33	34	19	8	10	48	44	27	27	22	78
	7%	8%	6%	18%	10%	10%	5%	3%	2%	9%	8%	6%	6%	9%	9%
Some of the time	477	256	221	80	109	82	82	62	63	146	107	123	100	58	264
	24%	26%	22%	34%	31%	25%	23%	21%	14%	27%	20%	28%	21%	23%	30%
Very occasionally	537	268	268	63	88	89	103	86	107	134	168	105	130	74	218
	27%	28%	26%	27%	25%	27%	29%	30%	24%	25%	31%	24%	27%	29%	25%
Never	617	266	350	22	65	86	114	100	228	153	159	143	161	57	226
	31%	27%	34%	10%	19%	26%	32%	35%	51%	28%	29%	33%	33%	22%	26%
Don't know	187	78	108	22	34	28	33	30	40	47	53	30	57	29	77
	9%	8%	11%	9%	10%	8%	9%	10%	9%	9%	10%	7%	12%	12%	9%

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 11

**Q.2 The following questions are about internet search engines - for example, Google, AskJeeves or Yahoo. Generally speaking, how often would you say you do each of the following when using a search engine, if ever?**

**Click on an 'autocomplete' option even though it is not what you were intending to look for**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176
NET: Ever	1200	108	62	1030	56	131	83	120	82	109	170	174	105
	60%	62%	61%	60%	66%	57%	49%	67%	55%	56%	64%	62%	60%
NET: At least some of the time	663	56	37	570	29	68	44	57	46	66	105	91	64
	33%	32%	36%	33%	34%	29%	26%	31%	31%	34%	40%	33%	36%
NET: At least most of the time	186	12	8	166	13	22	11	13	10	8	43	23	23
	9%	7%	8%	10%	15%	9%	7%	7%	7%	4%	16%	8%	13%
Every time	39	1	1	37	3	5	4	4	1	1	9	3	7
	2%	1%	1%	2%	4%	2%	3%	2%	1%	*	3%	1%	4%
Most times	147	11	7	129	10	17	7	9	9	7	34	21	16
	7%	6%	7%	7%	11%	7%	4%	5%	6%	4%	13%	7%	9%
Some of the time	477	44	29	404	16	46	33	44	36	58	62	68	41
	24%	25%	29%	23%	19%	20%	19%	24%	24%	30%	24%	24%	23%
Very occasionally	537	51	25	461	27	63	39	64	36	43	64	83	42
	27%	29%	24%	27%	32%	27%	23%	35%	24%	22%	24%	30%	24%
Never	617	56	31	529	24	75	64	47	53	70	60	82	53
	31%	32%	31%	31%	28%	33%	38%	26%	36%	36%	23%	29%	30%
Don't know	187	10	9	168	5	24	22	12	14	15	34	24	18
	9%	6%	8%	10%	6%	10%	13%	7%	9%	8%	13%	8%	10%

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 12

**Q.2 The following questions are about internet search engines - for example, Google, AskJeeves or Yahoo. Generally speaking, how often would you say you do each of the following when using a search engine, if ever?**

**Go to the second page of search results or beyond**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Ever	1822	902	920	206	310	297	331	265	414	503	480	413	425	232	809
	91%	92%	90%	88%	89%	90%	93%	92%	92%	93%	89%	95%	87%	91%	92%
NET: At least some of the time	1420	740	681	134	260	244	262	208	312	400	363	331	326	194	635
	71%	76%	66%	58%	75%	74%	73%	72%	69%	74%	67%	76%	67%	76%	72%
NET: At least most of the time	648	340	308	58	120	110	127	94	140	198	153	156	141	89	295
	32%	35%	30%	25%	34%	33%	36%	33%	31%	37%	28%	36%	29%	35%	34%
Every time	123	66	56	12	28	22	18	15	29	42	24	33	25	21	62
	6%	7%	5%	5%	8%	7%	5%	5%	6%	8%	4%	7%	5%	8%	7%
Most times	525	274	252	46	92	88	109	79	111	157	129	124	116	68	233
	26%	28%	25%	20%	26%	27%	31%	27%	25%	29%	24%	28%	24%	27%	26%
Some of the time	772	400	372	77	141	134	135	114	172	202	210	175	185	105	340
	39%	41%	36%	33%	41%	41%	38%	39%	38%	37%	39%	40%	38%	41%	39%
Very occasionally	401	163	239	71	49	53	69	57	102	103	118	81	100	38	173
	20%	17%	23%	31%	14%	16%	19%	20%	23%	19%	22%	19%	20%	15%	20%
Never	79	26	53	11	13	9	9	10	27	16	23	10	30	1	23
	4%	3%	5%	5%	4%	3%	3%	4%	6%	3%	4%	2%	6%	*	3%
Don't know	102	47	55	16	25	24	17	14	8	20	35	13	34	23	47
	5%	5%	5%	7%	7%	7%	5%	5%	2%	4%	7%	3%	7%	9%	5%

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 12

**Q.2 The following questions are about internet search engines - for example, Google, AskJeeves or Yahoo. Generally speaking, how often would you say you do each of the following when using a search engine, if ever?**

**Go to the second page of search results or beyond**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176
NET: Ever	1822	162	97	1563	77	209	149	167	135	181	229	252	165
	91%	93%	95%	91%	91%	91%	88%	93%	91%	93%	87%	90%	93%
NET: At least some of the time	1420	136	76	1209	59	161	108	132	100	133	190	202	124
	71%	78%	75%	70%	70%	70%	63%	73%	68%	68%	72%	72%	70%
NET: At least most of the time	648	62	29	558	30	76	47	66	37	72	94	82	53
	32%	36%	28%	32%	36%	33%	28%	37%	25%	37%	36%	29%	30%
Every time	123	16	1	106	9	20	11	11	3	6	23	17	5
	6%	9%	1%	6%	11%	9%	6%	6%	2%	3%	9%	6%	3%
Most times	525	46	27	452	21	56	36	55	33	66	71	65	48
	26%	27%	27%	26%	25%	24%	21%	31%	23%	34%	27%	23%	27%
Some of the time	772	74	47	651	29	85	61	66	64	61	95	120	71
	39%	42%	46%	38%	35%	37%	36%	36%	43%	31%	36%	43%	40%
Very occasionally	401	27	20	354	18	47	41	35	35	48	39	50	41
	20%	15%	20%	21%	21%	21%	24%	20%	23%	25%	15%	18%	23%
Never	79	7	3	69	5	7	9	9	7	4	13	8	6
	4%	4%	3%	4%	6%	3%	6%	5%	5%	2%	5%	3%	3%
Don't know	102	5	3	95	2	14	12	4	6	9	22	21	5
	5%	3%	3%	5%	2%	6%	7%	2%	4%	5%	9%	7%	3%

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 13

**Q.2 The following questions are about internet search engines - for example, Google, AskJeeves or Yahoo. Generally speaking, how often would you say you do each of the following when using a search engine, if ever?**

**Look beyond the first couple of search results on the first page**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2003	1062	941	259	291	311	335	304	503	510	581	382	530	230	797
Weighted base	2003	976	1027	233	347	329	357	289	449	539	539	437	489	255	878
NET: Ever	1836	902	934	208	309	301	332	268	418	509	485	411	431	227	807
	92%	92%	91%	90%	89%	92%	93%	93%	93%	94%	90%	94%	88%	89%	92%
NET: At least some of the time	1603	801	802	165	266	262	299	238	373	442	420	359	382	200	696
	80%	82%	78%	71%	77%	80%	84%	82%	83%	82%	78%	82%	78%	78%	79%
NET: At least most of the time	1003	503	500	90	146	165	192	146	265	294	258	219	233	137	415
	50%	52%	49%	39%	42%	50%	54%	50%	59%	55%	48%	50%	48%	54%	47%
Every time	323	161	162	21	46	59	57	56	85	93	79	69	82	53	119
	16%	17%	16%	9%	13%	18%	16%	19%	19%	17%	15%	16%	17%	21%	14%
Most times	680	341	339	69	100	106	135	90	180	201	179	150	151	85	296
	34%	35%	33%	30%	29%	32%	38%	31%	40%	37%	33%	34%	31%	33%	34%
Some of the time	600	299	301	75	120	98	107	92	108	148	163	140	149	63	281
	30%	31%	29%	32%	35%	30%	30%	32%	24%	27%	30%	32%	31%	25%	32%
Very occasionally	233	101	132	43	43	39	33	30	45	67	64	52	49	27	111
	12%	10%	13%	19%	12%	12%	9%	11%	10%	12%	12%	12%	10%	10%	13%
Never	66	26	40	7	14	4	10	9	22	11	22	11	23	7	26
	3%	3%	4%	3%	4%	1%	3%	3%	5%	2%	4%	3%	5%	3%	3%
Don't know	100	47	53	17	24	23	15	11	9	19	32	14	35	22	45
	5%	5%	5%	7%	7%	7%	4%	4%	2%	4%	6%	3%	7%	9%	5%



## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 13

**Q.2 The following questions are about internet search engines - for example, Google, AskJeeves or Yahoo. Generally speaking, how often would you say you do each of the following when using a search engine, if ever?**

**Look beyond the first couple of search results on the first page**

**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2003	189	123	1691	79	193	198	162	154	206	261	276	162
Weighted base	2003	174	102	1727	84	230	170	180	148	194	264	280	176
NET: Ever	1836	161	98	1577	79	213	153	167	138	183	228	256	162
	92%	93%	96%	91%	94%	93%	90%	93%	93%	94%	86%	91%	92%
NET: At least some of the time	1603	141	84	1378	66	189	121	151	115	171	207	224	133
	80%	81%	82%	80%	78%	82%	71%	84%	78%	88%	78%	80%	75%
NET: At least most of the time	1003	87	47	869	47	112	84	99	75	108	139	121	84
	50%	50%	46%	50%	56%	49%	49%	55%	50%	56%	53%	43%	47%
Every time	323	29	15	279	18	48	23	24	26	33	50	34	24
	16%	17%	15%	16%	21%	21%	14%	13%	18%	17%	19%	12%	13%
Most times	680	58	32	590	30	65	60	74	48	76	90	87	60
	34%	34%	31%	34%	35%	28%	35%	41%	33%	39%	34%	31%	34%
Some of the time	600	54	37	509	19	77	37	53	40	63	68	103	49
	30%	31%	36%	29%	22%	33%	22%	29%	27%	32%	26%	37%	28%
Very occasionally	233	20	14	200	13	24	32	15	23	11	20	32	29
	12%	12%	13%	12%	15%	10%	19%	8%	15%	6%	8%	11%	17%
Never	66	9	3	55	5	5	4	9	3	3	12	6	8
	3%	5%	3%	3%	6%	2%	2%	5%	2%	1%	5%	2%	5%
Don't know	100	5	1	94	-	12	13	5	8	9	24	18	5
	5%	3%	1%	5%	-	5%	8%	3%	5%	5%	9%	6%	3%

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 14

**Q.3 Thinking about when you use the 'autocomplete' option on a search engine, have you ever used it for any of the following reasons?**

**Base: All respondents who ever use autocomplete**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1516	830	686	223	241	247	264	218	323	389	442	296	389	174	627
Weighted base	1516	774	743	199	286	257	285	207	283	412	404	345	356	193	693
To save you time typing	1013 67%	498 64%	516 69%	142 71%	202 71%	183 71%	184 65%	129 62%	173 61%	285 69%	264 65%	229 66%	236 66%	123 64%	459 66%
Because the options suggested caught your interest	605 40%	310 40%	295 40%	72 36%	112 39%	98 38%	118 41%	84 41%	121 43%	177 43%	165 41%	122 35%	141 40%	77 40%	251 36%
Because it prompted you with something you had not thought about searching for	533 35%	249 32%	284 38%	75 38%	97 34%	85 33%	88 31%	78 38%	110 39%	152 37%	145 36%	113 33%	122 34%	61 32%	229 33%
Because you think it delivers the best search results	271 18%	161 21%	110 15%	45 23%	58 20%	50 20%	43 15%	35 17%	39 14%	92 22%	68 17%	53 15%	58 16%	39 20%	136 20%
Because it shows you what other people are searching for	210 14%	116 15%	94 13%	44 22%	57 20%	41 16%	34 12%	15 7%	19 7%	79 19%	58 14%	36 10%	36 10%	35 18%	116 17%
None of these	69 5%	35 5%	34 5%	3 2%	4 1%	6 2%	11 4%	14 7%	29 10%	14 4%	25 6%	14 4%	15 4%	12 6%	23 3%
Don't know	42 3%	23 3%	19 3%	6 3%	4 1%	5 2%	15 5%	9 4%	4 1%	4 1%	9 2%	13 4%	16 5%	4 2%	20 3%

## Serach Engines Survey

### ONLINE Fieldwork: 3rd - 5th February 2017

Absolutes/col percents

Table 14

**Q.3 Thinking about when you use the 'autocomplete' option on a search engine, have you ever used it for any of the following reasons?**

**Base: All respondents who ever use autocomplete**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1516	149	92	1275	60	144	136	125	112	153	209	200	136
Weighted base	1516	136	78	1303	65	164	113	139	108	151	213	203	147
To save you time typing	1013 67%	91 67%	52 67%	871 67%	39 61%	114 70%	81 71%	88 64%	68 64%	98 65%	140 66%	138 68%	103 70%
Because the options suggested caught your interest	605 40%	45 33%	26 33%	534 41%	27 42%	48 29%	52 46%	58 42%	46 42%	72 47%	100 47%	70 34%	62 42%
Because it prompted you with something you had not thought about searching for	533 35%	44 32%	26 33%	463 36%	19 29%	48 29%	39 34%	53 38%	40 38%	57 37%	74 35%	69 34%	65 44%
Because you think it delivers the best search results	271 18%	23 17%	13 17%	235 18%	13 20%	34 21%	20 18%	22 16%	17 16%	26 17%	43 20%	38 19%	22 15%
Because it shows you what other people are searching for	210 14%	13 9%	7 9%	190 15%	10 15%	26 16%	18 16%	26 19%	12 11%	22 15%	36 17%	17 8%	24 16%
None of these	69 5%	12 9%	2 3%	54 4%	2 3%	8 5%	4 4%	5 4%	4 4%	12 8%	7 3%	7 4%	5 3%
Don't know	42 3%	4 3%	4 5%	35 3%	1 1%	3 2%	4 3%	2 2%	7 7%	4 3%	3 1%	10 5%	1 1%