

MHP – FAKE NEWS IN HEALTH – PUBLIC POLL – MAY 2019

Methodology: ComRes interviewed 2,041 British adults aged 18+ online between 15th and 16th May 2019. Data were weighted to be representative of British adults aged 18+ by key demographics including age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 1

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary Table

Base: All respondents

	The media (e.g. national newspapers, online news and broadcast)	Family, friends and colleagues (sharing in person or online)	Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	Online health search engines (e.g. Web MD, Medscape)	Social media (e.g. Facebook, Twitter, Instagram)	NHS (e.g. via the 111 helpline or the NHS website)	Charity or patient groups (e.g. via helplines or websites)	Specialist health publications (e.g. Women's Health, Men's Health)	Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)
Unweighted base	2041	2041	2041	2041	2041	2041	2041	2041	2041
Weighted base	2041	2041	2041	2041	2041	2041	2041	2041	2041
NET: Seen heard	1287 63%	1251 61%	1251 61%	1066 52%	1050 51%	1046 51%	952 47%	881 43%	881 43%
NET: Top 3	798 39%	724 35%	784 38%	483 24%	450 22%	464 23%	215 11%	149 7%	123 6%
NET: Top 5	1036 51%	1049 51%	1009 49%	764 37%	655 32%	700 34%	465 23%	332 16%	241 12%
1 - most often	409 20%	174 9%	378 19%	120 6%	198 10%	154 8%	38 2%	22 1%	30 1%
2	219 11%	303 15%	210 10%	185 9%	145 7%	173 8%	78 4%	51 2%	44 2%
3	170 8%	246 12%	195 10%	179 9%	107 5%	137 7%	99 5%	77 4%	49 2%
4	123 6%	188 9%	132 6%	154 8%	111 5%	124 6%	113 6%	82 4%	64 3%
5	115 6%	137 7%	94 5%	127 6%	94 5%	112 6%	137 7%	101 5%	54 3%
6	111 5%	70 3%	83 4%	122 6%	85 4%	95 5%	150 7%	128 6%	57 3%
7	64 3%	67 3%	55 3%	75 4%	86 4%	98 5%	145 7%	159 8%	116 6%
8	50 2%	42 2%	60 3%	61 3%	114 6%	86 4%	108 5%	153 7%	176 9%
9 - least often	25 1%	23 1%	44 2%	45 2%	109 5%	67 3%	84 4%	110 5%	290 14%
Don't know	516 25%	516 25%	516 25%	516 25%	516 25%	516 25%	516 25%	516 25%	516 25%

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Summary Table

Base: All respondents

	The media (e.g. national newspapers, online news and broadcast)	Family, friends and colleagues (sharing in person or online)	Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	Online health search engines (e.g. Web MD, Medscape)	Social media (e.g. Facebook, Twitter, Instagram)	NHS (e.g. via the 111 helpline or the NHS website)	Charity or patient groups (e.g. via helplines or websites)	Specialist health publications (e.g. Women's Health, Men's Health)	Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)
Weighted base	2041	2041	2041	2041	2041	2041	2041	2041	2041
Not seen/heard	238 12%	274 13%	274 13%	458 22%	475 23%	479 23%	572 28%	644 32%	644 32%
Mean (excl. NA/DK)	3.24	3.51	3.31	4.14	4.51	4.31	5.42	5.99	6.78
Standard deviation	2.26	2.00	2.33	2.24	2.75	2.50	2.22	2.19	2.41
Standard error	0.06	0.06	0.07	0.07	0.09	0.08	0.07	0.07	0.08

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Table 2

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Seen/heard

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
The media (e.g. national newspapers, online news and broadcast)	1287 63%	642 64%	644 62%	150 66%	217 62%	206 63%	213 59%	189 63%	312 66%F	367 63%	419 61%	501 65%	394 71%NO	387 67%NO	232 56%	274 55%	235 73%Q	523 61%
Family, friends and colleagues (sharing in person or online)	1251 61%	607 61%	644 62%	158 70% ^d FGH	218 62%	212 65% ^F	199 55%	177 59%	286 61%	376 65% ^k	411 60%	463 60%	372 67% ^{NO}	364 63% ^{No}	232 56%	283 57%	226 71% ^Q	515 60%
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1251 61%	614 62%	636 61%	148 65% ^d f	200 57%	199 61%	203 56%	191 63%	310 66% ^D F	347 60%	402 58%	501 65% ^J	374 67% ^{NO}	371 65% ^{No}	215 52%	291 59% ⁿ	214 67% ^Q	501 58%
Online health search engines (e.g. Web MD, Medscape)	1066 52%	510 51%	556 53%	139 61% ^F H	202 57% ^f H	181 55% ^H	177 49%	163 54% ^H	205 44%	341 59% ^J K	358 52%	368 48%	319 57% ^{NO}	310 54% ^N	192 46%	246 50%	199 62% ^Q	458 53%
Social media (e.g. Facebook, Twitter, Instagram)	1050 51%	487 49%	562 54% ^A	152 67% ^F GH	218 62% ^F GH	196 60% ^F GH	173 48% ^H	131 43%	181 38%	370 64% ^J K	368 54% ^K	311 40%	308 55% ^{NO}	307 54% ^o	198 48%	237 48%	197 62%	477 56%
NHS (e.g. via the 111 helpline or the NHS website)	1046 51%	510 51%	536 51%	146 64% ^d FGH	194 55% ^f gH	186 57% ^F GH	167 46%	143 47%	211 45%	340 59% ^J K	353 51% ^k	354 46%	335 60% ^M N	293 51%	190 46%	228 46%	200 63% ^Q	445 52%
Charity or patient groups (e.g. via helplines or websites)	952 47%	461 46%	491 47%	131 58% ^F GH	181 51% ^F gH	179 55% ^F GH	147 41%	129 43%	185 39%	312 54% ^j K	326 47% ^K	314 41%	283 51% ^{No}	276 48% ⁿ	173 42%	221 45%	178 56% ^q	413 48%
Specialist health publications (e.g. Women's Health, Men's Health)	881 43%	419 42%	462 44%	128 56% ^F GH	170 48% ^F GH	167 51% ^F GH	140 39%	117 39%	159 34%	298 51% ^J K	307 45% ^K	277 36%	269 48% ^m NO	246 43%	164 40%	202 41%	176 55% ^Q	391 46%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	881 43%	420 42%	461 44%	130 57% ^D FGH	166 47% ^G H	175 53% ^F GH	148 41% ^G H	111 37%	152 32%	295 51% ^G K	323 47% ^K	263 34%	265 48% ^G NO	249 43%	165 40%	201 41%	174 54% ^Q	399 47%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 3

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Seen/heard

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
The media (e.g. national newspapers, online news and broadcast)	1287 63%	112 63%	61 60%	1113 63%	48 55%	156 66%	106 62%	112 62%	98 66%	120 61%	163 59%	188 66%	124 68%ek
Family, friends and colleagues (sharing in person or online)	1251 61%	99 56%	58 57%	1093 62%	46 54%	161 68%AbEjk	107 62%	114 63%	93 62%	116 59%	164 59%	178 62%	115 64%
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1251 61%	96 54%	65 64%	1089 62%a	48 56%	158 67%AhJk	107 62%	105 58%	98 66%a	110 56%	160 58%	184 65%Aj	120 66%Aj
Online health search engines (e.g. Web MD, Medscape)	1066 52%	90 50%	52 51%	925 52%	41 48%	136 58%ejL	94 55%	96 53%	85 57%l	93 48%	140 51%	136 48%	104 57%jl
Social media (e.g. Facebook, Twitter, Instagram)	1050 51%	78 44%	48 47%	924 52%a	43 50%	127 54%a	96 56%Aj	109 60%AbJKL	83 56%a	90 46%	133 48%	142 50%	102 56%Aj
NHS (e.g. via the 111 helpline or the NHS website)	1046 51%	80 45%	50 49%	916 52%	40 46%	127 54%j	94 55%aj	97 53%	87 58%AJ	87 45%	133 48%	146 51%	106 58%AJk
Charity or patient groups (e.g. via helplines or websites)	952 47%	70 39%	41 40%	841 48%a	39 45%	115 49%a	88 51%Aj	94 52%Aj	78 52%Ajl	81 41%	127 46%	123 43%	96 53%AbJL
Specialist health publications (e.g. Women's Health, Men's Health)	881 43%	69 39%	37 37%	775 44%	36 42%	102 44%	82 48%j	84 46%j	72 48%J	71 36%	118 43%	119 42%	90 50%abJ
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	881 43%	64 36%	39 38%	778 44%a	36 42%	106 45%	82 48%Aj	85 47%a	69 46%a	74 38%	117 43%	120 42%	89 49%Aj

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 4

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Seen/heard

Base: All respondents

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
The media (e.g. national newspapers, online news and broadcast)	1287 63%	205 73%DEFgl	403 71%DEFgl	443 67%DEFI	158 57%EFi	52 41%F	25 19%	1210 68%DEFI	608 72%DEFGI	210 52%EF
Family, friends and colleagues (sharing in person or online)	1251 61%	205 73%CDEFGI	405 71%CDEFGI	416 63%DEFI	148 54%eFi	54 43%F	23 17%	1174 66%DEFI	610 72%CDEFGI	202 50%eF
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1251 61%	211 75%CDEFGI	402 71%CDEFGI	412 63%DEFI	148 53%eFi	52 42%F	25 19%	1173 66%cDEFI	613 72%CDEFGI	200 50%eF
Online health search engines (e.g. Web MD, Medscape)	1066 52%	203 72%BCDEFGHI	351 53%DEFI	350 53%DEFI	107 39%F	38 31%F	17 13%	1011 57%cDEFI	554 65%BCDEFGI	146 16%F
Social media (e.g. Facebook, Twitter, Instagram)	1050 51%	190 67%BCDEFGHI	327 54%DEFI	355 54%DEFI	113 41%F	42 33%F	23 17%	985 55%DEFI	517 61%BCDEFGI	155 19%F
NHS (e.g. via the 111 helpline or the NHS website)	1046 51%	181 64%CDEFGI	338 60%DEFI	356 54%DEFI	109 39%F	41 33%F	21 16%	984 55%DEFI	519 61%CDEFGI	150 37%F
Charity or patient groups (e.g. via helplines or websites)	952 47%	177 63%BCDEFGHI	307 54%DEFI	314 48%DEFI	100 36%F	38 31%F	16 12%	898 50%DEFI	484 57%BCDEFGI	138 14%F
Specialist health publications (e.g. Women's Health, Men's Health)	881 43%	161 57%BCDEFGHI	276 54%DEFI	295 45%DEFI	95 34%F	39 31%F	16 12%	826 46%DEFI	436 51%BCDEFGI	134 13%F

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 4

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Seen/heard

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	881 43%	161 57%BCDEFGHI	267 %DEFI	301 46%DEFI	100 36%F	38 30%F	15 11%	828 46%DEFI	428 50%BDEFGI	138 34%F

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 5

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 1 Most often seen/heard

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
The media (e.g. national newspapers, online news and broadcast)	409 20%	230 23%B	179 17%	24 11%	65 19%C	47 14%	80 22%CE	66 22%CE	126 27%CDE	90 15%	128 19%	192 25%IJ	136 24%NO	140 24%NO	66 16%	67 14%	55 17%	180 21%
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	378 19%	209 21%B	169 16%	23 10%	40 11%	44 14%	68 19%CD	72 24%CDE	130 28%CDEF	63 11%	112 16%I	202 26%J	99 18%	102 18%	69 17%	108 22%n	56 18%	125 15%
Social media (e.g. Facebook, Twitter, Instagram)	198 10%	74 7%	124 12%A	47 21%EFGH	53 15%FGH	40 12%GH	30 8%H	18 6%H	9 2%	101 17%JK	70 10%K	27 3%	64 12%	51 9%	40 10%	42 9%	40 12%	95 11%
Family, friends and colleagues (sharing in person or online)	174 9%	73 7%	101 10%	31 14%DGH	26 7%	33 10%h	33 9%	21 7%	30 6%	58 10%K	66 10%K	50 7%	58 10%o	44 8%	37 9%	35 7%	35 11%	77 9%
NHS (e.g. via the 111 helpline or the NHS website)	154 8%	69 7%	85 8%	24 10%fGh	37 10%fGh	27 8%	21 6%	15 5%	31 7%	61 10%jK	48 7%	45 6%	47 8%	44 8%	25 6%	38 8%	33 10%	67 8%
Online health search engines (e.g. Web MD, Medscape)	120 6%	43 4%	77 7%A	9 4%	16 4%	26 8%	17 5%	27 9%CDFh	26 5%	25 4%	43 6%	52 7%i	36 7%	27 5%	21 5%	35 7%	22 7%	46 5%
Charity or patient groups (e.g. via helplines or websites)	38 2%	16 2%	23 2%	4 2%	9 3%	8 2%	3 1%	5 2%	9 2%	13 2%	11 2%	14 2%	9 2%	14 2%	5 1%	11 2%	5 2%	12 1%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	30 1%	19 2%	11 1%	5 2%h	9 3%H	11 3%fGH	4 1%h	2 1%	1 *	14 2%K	14 2%K	2 *	3 1%	14 3%L	6 1%	7 1%	10 3%	17 2%
Specialist health publications (e.g. Women's Health, Men's Health)	22 1%	10 1%	12 1%	6 2%dh	1 *	3 1%	3 1%	6 2%	3 1%	7 1%	6 1%	9 1%	5 1%	5 1%	5 1%	7 1%	4 1%	10 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

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Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 6

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 1 Most often seen/heard

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
The media (e.g. national newspapers, online news and broadcast)	409 20%	30 17%	21 21%	359 20%	14 16%	47 20%	28 16%	33 18%	29 20%	42 22%	54 20%	65 23%	46 25%ag
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	378 19%	32 18%	22 21%	324 18%	12 14%	52 22%K	41 24%eK	31 17%	27 18%	37 19%	38 14%	55 19%	32 18%
Social media (e.g. Facebook, Twitter, Instagram)	198 10%	19 11%b	4 4%	175 10%b	11 12%b	23 10%	14 8%	17 9%	15 10%	21 11%b	28 10%	30 11%b	15 8%
Family, friends and colleagues (sharing in person or online)	174 9%	17 10%eM	13 13%eIM	144 8%	2 2%	18 8%	15 9%em	17 9%em	8 6%	21 10%EM	26 9%eM	31 11%EM	7 4%
NHS (e.g. via the 111 helpline or the NHS website)	154 8%	8 5%	9 9%	136 8%	10 11%aJK	25 10%aJK	12 7%	16 9%	14 9%j	8 4%	13 5%	24 8%	15 8%
Online health search engines (e.g. Web MD, Medscape)	120 6%	16 9%dgLm	8 7%	96 5%	4 4%	13 6%	6 4%	11 6%	12 8%L	9 5%	24 9%gLm	9 3%	7 4%
Charity or patient groups (e.g. via helplines or websites)	38 2%	5 3%f	2 2%	31 2%	3 3%	1 1%	3 2%	4 2%	3 2%	4 2%	2 1%	5 2%	7 4%FK
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	30 1%	1 *	-	30 2%	4 5%ABFHJL	-	7 4%AbFhJL	2 1%	-	1 *	8 3%Fi	3 1%	4 2%Fi
Specialist health publications (e.g. Women's Health, Men's Health)	22 1%	1 *	-	21 1%	1 1%	2 1%	-	4 2%j	5 4%abfGJl	-	4 1%	3 1%	2 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 7

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 1 Most often seen/heard

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
The media (e.g. national newspapers, online news and broadcast)	409 20%	54 19%F	128 22%eF	132 20%F	68 25%EFf	18 14%f	9 7%	383 21%eF	182 21%F	86 21%EF
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	378 19%	57 20%F	117 21%F	122 19%F	52 19%F	19 15%f	10 8%	348 20%F	174 20%F	72 18%F
Social media (e.g. Facebook, Twitter, Instagram)	198 10%	24 9%	63 11%F	67 10%F	28 10%f	9 8%	5 4%	183 10%F	88 10%F	38 9%f
Family, friends and colleagues (sharing in person or online)	174 9%	25 9%	47 8%	67 10%di	17 6%	9 7%	9 7%	157 9%	72 9%	26 7%
NHS (e.g. via the 111 helpline or the NHS website)	154 8%	29 10%DFf	54 9%DFf	52 8%DFf	12 4%	7 6%f	1 1%	146 8%DFf	82 10%DFgf	19 5%f
Online health search engines (e.g. Web MD, Medscape)	120 6%	34 12%BCDEFGHf	41 11%DEFGHf	39 6%DeFf	5 2%	2 1%	-	118 7%DEFf	75 9%BcDEFGf	7 2%
Charity or patient groups (e.g. via helplines or websites)	38 2%	7 3%dl	13 2%dl	15 2%dl	1 *	1 1%	-	37 2%Df	21 2%dl	2 1%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	30 1%	6 2%	10 2%	10 1%	3 1%	2 2%	-	28 2%	16 2%	5 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 7

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 1 Most often seen/heard

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Specialist health publications (e.g. Women's Health, Men's Health)	22 1%	2 1%	8 1%	6 1%	2 1%	2 2%	2 1%	18 1%	10 1%	4 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 8

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 3 Most often seen/heard

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
The media (e.g. national newspapers, online news and broadcast)	798 39%	411 41% ^b	387 37%	72 32%	115 33%	109 33%	141 39%	130 43% ^{CDE}	230 49% ^{CDEF}	187 32%	251 36%	361 47% ^{IJ}	252 45% ^{NO}	253 44% ^{NO}	143 35%	151 30%	127 40%	323 38%
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	784 38%	394 40%	390 37%	61 27%	94 27%	101 31%	132 36% ^{CD}	139 46% ^{CDEF}	256 54% ^{CDEFG}	155 27%	233 34% ^I	396 51% ^{IJ}	230 41% ^N	219 38% ⁿ	132 32%	203 41% ^N	123 39% ^q	269 31%
Family, friends and colleagues (sharing in person or online)	724 35%	347 35%	377 36%	98 43% ^{DEg}	96 27%	108 33%	132 36% ^D	106 35% ^d	183 39% ^D	194 34%	240 35%	289 37%	227 41% ^{NO}	205 36%	137 33%	156 31%	118 37%	297 35%
Online health search engines (e.g. Web MD, Medscape)	483 24%	216 22%	267 26% ^a	53 24%	88 25%	73 22%	81 22%	92 31% ^{EFH}	96 20%	141 24%	154 22%	188 24%	146 26% ^N	142 25% ^N	76 18%	120 24% ⁿ	94 29% ^Q	179 21%
NHS (e.g. via the 111 helpline or the NHS website)	464 23%	226 23%	238 23%	66 29% ^{FGh}	90 26% ^g	74 23%	74 21%	56 19%	103 22%	156 27% ^{jk}	148 22%	159 21%	151 27% ^{MN}	121 21%	71 17%	120 24% ^N	92 29% ^Q	186 22%
Social media (e.g. Facebook, Twitter, Instagram)	450 22%	195 20%	255 24% ^A	80 35% ^{FGH}	118 33% ^{FGH}	95 29% ^{FGH}	76 21% ^{GH}	43 14% ^H	37 8%	198 34% ^{JK}	171 25% ^K	81 10%	130 23%	136 24%	85 20%	99 20%	79 25%	231 27%
Charity or patient groups (e.g. via helplines or websites)	215 11%	113 11%	102 10%	26 11%	39 11%	35 11%	26 7%	38 13% ^F	51 11% ^f	65 11%	61 9%	89 12%	52 9%	63 11%	41 10%	59 12%	29 9%	97 11%
Specialist health publications (e.g. Women's Health, Men's Health)	149 7%	79 8%	70 7%	20 9% ^F	30 9% ^F	34 10% ^{FH}	13 4%	22 7% ^f	29 6%	50 9%	48 7%	51 7%	44 8%	49 8%	27 7%	30 6%	32 10%	69 8%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	123 6%	54 5%	69 7%	23 10% ^{FGH}	36 10% ^{FGH}	35 11% ^{FGH}	17 5% ^H	6 2%	6 1%	60 10% ^K	51 7% ^K	12 2%	30 5%	44 8% ^o	26 6%	24 5%	28 9%	68 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 9

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 3 Most often seen/heard

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
The media (e.g. national newspapers, online news and broadcast)	798 39%	63 36%	45 44%	690 39%	28 33%	88 38%	59 34%	64 35%	48 32%	88 45%ghl	110 40%	124 43%gl	81 45%eghl
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	784 38%	71 40%ek	50 49%DEhJKM	663 38%	22 26%	108 46%EhJKM	73 43%EK	66 36%	57 39%e	67 34%	83 30%	122 43%EjK	64 35%
Family, friends and colleagues (sharing in person or online)	724 35%	62 35%	32 31%	630 36%	22 26%	87 37%	67 39%e	60 33%	46 31%	74 38%e	90 33%	125 44%aBEHIKM	59 32%
Online health search engines (e.g. Web MD, Medscape)	483 24%	49 28%g	28 27%	406 23%	19 22%	64 27%g	32 19%	40 22%	41 28%g	46 23%	60 22%	65 23%	40 22%
NHS (e.g. via the 111 helpline or the NHS website)	464 23%	38 22%	23 22%	403 23%	22 26%	65 28%jk	37 22%	44 24%	37 25%	37 19%	54 19%	62 22%	45 25%
Social media (e.g. Facebook, Twitter, Instagram)	450 22%	32 18%	14 14%	404 23%b	16 18%	57 24%b	34 20%	50 28%aB	32 22%	41 21%	65 24%b	59 21%	48 27%aB
Charity or patient groups (e.g. via helplines or websites)	215 11%	15 8%	8 8%	192 11%	9 10%	23 10%	28 16%AbfjKL	22 12%	25 17%AbfjKL	19 10%	19 7%	21 7%	27 15%aKL
Specialist health publications (e.g. Women's Health, Men's Health)	149 7%	7 4%	5 5%	137 8%a	9 11%AJ	15 6%	10 6%	19 10%AJ	16 11%AJ	7 3%	26 9%aJ	17 6%	18 10%AJ
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	123 6%	5 3%	5 5%	113 6%a	10 11%AFhjL	9 4%	15 9%AfL	8 4%	13 9%AfL	9 5%	26 9%AFhL	10 4%	12 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 10

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 3 Most often seen/heard

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
The media (e.g. national newspapers, online news and broadcast)	798 39%	117 42%EF	236 42%EF	266 40%EF	124 45%EF	35 28%F	21 16%	743 42%EF	354 42%EF	159 39%EF
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	784 38%	125 44%dEFI	255 45%cDEFG	255 39%EF	101 37%EF	31 25%F	16 12%	737 41%EF	380 45%CDEFG	132 33%EF
Family, friends and colleagues (sharing in person or online)	724 35%	105 37%EF	220 39%EF	248 38%EF	105 38%EF	28 23%f	18 14%	677 38%EF	325 38%EF	133 33%EF
Online health search engines (e.g. Web MD, Medscape)	483 24%	101 36%CDEFG	173 30%CDEFG	159 24%DEF	31 11%F	14 11%f	5 4%	464 26%DEF	274 32%CDEFG	45 11%F
NHS (e.g. via the 111 helpline or the NHS website)	464 23%	79 28%DEF	150 26%DEF	165 25%DEF	44 16%F	18 14%f	8 6%	438 25%DEF	229 27%DEF	62 15%F
Social media (e.g. Facebook, Twitter, Instagram)	450 22%	72 26%EF	144 25%DEF	151 23%eF	53 19%F	19 15%f	10 8%	421 24%deF	216 25%dEF	72 18%F
Charity or patient groups (e.g. via helplines or websites)	215 11%	37 13%DeF	77 13%DeF	76 12%DF	18 6%F	8 6%F	-	207 12%DF	114 13%DeF	26 6%F
Specialist health publications (e.g. Women's Health, Men's Health)	149 7%	20 7%f	55 10%dFg	49 7%f	15 5%	7 6%	3 2%	139 8%F	75 9%dF	22 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 10

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 3 Most often seen/heard

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	123 6%	20 7%F	41 7%F	40 6%F	12 4%	8 6%f	2 1%	114 6%F	61 7%F	20 5%f

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 11

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 5 Most often seen/heard

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Family, friends and colleagues (sharing in person or online)	1049 51%	510 51%	539 52%	124 55%	170 48%	169 52%	175 48%	156 52%	254 54%	294 51%	344 50%	411 53%	314 56%NO	314 55%NO	192 46%	229 46%	186 58%Q	424 49%
The media (e.g. national newspapers, online news and broadcast)	1036 51%	534 54%B	502 48%	110 49%	158 45%	154 47%	172 48%	164 54%D	278 59%CDEF	268 46%	326 47%	442 57%IJ	338 61%MN	314 55%NO	180 43%	205 41%	172 54%	422 49%
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1009 49%	496 50%	513 49%	94 42%	131 37%	146 45%	173 48%D	172 57%CDEF	294 62%CDEF	225 39%	318 46%I	466 60%IJ	299 54%N	301 52%N	164 39%	246 50%N	165 52%Q	372 43%
Online health search engines (e.g. Web MD, Medscape)	764 37%	340 34%	425 41%A	84 37%	135 38%	135 41%H	127 35%	131 43%FH	153 32%	219 38%	262 38%	283 37%	232 42%N	222 39%N	129 31%	182 37%	136 43%	313 37%
NHS (e.g. via the 111 helpline or the NHS website)	700 34%	346 35%	354 34%	102 45%EFGH	133 38%g	113 35%	111 31%	90 30%	151 32%	235 40%JK	225 33%	241 31%	223 40%MNO	194 34%	117 28%	167 34%	131 41%q	287 33%
Social media (e.g. Facebook, Twitter, Instagram)	655 32%	282 28%	373 36%A	114 50%eFGH	173 49%eFGH	133 41%FGH	112 31%GH	63 21%H	61 13%	287 50%JK	244 35%K	124 16%	181 33%	194 34%	132 32%	148 30%	127 40%	324 38%
Charity or patient groups (e.g. via helplines or websites)	465 23%	233 23%	232 22%	58 26%F	80 23%	72 22%	62 17%	77 25%F	117 25%F	138 24%	133 19%	194 25%J	136 24%	126 22%	85 21%	118 24%	72 22%	188 22%
Specialist health publications (e.g. Women's Health, Men's Health)	332 16%	166 17%	165 16%	47 21%h	53 15%	60 18%	54 15%	47 16%	70 15%	100 17%	114 17%	118 15%	94 17%	99 17%	69 17%	71 14%	76 24%Q	142 17%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	241 12%	114 11%	127 12%	49 22%FGH	69 19%FGH	59 18%FGH	34 9%h	18 6%H	13 3%	118 20%JK	93 14%K	30 4%	66 12%	73 13%	49 12%	53 11%	56 17%	133 16%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 12

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 5 Most often seen/heard

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Family, friends and colleagues (sharing in person or online)	1049 51%	88 49%	52 51%	909 52%	35 40%	135 57% ^{Ei}	95 56% ^E	96 53% ^e	70 47%	95 49%	135 49%	159 56% ^E	89 49%
The media (e.g. national newspapers, online news and broadcast)	1036 51%	89 50%	53 52%	894 51%	38 45%	125 53%	83 48%	92 51%	67 45%	103 53%	131 48%	154 54%	100 55% ⁱ
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1009 49%	82 46%	59 57% ^{EK}	869 49%	30 35%	131 56% ^{aEK}	85 49% ^e	85 47%	82 55% ^{EK}	95 48% ^e	117 42%	158 55% ^{aEK}	87 48% ^e
Online health search engines (e.g. Web MD, Medscape)	764 37%	69 39%	40 39%	656 37%	26 30%	103 44% ^{eH}	60 35%	59 32%	63 42% ^h	74 38%	102 37%	104 36%	65 36%
NHS (e.g. via the 111 helpline or the NHS website)	700 34%	57 32%	33 32%	611 35%	29 34%	90 38% ^J	62 36%	66 36% ^j	59 39% ^J	54 28%	86 31%	94 33%	71 39% ^J
Social media (e.g. Facebook, Twitter, Instagram)	655 32%	49 27%	25 25%	581 33%	30 35%	81 35%	60 35%	70 39% ^{ABJ}	47 32%	52 27%	84 30%	91 32%	66 36% ^{abJ}
Charity or patient groups (e.g. via helplines or websites)	465 23%	37 21%	20 20%	408 23%	17 19%	49 21%	51 30% ^{afjKL}	40 22%	48 32% ^{AbeFhJKL}	41 21%	48 18%	49 17%	64 35% ^{ABEFHJKL}
Specialist health publications (e.g. Women's Health, Men's Health)	332 16%	20 11%	10 9%	302 17% ^{ab}	16 19% ^b	38 16%	24 14%	33 18% ^b	35 23% ^{ABgjm}	28 14%	49 18%	51 18% ^{ab}	28 15%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	241 12%	12 7%	10 10%	218 12% ^A	15 18% ^{AfJL}	24 10%	22 13% ^a	26 14% ^{Ajl}	16 11%	16 8%	47 17% ^{AfJL}	25 9%	27 15% ^{AjL}

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 13

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 5 Most often seen/heard

Base: All respondents

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Family, friends and colleagues (sharing in person or online)	1049 51%	165 58%DEFI	343 60%CDEFGI	347 53%EFI	134 48%EFI	38 30%F	22 17%	989 55%DEFI	507 60%CDEFGI	172 43%EF
The media (e.g. national newspapers, online news and broadcast)	1036 51%	153 54%EF	321 56%EFI	347 53%EF	143 52%EFI	49 39%F	24 18%	964 54%EFI	474 56%EFI	192 48%EF
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1009 49%	169 60%CDEFGI	326 57%CDEFGI	329 50%EFI	126 45%EFI	38 31%F	21 16%	950 53%cDEFI	496 58%CDEFGI	164 41%EF
Online health search engines (e.g. Web MD, Medscape)	764 37%	158 56%bCDEFGH	274 8%bCDEFGH	245 37%DEFI	58 21%F	23 18%F	7 5%	735 41%CDEFI	431 51%bCDEFGI	81 20%F
NHS (e.g. via the 111 helpline or the NHS website)	700 34%	114 40%DEFI	222 39%DEFI	240 37%DEFI	83 30%F	28 22%F	14 11%	658 37%DEFI	336 39%DEFI	110 27%F
Social media (e.g. Facebook, Twitter, Instagram)	655 32%	109 39%DEFI	209 37%DEFI	225 34%DEFI	71 25%F	25 20%	17 13%	613 34%DEFI	318 37%DEFI	96 24%F
Charity or patient groups (e.g. via helplines or websites)	465 23%	97 34%bCDEFGH	156 7%bCDEFGH	151 23%DeFI	42 15%F	19 15%F	1 1%	446 25%DEFI	252 30%bCDEFGH	61 15%F
Specialist health publications (e.g. Women's Health, Men's Health)	332 16%	53 19%DFI	101 18%DFI	123 19%DFI	34 12%F	16 13%F	5 4%	311 17%DFI	155 18%DFI	50 12%F

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 13

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Summary: Top 5 Most often seen/heard

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	241 12%	35 13%F	72 13%F	90 14%FI	24 9%	12 10%	6 5%	223 12%FI	108 13%FI	36 9%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 14

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Seen heard	1251 61%	614 62%	636 61%	148 65%df	200 57%	199 61%	203 56%	191 63%	310 66%DF	347 60%	402 58%	501 65%J	374 67%NO	371 65%No	215 52%	291 59%n	214 67%Q	501 58%
NET: Top 3	784 38%	394 40%	390 37%	61 27%	94 27%	101 31%	132 36%CD	139 46%CDEF	256 54%CDEFG	155 27%	233 34%I	396 51%IJ	230 41%N	219 38%n	132 32%	203 41%N	123 39%q	269 31%
NET: Top 5	1009 49%	496 50%	513 49%	94 42%	131 37%	146 45%	173 48%D	172 57%CDEF	294 62%CDEF	225 39%	318 46%I	466 60%IJ	299 54%N	301 52%N	164 39%	246 50%N	165 52%Q	372 43%
1 - most often	378 19%	209 21%B	169 16%	23 10%	40 11%	44 14%	68 19%CD	72 24%CDE	130 28%CDEF	63 11%	112 16%I	202 26%IJ	99 18%	102 18%	69 17%	108 22%n	56 18%	125 15%
2	210 10%	104 10%	106 10%	19 8%	29 8%	18 5%	34 9%e	39 13%de	73 15%CDEF	48 8%	51 7%	112 14%IJ	66 12%N	62 11%n	28 7%	55 11%n	36 11%	66 8%
3	195 10%	81 8%	114 11%a	19 9%	25 7%	39 12%cd	30 8%	28 9%	54 11%cd	44 8%	69 10%	82 11%	65 12%o	56 10%	36 9%	39 8%	31 10%	79 9%
4	132 6%	66 7%	66 6%	15 6%	19 5%	23 7%	29 8%	21 7%	26 6%	34 6%	52 8%	46 6%	36 7%N	56 10%INO	12 3%	28 6%n	27 8%	55 6%
5	94 5%	36 4%	58 6%a	18 8%FGH	18 5%h	21 7%H	13 3%	12 4%	12 3%	36 6%K	34 5%	24 3%	33 6%O	25 4%	20 5%	15 3%	15 5%	48 6%
6	83 4%	34 3%	49 5%	12 5%fH	19 5%IH	23 7%FGH	8 2%	11 4%	9 2%	32 5%K	31 5%k	20 3%	22 4%	36 6%No	9 2%	17 3%	15 5%	39 5%
7	55 3%	35 3%b	20 2%	17 8%EFGH	15 4%gH	9 3%	6 2%	4 1%	5 1%	32 5%JK	15 2%	9 1%	18 3%	14 2%	14 3%	9 2%	4 1%	38 4%P
8	60 3%	29 3%	31 3%	15 6%FGH	21 6%FGH	14 4%GH	8 2%H	2 1%	*	36 6%JK	22 3%K	2 *	16 3%	13 2%	18 4%m	13 3%	17 5%	31 4%
9 - least often	44 2%	20 2%	24 2%	10 4%GH	14 4%GH	7 2%H	9 2%H	2 1%	2 *	23 4%K	16 2%K	4 1%	18 3%Mo	8 1%	10 2%	7 1%	12 4%	22 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 14

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Don't know	516 25%	252 25%	264 25%	53 24%	96 27%	87 27%	102 28%	69 23%	109 23%	150 26%	189 28% k	177 23%	100 18%	130 23% l	142 34% LM	144 29% LM	60 19%	229 27% P
Not seen/heard	274 13%	130 13%	145 14%	25 11%	57 16% h	40 12%	56 16% h	43 14%	53 11%	83 14%	96 14%	95 12%	83 15%	72 13%	58 14%	61 12%	46 14%	128 15%
Mean (excl. NA/DK)	3.31	3.20	3.41	4.50EFGH	4.26FGH	3.89FGH	3.12GH	2.64H	2.28	4.36JK	3.50K	2.42	3.45O	3.31O	3.57O	2.92	3.61	3.78
Standard deviation	2.33	2.36	2.30	2.56	2.65	2.36	2.29	1.86	1.55	2.61	2.36	1.68	2.38	2.17	2.61	2.22	2.51	2.46
Standard error	0.07	0.10	0.09	0.21	0.21	0.18	0.16	0.13	0.08	0.15	0.12	0.07	0.11	0.11	0.19	0.13	0.18	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 15

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Seen heard	1251 61%	96 54%	65 64%	1089 62%a	48 56%	158 67%AhJk	107 62%	105 58%	98 66%a	110 56%	160 58%	184 65%Aj	120 66%Aj
NET: Top 3	784 38%	71 40%ek	50 49%DEhJKM	663 38%	22 26%	108 46%EhJKM	73 43%EK	66 36%	57 39%e	67 34%	83 30%	122 43%EJK	64 35%
NET: Top 5	1009 49%	82 46%	59 57%EK	869 49%	30 35%	131 56%aEK	85 49%e	85 47%	82 55%EK	95 48%e	117 42%	158 55%aEK	87 48%e
1 - most often	378 19%	32 18%	22 21%	324 18%	12 14%	52 22%K	41 24%eK	31 17%	27 18%	37 19%	38 14%	55 19%	32 18%
2	210 10%	22 12%	17 17%DeGhJK	172 10%	6 8%	27 12%	13 8%	16 9%	21 14%k	18 9%	21 7%	32 11%	17 10%
3	195 10%	17 10%	11 11%	167 9%	4 5%	29 12%ej	19 11%	18 10%	10 7%	12 6%	25 9%	35 12%eJ	14 8%
4	132 6%	6 3%	6 6%	120 7%a	4 5%	13 6%	9 5%	8 4%	16 11%AfgHk	20 10%Ah	15 6%	21 7%a	14 8%a
5	94 5%	6 3%	2 2%	86 5%	4 5%	9 4%	3 2%	11 6%g	8 5%	8 4%	18 7%G	15 5%g	9 5%
6	83 4%	6 3%	3 3%	74 4%	4 5%	8 4%	3 2%	5 3%	7 5%	5 3%	23 8%afGHJm	13 4%	6 3%
7	55 3%	3 2%	1 1%	50 3%	4 5%J	5 2%	8 4%Jl	4 2%	6 4%J	1 1%	5 2%	4 1%	13 7%AbFHJKL
8	60 3%	4 2%	1 1%	55 3%	5 6%blJL	13 6%blJL	6 4%	4 2%	1 1%	3 1%	7 2%	4 1%	11 6%BhJkL
9 - least often	44 2%	1 *	1 1%	41 2%	4 5%AFi	1 *	5 3%f	6 4%aF	1 1%	7 3%aF	9 3%aF	5 2%	3 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 15

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Don't know	516 25%	48 27%	24 23%	444 25%	26 30%	53 23%	43 25%	48 27%	36 24%	53 27%	78 28%	61 22%	44 24%
Not seen/heard	274 13%	33 19% ^{dFIM}	13 13%	229 13%	12 14%	24 10%	21 12%	29 16%	16 10%	32 17% ^{fm}	38 14%	40 14%	18 10%
Mean (excl. NA/DK)	3.31	2.88	2.66	3.38 ^{aB}	4.25 ^{ABFGHJL}	3.10	3.19	3.40 ^b	3.19	3.16	3.83 ^{ABFgijL}	3.09	3.79 ^{ABFijL}
Standard deviation	2.33	2.09	1.89	2.37	2.82	2.25	2.53	2.45	2.06	2.31	2.42	2.09	2.56
Standard error	0.07	0.21	0.23	0.07	0.41	0.18	0.24	0.24	0.21	0.21	0.22	0.14	0.22

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 16

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Seen heard	1251 61%	211 75% ^c DEFGI	402 71% ^c DEFGI	412 63% ^d DEFI	148 53% ^e FI	52 42% ^f F	25 19%	1173 66% ^c DEFI	613 72% ^c DEFGI	200 50% ^e F
NET: Top 3	784 38%	125 44% ^d EFI	255 45% ^c DEFgI	255 39% ^e EFI	101 37% ^e FI	31 25% ^f F	16 12%	737 41% ^e EFI	380 45% ^c DEFGI	132 33% ^e EF
NET: Top 5	1009 49%	169 60% ^c DEFGI	326 57% ^c DEFGI	329 50% ^e EFI	126 45% ^e FI	38 31% ^f F	21 16%	950 53% ^c DEFI	496 58% ^c DEFGI	164 41% ^e EF
1 - most often	378 19%	57 20% ^f F	117 21% ^f F	122 19% ^f F	52 19% ^f F	19 15% ^f f	10 8%	348 20% ^f F	174 20% ^f F	72 18% ^f F
2	210 10%	32 11% ^f F	69 12% ^e F	69 10% ^f F	30 11% ^f F	7 6%	4 3%	200 11% ^e F	101 12% ^e F	37 9% ^f F
3	195 10%	36 13% ^d EFI	69 12% ^d EFI	65 10% ^e FI	19 7% ^f F	5 4%	2 1%	189 11% ^d DEFI	105 12% ^d DEFgI	24 6% ^f f
4	132 6%	30 11% ^b CdEFGHl7%	38 7%	41 6%	16 6%	4 3%	4 3%	124 7%	67 8% ^b efi	20 5%
5	94 5%	15 5% ^f f	34 6% ^f Fi	33 5% ^f f	9 3%	3 2%	1 1%	90 5% ^f fi	48 6% ^f Fi	12 3%
6	83 4%	14 5% ^d dFi	35 6% ^c DFgI	25 4% ^f F	5 2%	4 3% ^f f	-	79 4% ^d DFI	49 6% ^d DFgI	9 2%
7	55 3%	11 4%	16 3%	16 2%	6 2%	2 2%	3 2%	49 3%	27 3%	8 2%
8	60 3%	9 3% ^f f	19 3% ^f f	21 3% ^f f	8 3% ^f f	3 2%	-	57 3% ^f f	27 3% ^f f	11 3% ^f f
9 - least often	44 2%	7 3%	7 1%	21 3% ^b BDGh	2 1%	5 4% ^b Di	1 1%	38 2% ^d d	14 2%	7 2% ^d D

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 16

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Don't know	516 25%	42 15%	87 15%	146 22%ABH	89 32%ABCGH	56 45%ABCDGHI	97 73%ABCDEFGH	364 15%ABH	129	145 36%ABCDGH
Not seen/heard	274 13%	29 10%	79 14%	98 15%af	41 15%	17 13%	11 8%	247 14%a	108 13%	58 14%
Mean (excl. NA/DK)	3.31	3.41d	3.26	3.41d	2.95	3.56	3.02	3.30d	3.31	3.11
Standard deviation	2.33	2.29	2.21	2.44	2.21	2.82	2.41	2.31	2.24	2.39
Standard error	0.07	0.15	0.11	0.12	0.18	0.40	0.51	0.07	0.09	0.17

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 17

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Seen heard	952 47%	461 46%	491 47%	131 58%FGH	181 51%FGH	179 55%FGH	147 41%	129 43%	185 39%	312 54%jK	326 47%K	314 41%	283 51%No	276 48%n	173 42%	221 45%	178 56%q	413 48%
NET: Top 3	215 11%	113 11%	102 10%	26 11%	39 11%	35 11%	26 7%	38 13%F	51 11%f	65 11%	61 9%	89 12%	52 9%	63 11%	41 10%	59 12%	29 9%	97 11%
NET: Top 5	465 23%	233 23%	232 22%	58 26%F	80 23%	72 22%	62 17%	77 25%F	117 25%F	138 24%	133 19%	194 25%J	136 24%	126 22%	85 21%	118 24%	72 22%	188 22%
1 - most often	38 2%	16 2%	23 2%	4 2%	9 3%	8 2%	3 1%	5 2%	9 2%	13 2%	11 2%	14 2%	9 2%	14 2%	5 1%	11 2%	5 2%	12 1%
2	78 4%	43 4%	35 3%	11 5%f	16 5%f	8 2%	7 2%	12 4%	24 5%eF	27 5%J	15 2%	36 5%J	22 4%	19 3%	19 5%	17 4%	13 4%	32 4%
3	99 5%	55 6%	44 4%	11 5%	14 4%	19 6%	16 5%	21 7%h	18 4%	25 4%	36 5%	39 5%	21 4%	30 5%	17 4%	31 6%l	11 3%	53 6%
4	113 6%	51 5%	63 6%	18 8%eF	15 4%	12 4%	12 3%	23 8%EF	33 7%eF	33 6%	24 3%	57 7%J	40 7%o	29 5%	22 5%	22 4%	14 4%	44 5%
5	137 7%	69 7%	68 6%	15 6%	26 7%	25 8%	24 7%	15 5%	33 7%	40 7%	49 7%	48 6%	43 8%	34 6%	22 5%	37 7%	28 9%q	47 5%
6	150 7%	75 8%	75 7%	9 4%	34 10%C	26 8%c	30 8%c	23 7%	29 6%	43 7%	56 8%	51 7%	53 10%NO	48 8%	22 5%	27 5%	35 11%	70 8%
7	145 7%	76 8%	69 7%	21 9%gH	22 6%	34 11%dGH	31 9%gH	15 5%	22 5%	43 7%k	65 10%K	37 5%	46 8%	40 7%	23 6%	36 7%	39 12%Q	57 7%
8	108 5%	41 4%	67 6%A	18 8%FgH	20 6%H	34 10%dFGH	13 3%	12 4%	12 2%	38 6%K	47 7%K	24 3%	26 5%	30 5%	31 8%o	21 4%	15 5%	52 6%
9 - least often	84 4%	36 4%	48 5%	25 11%EFGH	26 7%FGH	13 4%GH	12 3%gh	3 1%	6 1%	51 9%JK	24 4%K	9 1%	23 4%	31 5%n	11 3%	19 4%	17 5%	46 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 17

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Don't know	516 25%	252 25%	264 25%	53 24%	96 27%	87 27%	102 28%	69 23%	109 23%	150 26%	189 28%k	177 23%	100 18%	130 23%l	142 34%LM	144 29%LM	60 19%	229 27%P
Not seen/heard	572 28%	283 28%	290 28%	42 19%	76 21%	60 18%	112 31%CDE	104 35%CDE	178 38%CDEf	118 20%	172 25%	282 36%IJ	174 31%N	168 29%	100 24%	131 26%	81 25%	216 25%
Mean (excl. NA/DK)	5.42	5.31	5.53	5.87GH	5.63GH	5.79GH	5.70GH	4.82	4.75	5.73K	5.75K	4.78	5.46	5.51	5.44	5.26	5.73	5.55
Standard deviation	2.22	2.18	2.26	2.44	2.36	2.18	1.97	2.05	2.04	2.39	2.09	2.04	2.09	2.30	2.26	2.26	2.08	2.27
Standard error	0.07	0.10	0.10	0.22	0.20	0.17	0.17	0.17	0.14	0.15	0.12	0.11	0.12	0.14	0.19	0.16	0.17	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 18

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Seen heard	952 47%	70 39%	41 40%	841 48%a	39 45%	115 49%a	88 51%Aj	94 52%Aj	78 52%AjI	81 41%	127 46%	123 43%	96 53%AbJL
NET: Top 3	215 11%	15 8%	8 8%	192 11%	9 10%	23 10%	28 16%AbfjKL	22 12%	25 17%AbfjKL	19 10%	19 7%	21 7%	27 15%aKL
NET: Top 5	465 23%	37 21%	20 20%	408 23%	17 19%	49 21%	51 30%afjKL	40 22%	48 32%AbeFhJKL	41 21%	48 18%	49 17%	64 35%ABEFHJKL
1 - most often	38 2%	5 3%f	2 2%	31 2%	3 3%	1 1%	3 2%	4 2%	3 2%	4 2%	2 1%	5 2%	7 4%FK
2	78 4%	2 1%	4 4%	72 4%a	4 5%al	7 3%	14 8%AfKL	9 5%aL	10 7%AL	8 4%	8 3%	4 1%	8 5%aL
3	99 5%	8 4%	3 3%	89 5%	2 2%	14 6%	11 6%	9 5%	13 9%bejKL	8 4%	9 3%	12 4%	11 6%
4	113 6%	9 5%	4 4%	100 6%	4 5%	5 2%	16 9%Fk	8 4%	11 7%F	12 6%f	12 4%	15 5%f	19 10%aFHKL
5	137 7%	13 7%	8 8%	116 7%	4 4%	22 9%l	8 4%	11 6%	12 8%	11 6%	17 6%	13 5%	18 10%gL
6	150 7%	13 7%	5 4%	133 8%	9 10%F	9 4%	18 11%Fim	21 12%bFijM	7 5%	12 6%	24 9%f	23 8%f	9 5%
7	145 7%	9 5%	8 8%m	129 7%	4 4%	33 14%AEGHIJLM	11 7%	10 5%	8 5%	12 6%	24 9%M	22 8%M	5 3%
8	108 5%	8 5%	3 3%	97 6%	7 8%g	14 6%	5 3%	16 9%bGJK	11 7%g	7 3%	12 4%	16 6%	9 5%
9 - least often	84 4%	4 2%	6 6%g	75 4%	3 3%	10 4%	3 2%	6 3%	4 3%	9 4%	19 7%aG	13 5%	8 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 18

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Don't know	516 25%	48 27%	24 23%	444 25%	26 30%	53 23%	43 25%	48 27%	36 24%	53 27%	78 28%	61 22%	44 24%
Not seen/heard	572 28%	59 33%gHiM	37 36%dGHikM	476 27%	21 24%	66 28%	40 24%	40 22%	35 24%	62 31%hm	71 26%	101 35%eGHIKM	41 23%
Mean (excl. NA/DK)	5.42	5.26	5.58g	5.43	5.43	5.86aGIM	4.72	5.49Gm	4.95	5.32	5.93aGljM	5.79GIM	4.85
Standard deviation	2.22	2.12	2.30	2.23	2.39	2.09	2.06	2.25	2.27	2.29	2.13	2.15	2.29
Standard error	0.07	0.25	0.36	0.08	0.39	0.20	0.21	0.24	0.26	0.25	0.22	0.18	0.23

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 19

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Seen heard	952 47%	177 63%BCDEFGHI	307 %cDEFGI	314 48%DEFI	100 36%F	38 31%F	16 12%	898 50%DEFI	484 57%BCDEFGHI	138 4%F
NET: Top 3	215 11%	37 13%DeFI	77 13%DeFI	76 12%DFI	18 6%F	8 6%F	-	207 12%DFI	114 13%DeFgI	26 6%F
NET: Top 5	465 23%	97 34%bCDEFGHI	156 7%DEFI	151 23%DeFI	42 15%F	19 15%F	1 1%	446 25%DEFI	252 30%bCDEFGI	61 5%F
1 - most often	38 2%	7 3%dl	13 2%dl	15 2%dl	1 *	1 1%	-	37 2%DI	21 2%dl	2 1%
2	78 4%	10 4%f	29 5%eFi	29 4%F	9 3%f	1 1%	-	77 4%Fi	39 5%eF	10 2%
3	99 5%	20 7%DFi	35 6%dF	31 5%F	8 3%f	6 5%F	-	93 5%dF	54 6%dFgi	14 3%f
4	113 6%	19 7%F	36 6%F	37 6%F	12 4%F	9 7%F	-	104 6%F	55 6%F	21 5%F
5	137 7%	40 14%BCDEFGHI	44 %EFI	39 6%EFI	12 4%f	1 1%	1 1%	135 8%cDEFI	84 10%BCDEFGI	13 3%
6	150 7%	29 10%bEfhI	36 6%	52 8%	22 8%	4 4%	6 5%	139 8%	66 8%b	26 7%
7	145 7%	18 6%F	42 7%F	59 9%F	16 6%F	10 8%F	-	135 8%F	60 7%F	26 6%F
8	108 5%	22 8%dEI	33 6%	34 5%	11 4%	2 2%	5 4%	101 6%i	55 7%eI	13 3%
9 - least often	84 4%	11 4%	39 7%CdGI	19 3%	9 3%	3 2%	4 3%	77 4%C	50 6%CGI	12 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Prepared by ComRes



Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 19

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Don't know	516 25%	42 15%	87 15%	146 22%ABH	89 32%ABCGH	56 45%ABCDGHI	97 73%ABCDEFGHI	364 %ABH	129 15%	145 36%ABCDGH
Not seen/heard	572 28%	62 22%	175 31%AFH	196 30%AF	88 32%AF	31 25%f	20 15%	522 29%AF	238 28%AF	119 30%aF
Mean (excl. NA/DK)	5.42	5.33	5.43	5.31	5.63	5.39	7.31	5.39	5.39	5.56
Standard deviation	2.22	2.08	2.37	2.21	2.07	2.13	1.38	2.23	2.27	2.08
Standard error	0.07	0.15	0.14	0.12	0.22	0.35	0.38	0.07	0.10	0.18

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 20

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Seen heard	1046	510	536	146	194	186	167	143	211	340	353	354	335	293	190	228	200	445
	51%	51%	51%	64% ^d FGH	55% ^f gH	57% ^f FGH	46%	47%	45%	59% ^j JK	51% ^k	46%	60% ^l MNO	51%	46%	46%	63% ^q	52%
NET: Top 3	464	226	238	66	90	74	74	56	103	156	148	159	151	121	71	120	92	186
	23%	23%	23%	29% ^f FGh	26% ^g	23%	21%	19%	22%	27% ^g JK	22%	21%	27% ^l MN	21%	17%	24% ⁿ	29% ^q	22%
NET: Top 5	700	346	354	102	133	113	111	90	151	235	225	241	223	194	117	167	131	287
	34%	35%	34%	45% ^f EFGH	38% ^g	35%	31%	30%	32%	40% ^l MJK	33%	31%	40% ^l MNO	34%	28%	34%	41% ^q	33%
1 - most often	154	69	85	24	37	27	21	15	31	61	48	45	47	44	25	38	33	67
	8%	7%	8%	10% ^f Gh	10% ^f Gh	8%	6%	5%	7%	10% ^j JK	7%	6%	8%	8%	6%	8%	10%	8%
2	173	90	83	25	30	29	26	23	39	56	55	62	52	44	22	55	33	64
	8%	9%	8%	11%	9%	9%	7%	8%	8%	10%	8%	8%	9% ⁿ	8%	5%	11% ⁿ	10%	8%
3	137	66	70	17	23	18	27	18	33	40	45	51	52	33	24	27	26	54
	7%	7%	7%	7%	7%	6%	7%	6%	7%	7%	7%	7%	9% ^l MnO	6%	6%	6%	8%	6%
4	124	57	67	14	19	28	18	21	25	32	46	46	32	42	25	25	20	47
	6%	6%	6%	6%	5%	9%	5%	7%	5%	6%	7%	6%	6%	7%	6%	5%	6%	6%
5	112	64	49	22	24	12	19	13	22	46	31	35	40	31	20	21	18	54
	6%	6%	5%	10% ^f EFGH	7%	4%	5%	4%	5%	8% ^l JK	5%	5%	7% ^o	5%	5%	4%	6%	6%
6	95	41	54	14	18	18	10	15	20	32	27	35	37	20	21	17	16	43
	5%	4%	5%	6% ^f	5%	5%	3%	5%	4%	6%	4%	5%	7% ^l MO	4%	5%	3%	5%	5%
7	98	47	51	16	19	11	18	14	20	35	29	34	38	27	15	18	21	46
	5%	5%	5%	7% ^e	5%	3%	5%	5%	4%	6%	4%	4%	7% ⁿ NO	5%	4%	4%	7%	5%
8	86	36	51	7	9	25	21	13	12	16	45	25	23	33	11	19	16	38
	4%	4%	5%	3%	2%	8% ^c CDH	6% ^d H	4%	3%	3%	7% ^l IK	3%	4%	6% ⁿ	3%	4%	5%	4%
9 - least often	67	40	27	7	15	19	7	11	8	22	26	18	15	19	27	7	17	31
	3%	4%	3%	3%	4% ^h	6% ^f FH	2%	3%	2%	4%	4%	2%	3%	3% ^o	6% ^l MO	1%	5%	4%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 20

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents

	Gender		Age									Social Grade			Employment Sector			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Don't know	516 25%	252 25%	264 25%	53 24%	96 27%	87 27%	102 28%	69 23%	109 23%	150 26%	189 28% ^k	177 23%	100 18%	130 23% ^l	142 34% ^{LM}	144 29% ^{LM}	60 19%	229 27% ^P
Not seen/heard	479 23%	234 24%	245 23%	27 12%	63 18%	53 16%	93 26% ^{CDE}	91 30% ^{CDE}	152 32% ^{CDE}	90 16%	146 21% ^l	243 31% ^{IJ}	122 22%	151 26% ^N	82 20%	124 25%	59 19%	183 21%
Mean (excl. NA/DK)	4.31	4.34	4.29	4.15	4.18	4.63 ^H	4.41	4.57 ^H	4.03	4.17	4.52	4.25	4.28 ^o	4.42 ^O	4.75 ^{IO}	3.86	4.35	4.45
Standard deviation	2.50	2.51	2.50	2.40	2.55	2.70	2.49	2.48	2.33	2.49	2.60	2.40	2.40	2.56	2.63	2.40	2.64	2.53
Standard error	0.08	0.11	0.11	0.20	0.20	0.21	0.20	0.19	0.15	0.14	0.14	0.12	0.12	0.15	0.21	0.17	0.20	0.13

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 21

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Seen heard	1046 51%	80 45%	50 49%	916 52%	40 46%	127 54%j	94 55%aj	97 53%	87 58%AJ	87 45%	133 48%	146 51%	106 58%AJk
NET: Top 3	464 23%	38 22%	23 22%	403 23%	22 26%	65 28%jk	37 22%	44 24%	37 25%	37 19%	54 19%	62 22%	45 25%
NET: Top 5	700 34%	57 32%	33 32%	611 35%	29 34%	90 38%J	62 36%	66 36%ej	59 39%J	54 28%	86 31%	94 33%	71 39%J
1 - most often	154 8%	8 5%	9 9%	136 8%	10 11%aJk	25 10%aJk	12 7%	16 9%	14 9%j	8 4%	13 5%	24 8%	15 8%
2	173 8%	18 10%	6 6%	149 8%	8 10%	22 9%	14 8%	20 11%	13 9%	13 6%	20 7%	21 7%	17 10%
3	137 7%	12 7%	7 7%	118 7%	4 5%	19 8%	12 7%	7 4%	10 7%	16 8%	20 7%	17 6%	13 7%
4	124 6%	12 7%	5 5%	107 6%	5 5%	14 6%	13 7%	9 5%	10 7%	7 4%	16 6%	18 6%	15 8%j
5	112 6%	6 3%	5 5%	101 6%	2 3%	11 5%	12 7%	13 7%	12 8%	10 5%	16 6%	14 5%	11 6%
6	95 5%	6 3%	2 2%	86 5%	2 3%	13 5%	5 3%	9 5%	9 6%	14 7%g	15 5%	13 5%	6 4%
7	98 5%	7 4%	7 7%	84 5%	3 4%	8 4%	15 9%fL	8 4%	7 4%	9 5%	12 4%	11 4%	11 6%
8	86 4%	5 3%	4 4%	77 4%	2 3%	6 3%	9 5%	7 4%	7 5%	7 3%	18 6%f	15 5%	6 3%
9 - least often	67 3%	5 3%	5 4%k	58 3%	3 3%	10 4%k	3 2%	7 4%	5 3%	3 2%	3 1%	13 4%K	12 6%gJK

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 21

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Don't know	516 25%	48 27%	24 23%	444 25%	26 30%	53 23%	43 25%	48 27%	36 24%	53 27%	78 28%	61 22%	44 24%
Not seen/heard	479 23%	49 28% ^{iM}	28 27% ^m	402 23%	20 23%	54 23%	34 20%	37 20%	27 18%	55 28% ^{ghIM}	65 24%	79 28% ^{gIM}	32 17%
Mean (excl. NA/DK)	4.31	4.13	4.41	4.33	3.72	4.00	4.46	4.21	4.31	4.48	4.50	4.45	4.43
Standard deviation	2.50	2.40	2.69	2.50	2.62	2.53	2.44	2.57	2.49	2.29	2.35	2.63	2.62
Standard error	0.08	0.27	0.38	0.08	0.42	0.23	0.24	0.26	0.27	0.24	0.23	0.20	0.24

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 22

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Seen heard	1046 51%	181 64% CDEFGI	338 60% DEFGI	356 54% DEFGI	109 39% F	41 33% F	21 16%	984 55% DEFGI	519 61% CDEFGI	150 37% F
NET: Top 3	464 23%	79 28% DEFGI	150 26% DEFGI	165 25% DEFGI	44 16% F	18 14% f	8 6%	438 25% DEFGI	229 27% DEFGI	62 15% F
NET: Top 5	700 34%	114 40% DEFGI	222 39% DEFGI	240 37% dDEFGI	83 30% F	28 22% F	14 11%	658 37% DEFGI	336 39% DEFGI	110 27% F
1 - most often	154 8%	29 10% DFI	54 9% DFI	52 8% dFI	12 4%	7 6% f	1 1%	146 8% DFI	82 10% DFGI	19 5% f
2	173 8%	28 10%	56 10%	55 8%	21 8%	7 5%	6 5%	160 9%	84 10%	28 7%
3	137 7%	22 8% dFI	41 7% FI	57 9% DeFI	12 4% f	4 3%	1 1%	132 7% DFI	63 7% dFI	16 4%
4	124 6%	22 8% F	40 7% f	36 5%	19 7% f	5 4%	3 2%	117 7% f	62 7% F	24 6%
5	112 6%	13 5%	31 5%	39 6%	19 7%	6 4%	4 3%	103 6%	45 5%	25 6%
6	95 5%	24 9% CDEFGI	33 6% DeFI	31 5% DfI	3 1%	2 2%	1 1%	92 5% DfI	57 7% DeFGI	5 1%
7	98 5%	13 5%	33 6%	35 5%	10 4%	5 4%	2 2%	91 5%	46 5%	15 4%
8	86 4%	15 5% DFI	33 6% DeFI	31 5% dfI	5 2%	2 1%	1 1%	84 5% DfI	48 6% DeFI	7 2%
9 - least often	67 3%	14 5%	18 3%	20 3%	8 3%	5 4%	2 1%	60 3%	32 4%	13 3%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 22

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Don't know	516 25%	42 15%	87 15%	146 22%ABH	89 32%ABCGH	56 45%ABCDGHI	97 73%ABCDEFGHI	364 %ABH	129 15%	145 36%ABCDGH
Not seen/heard	479 23%	59 21%F	144 25%F	154 23%F	80 29%aF	28 22%f	16 12%	436 24%F	202 24%F	107 27%F
Mean (excl. NA/DK)	4.31	4.38	4.31	4.29	4.25	4.45	4.40	4.31	4.33	4.31
Standard deviation	2.50	2.57	2.53	2.48	2.36	2.71	2.44	2.50	2.54	2.45
Standard error	0.08	0.19	0.14	0.13	0.23	0.43	0.61	0.08	0.11	0.20

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 23

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Seen heard	1050 51%	487 49%	562 54%A	152 67%FGH	218 62%FGH	196 60%FGH	173 48%H	131 43%	181 38%	370 64%JK	368 54%K	311 40%	308 55%NO	307 54%o	198 48%	237 48%	197 62%	477 56%
NET: Top 3	450 22%	195 20%	255 24%A	80 35%FGH	118 33%FGH	95 29%FGH	76 21%GH	43 14%H	37 8%	198 34%JK	171 25%K	81 10%	130 23%	136 24%	85 20%	99 20%	79 25%	231 27%
NET: Top 5	655 32%	282 28%	373 36%A	114 50%eFGH	173 49%eFGH	133 41%FGH	112 31%GH	63 21%H	61 13%	287 50%JK	244 35%K	124 16%	181 33%	194 34%	132 32%	148 30%	127 40%	324 38%
1 - most often	198 10%	74 7%	124 12%A	47 21%EFGH	53 15%FGH	40 12%GH	30 8%H	18 6%H	9 2%	101 17%JK	70 10%K	27 3%	64 12%	51 9%	40 10%	42 9%	40 12%	95 11%
2	145 7%	74 7%	71 7%	14 6%	35 10%GH	33 10%GH	31 9%gH	14 5%	18 4%	48 8%K	65 9%K	32 4%	34 6%	59 10%LNO	23 5%	29 6%	23 7%	79 9%
3	107 5%	47 5%	61 6%	19 8%FGH	30 8%FGH	22 7%H	14 4%	11 4%	10 2%	49 8%jK	37 5%K	21 3%	32 6%	26 4%	23 5%	27 5%	17 5%	57 7%
4	111 5%	50 5%	62 6%	17 8%GH	28 8%GH	23 7%GH	20 6%h	9 3%	14 3%	45 8%K	43 6%K	23 3%	36 6%	24 4%	28 7%	24 5%	24 7%	53 6%
5	94 5%	38 4%	56 5%	16 7%gH	28 8%tGH	14 4%	15 4%	10 3%	10 2%	44 8%JK	30 4%k	20 3%	16 3%	34 6%L	19 5%	25 5%l	24 8%	40 5%
6	85 4%	35 3%	51 5%	11 5%	9 3%	23 7%DgH	16 4%	9 3%	18 4%	20 3%	39 6%K	26 3%	27 5%	26 5%	13 3%	20 4%	20 6%	32 4%
7	86 4%	47 5%	39 4%	15 7%D	9 3%	12 4%	15 4%	14 5%	21 4%	24 4%	27 4%	35 5%	27 5%	27 5%	14 3%	19 4%	15 5%	36 4%
8	114 6%	68 7%B	46 4%	8 3%	14 4%	13 4%	16 4%	23 8%cdef	40 9%CDEF	22 4%	28 4%	64 8%IJ	38 7%	30 5%	21 5%	24 5%	18 6%	46 5%
9 - least often	109 5%	55 6%	54 5%	4 2%	13 4%	15 5%	14 4%	22 7%cdf	41 9%CDf	17 3%	29 4%	63 8%IJ	35 6%	30 5%	19 5%	25 5%	17 5%	37 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 23

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Don't know	516 25%	252 25%	264 25%	53 24%	96 27%	87 27%	102 28%	69 23%	109 23%	150 26%	189 28% ^k	177 23%	100 18%	130 23% ^l	142 34% ^{LM}	144 29% ^{LM}	60 19%	229 27% ^P
Not seen/heard	475 23%	257 26% ^B	219 21%	21 9%	39 11%	43 13%	87 24% ^{CDE}	103 34% ^{CDEF}	182 39% ^{CDEF}	60 10%	130 19% ^l	285 37% ^{IJ}	149 27% ^N	136 24% ⁿ	74 18%	115 23%	63 20%	152 18%
Mean (excl. NA/DK)	4.51	4.78 ^B	4.28	3.66	3.70	4.08	4.33 ^{CD}	5.38 ^{CDEF}	6.21 ^{CDEFG}	3.68	4.20 ^I	5.86 ^{IJ}	4.60	4.45	4.40	4.56	4.44	4.18
Standard deviation	2.75	2.79	2.70	2.46	2.46	2.60	2.65	2.89	2.60	2.46	2.62	2.75	2.84	2.73	2.70	2.72	2.66	2.67
Standard error	0.09	0.13	0.11	0.20	0.18	0.20	0.20	0.23	0.18	0.14	0.14	0.14	0.15	0.16	0.21	0.18	0.20	0.13

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 24

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Seen heard	1050 51%	78 44%	48 47%	924 52%a	43 50%	127 54%a	96 56%Aj	109 60%AbJKL	83 56%a	90 46%	133 48%	142 50%	102 56%Aj
NET: Top 3	450 22%	32 18%	14 14%	404 23%b	16 18%	57 24%b	34 20%	50 28%aB	32 22%	41 21%	65 24%b	59 21%	48 27%aB
NET: Top 5	655 32%	49 27%	25 25%	581 33%	30 35%	81 35%	60 35%	70 39%ABJ	47 32%	52 27%	84 30%	91 32%	66 36%abJ
1 - most often	198 10%	19 11%b	4 4%	175 10%b	11 12%b	23 10%	14 8%	17 9%	15 10%	21 11%b	28 10%	30 11%b	15 8%
2	145 7%	10 6%	3 3%	132 7%	2 2%	22 9%bEg	6 4%	15 8%eg	12 8%e	13 7%	32 12%aBEGL	16 6%	13 7%
3	107 5%	3 2%	7 6%ak	97 6%a	4 4%	12 5%k	13 8%AjK	19 10%AfJKL	5 3%	6 3%	5 2%	13 5%	20 11%AeFIJKL
4	111 5%	6 3%	4 4%	102 6%	10 11%AbJKm	15 6%k	16 9%AJKm	13 7%k	8 5%	6 3%	7 3%	19 7%K	8 4%
5	94 5%	10 6%	8 7%j	76 4%	4 5%	10 4%	10 6%	7 4%	7 5%	5 2%	11 4%	12 4%	10 6%
6	85 4%	7 4%	7 7%i	71 4%	2 2%	13 5%	5 3%	9 5%	3 2%	6 3%	10 4%	13 5%	9 5%
7	86 4%	3 2%	5 5%	78 4%	4 5%	8 4%	7 4%	12 7%AK	13 9%AfjKl	8 4%	6 2%	11 4%	8 5%
8	114 6%	10 6%	6 6%	98 6%	3 4%	14 6%	10 6%	9 5%	10 7%	12 6%	14 5%	18 6%	8 4%
9 - least often	109 5%	9 5%	4 4%	96 5%	4 5%	10 4%	13 7%l	8 4%	10 7%	13 7%l	19 7%l	9 3%	10 6%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 24

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Don't know	516 25%	48 27%	24 23%	444 25%	26 30%	53 23%	43 25%	48 27%	36 24%	53 27%	78 28%	61 22%	44 24%
Not seen/heard	475 23%	51 29% ^{dGHm}	30 30% ^{gHm}	394 22%	17 19%	54 23% ^H	32 19%	25 14%	30 20%	52 27% ^{gH}	65 24% ^H	83 29% ^{GHIM}	36 20%
Mean (excl. NA/DK)	4.51	4.50	5.21 ^{fh}	4.47	4.34	4.34	4.83	4.36	4.79	4.61	4.35	4.36	4.43
Standard deviation	2.75	2.89	2.41	2.76	2.68	2.69	2.69	2.57	2.88	3.05	2.99	2.67	2.62
Standard error	0.09	0.33	0.34	0.09	0.42	0.25	0.26	0.25	0.32	0.31	0.29	0.21	0.25

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 25

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Seen heard	1050 51%	190 67%BCDEFGHI%	327 54%DEFI%	355 54%DEFI%	113 41%F	42 33%F	23 17%	985 55%DEFI%	517 61%BCDEFGHI9%	155 19%F
NET: Top 3	450 22%	72 26%EFi	144 25%dEFi	151 23%eFi	53 19%F	19 15%f	10 8%	421 24%deFi	216 25%dEFi	72 18%F
NET: Top 5	655 32%	109 39%DEFi	209 37%DEFi	225 34%DEFi	71 25%F	25 20%	17 13%	613 34%DEFi	318 37%DEFiG	96 24%F
1 - most often	198 10%	24 9%	63 11%F	67 10%F	28 10%f	9 8%	5 4%	183 10%F	88 10%F	38 9%f
2	145 7%	32 11%bcDeFGHl	39 7%	48 7%	16 6%	6 5%	4 3%	134 8%f	70 8%bf	22 6%
3	107 5%	16 6%F	42 7%DeFgl	36 5%F	9 3%	3 2%	1 1%	103 6%dFi	58 7%deFi	12 3%
4	111 5%	18 6%	34 6%	41 6%	11 4%	4 3%	3 2%	104 6%i	52 6%	15 4%
5	94 5%	19 7%Del	31 5%dl	32 5%dl	6 2%	2 2%	4 3%	88 5%DI	50 6%Del	8 2%
6	85 4%	20 7%cDFGI	27 5%F	26 4%F	9 3%f	4 3%f	-	81 5%F	47 6%F	13 3%f
7	86 4%	23 8%BCdEfGHI4%	23 4%	25 4%	11 4%	2 2%	3 2%	81 5%	45 5%B	13 3%
8	114 6%	22 8%DFI	36 6%DFI	44 7%DFI	7 3%f	5 4%F	-	109 6%DFI	58 7%DFI	12 3%f
9 - least often	109 5%	16 6%	33 6%	36 6%	16 6%	5 4%	3 2%	101 6%	49 6%	21 5%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 25

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Don't know	516 25%	42 15%	87 15%	146 22%ABH	89 32%ABCGH	56 45%ABCDGHI	97 73%ABCDEGHI%ABH	364	129 15%	145 36%ABCDGH
Not seen/heard	475 23%	50 18%f	155 27%AFH	155 24%aF	75 27%AF	27 22%F	13 10%	434 24%AF	204 24%AF	103 26%AF
Mean (excl. NA/DK)	4.51	4.76	4.46	4.51	4.35	4.44	4.08	4.52	4.57	4.37
Standard deviation	2.75	2.64	2.73	2.76	2.94	2.95	2.72	2.75	2.70	2.93
Standard error	0.09	0.19	0.15	0.15	0.28	0.47	0.62	0.09	0.12	0.24

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 26

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Seen heard	1287 63%	642 64%	644 62%	150 66%	217 62%	206 63%	213 59%	189 63%	312 66%F	367 63%	419 61%	501 65%	394 71%NO	387 67%NO	232 56%	274 55%	235 73%Q	523 61%
NET: Top 3	798 39%	411 41%b	387 37%	72 32%	115 33%	109 33%	141 39%	130 43%CDE	230 49%CDEF	187 32%	251 36%	361 47%IJ	252 45%NO	253 44%NO	143 35%	151 30%	127 40%	323 38%
NET: Top 5	1036 51%	534 54%B	502 48%	110 49%	158 45%	154 47%	172 48%	164 54%D	278 59%CDEF	268 46%	326 47%	442 57%IJ	338 61%mNO	314 55%NO	180 43%	205 41%	172 54%	422 49%
1 - most often	409 20%	230 23%B	179 17%	24 11%	65 19%C	47 14%	80 22%CE	66 22%CE	126 27%CDE	90 15%	128 19%	192 25%IJ	136 24%NO	140 24%NO	66 16%	67 14%	55 17%	180 21%
2	219 11%	105 11%	113 11%	25 11%	25 7%	37 11%	42 12%d	35 12%d	55 12%d	50 9%	79 11%	90 12%	67 12%	58 10%	46 11%	47 10%	48 15%Q	75 9%
3	170 8%	76 8%	94 9%	23 10%f	24 7%	25 8%	19 5%	29 10%f	50 11%F	47 8%	44 6%	79 10%J	48 9%	55 10%	31 7%	36 7%	24 8%	68 8%
4	123 6%	66 7%	57 5%	20 9%F	23 7%	16 5%	15 4%	17 6%	32 7%	43 7%j	31 5%	49 6%	48 9%mN	32 6%	14 3%	29 6%	22 7%	50 6%
5	115 6%	57 6%	58 6%	18 8%fH	19 6%	29 9%FH	15 4%	17 5%	16 3%	38 6%	44 6%k	33 4%	38 7%	28 5%	22 5%	25 5%	22 7%	49 6%
6	111 5%	48 5%	64 6%	22 10%FGH	28 8%FGh	22 7%Fg	10 3%	9 3%	20 4%	50 9%JK	32 5%	29 4%	25 4%	40 7%l	23 5%	24 5%	27 8%Q	40 5%
7	64 3%	26 3%	38 4%	6 3%	10 3%	13 4%	15 4%	10 3%	10 2%	16 3%	28 4%	20 3%	17 3%	13 2%	12 3%	21 4%am	16 5%	28 3%
8	50 2%	16 2%	34 3%A	9 4%gH	14 4%gH	9 3%H	12 3%H	4 1%h	1 *	23 4%K	21 3%K	5 1%	9 2%	13 2%	9 2%	19 4%L	12 4%	23 3%
9 - least often	25 1%	19 2%B	6 1%	2 1%	7 2%h	8 2%gH	4 1%	1 *	2 1%	10 2%k	12 2%K	4 *	5 1%	7 1%	8 2%	5 1%	7 2%	10 1%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.**

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 26

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Don't know	516 25%	252 25%	264 25%	53 24%	96 27%	87 27%	102 28%	69 23%	109 23%	150 26%	189 28% ^k	177 23%	100 18%	130 23% ^l	142 34% ^{LM}	144 29% ^{LM}	60 19%	229 27% ^P
Not seen/heard	238 12%	101 10%	137 13% ^a	23 10%	40 11%	33 10%	47 13%	44 15%	51 11%	63 11%	80 12%	96 12%	63 11%	56 10%	41 10%	78 16% ^{iMN}	25 8%	105 12% ^p
Mean (excl. NA/DK)	3.24	3.08	3.39 ^A	3.89 ^{FGH}	3.67 ^{FGH}	3.74 ^{FGH}	3.07 ^H	2.90	2.61	3.76 ^{jK}	3.40 ^K	2.72	3.01	3.08	3.40 ^I	3.65 ^{LM}	3.68 ^Q	3.24
Standard deviation	2.26	2.25	2.26	2.18	2.47	2.38	2.39	2.04	1.85	2.36	2.40	1.93	2.10	2.22	2.37	2.37	2.40	2.30
Standard error	0.06	0.09	0.09	0.18	0.19	0.18	0.17	0.14	0.10	0.13	0.12	0.08	0.10	0.11	0.17	0.15	0.17	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 27

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humber (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Seen heard	1287 63%	112 63%	61 60%	1113 63%	48 55%	156 66%	106 62%	112 62%	98 66%	120 61%	163 59%	188 66%	124 68%ek
NET: Top 3	798 39%	63 36%	45 44%	690 39%	28 33%	88 38%	59 34%	64 35%	48 32%	88 45%gchl	110 40%	124 43%gcl	81 45%eghl
NET: Top 5	1036 51%	89 50%	53 52%	894 51%	38 45%	125 53%	83 48%	92 51%	67 45%	103 53%	131 48%	154 54%	100 55%ei
1 - most often	409 20%	30 17%	21 21%	359 20%	14 16%	47 20%	28 16%	33 18%	29 20%	42 22%	54 20%	65 23%	46 25%ag
2	219 11%	16 9%	13 13%	189 11%	12 14%	27 12%	17 10%	19 10%	14 9%	27 14%	26 9%	31 11%	17 10%
3	170 8%	18 10%ael	10 10%ei	142 8%	3 3%	14 6%	14 8%	13 7%	5 4%	18 9%ai	30 11%el	28 10%el	17 9%ei
4	123 6%	14 8%jkm	6 5%	104 6%	6 7%	22 9%JKIM	15 9%JKIM	15 8%JKM	12 8%jkm	6 3%	9 3%	13 5%	5 3%
5	115 6%	12 7%	3 3%	100 6%	4 5%	15 6%	9 5%	13 7%	7 5%	10 5%	13 5%	17 6%	13 7%
6	111 5%	11 6%	3 3%	97 5%	3 3%	14 6%	9 5%	10 5%	15 10%bjk	8 4%	12 4%	16 5%	12 6%
7	64 3%	8 4%	3 3%	53 3%	1 1%	13 5%k	3 2%	7 4%	6 4%	4 2%	5 2%	9 3%	5 3%
8	50 2%	4 2%	1 1%	45 3%	3 3%h	3 1%	9 5%bFHj	1 *	5 3%h	4 2%	7 2%	8 3%h	7 4%fH
9 - least often	25 1%	- -	1 1%	24 1%	3 3%AgLM	2 1%	* *	3 2%	5 4%AfGLM	2 1%	8 3%agLm	1 *	* *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 27

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Don't know	516 25%	48 27%	24 23%	444 25%	26 30%	53 23%	43 25%	48 27%	36 24%	53 27%	78 28%	61 22%	44 24%
Not seen/heard	238 12%	17 10%	17 16%M	205 12%	12 14%	26 11%	23 13% _m	21 12%	15 10%	23 11%	35 13%	37 13% _m	13 7%
Mean (excl. NA/DK)	3.24	3.41 _j	2.82	3.24	3.37	3.29	3.49 _{bj}	3.29	3.79 _{BJLm}	2.84	3.22	3.08	3.11
Standard deviation	2.26	2.12	2.04	2.28	2.50	2.18	2.28	2.16	2.59	2.10	2.40	2.18	2.26
Standard error	0.06	0.20	0.26	0.07	0.37	0.18	0.21	0.20	0.26	0.19	0.21	0.15	0.19

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 28

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Seen heard	1287 63%	205 73%DEFgl	403 71%DEFgl	443 67%DEFI	158 57%EFI	52 41%F	25 19%	1210 68%DEFI	608 72%DEFGI	210 52%EF
NET: Top 3	798 39%	117 42%EF	236 42%EF	266 40%EF	124 45%EFI	35 28%F	21 16%	743 42%EF	354 42%EF	159 39%EF
NET: Top 5	1036 51%	153 54%EF	321 56%EFI	347 53%EF	143 52%EFI	49 39%F	24 18%	964 54%EFI	474 56%EFI	192 48%EF
1 - most often	409 20%	54 19%F	128 22%eF	132 20%F	68 25%EFI	18 14%f	9 7%	383 21%eF	182 21%F	86 21%EF
2	219 11%	39 14%F	61 11%F	70 11%F	35 12%F	12 10%F	3 2%	204 11%F	100 12%F	47 12%F
3	170 8%	24 9%	48 8%	64 10%e	21 8%	5 4%	9 7%	157 9%	72 8%	26 7%
4	123 6%	18 6%F	38 7%F	44 7%F	12 4%	9 7%F	2 1%	112 6%F	56 7%F	21 5%f
5	115 6%	17 6%dFi	47 8%DFGI	37 6%Fi	8 3%	4 3%	1 1%	109 6%DFI	64 8%DFGI	12 3%
6	111 5%	17 6%Efl	39 7%DEFI	45 7%DEFI	8 3%	* *	2 1%	109 6%DEFI	56 7%DEFI	8 2%e
7	64 3%	17 6%bDFGhl	17 3%f	24 4%f	4 2%	3 2%	-	61 3%dfi	34 4%bdFi	7 2%
8	50 2%	12 4%DEFI	18 3%Defl	18 3%defl	2 1%	-	-	50 3%Defl	31 4%Defl	2 *
9 - least often	25 1%	6 2%dl	8 1%	10 1%i	1 *	-	-	25 1%l	14 2%i	1 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 28

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Don't know	516 25%	42 15%	87 15%	146 22%ABH	89 32%ABCGH	56 45%ABCDGHI	97 73%ABCDEFGHI	364 %ABH	129 15%	145 36%ABCDGH
Not seen/heard	238 12%	34 12%	79 14% ^c	67 10%	30 11%	17 14%	11 8%	210 12%	113 13%	47 12%
Mean (excl. NA/DK)	3.24	3.59 ^{DE} _{gl}	3.35 ^{DE} _l	3.36 ^{DE} _l	2.45	2.67	2.53	3.28 ^{DI}	3.43 ^{DE} _{gl}	2.50
Standard deviation	2.26	2.45	2.29	2.29	1.82	1.74	1.50	2.28	2.35	1.80
Standard error	0.06	0.17	0.11	0.11	0.14	0.25	0.31	0.07	0.09	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 29

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Seen heard	881 43%	419 42%	462 44%	128 56%FGH	170 48%FGH	167 51%FGH	140 39%	117 39%	159 34%	298 51%JK	307 45%K	277 36%	269 48% <small>mNO</small>	246 43%	164 40%	202 41%	176 55%Q	391 46%
NET: Top 3	149 7%	79 8%	70 7%	20 9%F	30 9%F	34 10%FH	13 4%	22 7% <small>f</small>	29 6%	50 9%	48 7%	51 7%	44 8%	49 8%	27 7%	30 6%	32 10%	69 8%
NET: Top 5	332 16%	166 17%	165 16%	47 21% <small>h</small>	53 15%	60 18%	54 15%	47 16%	70 15%	100 17%	114 17%	118 15%	94 17%	99 17%	69 17%	71 14%	76 24%Q	142 17%
1 - most often	22 1%	10 1%	12 1%	6 2% <small>dh</small>	1 *	3 1%	3 1%	6 2%	3 1%	7 1%	6 1%	9 1%	5 1%	5 1%	5 1%	7 1%	4 1%	10 1%
2	51 2%	23 2%	28 3%	7 3%Fh	11 3%Fh	16 5%FH	1 *	9 3%Fh	6 1%	18 3%	17 2%	15 2%	16 3%	14 2%	14 3%	7 1%	11 3%	29 3%
3	77 4%	46 5% <small>b</small>	30 3%	7 3%	18 5%	15 4%	10 3%	7 2%	20 4%	25 4%	25 4%	27 4%	23 4% <small>n</small>	29 5%N	8 2%	16 3%	18 5%	30 4%
4	82 4%	34 3%	49 5%	16 7% <small>gH</small>	13 4%	14 4%	19 5%H	11 4%	9 2%	29 5%K	33 5%K	20 3%	24 4%	21 4%	20 5%	17 4%	22 7% <small>q</small>	34 4%
5	101 5%	53 5%	47 5%	11 5%	9 3%	13 4%	21 6% <small>d</small>	14 5%	32 7% <small>D</small>	21 4%	34 5%	46 6% <small>i</small>	26 5%	29 5%	21 5%	24 5%	22 7%	40 5%
6	128 6%	63 6%	65 6%	19 8%	19 5%	24 7%	25 7%	15 5%	27 6%	38 7%	48 7%	42 5%	36 6%	25 4%	26 6%	42 8% <small>M</small>	26 8%	56 7%
7	159 8%	71 7%	87 8%	16 7%	38 11%FH	31 10% <small>fh</small>	18 5%	29 10%Fh	27 6%	53 9%	49 7%	56 7%	48 9%	50 9%	31 7%	29 6%	19 6%	75 9%
8	153 7%	71 7%	82 8%	27 12%GH	36 10%GH	28 8% <small>gh</small>	27 8%	13 4%	22 5%	63 11%K	55 8%K	35 5%	62 11% <small>MNO</small>	37 6%	25 6%	29 6%	38 12% <small>q</small>	68 8%
9 - least often	110 5%	47 5%	63 6%	19 9% <small>fgH</small>	25 7%H	24 7%H	16 4%	13 4%	12 3%	44 8% <small>kK</small>	40 6%K	25 3%	30 5%	35 6% <small>n</small>	14 3%	31 6% <small>n</small>	17 5%	50 6%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 29

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Don't know	516 25%	252 25%	264 25%	53 24%	96 27%	87 27%	102 28%	69 23%	109 23%	150 26%	189 28% ^k	177 23%	100 18%	130 23% ^l	142 34% ^{LM}	144 29% ^{LM}	60 19%	229 27% ^P
Not seen/heard	644 32%	324 33%	319 31%	45 20%	86 24%	73 22%	119 33% ^{CDE}	116 38% ^{CDE}	204 43% ^{CDEF}	132 23%	192 28% ⁱ	320 41% ^{IJ}	188 34% ^N	197 34% ^N	109 26%	149 30%	84 26%	237 28%
Mean (excl. NA/DK)	5.99	5.89	6.07	6.05	6.25 ^{gh}	5.95	6.12	5.75	5.74	6.16 ^K	6.03	5.74	6.11	5.95	5.73	6.06	5.81	5.99
Standard deviation	2.19	2.18	2.20	2.33	2.22	2.32	1.96	2.29	2.00	2.27	2.16	2.13	2.17	2.26	2.16	2.16	2.20	2.24
Standard error	0.07	0.11	0.10	0.21	0.19	0.19	0.17	0.20	0.14	0.14	0.13	0.12	0.13	0.14	0.19	0.16	0.18	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 30

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Seen heard	881 43%	69 39%	37 37%	775 44%	36 42%	102 44%	82 48%j	84 46%j	72 48%J	71 36%	118 43%	119 42%	90 50%abJ
NET: Top 3	149 7%	7 4%	5 5%	137 8%a	9 11%AJ	15 6%	10 6%	19 10%AJ	16 11%AJ	7 3%	26 9%aJ	17 6%	18 10%AJ
NET: Top 5	332 16%	20 11%	10 9%	302 17%ab	16 19%b	38 16%	24 14%	33 18%b	35 23%ABgjm	28 14%	49 18%	51 18%ab	28 15%
1 - most often	22 1%	1 *	- -	21 1%	1 1%	2 1%	- -	4 2%j	5 4%abfGJl	- -	4 1%	3 1%	2 1%
2	51 2%	3 1%	3 3%	45 3%	4 5%j	5 2%	4 2%	7 4%j	2 1%	2 1%	7 3%	6 2%	6 3%
3	77 4%	3 2%	2 2%	72 4%	4 5%	8 3%	6 3%	8 4%	9 6%a	5 2%	15 5%	8 3%	10 5%a
4	82 4%	7 4%	2 2%	74 4%	3 3%	15 6%M	5 3%	5 3%	8 6%m	9 4%	11 4%	15 5%m	3 2%
5	101 5%	7 4%	2 2%	91 5%	4 5%	9 4%	9 5%	10 5%	10 7%	13 7%	12 4%	19 6%	7 4%
6	128 6%	4 2%	8 8%A	116 7%A	3 3%	19 8%Ak	16 9%AK	12 7%a	10 7%a	9 5%	10 4%	15 5%	21 12%AEJKL
7	159 8%	11 6%	4 4%	144 8%	9 11%	16 7%	20 11%B	12 6%	13 9%	13 7%	25 9%	19 7%	17 10%
8	153 7%	14 8%	12 11%i	128 7%	7 8%	17 7%	10 6%	17 9%	7 5%	13 7%	18 7%	22 8%	17 10%
9 - least often	110 5%	19 11%DbEfhiJLM	4 4%	86 5%	1 1%	12 5%	12 7%e	10 6%	7 5%	9 4%	16 6%	12 4%	6 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 30

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Don't know	516 25%	48 27%	24 23%	444 25%	26 30%	53 23%	43 25%	48 27%	36 24%	53 27%	78 28%	61 22%	44 24%
Not seen/heard	644 32%	61 34%	41 40% ^{dg} HikM	542 31%	24 28%	79 34%	47 27%	49 27%	41 28%	71 36% ^{gh} M	80 29%	105 37% ^g HikM	47 26%
Mean (excl. NA/DK)	5.99	6.76 ^{DFHIKLM}	6.34	5.90	5.49	5.95	6.271	5.84	5.45	6.171	5.86	5.90	5.92
Standard deviation	2.19	2.20	2.13	2.18	2.24	2.14	1.95	2.39	2.29	1.93	2.34	2.14	2.13
Standard error	0.07	0.27	0.35	0.08	0.38	0.22	0.21	0.26	0.28	0.22	0.24	0.18	0.22

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 31

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Seen heard	881 43%	161 57%BCDEFGHI%DEFI	276 10%DEFI	295 45%DEFI	95 34%F	39 31%F	16 12%	826 46%DEFI	436 51%BCDEFGHI3%F	134
NET: Top 3	149 7%	20 7%f	55 10%dFgI	49 7%f	15 5%	7 6%	3 2%	139 8%FI	75 9%dFI	22 5%
NET: Top 5	332 16%	53 19%DFI	101 18%dFI	123 19%DFI	34 12%F	16 13%F	5 4%	311 17%DFI	155 18%DFI	50 12%F
1 - most often	22 1%	2 1%	8 1%	6 1%	2 1%	2 2%	2 1%	18 1%	10 1%	4 1%
2	51 2%	8 3%f	21 4%Dfi	15 2%	3 1%	4 3%f	-	47 3%d	29 3%dfgi	6 2%
3	77 4%	10 4%	25 4%	27 4%	10 4%	2 1%	2 1%	73 4%	36 4%	12 3%
4	82 4%	18 6%DEFI	24 4%dFI	35 5%DeFI	5 2%	1 1%	-	81 5%DeFI	42 5%DeFI	6 1%
5	101 5%	15 5%f	22 4%	39 6%f	15 5%f	8 6%f	2 1%	91 5%f	37 4%	22 6%f
6	128 6%	29 10%CDFGI	44 8%DFI	38 6%F	10 4%f	7 6%F	-	121 7%DFI	73 9%cDFGI	17 4%F
7	159 8%	33 12%bcEFGHl	42 7%f	53 8%F	22 8%f	5 4%	3 2%	151 8%eF	76 9%beF	27 7%
8	153 7%	19 7%	49 9%	49 7%	21 8%	10 8%	6 4%	138 8%	68 8%	31 8%
9 - least often	110 5%	26 9%CDEFGI	39 7%DEFI	32 5%ei	8 3%	1 1%	2 2%	106 6%DEfI	65 8%cDEFGI	10 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 31

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Don't know	516 25%	42 15%	87 15%	146 22%ABH	89 32%ABCGH	56 45%ABCDGHI	97 73%ABCDEFGHI	364 %ABH	129 15%	145 36%ABCDGH
Not seen/heard	644 32%	79 28%F	206 36%AEFH	215 33%eF	93 34%eFi	30 24%	20 15%	593 33%aeF	285 34%AeF	123 31%eF
Mean (excl. NA/DK)	5.99	6.17	5.94	5.88	6.16	5.72	6.45	5.99	6.03	6.03
Standard deviation	2.19	2.09	2.32	2.15	2.04	2.21	2.57	2.18	2.24	2.09
Standard error	0.07	0.16	0.14	0.12	0.21	0.36	0.71	0.08	0.11	0.19

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 32

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Seen heard	1066	510	556	139	202	181	177	163	205	341	358	368	319	310	192	246	199	458
	52%	51%	53%	61%FH	57%FH	55%H	49%	54%H	44%	59%JK	52%	48%	57%NO	54%N	46%	50%	62%Q	53%
NET: Top 3	483	216	267	53	88	73	81	92	96	141	154	188	146	142	76	120	94	179
	24%	22%	26%a	24%	25%	22%	22%	31%EFH	20%	24%	22%	24%	26%N	25%N	18%	24%n	29%Q	21%
NET: Top 5	764	340	425	84	135	135	127	131	153	219	262	283	232	222	129	182	136	313
	37%	34%	41%A	37%	38%	41%H	35%	43%FH	32%	38%	38%	37%	42%N	39%N	31%	37%	43%	37%
1 - most often	120	43	77	9	16	26	17	27	26	25	43	52	36	27	21	35	22	46
	6%	4%	7%A	4%	4%	8%	5%	9%CDFh	5%	4%	6%	7%i	7%	5%	5%	7%	7%	5%
2	185	75	110	24	31	23	39	37	31	55	62	68	51	56	32	45	33	67
	9%	8%	11%A	11%h	9%	7%	11%h	12%eH	7%	9%	9%	9%	9%	10%	8%	9%	10%	8%
3	179	98	80	21	41	24	25	29	39	61	49	68	59	58	22	40	39	65
	9%	10%	8%	9%	12%f	7%	7%	10%	8%	11%j	7%	9%	11%N	10%N	5%	8%	12%Q	8%
4	154	71	83	17	27	33	23	21	34	44	56	55	45	35	38	36	24	71
	8%	7%	8%	8%	8%	10%	6%	7%	7%	8%	8%	7%	8%	6%	9%	7%	8%	8%
5	127	52	74	14	21	28	24	17	23	34	52	40	41	45	15	25	18	63
	6%	5%	7%	6%	6%	9%h	7%	6%	5%	6%	8%k	5%	7%N	8%N	4%	5%	6%	7%
6	122	71	51	21	29	19	20	15	19	50	38	33	30	38	32	22	18	62
	6%	7%b	5%	9%gH	8%H	6%	5%	5%	4%	9%jK	6%	4%	5%	7%	8%o	4%	6%	7%
7	75	39	35	12	10	10	18	7	18	22	28	25	24	27	11	13	17	34
	4%	4%	3%	5%	3%	3%	5%	2%	4%	4%	4%	3%	4%	5%	3%	3%	5%	4%
8	61	38	23	15	14	9	7	4	11	29	15	16	18	16	11	16	13	29
	3%	4%b	2%	7%EFGH	4%g	3%	2%	1%	2%	5%JK	2%	2%	3%	3%	3%	3%	4%	3%
9 - least often	45	22	22	7	14	9	5	6	5	20	14	10	15	8	9	13	15	20
	2%	2%	2%	3%h	4%FH	3%h	1%	2%	1%	4%K	2%	1%	3%	1%	2%	3%	5%q	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 32

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Don't know	516 25%	252 25%	264 25%	53 24%	96 27%	87 27%	102 28%	69 23%	109 23%	150 26%	189 28% ^k	177 23%	100 18%	130 23% ^l	142 34% ^{LM}	144 29% ^{LM}	60 19%	229 27% ^P
Not seen/heard	458 22%	234 23%	225 22%	34 15%	55 16%	58 18%	83 23% ^{CD}	71 23% ^{CD}	158 33% ^{CDEFG}	89 15%	141 20% ^l	229 30% ^{IJ}	138 25% ⁿ	134 23%	81 20%	106 21%	61 19%	171 20%
Mean (excl. NA/DK)	4.14	4.39 ^B	3.92	4.66 ^{efGH}	4.41 ^G	4.15 ^G	4.09 ^G	3.58	4.01 ^g	4.51 ^{jk}	4.12 ^k	3.82	4.15	4.16	4.26	4.02	4.30	4.36
Standard deviation	2.24	2.24	2.22	2.34	2.30	2.24	2.17	2.14	2.15	2.32	2.20	2.15	2.26	2.13	2.26	2.35	2.43	2.23
Standard error	0.07	0.10	0.09	0.20	0.18	0.18	0.17	0.16	0.14	0.13	0.12	0.10	0.12	0.12	0.18	0.16	0.18	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 33

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Seen heard	1066 52%	90 50%	52 51%	925 52%	41 48%	136 58%jL	94 55%	96 53%	85 57%l	93 48%	140 51%	136 48%	104 57%jl
NET: Top 3	483 24%	49 28%g	28 27%	406 23%	19 22%	64 27%g	32 19%	40 22%	41 28%g	46 23%	60 22%	65 23%	40 22%
NET: Top 5	764 37%	69 39%	40 39%	656 37%	26 30%	103 44%eH	60 35%	59 32%	63 42%h	74 38%	102 37%	104 36%	65 36%
1 - most often	120 6%	16 9%dgLm	8 7%	96 5%	4 4%	13 6%	6 4%	11 6%	12 8%L	9 5%	24 9%gLm	9 3%	7 4%
2	185 9%	16 9%	12 12%	157 9%	5 6%	24 10%	15 9%	14 8%	11 7%	19 10%	18 7%	29 10%	21 12%
3	179 9%	17 10%	8 8%	154 9%	10 12%	26 11%g	10 6%	15 8%	18 12%gkm	17 9%	17 6%	27 9%	12 7%
4	154 8%	16 9%E	9 9%E	130 7%	- -	22 10%Eh	17 10%Eh	7 4%e	10 6%E	12 6%E	25 9%Eh	20 7%E	16 9%Eh
5	127 6%	4 2%	3 3%	120 7%A	7 8%A	17 7%A	11 7%a	11 6%a	12 8%A	16 8%A	17 6%a	19 7%A	9 5%
6	122 6%	10 6%	7 7%	105 6%	4 4%	15 6%	14 8%	14 8%	11 8%	9 5%	12 4%	12 4%	15 8%l
7	75 4%	5 3%	2 2%	69 4%	2 3%	4 2%	8 5%	9 5%	5 3%	7 4%	15 6%f	12 4%	6 4%
8	61 3%	3 2%	3 3%	54 3%	5 6%afJl	4 2%	7 4%	9 5%j	3 2%	2 1%	9 3%	6 2%	9 5%jl
9 - least often	45 2%	3 2%	1 1%	41 2%	4 5%JKL	9 4%JKL	5 3%jk	6 3%jk	3 2%	1 *	1 *	3 1%	9 5%bJKL

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 33

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Don't know	516 25%	48 27%	24 23%	444 25%	26 30%	53 23%	43 25%	48 27%	36 24%	53 27%	78 28%	61 22%	44 24%
Not seen/heard	458 22%	40 22%	26 26%	393 22%	19 22%	45 19%	34 20%	38 21%	28 19%	50 25%	58 21%	88 31% ^a	34 18% ^{FGHIKM}
Mean (excl. NA/DK)	4.14	3.64	3.67	4.22 ^A	4.76 ^{ABJl}	4.06	4.60 ^{ABJkl}	4.55 ^{Abjl}	3.99	3.85	4.02	4.01	4.61 ^{ABJKL}
Standard deviation	2.24	2.21	2.13	2.24	2.58	2.20	2.26	2.45	2.16	1.95	2.23	2.03	2.44
Standard error	0.07	0.23	0.29	0.07	0.40	0.20	0.22	0.25	0.24	0.20	0.22	0.16	0.23

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 34

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Seen heard	1066 52%	203 72%BCDEFGHI	351 %CDEFGHI	350 53%DEFI	107 39%F	38 31%F	17 13%	1011 57%cDEFI	554 65%BCDEFGI	146 16%F
NET: Top 3	483 24%	101 36%CDEFGI	173 30%CDEFGI	159 24%DEFI	31 11%F	14 11%F	5 4%	464 26%DEFI	274 32%CDEFGI	45 11%F
NET: Top 5	764 37%	158 56%bCDEFGHI	274 33%CDEFGHI	245 37%DEFI	58 21%F	23 18%F	7 5%	735 41%CDEFI	431 51%bCDEFGI	81 10%F
1 - most often	120 6%	34 12%BCDEFGHI	41 %DEFI	39 6%DeFI	5 2%	2 1%	-	118 7%DEFI	75 9%BcDEFGI	7 2%
2	185 9%	36 13%DEFI	72 13%cDEFI	60 9%DEFI	8 3%	3 2%	5 4%	177 10%DEFI	108 13%cDEFI	11 3%
3	179 9%	31 11%dFi	60 11%dFi	61 9%F	18 6%F	9 7%F	-	169 9%dFi	91 11%dFi	27 7%F
4	154 8%	31 11%DEFI	55 10%DEFI	52 8%EFI	14 5%f	2 2%	1 1%	151 8%DEFI	86 10%DEFI	16 4%
5	127 6%	26 9%CdFi	46 8%cdFi	34 5%F	13 5%F	7 6%F	* *	119 7%cF	72 8%CdFGi	20 5%F
6	122 6%	16 6%	34 6%	35 5%	26 10%bCeGhi	4 4%	6 5%	111 6%	50 6%	31 8%e
7	75 4%	11 4%F	23 4%F	29 4%F	10 4%f	1 1%	-	73 4%F	34 4%F	11 3%f
8	61 3%	15 5%BGH	10 2%	20 3%	9 3%	3 3%	4 3%	54 3%B	25 3%B	12 3%
9 - least often	45 2%	3 1%	10 2%	21 3%fgh	4 2%	6 5%AbdFgH	-	38 2%	13 2%	10 3%d

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
 Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 34

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Don't know	516 25%	42 15%	87 15%	146 22%ABH	89 32%ABCGH	56 45%ABCDGHI	97 73%ABCDEFGHII%ABH	364	129 15%	145 36%ABCDGH
Not seen/heard	458 22%	37 13%	131 23%AfH	160 24%AFh	81 29%AbFGH	31 25%Af	19 14%	409 23%AfH	168 20%A	112 28%AFGH
Mean (excl. NA/DK)	4.14	3.82	3.84	4.23aBH	4.96ABCGH	5.16	5.00	4.09aBH	3.83	5.01ABCGH
Standard deviation	2.24	2.21	2.07	2.34	2.06	2.48	2.36	2.22	2.12	2.17
Standard error	0.07	0.15	0.11	0.12	0.20	0.41	0.63	0.07	0.09	0.18

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 35

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Seen heard	881 43%	420 42%	461 44%	130 57%DFGH	166 47%GH	175 53%FGH	148 41%H	111 37%	152 32%	295 51%K	323 47%K	263 34%	265 48%NO	249 43%	165 40%	201 41%	174 54%Q	399 47%
NET: Top 3	123 6%	54 5%	69 7%	23 10%FGH	36 10%FGH	35 11%FGH	17 5%H	6 2%	6 1%	60 10%K	51 7%K	12 2%	30 5%	44 8%o	26 6%	24 5%	28 9%	68 8%
NET: Top 5	241 12%	114 11%	127 12%	49 22%FGH	69 19%FGH	59 18%FGH	34 9%H	18 6%H	13 3%	118 20%JK	93 14%K	30 4%	66 12%	73 13%	49 12%	53 11%	56 17%	133 16%
1 - most often	30 1%	19 2%	11 1%	5 2%H	9 3%H	11 3%fGH	4 1%h	2 1%	1 *	14 2%K	14 2%K	2 *	3 1%	14 3%L	6 1%	7 1%	10 3%	17 2%
2	44 2%	16 2%	28 3%	9 4%GH	13 4%GH	11 3%GH	8 2%gH	1 *	2 *	22 4%K	19 3%K	3 *	15 3%	14 2%	9 2%	6 1%	6 2%	29 3%
3	49 2%	19 2%	30 3%	10 5%FGH	14 4%fGH	13 4%fGH	5 1%	3 1%	4 1%	24 4%K	18 3%K	7 1%	12 2%	16 3%	10 2%	10 2%	13 4%	21 2%
4	64 3%	32 3%	32 3%	13 6%GH	19 5%GH	10 3%H	12 3%H	6 2%	4 1%	32 6%jK	22 3%K	10 1%	16 3%	18 3%	8 2%	22 5%n	15 5%	35 4%
5	54 3%	28 3%	26 3%	13 6%FGH	13 4%H	14 4%fgH	5 1%	5 2%	3 1%	26 4%K	19 3%K	8 1%	21 4%mo	11 2%	16 4%O	6 1%	13 4%	31 4%
6	57 3%	30 3%	27 3%	9 4%Eh	17 5%EgH	3 1%	14 4%Eh	6 2%	8 2%	27 5%jK	17 2%	14 2%	21 4%o	14 2%	13 3%	9 2%	10 3%	31 4%
7	116 6%	50 5%	67 6%	13 6%	24 7%	32 10%FGH	14 4%	12 4%	22 5%	37 6%	46 7%k	33 4%	31 6%	30 5%	31 7%	24 5%	29 9%Q	41 5%
8	176 9%	88 9%	88 8%	17 7%	25 7%	30 9%	29 8%	33 11%	42 9%	42 7%	59 9%	75 10%	55 10%n	56 10%n	25 6%	41 8%	35 11%	68 8%
9 - least often	290 14%	138 14%	152 15%	42 18%D	30 9%	51 16%D	57 16%D	43 14%d	67 14%D	72 12%	107 16%	110 14%	92 16%n	76 13%	47 11%	75 15%	43 14%	125 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 35

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Don't know	516 25%	252 25%	264 25%	53 24%	96 27%	87 27%	102 28%	69 23%	109 23%	150 26%	189 28%k	177 23%	100 18%	130 23%l	142 34%LM	144 29%LM	60 19%	229 27%P
Not seen/heard	644 32%	324 32%	320 31%	43 19%	91 26%	65 20%	111 31%CE	123 41%CDEF	211 45%CDEF	135 23%	176 26%	333 43%IJ	192 34%N	194 34%N	107 26%	151 30%	85 27%	230 27%
Mean (excl. NA/DK)	6.78	6.79	6.76	6.36	5.84	6.41d	7.01cDe	7.48CDE	7.82CDEF	6.07	6.69I	7.68IJ	6.96	6.60	6.56	6.93	6.44	6.47
Standard deviation	2.41	2.42	2.41	2.56	2.52	2.62	2.34	1.94	1.60	2.55	2.51	1.75	2.25	2.58	2.40	2.39	2.46	2.56
Standard error	0.08	0.12	0.11	0.23	0.22	0.21	0.20	0.17	0.12	0.16	0.15	0.10	0.13	0.16	0.20	0.18	0.20	0.13

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 36

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Seen heard	881 43%	64 36%	39 38%	778 44%a	36 42%	106 45%	82 48%Aj	85 47%a	69 46%a	74 38%	117 43%	120 42%	89 49%AJ
NET: Top 3	123 6%	5 3%	5 5%	113 6%a	10 11%AFhJL	9 4%	15 9%AfL	8 4%	13 9%AfL	9 5%	26 9%AFhL	10 4%	12 7%
NET: Top 5	241 12%	12 7%	10 10%	218 12%A	15 18%AfJL	24 10%	22 13%a	26 14%Ajl	16 11%	16 8%	47 17%AfJL	25 9%	27 15%AJL
1 - most often	30 1%	1 *	- -	30 2%	4 5%ABFHJL	- -	7 4%AbFhJL	2 1%	- -	1 *	8 3%Fi	3 1%	4 2%Fi
2	44 2%	2 1%	2 2%	40 2%	2 2%	2 1%	4 3%	3 2%	10 7%AFhJLM	4 2%	8 3%	3 1%	3 2%
3	49 2%	3 2%	3 3%	43 2%	3 4%	6 3%	4 2%	3 2%	3 2%	5 2%	10 4%	4 1%	4 2%
4	64 3%	2 1%	5 5%agll	56 3%	3 4%i	9 4%i	2 1%	12 6%AGlJL	1 *	4 2%	8 3%	5 2%	12 6%AGlJL
5	54 3%	5 3%	- -	49 3%	2 3%	6 3%	5 3%	6 4%b	2 2%	3 1%	12 5%b	9 3%	3 2%
6	57 3%	6 3%	1 1%	50 3%	3 3%	8 4%	11 6%bhiLM	4 2%	2 2%	5 3%	9 3%	5 2%	3 2%
7	116 6%	16 9%dGK	6 6%	94 5%	4 4%	12 5%	5 3%	16 9%gk	7 5%	10 5%	10 4%	20 7%	10 5%
8	176 9%	12 7%	6 6%	158 9%	3 4%	28 12%el	18 11%e	12 7%	16 10%	20 10%e	27 10%	20 7%	14 8%
9 - least often	290 14%	18 10%	15 15%	257 15%	11 12%	34 14%	26 15%	28 15%k	28 19%AjK	22 11%	25 9%	49 17%AjK	35 20%AjK

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 36

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Don't know	516 25%	48 27%	24 23%	444 25%	26 30%	53 23%	43 25%	48 27%	36 24%	53 27%	78 28%	61 22%	44 24%
Not seen/heard	644 32%	65 37%ghm	39 38%ghm	540 31%	24 28%	75 32%	46 27%	48 26%	44 30%	69 35% _m	80 29%	105 37% _{gHM}	48 27%
Mean (excl. NA/DK)	6.78	7.03K	6.92	6.75	5.80	7.11K	6.55	6.73	6.98k	6.97K	6.07	7.24gK	6.78k
Standard deviation	2.41	1.95	2.37	2.45	2.94	2.03	2.69	2.29	2.57	2.24	2.62	2.17	2.57
Standard error	0.08	0.24	0.38	0.09	0.50	0.21	0.29	0.25	0.31	0.25	0.28	0.19	0.26

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 37

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Seen heard	881 43%	161 57%BCDEFGHI%	267 46%DEFI	301 46%DEFI	100 36%F	38 30%F	15 11%	828 46%DEFI	428 50%BDEFGI	138 34%F
NET: Top 3	123 6%	20 7%F	41 7%F	40 6%F	12 4%	8 6%f	2 1%	114 6%F	61 7%F	20 5%f
NET: Top 5	241 12%	35 13%F	72 13%F	90 14%dFI	24 9%	12 10%	6 5%	223 12%dFI	108 13%FI	36 9%
1 - most often	30 1%	6 2%	10 2%	10 1%	3 1%	2 2%	- -	28 2%	16 2%	5 1%
2	44 2%	3 1%	19 3%agh	13 2%	4 2%	3 2%	2 1%	40 2%	22 3%A	7 2%
3	49 2%	11 4%F	12 2%	17 3%	5 2%	3 2%	- -	46 3%	24 3%f	8 2%
4	64 3%	8 3%	17 3%	30 5%Dgl	3 1%	3 3%	2 2%	58 3%Di	25 3%	7 2%
5	54 3%	8 3%	14 2%	20 3%	9 3%	1 3%	3 2%	50 3%	21 2%	10 3%
6	57 3%	2 1%	18 3%Ah	21 3%A	8 3%	7 6%AFgh	* *	49 3%A	21 2%A	15 4%Af
7	116 6%	22 8%Dfl	42 7%Dfl	33 5%	10 3%	6 4%	4 3%	107 6%di	64 8%cDfGI	15 4%
8	176 9%	37 13%CEFGI	57 10%F	52 8%F	24 8%F	6 5%f	1 1%	170 10%F	94 11%ceFgi	30 7%F
9 - least often	290 14%	64 23%BCDEFGHI%	77 16%EF	104 16%EF	35 13%eFI	7 6%	3 2%	280 16%EF	141 17%BEFI	42 10%eF

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Prepared by ComRes



Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 37

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Don't know	516 25%	42 15%	87 15%	146 22%ABH	89 32%ABCGH	56 45%ABCDGHI	97 73%ABCDEGHI	364 %ABH	129 15%	145 36%ABCDGH
Not seen/heard	644 32%	78 28%F	215 38%AcEFGH	209 32%F	88 32%F	31 25%	21 16%	591 33%aeF	294 35%AeF	119 30%F
Mean (excl. NA/DK)	6.78	7.18bcgH	6.65	6.72	6.99i	6.06	6.11	6.82	6.85b	6.74
Standard deviation	2.41	2.31	2.45	2.43	2.30	2.47	2.31	2.41	2.41	2.38
Standard error	0.08	0.18	0.15	0.14	0.24	0.41	0.67	0.08	0.12	0.21

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 38

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Family, friends and colleagues (sharing in person or online)

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Seen heard	1251 61%	607 61%	644 62%	158 70% ^d FGH	218 62%	212 65% ^F	199 55%	177 59%	286 61%	376 65% ^k	411 60%	463 60%	372 67% ^{NO}	364 63% ^{No}	232 56%	283 57%	226 71% ^Q	515 60%
NET: Top 3	724 35%	347 35%	377 36%	98 43% ^{DEg}	96 27%	108 33%	132 36% ^d	106 35% ^d	183 39% ^D	194 34%	240 35%	289 37%	227 41% ^{NO}	205 36%	137 33%	156 31%	118 37%	297 35%
NET: Top 5	1049 51%	510 51%	539 52%	124 55%	170 48%	169 52%	175 48%	156 52%	254 54%	294 51%	344 50%	411 53%	314 56% ^{NO}	314 55% ^{NO}	192 46%	229 46%	186 58% ^Q	424 49%
1 - most often	174 9%	73 7%	101 10%	31 14% ^{DGH}	26 7%	33 10% ^h	33 9%	21 7%	30 6%	58 10% ^K	66 10% ^K	50 7%	58 10% ^o	44 8%	37 9%	35 7%	35 11%	77 9%
2	303 15%	155 16%	148 14%	37 16%	39 11%	47 15%	47 13%	43 14%	90 19% ^{DFg}	76 13%	95 14%	132 17% ⁱ	99 18% ^{nO}	89 15%	53 13%	63 13%	40 12%	131 15%
3	246 12%	118 12%	128 12%	30 13%	31 9%	28 9%	51 14% ^{de}	42 14% ^{de}	64 14% ^{dE}	61 11%	79 11%	106 14%	69 12%	72 12%	48 12%	58 12%	43 13%	90 10%
4	188 9%	98 10%	90 9%	17 8%	41 12% ^f	33 10%	25 7%	26 9%	46 10%	58 10%	58 8%	72 9%	55 10%	63 11% ⁿ	29 7%	41 8%	40 12% ^q	72 8%
5	137 7%	65 6%	73 7%	9 4%	32 9% ^{Cfh}	28 9% ^{ch}	18 5%	25 8% ^c	25 5%	41 7%	46 7%	50 6%	32 6%	46 8%	27 6%	32 6%	29 9%	55 6%
6	70 3%	36 4%	34 3%	9 4%	11 3%	11 4%	12 3%	14 5%	13 3%	20 3%	23 3%	27 3%	22 4%	18 3%	11 3%	19 4%	13 4%	28 3%
7	67 3%	28 3%	39 4%	11 5% ^{FGh}	21 6% ^{FGH}	16 5% ^{FGH}	5 2%	4 1%	9 2%	32 5% ^{jk}	22 3%	14 2%	13 2%	18 3%	13 3%	23 5% ^l	11 3%	33 4%
8	42 2%	23 2%	19 2%	9 4% ^{eG}	13 4% ^G	4 1%	6 2%	2 1%	9 2%	22 4% ^{JK}	10 1%	10 1%	13 2%	10 2%	9 2%	9 2%	5 2%	22 3%
9 - least often	23 1%	10 1%	13 1%	6 2% ^{fGH}	4 1%	11 3% ^{FGH}	2 *	1 *	1 *	9 2% ^k	12 2% ^K	2 *	9 2%	5 1%	6 1%	3 1%	11 3% ^Q	8 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 38

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often. You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Family, friends and colleagues (sharing in person or online)

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Don't know	516 25%	252 25%	264 25%	53 24%	96 27%	87 27%	102 28%	69 23%	109 23%	150 26%	189 28% ^k	177 23%	100 18%	130 23% ^l	142 34% ^{LM}	144 29% ^{LM}	60 19%	229 27% ^P
Not seen/heard	274 13%	137 14%	137 13%	15 7%	39 11%	28 8%	60 17% ^{CdE}	56 19% ^{CDE}	77 16% ^{CdE}	54 9%	88 13%	133 17% ^{IJ}	85 15% ^N	79 14%	41 10%	69 14%	34 10%	114 13%
Mean (excl. NA/DK)	3.51	3.53	3.49	3.53	3.99 ^{cFGH}	3.75 ^{FgH}	3.21	3.36	3.25	3.80 ^{JK}	3.49	3.29	3.39	3.50	3.54	3.65	3.71	3.53
Standard deviation	2.00	1.97	2.03	2.32	2.13	2.24	1.82	1.68	1.72	2.22	2.06	1.71	2.03	1.89	2.11	2.00	2.14	2.07
Standard error	0.06	0.08	0.08	0.19	0.16	0.16	0.13	0.12	0.09	0.12	0.11	0.07	0.10	0.10	0.15	0.12	0.15	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 39

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Family, friends and colleagues (sharing in person or online)

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Seen heard	1251 61%	99 56%	58 57%	1093 62%	46 54%	161 68%AbEjk	107 62%	114 63%	93 62%	116 59%	164 59%	178 62%	115 64%
NET: Top 3	724 35%	62 35%	32 31%	630 36%	22 26%	87 37%	67 39%e	60 33%	46 31%	74 38%e	90 33%	125 44%aBEHIKM	59 32%
NET: Top 5	1049 51%	88 49%	52 51%	909 52%	35 40%	135 57%eI	95 56%E	96 53%e	70 47%	95 49%	135 49%	159 56%E	89 49%
1 - most often	174 9%	17 10%eM	13 13%eIM	144 8%	2 2%	18 8%	15 9%em	17 9%em	8 6%	21 10%EM	26 9%eM	31 11%EM	7 4%
2	303 15%	23 13%	8 8%	272 15%b	10 12%	37 16%b	32 18%Bi	21 12%	16 11%	28 14%	39 14%	59 21%aBeHIk	29 16%b
3	246 12%	21 12%	11 11%	214 12%	10 12%	32 14%	20 12%	22 12%	22 15%	25 13%	25 9%	35 12%	23 12%
4	188 9%	16 9%g	10 10%g	162 9%	7 8%	21 9%g	7 4%	24 13%GjI	16 11%G	14 7%	35 13%Gj	23 8%	15 8%
5	137 7%	10 6%	10 10%jKL	117 7%	5 6%	26 11%aiJKL	21 12%ahiJKL	11 6%	8 5%	8 4%	10 4%	12 4%	16 9%jKL
6	70 3%	3 2%	1 1%	66 4%	7 8%AbGkL	10 4%G	-	6 4%G	8 5%G	9 4%G	7 3%g	8 3%G	11 6%abGI
7	67 3%	3 2%	2 2%	61 3%	5 5%	6 3%	3 2%	6 3%	6 4%	7 4%	12 5%	6 2%	10 6%agL
8	42 2%	2 1%	2 2%	38 2%	-	5 2%	2 1%	6 3%	8 5%AeGkl	4 2%	4 2%	5 2%	4 2%
9 - least often	23 1%	3 2%chl	-	20 1%	-	4 2%cl	7 4%beHIJLM	-	1 1%	1 *	5 2%	1 *	1 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 39

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Family, friends and colleagues (sharing in person or online)

Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Don't know	516 25%	48 27%	24 23%	444 25%	26 30%	53 23%	43 25%	48 27%	36 24%	53 27%	78 28%	61 22%	44 24%
Not seen/heard	274 13%	30 17%F	20 20%dFh	224 13%	14 16%	21 9%	21 12%	19 11%	20 14%	27 14%	34 12%	46 16%F	22 12%
Mean (excl. NA/DK)	3.51	3.30	3.38	3.53	3.92L	3.67L	3.45I	3.59L	3.99AJL	3.34	3.53L	3.00	3.88AJL
Standard deviation	2.00	1.97	1.93	2.00	1.78	2.01	2.18	1.94	2.09	2.00	2.11	1.77	1.95
Standard error	0.06	0.20	0.26	0.06	0.26	0.16	0.20	0.18	0.22	0.18	0.19	0.12	0.17

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 40

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Family, friends and colleagues (sharing in person or online)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Seen heard	1251 61%	205 73% CDEFGI	405 71% CDEFGI	416 63% DEFI	148 54% eFI	54 43% F	23 17%	1174 66% DEFI	610 72% CDEFGI	202 50% eF
NET: Top 3	724 35%	105 37% EF	220 39% EF	248 38% EF	105 38% EFI	28 23% f	18 14%	677 38% EFI	325 38% EF	133 33% EF
NET: Top 5	1049 51%	165 58% DEFI	343 60% CDEFGI	347 53% EFI	134 48% EFI	38 30% F	22 17%	989 55% DEFI	507 60% CDEFGI	172 43% EF
1 - most often	174 9%	25 9%	47 8%	67 10% di	17 6%	9 7%	9 7%	157 9%	72 9%	26 7%
2	303 15%	39 14% F	89 16% eF	117 18% EF	45 16% eFI	11 9% F	2 1%	290 16% eF	128 15% F	57 14% eF
3	246 12%	41 15% cEF	84 15% CEF	65 10%	42 15% CEFI	8 7%	7 5%	231 13% CeF	125 15% CEFg	50 12% EF
4	188 9%	31 11% EFI	78 14% CDEFGI	52 8% Ef	21 7% efi	3 2%	3 3%	182 10% CEFI	109 13% CDEFGI	24 6% e
5	137 7%	29 10% DFgl	45 8% DFI	47 7% DFi	9 3%	7 5% f	1 1%	129 7% DFI	74 9% DFgl	16 4%
6	70 3%	18 6% DFGI	20 3% df	26 4% DFi	3 1%	3 3%	-	67 4% DFI	37 4% DFI	7 2%
7	67 3%	13 5% F	26 5% F	17 3%	6 2%	4 3%	*	62 3% f	39 5% cdFG	10 2%
8	42 2%	7 3%	6 1%	18 3% bf	5 2%	6 5% BFgH	-	36 2% b	13 2%	11 3% bdf
9 - least often	23 1%	2 1%	10 2% D	8 1%	-	3 2% Di	-	21 1%	13 2% d	3 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 40

Q.1 Where have you most often seen or heard information about health and wellbeing in the last six months? Rank these in order where 1 is most often and 9 least often.

You do not need to rank all options, only rank them if you have seen/heard information about health this way.

Family, friends and colleagues (sharing in person or online)

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Don't know	516 25%	42 15%	87 15%	146 22%ABH	89 32%ABCGH	56 45%ABCDGHI	97 73%ABCDEGHI%ABH	364	129 15%	145 36%ABCDGH
Not seen/heard	274 13%	35 12%	77 13%	94 14%	40 14%	15 12%	13 10%	246 14%	111 13%	55 14%
Mean (excl. NA/DK)	3.51	3.75cDgi	3.60D	3.43	3.11	4.09cDgi	2.43	3.50D	3.65DG	3.37D
Standard deviation	2.00	1.98	1.94	2.07	1.68	2.57	1.44	1.97	1.95	2.00
Standard error	0.06	0.13	0.10	0.10	0.14	0.36	0.34	0.06	0.08	0.14

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 41

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Summary Table

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	NHS (e.g. via the 111 helpline or the NHS website)	Family, friends and colleagues (sharing in person or online)	The media (e.g. national newspapers, online news and broadcast)	Online health search engines (e.g. Web MD, Medscape)	Social media (e.g. Facebook, Twitter, Instagram)	Charity or patient groups (e.g. via helplines or websites)	Specialist health publications (e.g. Women's Health, Men's Health)	Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)
Unweighted base	1272	1046	1256	1298	1068	1042	943	873	870
Weighted base	1251	1046	1251	1287	1066	1050	952	881	881
NET: Top 3	1036 83%	748 72%	630 50%	384 30%	453 43%	189 18%	275 29%	188 21%	81 9%
NET: Top 5	1120 90%	875 84%	955 76%	669 52%	792 74%	334 32%	597 63%	460 52%	137 16%
1 - most trust	715 57%	232 22%	177 14%	98 8%	82 8%	48 5%	42 4%	25 3%	23 3%
2	227 18%	377 36%	227 18%	139 11%	141 13%	58 6%	91 10%	47 5%	34 4%
3	94 8%	140 13%	227 18%	146 11%	229 22%	82 8%	142 15%	116 13%	24 3%
4	45 4%	79 8%	168 13%	161 13%	199 19%	73 7%	150 16%	142 16%	22 3%
5	38 3%	47 5%	157 13%	125 10%	140 13%	73 7%	172 18%	130 15%	33 4%
6	22 2%	38 4%	112 9%	174 14%	95 9%	81 8%	129 14%	147 17%	51 6%
7	12 1%	40 4%	64 5%	201 16%	60 6%	144 14%	89 9%	96 11%	107 12%
8	30 2%	21 2%	36 3%	96 7%	39 4%	250 24%	48 5%	71 8%	207 24%
9 - least trust	10 1%	20 2%	27 2%	68 5%	26 2%	178 17%	37 4%	57 6%	326 37%
I didn't trust any of these sources	57 5%	52 5%	56 4%	78 6%	54 5%	63 6%	52 5%	50 6%	54 6%
Mean (excl. NA)	1.99	2.83	3.70	4.90	4.03	6.24	4.69	5.20	7.33
Standard deviation	1.73	1.95	2.06	2.32	1.95	2.45	2.01	2.04	2.16
Standard error	0.05	0.06	0.06	0.07	0.06	0.08	0.07	0.07	0.08

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 42

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Summary: Top 1 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade			Employment Sector			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	715 57%	348 57%	367 58%	55 37%	86 43%	92 46%	121 59% ^{CDE}	129 68% ^{CDE}	232 75% ^{CDEF}	141 40%	213 53% ^I	361 72% ^{IJ}	210 56%	214 58%	116 54%	175 60%	103 48%	235 47%
NHS (e.g. via the 111 helpline or the NHS website)	232 22%	112 22%	120 22%	46 32% ^{EFGH}	61 31% ^{EFGH}	38 20% ^h	36 22% ^h	23 16%	28 13%	106 31% ^{JK}	74 21% ^K	51 15%	72 21%	61 21%	51 27%	48 21%	47 24%	123 28%
Family, friends and colleagues (sharing in person or online)	177 14%	85 14%	92 14%	32 20% ^{gH}	29 13%	37 18% ^H	32 16% ^H	21 12%	27 9%	60 16% ^K	69 17% ^K	48 10%	56 15%	50 14%	34 15%	37 13%	37 16%	80 16%
The media (e.g. national newspapers, online news and broadcast)	98 8%	60 9% ^B	39 6%	8 5%	16 7%	14 7%	19 9%	17 9%	24 8%	24 6%	33 8%	42 8%	32 8%	28 7%	25 11% ^O	13 5%	14 6%	51 10%
Online health search engines (e.g. Web MD, Medscape)	82 8%	38 7%	45 8%	7 5%	14 7%	19 10%	11 6%	17 10%	14 7%	22 6%	30 8%	31 8%	28 9%	20 6%	16 8%	19 8%	19 10%	32 7%
Social media (e.g. Facebook, Twitter, Instagram)	48 5%	13 3%	35 6% ^A	9 6% ^H	18 8% ^{gH}	9 5% ^H	7 4% ^h	4 3%	1 1%	27 7% ^K	16 4% ^k	5 2%	9 3%	16 5%	10 5%	13 6%	10 5%	26 5%
Charity or patient groups (e.g. via helplines or websites)	42 4%	24 5%	19 4%	5 3%	9 5%	8 5%	6 4%	5 4%	10 5%	14 4%	14 4%	15 5%	9 3%	13 5%	5 3%	15 7%	7 4%	17 4%
Specialist health publications (e.g. Women's Health, Men's Health)	25 3%	12 3%	13 3%	6 5% ^g	5 3%	3 2%	7 5% ^g	1 1%	3 2%	11 4%	10 3%	4 1%	7 3%	8 3%	5 3%	4 2%	4 2%	14 4%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	23 3%	15 4%	8 2%	3 2% ^h	4 2% ^h	9 5% ^H	6 4% ^H	2 2%	-	7 2%	14 4% ^K	2 1%	6 2%	10 4% ^N	-	7 4% ^N	9 5%	14 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 43

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Summary: Top 1 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	715 57%	63 65% ^{dEhk}	48 73% ^{DEFgHjKL}	604 55%	20 42%	89 56%	62 58% ^e	54 52%	57 59% ^e	63 58%	82 51%	105 57% ^e	71 60% ^e
NHS (e.g. via the 111 helpline or the NHS website)	232 22%	17 21%	5 9%	210 23% ^B	14 34% ^{Bm}	27 21%	19 20%	28 29% ^B	20 23% ^b	20 22% ^b	32 24% ^b	33 23% ^b	19 18%
Family, friends and colleagues (sharing in person or online)	177 14%	14 14%	10 18% ⁱ	153 14%	5 10%	18 11%	15 14%	14 12%	6 7%	22 19% ^l	31 19% ^l	28 16% ⁱ	14 13%
The media (e.g. national newspapers, online news and broadcast)	98 8%	11 10% ^{hm}	4 6%	83 7%	7 15% ^{HM}	12 8%	10 10% ^{hm}	3 3%	6 6%	13 10% ^{Hm}	11 6%	16 9% ^h	5 4%
Online health search engines (e.g. Web MD, Medscape)	82 8%	11 12% ^{hIM}	3 6%	69 7%	3 6%	9 7%	6 6%	4 4%	2 2%	11 11% ^{hIM}	19 14% ^{HIM}	12 9% ^{im}	3 3%
Social media (e.g. Facebook, Twitter, Instagram)	48 5%	1 1%	2 4%	46 5%	5 12% ^{AiKM}	7 5%	4 4%	9 8% ^{am}	3 3%	4 5%	3 3%	9 6%	2 2%
Charity or patient groups (e.g. via helplines or websites)	42 4%	5 7%	2 5%	36 4%	2 6%	3 3%	2 2%	3 3%	9 11% ^{fgJK}	1 2%	2 2%	7 5%	6 6%
Specialist health publications (e.g. Women's Health, Men's Health)	25 3%	4 5% ^g	1 4%	20 3%	1 4%	2 2%	- -	4 4% ^g	1 2%	3 4% ^g	3 2%	3 2%	3 3%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	23 3%	- -	1 1%	23 3%	1 2%	6 6% ^{ajm}	3 4%	4 4% ^j	1 2%	- -	5 5%	2 1%	* *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 44

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Summary: Top 1 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	715 57%	127 60%	223 56%	222 54%	94 64% ^c	31 59%	17 69%	667 57%	351 57%	125 62% ^c
NHS (e.g. via the 111 helpline or the NHS website)	232 22%	30 17%	81 24% ^a	89 25% ^a	19 18%	7 18%	4 20%	220 22% ^a	112 22% ^a	27 18%
Family, friends and colleagues (sharing in person or online)	177 14%	20 10%	44 11%	67 16% ^{abH}	32 22% ^{ABGH}	9 16%	5 21%	164 14% ^{abH}	65 11%	41 20% ^{ABGH}
The media (e.g. national newspapers, online news and broadcast)	98 8%	9 4%	19 5%	40 9% ^{aBgH}	19 12% ^{ABGH}	8 16% ^{ABGH}	3 10%	87 7% ^{BH}	28 5%	27 13% ^{ABGH}
Online health search engines (e.g. Web MD, Medscape)	82 8%	21 10% ^{DI}	35 10% ^{DI}	22 6% ^d	1 1%	3 7%	-	80 8% ^{DI}	56 10% ^{cDGI}	4 3% ^d
Social media (e.g. Facebook, Twitter, Instagram)	48 5%	5 3%	13 4%	17 5%	3 3%	5 12%	5 20%	39 4%	18 4%	8 5% ^D
Charity or patient groups (e.g. via helplines or websites)	42 4%	11 6% ⁱ	17 5% ⁱ	13 4%	1 1%	* 1%	-	42 5% ⁱ	27 6% ⁱ	2 1%
Specialist health publications (e.g. Women's Health, Men's Health)	25 3%	1 1%	9 3%	11 4%	3 3%	-	-	25 3% ^a	11 2% ^a	3 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 44

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Summary: Top 1 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	23 3%	-	16 6%ACdGHi	5 2%	1 1%	1 3%	-	22 3%a	16 4%Ag	2 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 45

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Summary: Top 3 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1036 83%	492 80%	544 86%A	110 74%	154 77%	149 75%	171 84%CE	168 88%CDE	285 92%CDEF	264 76%	320 79%	453 90%IJ	303 81%	317 86%	172 80%	245 84%	167 78%	392 78%
NHS (e.g. via the 111 helpline or the NHS website)	748 72%	354 69%	394 73%	106 73%	146 75%	126 68%	117 70%	102 72%	151 71%	252 74%	243 69%	253 72%	239 71%	203 69%	137 72%	169 74%	150 75%	305 69%
Family, friends and colleagues (sharing in person or online)	630 50%	323 53%b	307 48%	74 47%	88 40%	102 48%	93 47%	108 61%CDEF	166 58%CDEF	162 43%	194 47%	274 59%IJ	188 51%	189 52%	111 48%	142 50%	103 46%	253 49%
Online health search engines (e.g. Web MD, Medscape)	453 43%	207 41%	246 44%	47 34%	77 38%	71 39%	93 52%CEH	81 50%Cdeh	84 41%	125 37%	164 46%l	165 45%l	136 43%	126 41%	78 41%	113 46%	86 43%	186 41%
The media (e.g. national newspapers, online news and broadcast)	384 30%	200 31%	184 28%	29 19%	48 22%	47 23%	75 35%CDE	56 29%C	130 42%CDEG	77 21%	121 29%l	185 37%IJ	110 28%	114 30%	80 34%	79 29%	60 25%	140 27%
Charity or patient groups (e.g. via helplines or websites)	275 29%	137 30%	138 28%	29 22%	50 28%	44 25%	36 25%	43 33%c	72 39%CdEF	79 25%	81 25%	115 37%lJ	86 30%n	84 30%n	38 22%	68 31%	34 19%	108 26%
Social media (e.g. Facebook, Twitter, Instagram)	189 18%	86 18%	102 18%	40 26%FGH	49 22%GH	38 19%H	26 15%	17 13%	19 10%	89 24%jK	64 17%K	35 11%	53 17%	49 16%	45 23%	41 18%	40 20%	99 21%
Specialist health publications (e.g. Women's Health, Men's Health)	188 21%	95 23%	93 20%	34 26%	37 22%	34 21%	31 22%	21 18%	30 19%	71 24%	66 21%	51 19%	55 20%	67 27%lO	35 21%	32 16%	42 24%	91 23%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	81 9%	51 12%B	30 6%	19 15%GH	16 9%gH	27 15%GH	14 9%gH	4 3%	2 1%	35 12%kK	41 13%K	5 2%	23 9%	26 10%	14 9%	17 9%	21 12%	49 12%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 46

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Summary: Top 3 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1036 83%	88 91%DEFGHKm	60 92%dEFgHK	889 82%	34 72%	123 78%	85 80%	80 76%	83 85%	98 89%EFgHK	124 77%	162 88%EFHK	98 82%
NHS (e.g. via the 111 helpline or the NHS website)	748 72%	65 82%dbFK	34 67%	650 71%	30 75%	82 64%	68 72%	67 70%	66 76%K	70 80%FK	81 61%	108 74%K	78 73%k
Family, friends and colleagues (sharing in person or online)	630 50%	57 57%HI	30 51%I	544 50%	22 47%i	76 47%I	56 52%I	47 41%	28 30%	60 52%I	98 60%fHIM	104 58%fHIM	53 46%I
Online health search engines (e.g. Web MD, Medscape)	453 43%	38 42%e	28 54%EGHM	387 42%	10 25%	67 49%EgHM	33 35%	31 32%	38 44%e	45 48%Ehm	72 51%EGHM	57 42%e	35 33%
The media (e.g. national newspapers, online news and broadcast)	384 30%	40 36%IkM	22 35%iM	322 29%	14 30%	52 33%iM	28 27%	28 25%	21 21%	49 41%GHIKM	40 25%	65 34%IkM	25 20%
Charity or patient groups (e.g. via helplines or websites)	275 29%	22 31%	11 26%	242 29%	11 28%	26 22%	26 29%	31 33%	32 40%FKI	24 30%	30 24%	32 26%	30 31%
Social media (e.g. Facebook, Twitter, Instagram)	189 18%	10 13%	7 15%	171 19%	11 26%j	26 20%	17 18%	30 28%AiJIM	12 14%	11 12%	25 18%	24 17%	15 15%
Specialist health publications (e.g. Women's Health, Men's Health)	188 21%	11 16%	9 23%	169 22%	12 34%	23 22%	14 17%	21 25%	13 18%	12 17%	26 22%	23 19%	24 27%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	81 9%	2 4%	2 4%	77 10%	8 23%	16 15%AJLM	9 11%jM	13 15%AJLM	7 9%m	2 3%	15 12%JIM	6 5%	2 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 47

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Summary: Top 3 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1036 83%	173 82%	332 82%	343 83%	123 83%	42 80%	24 96%	970 83%	505 82%	165 82%
NHS (e.g. via the 111 helpline or the NHS website)	748 72%	124 68%	255 75%	247 69%	79 73%	31 75%	13 63%	705 72%	378 73%	110 73%
Family, friends and colleagues (sharing in person or online)	630 50%	97 47%	189 47%	213 51%	93 63%ABCGHII7%	25 7%	13 58%	592 50%H	286 47%	118 58%ABeGH
Online health search engines (e.g. Web MD, Medscape)	453 43%	88 43%	168 48%cgI	141 40%	42 39%I	7 19%	6 38%	440 43%I	256 46%gI	50 34%
The media (e.g. national newspapers, online news and broadcast)	384 30%	36 17%	107 27%AH	155 35%ABGH	61 39%ABGH	18 34%A	7 27%	359 30%AH	143 24%A	79 37%ABGH
Charity or patient groups (e.g. via helplines or websites)	275 29%	65 37%bCGhi	86 28%	84 27%	27 27%	8 22%	4 24%	262 29%	151 31%	35 26%
Social media (e.g. Facebook, Twitter, Instagram)	189 18%	28 15%	60 18%	72 20%	16 14%	6 14%	7 31%	176 18%	88 17%	22 14%
Specialist health publications (e.g. Women's Health, Men's Health)	188 21%	24 15%	66 24%Ah	63 21%	21 22%	13 33%	2 11%	174 21%a	90 21%A	34 25%A

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 47

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Summary: Top 3 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	81 9%	6 4%	33 12% ^{AgH}	28 9% ^a	8 8%	4 10%	2 14%	75 9% ^A	39 9% ^A	12 8%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 48

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Summary: Top 5 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1120 90%	538 88%	581 91%A	125 84%	174 87%	172 87%	185 91%c	174 91%c	290 93%CDE	298 86%	358 89%	464 93%lj	338 90%	334 90%	191 89%	256 88%	195 91%q	431 86%
Family, friends and colleagues (sharing in person or online)	955 76%	459 76%	496 77%	115 73%	157 72%	154 73%	150 75%	141 79%	237 83%CDEf	273 72%	304 74%	378 82%lJ	286 77%	282 77%	168 72%	220 78%	158 70%	384 75%
NHS (e.g. via the 111 helpline or the NHS website)	875 84%	423 83%	452 84%	123 84%	162 83%	150 81%	141 85%	119 84%	179 85%	285 84%	291 83%	299 84%	286 85%	238 81%	159 83%	193 85%	168 84%	362 81%
Online health search engines (e.g. Web MD, Medscape)	792 74%	378 74%	414 74%	98 70%	135 67%	138 76%	136 77%cd	135 83%CDH	149 73%	234 68%	274 77%l	284 77%l	248 78%	226 73%	141 73%	178 72%	151 76%	336 73%
The media (e.g. national newspapers, online news and broadcast)	669 52%	357 56%B	312 48%	68 45%	107 49%e	81 39%	112 53%E	98 52%E	203 65%CDEFG48%	175 48%	193 46%	301 60%lJ	199 51%	211 54%	122 53%	137 50%	116 49%	247 47%
Charity or patient groups (e.g. via helplines or websites)	597 63%	290 63%	307 62%	74 57%	112 62%	105 58%	95 65%	88 68%c	123 67%c	186 60%	200 61%	211 67%i	173 61%	176 64%	104 60%	143 65%	100 56%	259 63%
Specialist health publications (e.g. Women's Health, Men's Health)	460 52%	215 51%	245 53%	63 50%	90 53%	96 58%h	73 52%	63 54%	74 47%	154 52%	169 55%	138 50%	135 50%	136 55%	94 57%	95 47%	104 59%	213 54%
Social media (e.g. Facebook, Twitter, Instagram)	334 32%	149 31%	185 33%	66 44%EFGH	79 36%H	59 30%	52 30%	37 28%	40 22%	145 39%JK	111 30%	77 25%	89 29%	104 34%	71 36%	71 30%	62 31%	162 34%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	137 16%	79 19%B	58 13%	32 25%dfGH	24 15%H	41 24%dfGH	21 14%h	9 8%	8 6%	56 19%K	63 19%K	17 7%	34 13%	45 18%	25 15%	33 16%	37 21%	70 18%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 49

**Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?
Rank these in order where 1 is the one you trust the most.**

Summary: Top 5 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1120 90%	90 93%Efh	62 95%Efh	968 89%	38 80%	134 85%	93 87%	88 84%	88 90%	106 96%EFGHM	144 90%	171 93%EFH	106 88%
Family, friends and colleagues (sharing in person or online)	955 76%	84 85%dlkM	48 83%l	823 75%	37 80%i	123 76%l	80 75%i	85 74%i	58 62%	93 80%l	119 73%	147 82%lkM	82 71%
NHS (e.g. via the 111 helpline or the NHS website)	875 84%	70 87%	43 84%	763 83%	34 85%	99 78%	76 80%	77 80%	76 88%	80 92%FGHK	103 78%	127 87%fk	91 86%
Online health search engines (e.g. Web MD, Medscape)	792 74%	73 81%EHM	45 86%dEHM	675 73%	21 50%	108 79%EHM	74 79%EHM	61 64%	66 78%EhM	68 73%Em	109 78%EhM	105 77%EhM	63 60%
The media (e.g. national newspapers, online news and broadcast)	669 52%	64 57%	34 56%	571 51%	28 59%	82 53%	48 46%	54 48%	45 46%	66 55%	77 47%	109 58%gik	62 50%
Charity or patient groups (e.g. via helplines or websites)	597 63%	55 79%DbFgHKLM	24 59%	518 62%	25 65%	68 59%	55 63%	58 62%	51 66%	56 69%L	77 61%	66 54%	61 63%
Specialist health publications (e.g. Women's Health, Men's Health)	460 52%	21 31%	18 49%	421 54%A	19 53%	52 51%A	44 54%A	44 52%A	42 58%A	40 56%A	74 63%Al	60 50%A	47 52%A
Social media (e.g. Facebook, Twitter, Instagram)	334 32%	22 28%	13 27%	299 32%	15 34%	48 38%jM	32 33%	42 39%jM	23 28%	22 25%	41 31%	52 37%jM	24 24%
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	137 16%	9 14%	4 10%	124 16%	11 30%	22 21%Jlm	12 15%	23 26%biJLM	9 13%	5 6%	20 17%j	13 11%	10 11%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 50

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Summary: Top 5 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)	1120 90%	186 88%	360 89%	369 89%	135 92%	46 87%	24 96%	1050 89%	546 89%	181 91%
Family, friends and colleagues (sharing in person or online)	955 76%	148 72%	310 76%	318 76%	122 82% ^{aehl}	37 68%	21 91%	898 76%	458 75%	159 79% ^e
NHS (e.g. via the 111 helpline or the NHS website)	875 84%	146 81%	288 85%	295 83%	95 87%	36 87%	15 74%	823 84%	434 84%	131 87%
Online health search engines (e.g. Web MD, Medscape)	792 74%	159 78% ^l	266 76% ^l	257 73%	74 69%	22 57%	14 82%	757 75% ^l	425 77% ^l	96 66%
The media (e.g. national newspapers, online news and broadcast)	669 52%	85 41%	213 53% ^{AH}	247 56% ^{AgH}	85 54% ^A	29 55%	10 40%	630 52% ^{Ah}	298 49% ^A	114 54% ^A
Charity or patient groups (e.g. via helplines or websites)	597 63%	118 67% ^c	209 68% ^{Cgi}	182 58%	59 59%	20 52%	8 51%	569 63% ^C	327 68% ^{CGi}	79 57%
Specialist health publications (e.g. Women's Health, Men's Health)	460 52%	78 49%	140 51%	153 52%	54 57%	25 63%	9 58%	426 52%	219 50%	79 59%
Social media (e.g. Facebook, Twitter, Instagram)	334 32%	53 28%	105 32%	132 37% ^{AdGhl}	31 27%	6 15%	7 31%	320 33% ^l	158 31%	37 24%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 50

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Summary: Top 5 trust

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)	137 16%	19 12%	47 18%	51 17%	11 11%	6 16%	2 14%	129 16%	67 16%	17 12%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 51

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1272	604	668	146	164	178	196	219	369	310	374	588	441	376	182	273	192	464
Weighted base	1251	614	636	148	200	199	203	191	310	347	402	501	374	371	215	291	214	501
NET: Top 3	1036 83%	492 80%	544 86%A	110 74%	154 77%	149 75%	171 84%CE	168 88%CDE	285 92%CDEF	264 76%	320 79%	453 90%IJ	303 81%	317 86%	172 80%	245 84%	167 78%	392 78%
NET: Top 5	1120 90%	538 88%	581 91%A	125 84%	174 87%	172 87%	185 91%c	174 91%c	290 93%CDE	298 86%	358 89%	464 93%lj	338 90%	334 90%	191 89%	256 88%	195 91%q	431 86%
1 - most trust	715 57%	348 57%	367 58%	55 37%	86 43%	92 46%	121 59%CDE	129 68%CDE	232 75%CDEF	141 40%	213 53%l	361 72%lJ	210 56%	214 58%	116 54%	175 60%	103 48%	235 47%
2	227 18%	101 16%	126 20%	38 26%GH	47 23%GH	40 20%H	41 20%H	25 13%	37 12%	85 24%K	80 20%K	62 12%	66 18%	69 19%	42 19%	51 17%	40 19%	118 23%
3	94 8%	43 7%	51 8%	17 12%FH	22 11%fH	17 9%	9 5%	13 7%	16 5%	39 11%jK	27 7%	29 6%	27 7%	34 9%	14 7%	19 7%	24 11%	39 8%
4	45 4%	22 4%	23 4%	6 4%H	11 6%H	12 6%gH	11 5%H	4 2%h	1 *	17 5%K	23 6%K	5 1%	18 5% <i>m</i>	8 2%	11 5% <i>m</i>	9 3%	19 9%Q	19 4%
5	38 3%	24 4%	14 2%	8 6%fGH	8 4%h	12 6%fGH	4 2%	3 1%	3 1%	17 5%K	15 4%K	6 1%	17 5%O	10 3%	8 4% <i>o</i>	3 1%	10 5%	19 4%
6	22 2%	15 2%	7 1%	7 5%DH	1 *	8 4%DH	4 2%h	3 1%	1 *	7 2%	12 3%K	3 1%	3 1%	10 3% <i>l</i>	3 1%	6 2%	2 1%	14 3%
7	12 1%	8 1%	4 1%	4 3%G	2 1%	2 1%	1 *	- -	3 1%	6 2%	3 1%	3 1%	8 2%M	1 *	* *	3 1%	2 1%	6 1%
8	30 2%	21 3%B	9 1%	7 5%gH	10 5%gH	6 3%H	4 2%h	2 1%	1 *	18 5%K	10 2%K	3 1%	8 2%	8 2%	10 5%	5 2%	8 4%	17 3%
9 - least trust	10 1%	8 1% <i>b</i>	2 *	2 2%H	3 2%h	3 1%h	- -	2 1%	- -	5 2%	3 1%	2 *	1 *	1 *	4 2% <i>lm</i>	5 2% <i>l</i>	1 *	8 2%
I didn't trust any of these sources	57 5%	24 4%	32 5%	3 2%	10 5%	8 4%	10 5%	16 5%	16 5%	13 4%	18 4%	26 5%	16 4%	16 4%	7 3%	17 6%	6 3%	24 5%
Mean (excl. NA)	1.99	2.16B	1.82	2.73FGH	2.41FGH	2.43FGH	1.81H	1.64H	1.39	2.55JK	2.12K	1.49	2.02	1.90	2.21m	1.89	2.29	2.32
Standard deviation	1.73	1.96	1.44	2.16	2.02	2.00	1.48	1.42	1.01	2.09	1.78	1.19	1.69	1.58	2.01	1.72	1.81	1.99

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 51

**Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?
Rank these in order where 1 is the one you trust the most.**

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	1251	614	636	148	200	199	203	191	310	347	402	501	374	371	215	291	214	501
Standard error	0.05	0.08	0.06	0.18	0.16	0.15	0.11	0.10	0.05	0.12	0.09	0.05	0.08	0.08	0.15	0.11	0.13	0.09

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.**

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 52

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1272	100	65	1107	48	153	115	107	96	117	123	216	132
Weighted base	1251	96*	65*	1089	48*	158	107*	105*	98*	110*	160*	184	120
NET: Top 3	1036 83%	88 91%DEFGHKm	60 92%dEFgHK	889 82%	34 72%	123 78%	85 80%	80 76%	83 85%	98 89%EFgHK	124 77%	162 88%EFHK	98 82%
NET: Top 5	1120 90%	90 93%EFh	62 95%EFh	968 89%	38 80%	134 85%	93 87%	88 84%	88 90%	106 96%EFGHM	144 90%	171 93%EFH	106 88%
1 - most trust	715 57%	63 65%dEhk	48 73%DEFgHjKL	604 55%	20 42%	89 56%	62 58%e	54 52%	57 59%e	63 58%	82 51%	105 57%e	71 60%e
2	227 18%	17 17%	11 16%	200 18%	8 16%	21 13%	14 13%	19 18%	19 20%	24 21%	28 17%	48 26%FGkM	19 16%
3	94 8%	8 8%	2 3%	84 8%	7 14%BL	14 9%	9 9%	7 7%	6 6%	11 10%l	14 9%	8 4%	8 7%
4	45 4%	1 1%	* 1%	44 4%	1 2%	3 2%	3 2%	6 6%a	4 4%	7 7%AbfL	12 8%AbfL	3 2%	4 3%
5	38 3%	1 1%	1 2%	36 3%	3 7%J	7 5%J	5 5%J	2 2%	1 1%	- -	8 5%J	6 3%j	3 3%
6	22 2%	1 1%	- -	22 2%	2 4%j	5 3%	3 3%j	5 4%J	1 1%	- -	2 1%	2 1%	1 1%
7	12 1%	1 1%	- -	11 1%	2 3%l	2 1%	1 1%	3 2%	- -	1 1%	1 1%	* *	2 1%
8	30 2%	1 1%	1 2%	28 3%	3 7%aJkl	6 4%j	4 4%j	3 3%	3 3%	- -	3 2%	4 2%	3 2%
9 - least trust	10 1%	- -	- -	10 1%	1 2%	4 2%	1 *	1 1%	- -	- -	3 2%	* *	1 *
I didn't trust any of these sources	57 5%	4 4%	2 3%	51 5%	2 4%	7 5%	5 4%	6 6%	5 5%	4 4%	7 5%	6 3%	8 7%
Mean (excl. NA)	1.99	1.62	1.50	2.05AB	2.83ABgIjKLM	2.29ABJL	2.14ABJ	2.25ABJL	1.82	1.68	2.19ABJI	1.80	1.89
Standard deviation	1.73	1.26	1.27	1.78	2.38	2.14	1.94	1.98	1.53	1.01	1.82	1.45	1.66

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 52

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1251	96*	65*	1089	48*	158	107*	105*	98*	110*	160*	184	120
Standard error	0.05	0.13	0.16	0.05	0.36	0.18	0.19	0.20	0.16	0.10	0.17	0.10	0.15

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 53

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	1272	223	403	426	148	50	22	1200	626	198
Weighted base	1251	211	402	412	148	52*	25**	1173	613	200
NET: Top 3	1036 83%	173 82%	332 82%	343 83%	123 83%	42 80%	24 96%	970 83%	505 82%	165 82%
NET: Top 5	1120 90%	186 88%	360 89%	369 89%	135 92%	46 87%	24 96%	1050 89%	546 89%	181 91%
1 - most trust	715 57%	127 60%	223 56%	222 54%	94 64% _c	31 59%	17 69%	667 57%	351 57%	125 62% _c
2	227 18%	33 16%	78 19%	79 19%	21 14%	10 19%	7 27%	210 18%	111 18%	31 15%
3	94 8%	12 6%	31 8%	42 10% _{gl}	8 5%	1 2%	-	93 8% _i	43 7%	9 5%
4	45 4%	6 3%	21 5% _c	9 2%	8 6% _c	* 1%	-	45 4% _C	27 4% _c	9 4%
5	38 3%	7 3%	7 2%	17 4% _b	5 3%	3 6% _b	-	35 3% _b	14 2%	8 4%
6	22 2%	5 2% _{dl}	7 2% _i	10 2% _{dl}	-	-	-	22 2% _i	13 2% _i	-
7	12 1%	2 1%	8 2% _{Cg}	1 *	1 1%	-	-	12 1% _C	10 2% _{Cg}	1 *
8	30 2%	4 2%	6 2%	16 4% _{bGh}	2 2%	2 4%	-	28 2%	10 2%	4 2%
9 - least trust	10 1%	1 *	4 1%	3 1%	1 *	1 2%	-	9 1%	5 1%	2 1%
I didn't trust any of these sources	57 5%	12 6%	18 4%	14 3%	9 6%	4 7%	1 4%	52 4%	30 5%	12 6%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 53

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

Medical professional (e.g. GP, pharmacist, nurse - NHS or private)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	1251	211	402	412	148	52*	25**	1173	613	200
Mean (excl. NA)	1.99	1.91	2.01	2.13di	1.76	2.00	1.28	2.00	1.97	1.82
Standard deviation	1.73	1.68	1.72	1.84	1.47	1.97	0.46	1.73	1.71	1.61
Standard error	0.05	0.12	0.09	0.09	0.13	0.29	0.10	0.05	0.07	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 54

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	943	437	506	128	144	158	143	148	222	272	301	370	322	273	142	206	155	370
Weighted base	952	461	491	131	181	179	147	129	185	312	326	314	283	276	173	221	178	413
NET: Top 3	275 29%	137 30%	138 28%	29 22%	50 28%	44 25%	36 25%	43 33% _c	72 39% _{CdEF}	79 25%	81 25%	115 37% _{IJ}	86 30% _n	84 30% _n	38 22%	68 31%	34 19%	108 26%
NET: Top 5	597 63%	290 63%	307 62%	74 57%	112 62%	105 58%	95 65%	88 68% _c	123 67% _c	186 60%	200 61%	211 67% _i	173 61%	176 64%	104 60%	143 65%	100 56%	259 63%
1 - most trust	42 4%	24 5%	19 4%	5 3%	9 5%	8 5%	6 4%	5 4%	10 5%	14 4%	14 4%	15 5%	9 3%	13 5%	5 3%	15 7%	7 4%	17 4%
2	91 10%	54 12% _B	37 7%	8 6%	18 10%	15 8%	10 7%	17 13% _c	23 12% _c	26 8%	25 8%	40 13% _J	26 9%	33 12% _N	9 5%	22 10%	10 6%	40 10%
3	142 15%	59 13%	82 17%	16 12%	24 13%	22 12%	20 14%	21 16%	39 21% _{cdE}	40 13%	42 13%	60 19% _{IJ}	50 18%	37 14%	24 14%	31 14%	18 10%	50 12%
4	150 16%	73 16%	76 16%	24 18%	25 14%	32 18%	23 15%	20 15%	26 14%	49 16%	54 17%	46 15%	39 14%	44 16%	30 17%	36 16%	26 14%	68 17%
5	172 18%	79 17%	93 19%	21 16%	36 20%	28 16%	36 25% _{eH}	25 19%	25 14%	57 18%	65 20%	50 16%	48 17%	48 18%	36 21%	39 18%	40 22%	83 20%
6	129 14%	63 14%	66 14%	23 17%	29 16%	24 13%	15 10%	17 13%	23 12%	51 16%	38 12%	40 13%	45 16% _m	28 10%	33 19% _{Mo}	24 11%	36 20% _q	54 13%
7	89 9%	50 11%	39 8%	13 10%	10 5%	25 14% _D	16 11%	9 7%	17 9%	22 7%	41 12% _i	26 8%	29 10%	25 9%	18 10%	17 8%	22 13%	32 8%
8	48 5%	21 5%	27 6%	11 8% _{gH}	14 8% _H	10 6% _h	5 4%	4 3%	3 2%	25 8% _K	16 5%	8 2%	10 4%	21 8% _l	7 4%	10 4%	8 4%	24 6%
9 - least trust	37 4%	16 4%	20 4%	8 6% _{gh}	7 4%	8 4%	8 5%	2 2%	4 2%	15 5% _k	15 5% _k	6 2%	12 4%	11 4%	5 3%	9 4%	7 4%	20 5%
I didn't trust any of these sources	52 5%	21 5%	32 6%	2 2%	10 6%	8 4%	9 6% _c	9 7% _C	15 8% _C	12 4%	17 5%	24 8% _i	14 5%	14 5%	7 4%	18 8%	5 3%	23 5%
Mean (excl. NA)	4.69	4.64	4.74	5.11 _{GH}	4.74 _H	4.90 _{GH}	4.82 _{gH}	4.36	4.24	4.90 _K	4.87 _K	4.29	4.72	4.67	4.91	4.51	5.09	4.78
Standard deviation	2.01	2.04	1.98	2.05	2.06	2.06	1.96	1.85	1.94	2.06	2.01	1.90	1.98	2.12	1.78	2.08	1.87	2.04

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 54

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	952	461	491	131	181	179	147	129	185	312	326	314	283	276	173	221	178	413
Standard error	0.07	0.10	0.09	0.18	0.18	0.17	0.17	0.16	0.14	0.13	0.12	0.10	0.11	0.13	0.15	0.15	0.15	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 55

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	943	71	41	831	37	107	93	90	74	84	97	145	104
Weighted base	952	70*	41*	841	39*	115*	88*	94*	78*	81*	127*	123	96*
NET: Top 3	275 29%	22 31%	11 26%	242 29%	11 28%	26 22%	26 29%	31 33%	32 40%FKI	24 30%	30 24%	32 26%	30 31%
NET: Top 5	597 63%	55 79%DbFgHKLM	24 59%	518 62%	25 65%	68 59%	55 63%	58 62%	51 66%	56 69%L	77 61%	66 54%	61 63%
1 - most trust	42 4%	5 7%	2 5%	36 4%	2 6%	3 3%	2 2%	3 3%	9 11%fgJK	1 2%	2 2%	7 5%	6 6%
2	91 10%	3 5%	4 9%	84 10%	7 17%al	10 9%	7 8%	10 10%	11 14%a	8 9%	15 12%	8 7%	8 8%
3	142 15%	13 19%e	5 13%	123 15%	2 5%	12 11%	17 19%e	18 20%e	12 15%	15 19%e	13 10%	18 14%	16 17%
4	150 16%	17 24%dfHi	7 17%	126 15%	8 19%	16 14%	15 17%	10 11%	9 11%	11 14%	22 17%	18 14%	18 18%
5	172 18%	16 23%l	6 16%	149 18%	7 17%	26 23%l	15 17%	16 17%	11 14%	21 25%Lm	24 19%	16 13%	13 14%
6	129 14%	4 6%	7 17%	118 14%a	6 16%	18 16%a	11 13%	14 15%	7 9%	10 12%	18 14%	19 15%a	15 15%a
7	89 9%	4 6%	6 15%em	79 9%	1 1%	11 9%	12 14%em	6 6%	5 7%	5 6%	14 11%	21 17%AEHIJM	5 5%
8	48 5%	3 5%	1 3%	44 5%	1 3%	8 7%g	1 1%	5 5%	7 10%Gm	3 3%	10 8%g	7 6%g	2 2%
9 - least trust	37 4%	1 1%	1 1%	35 4%	4 9%a	3 3%	4 5%	4 5%	2 2%	4 5%	3 3%	5 4%	5 5%
I didn't trust any of these sources	52 5%	3 4%	2 5%	48 6%	2 5%	7 6%	4 5%	6 6%	5 6%	4 5%	5 4%	5 4%	9 9%
Mean (excl. NA)	4.69	4.29	4.74	4.73	4.58	4.92ai	4.73	4.65	4.28	4.66	4.89a	4.99Aim	4.47
Standard deviation	2.01	1.77	1.92	2.03	2.25	1.92	1.93	2.05	2.30	1.89	1.96	2.10	2.02

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 55

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	952	70*	41*	841	39*	115*	88*	94*	78*	81*	127*	123	96*
Standard error	0.07	0.21	0.31	0.07	0.39	0.19	0.21	0.23	0.27	0.21	0.20	0.18	0.21

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 56

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	943	184	300	317	92	37	13	893	484	129
Weighted base	952	177	307	314	100*	38**	16**	898	484	138
NET: Top 3	275 29%	65 37% ^{bCGhi}	86 28%	84 27%	27 27%	8 22%	4 24%	262 29%	151 31%	35 26%
NET: Top 5	597 63%	118 67% ^c	209 68% ^{CGi}	182 58%	59 59%	20 52%	8 51%	569 63% ^C	327 68% ^{CGi}	79 57%
1 - most trust	42 4%	11 6% ⁱ	17 5% ⁱ	13 4%	1 1%	* 1%	- -	42 5% ⁱ	27 6% ⁱ	2 1%
2	91 10%	25 14% ^{Cg}	29 9%	25 8%	11 11%	1 1%	- -	90 10%	54 11%	12 8%
3	142 15%	29 16%	41 13%	46 15%	14 14%	8 20%	4 24%	130 15%	70 14%	22 16%
4	150 16%	27 15%	51 17%	52 17%	13 13%	5 13%	2 11%	143 16%	78 16%	18 13%
5	172 18%	26 15%	72 23% ^{ACGh}	46 15%	20 20%	6 17%	2 15%	163 18% ^C	98 20% ^{Ac}	26 19%
6	129 14%	15 9%	46 15% ^{ah}	44 14%	15 15%	8 20%	1 5%	121 13% ^a	62 13% ^a	23 16% ^a
7	89 9%	12 7%	21 7%	35 11% ^{bh}	13 13% ^{bh}	5 12%	3 20%	81 9% ^H	33 7%	18 13% ^{bh}
8	48 5%	13 7% ^{BH}	7 2%	21 7% ^B	5 5%	- -	3 18%	45 5% ^B	20 4% ^B	5 3%
9 - least trust	37 4%	7 4% ^d	8 3%	19 6% ^{BDGhi}	- -	2 6%	- -	34 4% ^d	15 3%	2 2%
I didn't trust any of these sources	52 5%	11 6%	15 5%	14 4%	8 8%	4 10%	1 6%	48 5%	26 5%	11 8%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 56

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Charity or patient groups (e.g. via helplines or websites)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	952	177	307	314	100*	38**	16**	898	484	138
Mean (excl. NA)	4.69	4.42	4.50	4.94ABGH	4.72	5.07	5.42	4.67H	4.48	4.82
Standard deviation	2.01	2.17	1.85	2.12	1.80	1.81	1.97	2.02	1.97	1.80
Standard error	0.07	0.16	0.11	0.12	0.20	0.31	0.57	0.07	0.09	0.17

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 57

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1046	492	554	144	157	167	156	166	256	301	323	422	381	295	161	209	179	403
Weighted base	1046	510	536	146	194	186	167	143	211	340	353	354	335	293	190	228	200	445
NET: Top 3	748 72%	354 69%	394 73%	106 73%	146 75%	126 68%	117 70%	102 72%	151 71%	252 74%	243 69%	253 72%	239 71%	203 69%	137 72%	169 74%	150 75%	305 69%
NET: Top 5	875 84%	423 83%	452 84%	123 84%	162 83%	150 81%	141 85%	119 84%	179 85%	285 84%	291 83%	299 84%	286 85%	238 81%	159 83%	193 85%	168 84%	362 81%
1 - most trust	232 22%	112 22%	120 22%	46 32% EFGH	61 31% EFGH	38 20% h	36 22% h	23 16%	28 13%	106 31% JK	74 21% K	51 15%	72 21%	61 21%	51 27%	48 21%	47 24%	123 28%
2	377 36%	169 33%	208 39% a	47 32%	67 35%	62 34%	61 37%	58 41%	80 38%	115 34%	124 35%	138 39%	120 36%	104 36%	65 34%	87 38%	80 40% Q	132 30%
3	140 13%	73 14%	66 12%	13 9%	18 9%	26 14%	20 12%	20 14%	43 20% CDF	31 9%	46 13%	63 18% lj	47 14%	38 13%	21 11%	34 15%	22 11%	50 11%
4	79 8%	44 9%	36 7%	11 7%	8 4%	18 9% d	13 8%	12 8%	19 9% d	19 5%	30 9%	30 9%	30 9%	22 8%	10 5%	17 8%	11 6%	37 8%
5	47 5%	25 5%	22 4%	6 4%	8 4%	6 3%	12 7%	6 4%	10 5%	14 4%	18 5%	15 4%	17 5%	13 4%	12 6%	6 3%	7 4%	20 5%
6	38 4%	21 4%	17 3%	3 2%	6 3%	10 5%	6 4%	4 3%	10 5%	9 3%	16 4%	14 4%	14 4%	10 4%	8 4%	6 3%	10 5%	16 4%
7	40 4%	25 5%	15 3%	8 5%	7 4%	11 6% gh	8 5%	2 2%	4 2%	15 4% k	19 5% K	7 2%	9 3%	15 5%	7 4%	9 4%	8 4%	24 5%
8	21 2%	10 2%	11 2%	5 4% d	1 1%	5 2%	1 1%	5 4% d	3 2%	6 2%	6 2%	8 2%	6 2%	6 2%	7 4% o	2 1%	3 1%	10 2%
9 - least trust	20 2%	9 2%	11 2%	3 2%	8 4% H	3 1%	2 1%	3 2% h	1 *	12 3% k	4 1%	4 1%	6 2%	10 3%	3 1%	2 1%	7 4%	10 2%
I didn't trust any of these sources	52 5%	22 4%	30 6%	3 2%	10 5%	8 4%	9 5%	9 6%	14 6% c	13 4%	17 5%	22 6%	15 4%	14 5%	7 4%	17 7%	5 2%	23 5%
Mean (excl. NA)	2.83	2.93	2.73	2.80	2.65	3.02	2.81	2.88	2.84	2.72	2.92	2.86	2.83	2.99 o	2.84	2.62	2.84	2.88
Standard deviation	1.95	1.98	1.91	2.17	2.12	2.03	1.84	1.94	1.60	2.14	1.94	1.75	1.89	2.11	2.06	1.69	2.09	2.10

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 57

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	1046	510	536	146	194	186	167	143	211	340	353	354	335	293	190	228	200	445
Standard error	0.06	0.09	0.08	0.18	0.17	0.16	0.15	0.16	0.10	0.13	0.11	0.09	0.10	0.13	0.17	0.12	0.16	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 58

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1046	81	49	916	38	118	101	95	85	91	103	170	115
Weighted base	1046	80*	50*	916	40*	127*	94*	97*	87*	87*	133*	146	106*
NET: Top 3	748 72%	65 82%dbFK	34 67%	650 71%	30 75%	82 64%	68 72%	67 70%	66 76%K	70 80%FK	81 61%	108 74%K	78 73%k
NET: Top 5	875 84%	70 87%	43 84%	763 83%	34 85%	99 78%	76 80%	77 80%	76 88%	80 92%FGHK	103 78%	127 87%fk	91 86%
1 - most trust	232 22%	17 21%	5 9%	210 23%B	14 34%Bm	27 21%	19 20%	28 29%B	20 23%b	20 22%b	32 24%b	33 23%b	19 18%
2	377 36%	41 51%DEFHKL	18 37%	318 35%	10 25%	43 34%	40 42%ehK	28 29%	32 37%k	42 48%EFHKL	32 24%	47 32%	44 41%eK
3	140 13%	7 9%	11 21%af	122 13%	6 16%	12 9%	9 10%	11 12%	14 17%	9 10%	17 13%	28 19%aFgj	15 14%
4	79 8%	4 5%	7 15%aGil	68 7%	3 7%	11 9%	4 4%	8 7%	5 5%	6 6%	18 13%aGl	8 6%	7 7%
5	47 5%	1 1%	1 3%	45 5%	1 3%	6 5%	4 4%	2 2%	5 6%	5 5%	5 4%	10 7%ah	6 5%
6	38 4%	3 4%	1 3%	34 4%	3 6%	4 3%	5 5%	3 3%	3 3%	3 3%	9 7%m	4 3%	2 2%
7	40 4%	1 1%	3 6%j	36 4%	-	11 9%aeJL	7 7%aJL	4 5%	3 3%	*	4 3%	3 2%	4 4%
8	21 2%	1 2%	1 3%	18 2%	2 4%fj	-	2 2%	2 2%	*	-	6 5%Fj	4 3%f	1 1%
9 - least trust	20 2%	2 2%	-	18 2%	-	6 5%ijM	1 1%	5 5%ijM	-	-	4 3%	3 2%	-
I didn't trust any of these sources	52 5%	3 3%	2 4%	48 5%	2 5%	7 6%	4 4%	6 6%	5 6%	4 4%	6 4%	5 4%	8 7%
Mean (excl. NA)	2.83	2.52	3.13J	2.84	2.57	3.14aiJ	2.89J	2.89j	2.57	2.32	3.27AIJM	2.82J	2.64
Standard deviation	1.95	1.80	1.76	1.97	1.86	2.25	2.00	2.27	1.57	1.28	2.27	1.91	1.61

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 58

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1046	80*	50*	916	40*	127*	94*	97*	87*	87*	133*	146	106*
Standard error	0.06	0.20	0.26	0.07	0.32	0.21	0.20	0.24	0.17	0.14	0.23	0.15	0.16

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 59

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	1046	189	336	358	108	39	16	991	525	147
Weighted base	1046	181	338	356	109*	41**	21**	984	519	150
NET: Top 3	748 72%	124 68%	255 75%	247 69%	79 73%	31 75%	13 63%	705 72%	378 73%	110 73%
NET: Top 5	875 84%	146 81%	288 85%	295 83%	95 87%	36 87%	15 74%	823 84%	434 84%	131 87%
1 - most trust	232 22%	30 17%	81 24%a	89 25%a	19 18%	7 18%	4 20%	220 22%a	112 22%a	27 18%
2	377 36%	69 38%	130 39%	118 33%	37 34%	17 40%	7 32%	354 36%	199 38%	53 36%
3	140 13%	25 14%	43 13%	40 11%	23 21%bCGH	7 16%	2 11%	131 13%	68 13%	30 20%bCGH
4	79 8%	12 7%	24 7%	29 8%	8 8%	3 7%	2 12%	74 8%	36 7%	11 8%
5	47 5%	11 6%b	9 3%	19 5%	7 6%b	2 5%	-	45 5%B	19 4%b	9 6%
6	38 4%	7 4%	10 3%	14 4%	4 4%	2 4%	2 10%	35 4%	17 3%	6 4%
7	40 4%	7 4%i	12 4%i	19 5%dl	* *	- -	2 11%	38 4%dl	19 4%i	* *
8	21 2%	5 3%	5 2%	10 3%	1 1%	-	-	21 2%	10 2%	1 1%
9 - least trust	20 2%	5 3%	8 2%	6 2%	1 1%	-	-	20 2%	13 3%	1 1%
I didn't trust any of these sources	52 5%	11 6%	15 5%	13 4%	8 7%	4 9%	1 5%	47 5%	26 5%	11 8%
Mean (excl. NA)	2.83	3.03	2.70	2.91	2.73	2.48	3.16	2.84	2.81	2.66

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 59

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any? Rank these in order where 1 is the one you trust the most.

NHS (e.g. via the 111 helpline or the NHS website)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	1046	181	338	356	109*	41**	21**	984	519	150
Standard deviation	1.95	2.05	1.93	2.06	1.58	1.30	2.07	1.97	1.97	1.51
Standard error	0.06	0.15	0.11	0.11	0.16	0.22	0.54	0.06	0.09	0.13

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 60

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1042	463	579	151	178	175	168	156	214	329	343	370	350	306	163	223	174	437
Weighted base	1050	487	562	152	218	196	173	131	181	370	368	311	308	307	198	237	197	477
NET: Top 3	189 18%	86 18%	102 18%	40 26%FGH	49 22%GH	38 19%H	26 15%	17 13%	19 10%	89 24%jK	64 17%K	35 11%	53 17%	49 16%	45 23%	41 18%	40 20%	99 21%
NET: Top 5	334 32%	149 31%	185 33%	66 44%EFGH	79 36%H	59 30%	52 30%	37 28%	40 22%	145 39%JK	111 30%	77 25%	89 29%	104 34%	71 36%	71 30%	62 31%	162 34%
1 - most trust	48 5%	13 3%	35 6%A	9 6%H	18 8%gH	9 5%H	7 4%h	4 3%	1 1%	27 7%K	16 4%k	5 2%	9 3%	16 5%	10 5%	13 6%	10 5%	26 5%
2	58 6%	31 6%	27 5%	19 12%EFGH	15 7%H	10 5%h	9 5%h	4 3%	3 1%	33 9%jK	18 5%k	7 2%	14 5%	12 4%	18 9%lM	13 6%	13 6%	31 7%
3	82 8%	42 9%	40 7%	12 8%	16 7%	19 10%	11 6%	9 7%	15 8%	28 8%	31 8%	23 7%	30 10%	21 7%	17 8%	15 6%	17 9%	42 9%
4	73 7%	36 7%	36 6%	17 11%dEh	11 5%	9 5%	16 9%	10 8%	10 6%	28 7%	25 7%	20 6%	20 7%	26 8%	12 6%	15 6%	10 5%	30 6%
5	73 7%	26 5%	47 8%a	9 6%	20 9%	12 6%	9 5%	11 8%	12 6%	29 8%	22 6%	22 7%	15 5%	29 9%l	14 7%	15 6%	12 6%	33 7%
6	81 8%	35 7%	46 8%	12 8%h	24 11%H	12 6%	17 10%H	11 9%H	5 3%	36 10%k	29 8%	17 5%	24 8%	27 9%	10 5%	20 8%	23 11%Q	26 5%
7	144 14%	70 14%	74 13%	15 10%	32 15%	33 17%c	26 15%	15 11%	24 13%	47 13%	59 16%	38 12%	44 14%	44 14%	28 14%	29 12%	29 15%	74 16%
8	250 24%	112 23%	138 25%	35 23%	44 20%	51 26%	35 20%	32 25%	52 29%df	79 21%	86 23%	85 27%	82 27%o	71 23%	50 25%	47 20%	46 23%	120 25%
9 - least trust	178 17%	93 19%	84 15%	20 13%	23 11%	32 16%	31 18%d	26 20%D	45 25%CD	43 12%	63 17%i	71 23%lj	48 16%	43 14%	32 16%	54 23%lM	32 16%	63 13%
I didn't trust any of these sources	63 6%	28 6%	35 6%	4 3%	15 7%	8 4%	12 7%c	9 7%c	14 8%C	19 5%	21 6%	23 7%	21 7%	18 6%	8 4%	17 7%	6 3%	32 7%
Mean (excl. NA)	6.24	6.35	6.15	5.63	5.76	6.31Cd	6.29Cd	6.53CD	7.02CDEFG	5.71	6.30l	6.82lJ	6.37	6.15	6.08	6.34	6.17	6.06
Standard deviation	2.45	2.42	2.48	2.64	2.54	2.44	2.38	2.29	2.09	2.58	2.41	2.19	2.36	2.38	2.58	2.55	2.47	2.51

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 60

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	1050	487	562	152	218	196	173	131	181	370	368	311	308	307	198	237	197	477
Standard error	0.08	0.12	0.11	0.22	0.20	0.19	0.19	0.19	0.15	0.15	0.13	0.12	0.13	0.14	0.21	0.18	0.19	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 61

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1042	77	49	916	41	116	103	103	80	95	104	162	112
Weighted base	1050	78*	48*	924	43*	127*	96*	109*	83*	90*	133*	142	102*
NET: Top 3	189 18%	10 13%	7 15%	171 19%	11 26% _j	26 20%	17 18%	30 28% _{AiJIM}	12 14%	11 12%	25 18%	24 17%	15 15%
NET: Top 5	334 32%	22 28%	13 27%	299 32%	15 34%	48 38% _{ejM}	32 33%	42 39% _{ejM}	23 28%	22 25%	41 31%	52 37% _{ejM}	24 24%
1 - most trust	48 5%	1 1%	2 4%	46 5%	5 12% _{AiKM}	7 5%	4 4%	9 8% _{am}	3 3%	4 5%	3 3%	9 6%	2 2%
2	58 6%	8 10% _B	-	50 5%	4 9% _b	8 6%	5 5%	8 7% _b	5 6%	4 4%	8 6%	6 4%	4 4%
3	82 8%	2 2%	6 12% _{Aj}	75 8% _a	2 6%	12 9% _a	8 8%	13 12% _{AJ}	5 6%	3 3%	13 10% _{aj}	9 6%	9 9% _a
4	73 7%	7 9% _{kM}	4 9% _m	61 7%	1 3%	9 7% _m	8 8% _{kM}	8 8% _m	6 7%	6 7% _m	3 2%	18 13% _{KM}	2 2%
5	73 7%	4 6%	2 3%	67 7%	2 5%	13 10% _h	7 7%	4 3%	5 6%	5 6%	13 10%	10 7%	7 7%
6	81 8%	11 15% _{DfgkM}	6 12% _m	64 7%	2 5%	8 6%	6 6%	7 7%	7 9%	8 9%	9 6%	12 9%	4 4%
7	144 14%	12 15%	7 15%	125 14%	6 14%	17 13%	12 12%	10 10%	13 16%	14 16%	22 16%	20 14%	11 11%
8	250 24%	20 25%	12 26%	218 24%	6 15%	30 23%	21 22%	23 21%	18 21%	26 29%	32 24%	33 24%	29 28%
9 - least trust	178 17%	11 14%	7 15%	160 17%	12 29% _{aFL}	16 13%	21 22% _L	18 16%	16 19%	14 16%	24 18%	16 11%	23 22% _{fL}
I didn't trust any of these sources	63 6%	3 3%	2 4%	58 6%	2 5%	8 6%	5 5%	8 8%	6 7%	6 6%	6 4%	7 5%	11 10% _a
Mean (excl. NA)	6.24	6.33	6.39	6.23	6.08	5.96	6.32	5.73	6.44	6.52 _h	6.40	5.95	6.80 _{FHL}
Standard deviation	2.45	2.23	2.24	2.48	3.00	2.48	2.50	2.76	2.36	2.31	2.36	2.41	2.31

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 61

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1050	78*	48*	924	43*	127*	96*	109*	83*	90*	133*	142	102*
Standard error	0.08	0.26	0.33	0.08	0.49	0.24	0.25	0.28	0.27	0.25	0.24	0.20	0.23

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 62

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	1042	200	322	353	108	40	19	983	522	148
Weighted base	1050	190	327	355	113*	42**	23**	985	517	155
NET: Top 3	189 18%	28 15%	60 18%	72 20%	16 14%	6 14%	7 31%	176 18%	88 17%	22 14%
NET: Top 5	334 32%	53 28%	105 32%	132 37%AdGhI	31 27%	6 15%	7 31%	320 33%I	158 31%	37 24%
1 - most trust	48 5%	5 3%	13 4%	17 5%	3 3%	5 12%	5 20%	39 4%	18 4%	8 5%D
2	58 6%	7 4%	15 5%	27 8%gh	7 6%	-	2 7%	57 6%h	22 4%	7 5%
3	82 8%	15 8%	32 10%i	27 8%	6 5%	1 3%	1 4%	80 8%	47 9%	7 4%
4	73 7%	7 4%	20 6%	39 11%ABGHI	7 6%	-	-	73 7%AH	27 5%	7 4%
5	73 7%	18 10%	25 8%	21 6%	8 7%	1 1%	-	72 7%	43 8%	8 5%
6	81 8%	18 9%i	31 9%i	26 7%	5 4%	1 2%	2 7%	79 8%i	48 9%i	6 4%
7	144 14%	36 19%BcGH	39 12%	47 13%	15 13%	4 8%	3 14%	138 14%	76 15%b	18 12%
8	250 24%	41 22%	80 24%	81 23%	31 27%	13 32%	3 15%	233 24%	121 23%	44 29%
9 - least trust	178 17%	29 15%	57 17%	51 14%	22 20%	13 30%	6 29%	159 16%	85 17%	35 23%Gg
I didn't trust any of these sources	63 6%	13 7%	15 5%	19 5%	9 8%	5 12%	1 4%	57 6%	28 6%	14 9%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 62

**Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?
Rank these in order where 1 is the one you trust the most.**

Social media (e.g. Facebook, Twitter, Instagram)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	1050	190	327	355	113*	42**	23**	985	517	155
Mean (excl. NA)	6.24	6.41c	6.26	5.96	6.58c	7.10	5.88	6.22C	6.32c	6.72CG
Standard deviation	2.45	2.21	2.41	2.51	2.39	2.68	3.28	2.42	2.34	2.47
Standard error	0.08	0.16	0.14	0.14	0.24	0.45	0.77	0.08	0.11	0.21

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 63

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1298	629	669	150	173	180	203	222	370	323	383	592	457	387	195	259	205	482
Weighted base	1287	642	644	150	217	206	213	189	312	367	419	501	394	387	232	274	235	523
NET: Top 3	384 30%	200 31%	184 28%	29 19%	48 22%	47 23%	75 35% CDE	56 29% C	130 42% CDEG	77 21%	121 29% I	185 37% IJ	110 28%	114 30%	80 34%	79 29%	60 25%	140 27%
NET: Top 5	669 52%	357 56% B	312 48%	68 45%	107 49% e	81 39%	112 53% E	98 52% E	203 65% CDEFG	175 48%	193 46%	301 60% IJ	199 51%	211 54%	122 53%	137 50%	116 49%	247 47%
1 - most trust	98 8%	60 9% B	39 6%	8 5%	16 7%	14 7%	19 9%	17 9%	24 8%	24 6%	33 8%	42 8%	32 8%	28 7%	25 11% O	13 5%	14 6%	51 10%
2	139 11%	67 10%	73 11%	10 7%	14 7%	21 10%	29 14% cD	21 11%	45 14% CD	24 7%	50 12% I	65 13% I	35 9%	37 10%	32 14%	36 13%	23 10%	44 8%
3	146 11%	74 11%	72 11%	11 7%	18 8%	12 6%	26 12% e	18 9%	61 19% CDEFG	29 8%	38 9%	78 16% IJ	44 11%	49 13%	23 10%	30 11%	23 10%	45 9%
4	161 13%	91 14%	70 11%	13 9%	32 15%	18 9%	22 10%	32 17% CEf	45 14% ce	44 12%	40 9%	77 15% J	50 13%	57 15% n	20 9%	34 12%	33 14%	60 11%
5	125 10%	66 10%	58 9%	26 17% EFGH	27 13% G	17 8%	15 7%	11 6%	28 9%	53 15% JK	32 8%	39 8%	38 10%	39 10%	23 10%	24 9%	23 10%	47 9%
6	174 14%	77 12%	98 15%	28 18% dGH	22 10%	44 21% DFGH	27 13%	21 11%	33 10%	49 13%	71 17% K	54 11%	56 14%	58 15%	26 11%	35 13%	28 12%	85 16%
7	201 16%	95 15%	106 17%	26 18% h	42 19% fH	38 18% H	26 12%	35 19% fH	34 11%	68 19%	63 15%	70 14%	70 18%	52 13%	36 16%	44 16%	45 19%	90 17%
8	96 7%	41 6%	55 8%	12 8%	12 6%	23 11% H	23 11% H	12 6%	13 4%	24 7%	46 11% iK	25 5%	29 7%	30 8%	17 7%	20 7%	21 9%	35 7%
9 - least trust	68 5%	36 6%	32 5%	12 8% H	20 9% gH	10 5% h	13 6% H	8 4%	6 2%	33 9% jK	22 5% k	14 3%	15 4%	17 4%	20 8% Lm	17 6%	18 8%	32 6%
I didn't trust any of these sources	78 6%	37 6%	41 6%	4 3%	14 6%	11 5%	13 6%	14 8% c	23 7% c	18 5%	23 6%	37 7%	26 7%	21 5%	12 5%	20 7%	8 3%	35 7%
Mean (excl. NA)	4.90	4.76	5.03a	5.48FGH	5.24gH	5.35FGH	4.79H	4.78H	4.19	5.34K	5.07K	4.41	4.92	4.83	4.85	5.00	5.22	5.02
Standard deviation	2.32	2.34	2.29	2.16	2.33	2.27	2.48	2.34	2.10	2.26	2.39	2.21	2.26	2.23	2.55	2.32	2.32	2.36

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 63

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	1287	642	644	150	217	206	213	189	312	367	419	501	394	387	232	274	235	523
Standard error	0.07	0.10	0.09	0.18	0.18	0.17	0.18	0.16	0.11	0.13	0.13	0.09	0.11	0.12	0.19	0.15	0.17	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 64

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1298	110	63	1125	47	147	116	114	99	125	126	214	137
Weighted base	1287	112*	61*	1113	48*	156	106*	112*	98*	120	163	188	124
NET: Top 3	384 30%	40 36%lkM	22 35%iM	322 29%	14 30%	52 33%iM	28 27%	28 25%	21 21%	49 41%GHIKM	40 25%	65 34%lkM	25 20%
NET: Top 5	669 52%	64 57%	34 56%	571 51%	28 59%	82 53%	48 46%	54 48%	45 46%	66 55%	77 47%	109 58%gjik	62 50%
1 - most trust	98 8%	11 10%hm	4 6%	83 7%	7 15%HM	12 8%	10 10%hm	3 3%	6 6%	13 10%Hm	11 6%	16 9%h	5 4%
2	139 11%	15 13%	9 14%	116 10%	3 6%	18 12%	10 9%	18 16%M	8 8%	14 12%	16 10%	22 12%	9 7%
3	146 11%	14 13%	9 15%h	122 11%	4 8%	22 14%h	9 8%	7 6%	7 7%	22 19%GHIKm	14 9%	27 14%Hi	12 10%
4	161 13%	15 13%	7 11%	139 12%	7 14%	17 11%	13 12%	19 17%	10 11%	11 9%	22 13%	26 14%	15 12%
5	125 10%	8 7%	6 9%	111 10%	7 15%j	13 9%	7 7%	8 7%	13 14%J	6 5%	15 9%	18 10%	23 18%AFGHJKL
6	174 14%	15 14%E	5 9%	154 14%	1 2%	19 12%e	20 19%bE	15 13%E	12 12%e	17 14%E	31 19%bE	24 13%E	14 11%e
7	201 16%	16 14%	10 16%	176 16%	10 20%	26 17%	16 15%	19 17%	17 17%	19 16%	28 17%	25 13%	17 13%
8	96 7%	9 8%	6 9%	81 7%	6 13%	10 6%	12 11%	11 9%	6 7%	9 7%	9 5%	12 6%	7 6%
9 - least trust	68 5%	5 5%	3 6%	60 5%	1 3%	10 6%	3 3%	4 3%	11 11%GhJl	4 3%	9 6%	8 4%	10 8%
I didn't trust any of these sources	78 6%	4 3%	3 5%	71 6%	2 4%	9 6%	6 6%	10 9%	7 8%	6 5%	9 5%	9 5%	13 11%Ajl
Mean (excl. NA)	4.90	4.64	4.82	4.93	4.81	4.84	5.00	5.00	5.38aJL	4.56	5.07	4.64	5.24aJL
Standard deviation	2.32	2.38	2.41	2.31	2.49	2.38	2.34	2.23	2.37	2.37	2.22	2.29	2.17

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 64

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1287	112*	61*	1113	48*	156	106*	112*	98*	120	163	188	124
Standard error	0.07	0.23	0.31	0.07	0.38	0.20	0.23	0.22	0.25	0.22	0.20	0.16	0.20

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 65

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	1298	216	398	452	161	48	23	1227	614	209
Weighted base	1287	205	403	443	158	52*	25**	1210	608	210
NET: Top 3	384 30%	36 17%	107 27%AH	155 35%ABGH	61 39%ABGH	18 34%A	7 27%	359 30%AH	143 24%A	79 37%ABGH
NET: Top 5	669 52%	85 41%	213 53%AH	247 56%AgH	85 54%A	29 55%	10 40%	630 52%Ah	298 49%A	114 54%A
1 - most trust	98 8%	9 4%	19 5%	40 9%aBgH	19 12%ABGH	8 16%ABGH	3 10%	87 7%BH	28 5%	27 13%ABGH
2	139 11%	13 6%	41 10%	53 12%a	25 16%AbgH	6 11%	3 11%	131 11%AH	54 9%	30 14%AH
3	146 11%	14 7%	47 12%a	62 14%Agh	18 11%	4 7%	2 6%	141 12%A	61 10%a	21 10%
4	161 13%	22 11%	60 15%d	55 12%	13 8%	9 17%	3 10%	150 12%	81 13%	22 10%d
5	125 10%	28 13%cdl	46 11%i	37 8%	11 7%	2 5%	1 2%	122 10%i	73 12%cgl	14 7%
6	174 14%	31 15%	59 15%	51 12%	18 11%	6 11%	9 36%	159 13%	91 15%	24 11%
7	201 16%	42 20%cDgi	65 16%	63 14%	18 11%	10 20%	2 7%	189 16%	107 18%dg	28 14%
8	96 7%	23 11%Cegi	30 7%	28 6%	11 7%	1 2%	2 6%	93 8%	54 9%	12 6%
9 - least trust	68 5%	10 5%	14 4%	31 7%Bh	12 8%bh	2 3%	-	67 6%bH	24 4%	14 6%
I didn't trust any of these sources	78 6%	13 7%	22 5%	22 5%	14 9%	4 8%	3 11%	71 6%	35 6%	18 9%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 65

**Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?
 Rank these in order where 1 is the one you trust the most.**

The media (e.g. national newspapers, online news and broadcast)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	1287	205	403	443	158	52*	25**	1210	608	210
Mean (excl. NA)	4.90	5.53BCDEGHI	4.96i	4.73	4.58	4.36	4.69	4.92cdl	5.15BCDEGI	4.53
Standard deviation	2.32	2.12	2.14	2.41	2.59	2.40	2.19	2.32	2.15	2.54
Standard error	0.07	0.15	0.11	0.12	0.22	0.36	0.49	0.07	0.09	0.19

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 66

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	873	401	472	125	138	146	137	135	192	263	283	327	298	251	135	189	153	359
Weighted base	881	419	462	128	170	167	140	117	159	298	307	277	269	246	164	202	176	391
NET: Top 3	188 21%	95 23%	93 20%	34 26%	37 22%	34 21%	31 22%	21 18%	30 19%	71 24%	66 21%	51 19%	55 20%	67 27% ^{IO}	35 21%	32 16%	42 24%	91 23%
NET: Top 5	460 52%	215 51%	245 53%	63 50%	90 53%	96 58% ^h	73 52%	63 54%	74 47%	154 52%	169 55%	138 50%	135 50%	136 55%	94 57%	95 47%	104 59%	213 54%
1 - most trust	25 3%	12 3%	13 3%	6 5% ^g	5 3%	3 2%	7 5% ^g	1 1%	3 2%	11 4%	10 3%	4 1%	7 3%	8 3%	5 3%	4 2%	4 2%	14 4%
2	47 5%	28 7%	19 4%	8 6%	6 4%	9 6%	6 4%	6 5%	11 7%	14 5%	16 5%	18 6%	13 5%	23 9% ^{lnO}	7 4%	4 2%	13 8%	19 5%
3	116 13%	55 13%	62 13%	20 16%	26 15%	22 13%	18 13%	14 12%	16 10%	46 16%	40 13%	30 11%	34 13%	36 14%	23 14%	23 11%	24 14%	58 15%
4	142 16%	56 13%	85 18% ^a	21 17%	31 18%	28 17%	17 12%	25 21% ^{fh}	20 13%	52 18%	45 15%	45 16%	44 16%	33 13%	36 22% ^m	30 15%	32 18%	64 16%
5	130 15%	64 15%	66 14%	8 6%	22 13%	34 20% ^C	24 17% ^C	17 15% ^C	24 15% ^C	30 10%	58 19% ^l	42 15% ⁱ	36 14%	37 15%	24 14%	34 17%	30 17%	57 15%
6	147 17%	70 17%	78 17%	16 12%	30 17%	25 15%	28 20%	21 18%	28 18%	45 15%	53 17%	49 18%	44 16%	39 16%	24 15%	41 20%	24 13%	64 16%
7	96 11%	42 10%	54 12%	16 13%	16 9%	16 9%	16 11%	9 8%	24 15% ^g	32 11%	32 10%	32 12%	34 13%	22 9%	16 10%	24 12%	21 12%	30 8%
8	71 8%	40 10%	31 7%	16 13% ^{eG}	14 8%	10 6%	12 8%	5 5%	14 9%	30 10%	22 7%	19 7%	25 9%	21 8%	9 5%	17 8%	12 7%	33 9%
9 - least trust	57 6%	33 8%	24 5%	13 10% ^{FH}	13 8% ^f	12 7% ^f	3 2%	11 9% ^{FH}	5 3%	26 9% ^j	15 5%	16 6%	16 6%	16 7%	16 10% ^o	8 4%	13 7%	28 7%
I didn't trust any of these sources	50 6%	20 5%	30 7%	3 2%	8 5%	8 5%	9 6%	8 7%	14 9% ^C	11 4%	17 5%	22 8% ^l	15 5%	12 5%	6 4%	18 9%	3 2%	23 6% ^p
Mean (excl. NA)	5.20	5.26	5.14	5.33	5.20	5.14	5.06	5.20	5.27	5.26	5.10	5.24	5.28	5.02	5.15	5.36	5.08	5.11
Standard deviation	2.04	2.13	1.96	2.36	2.07	1.97	1.96	1.98	1.96	2.20	1.96	1.96	2.05	2.16	2.08	1.84	2.06	2.10

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 66

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	881	419	462	128	170	167	140	117	159	298	307	277	269	246	164	202	176	391
Standard error	0.07	0.11	0.09	0.21	0.18	0.17	0.17	0.18	0.15	0.14	0.12	0.11	0.12	0.14	0.18	0.14	0.17	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 67

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	873	68	37	768	34	96	84	83	69	76	92	138	96
Weighted base	881	69*	37**	775	36**	102*	82*	84*	72*	71*	118*	119	90*
NET: Top 3	188 21%	11 16%	9 23%	169 22%	12 34%	23 22%	14 17%	21 25%	13 18%	12 17%	26 22%	23 19%	24 27%
NET: Top 5	460 52%	21 31%	18 49%	421 54%A	19 53%	52 51%A	44 54%A	44 52%A	42 58%A	40 56%A	74 63%A	60 50%A	47 52%A
1 - most trust	25 3%	4 5%g	1 4%	20 3%	1 4%	2 2%	- -	4 4%g	1 2%	3 4%g	3 2%	3 2%	3 3%
2	47 5%	2 3%	3 7%	43 6%	3 8%	6 6%	5 6%	4 5%	4 5%	1 2%	11 9%j	5 4%	4 5%
3	116 13%	5 8%	5 13%	106 14%	8 22%	15 15%	9 12%	13 16%	8 11%	8 11%	13 11%	15 13%	17 19%a
4	142 16%	4 6%	5 13%	133 17%A	5 14%	12 12%	16 19%A	11 13%	19 26%AFh	15 21%A	20 17%a	18 15%a	17 19%A
5	130 15%	6 9%	5 13%	119 15%	2 5%	17 17%M	15 18%M	11 14%	10 14%	13 18%M	27 23%AM	18 15% <i>m</i>	6 6%
6	147 17%	11 17%	12 32%	124 16%	5 15%	19 18%	12 15%	16 19%	11 15%	12 16%	12 10%	25 21%K	12 14%
7	96 11%	14 21%DfgiKL	2 5%	79 10%	3 9%	10 10%	8 9%	9 11%	6 8%	8 12%	10 9%	11 9%	15 16%
8	71 8%	10 14%dhIM	2 5%	60 8%	4 12%	12 12%lm	7 8% <i>i</i>	4 4%	1 1%	4 5%	12 10% <i>l</i>	14 11% <i>hlm</i>	3 4%
9 - least trust	57 6%	9 14%DFKlm	1 3%	46 6%	2 7%	2 2%	8 10% <i>f</i>	6 7%	8 10% <i>f</i>	4 5%	4 4%	7 6%	5 5%
I didn't trust any of these sources	50 6%	3 4%	2 5%	45 6%	2 6%	7 7%	3 4%	6 7%	5 7%	4 5%	6 5%	3 2%	9 10% <i>L</i>
Mean (excl. NA)	5.20	6.10DFgHIJKLM	4.96	5.13	4.97	5.19	5.38	5.05	5.04	5.11	4.97	5.35	4.93
Standard deviation	2.04	2.25	1.92	2.01	2.34	1.94	2.00	2.11	2.01	1.91	1.99	2.00	2.06

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 67

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	881	69*	37**	775	36**	102*	82*	84*	72*	71*	118*	119	90*
Standard error	0.07	0.28	0.32	0.08	0.42	0.21	0.22	0.24	0.25	0.23	0.21	0.17	0.22

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 68

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	873	165	269	298	91	37	13	823	434	128
Weighted base	881	161	276	295	95*	39**	16**	826	436	134
NET: Top 3	188 21%	24 15%	66 24%Ah	63 21%	21 22%	13 33%	2 11%	174 21%a	90 21%A	34 25%A
NET: Top 5	460 52%	78 49%	140 51%	153 52%	54 57%	25 63%	9 58%	426 52%	219 50%	79 59%
1 - most trust	25 3%	1 1%	9 3%	11 4%	3 3%	- -	- -	25 3%a	11 2%a	3 2%
2	47 5%	8 5%	15 5%	12 4%	10 10%Cg	2 6%	- -	45 5%	23 5%	12 9%c
3	116 13%	14 9%	41 15%	40 14%	8 9%	11 27%	2 11%	104 13%	56 13%a	19 14%D
4	142 16%	31 19%bh	33 12%	49 17%	17 18%	6 14%	5 34%	131 16%b	64 15%b	23 17%
5	130 15%	24 15%	42 15%	41 14%	16 16%	6 16%	2 13%	122 15%	65 15%	22 16%
6	147 17%	37 23%BgHi	39 14%	52 18%	15 16%	4 10%	1 6%	142 17%	75 17%B	19 14%
7	96 11%	15 9%	37 13%	31 10%	10 10%	3 7%	1 8%	92 11%	52 12%	12 9%
8	71 8%	11 7%	28 10%	23 8%	5 5%	3 7%	2 12%	67 8%	39 9%	8 6%
9 - least trust	57 6%	9 5%	20 7%	21 7%	4 4%	1 3%	2 10%	54 7%	29 7%	5 4%
I didn't trust any of these sources	50 6%	11 7%	12 4%	14 5%	8 8%	4 10%	1 6%	45 5%	23 5%	11 9%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 68

**Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?
 Rank these in order where 1 is the one you trust the most.**

Specialist health publications (e.g. Women's Health, Men's Health)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	881	161	276	295	95*	39**	16**	826	436	134
Mean (excl. NA)	5.20	5.30i	5.30i	5.20	4.88	4.69	5.45	5.22i	5.30i	4.83
Standard deviation	2.04	1.84	2.16	2.07	2.02	1.91	2.03	2.05	2.04	1.98
Standard error	0.07	0.15	0.13	0.12	0.22	0.33	0.59	0.07	0.10	0.18

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 69

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1068	489	579	141	159	162	168	190	248	300	330	438	369	313	157	229	175	417
Weighted base	1066	510	556	139	202	181	177	163	205	341	358	368	319	310	192	246	199	458
NET: Top 3	453 43%	207 41%	246 44%	47 34%	77 38%	71 39%	93 52% CDEH	81 50% Cdeh	84 41%	125 37%	164 46% l	165 45% l	136 43%	126 41%	78 41%	113 46%	86 43%	186 41%
NET: Top 5	792 74%	378 74%	414 74%	98 70%	135 67%	138 76%	136 77% d	135 83% CDH	149 73%	234 68%	274 77% l	284 77% l	248 78%	226 73%	141 73%	178 72%	151 76%	336 73%
1 - most trust	82 8%	38 7%	45 8%	7 5%	14 7%	19 10%	11 6%	17 10%	14 7%	22 6%	30 8%	31 8%	28 9%	20 6%	16 8%	19 8%	19 10%	32 7%
2	141 13%	66 13%	75 13%	14 10%	27 13%	16 9%	31 18% cE	22 14%	32 15% e	41 12%	47 13%	54 15%	42 13%	41 13%	18 9%	41 16% n	26 13%	54 12%
3	229 22%	103 20%	127 23%	26 19%	36 18%	36 20%	50 29% cDH	42 26% h	38 19%	62 18%	87 24%	80 22%	66 21%	65 21%	44 23%	54 22%	41 21%	100 22%
4	199 19%	92 18%	106 19%	25 18%	40 20%	37 20%	23 13%	26 16%	48 23% Fg	65 19%	60 17%	74 20%	60 19%	62 20%	40 21%	37 15%	34 17%	87 19%
5	140 13%	79 15% b	62 11%	26 18% DH	18 9%	30 17% dH	20 12%	28 17% dH	18 9%	44 13%	51 14%	46 12%	52 16%	38 12%	23 12%	28 11%	30 15%	63 14%
6	95 9%	44 9%	51 9%	15 11% g	31 15% EFG	12 6%	10 5%	8 5%	20 10% g	46 13% JK	21 6%	28 8%	24 8%	33 11%	20 10%	18 7%	18 9%	41 9%
7	60 6%	31 6%	29 5%	14 10% dEg	9 4%	6 3%	11 6%	7 4%	13 6%	23 7%	17 5%	20 5%	13 4%	22 7% l	11 6%	14 6%	10 5%	24 5%
8	39 4%	21 4%	18 3%	6 4%	11 6% Gh	11 6% GH	6 4%	2 1%	3 2%	17 5% K	17 5% K	5 1%	13 4%	8 2%	9 5%	10 4%	9 5%	20 4%
9 - least trust	26 2%	14 3%	12 2%	3 2%	6 3%	6 4%	4 3%	2 1%	5 2%	9 3%	11 3%	6 2%	6 2%	7 2%	5 3%	7 3%	5 2%	13 3%
I didn't trust any of these sources	54 5%	22 4%	32 6%	3 2%	10 5%	8 4%	9 5%	9 6%	14 7% c	13 4%	17 5%	24 6%	16 5%	14 5%	7 3%	18 7%	5 3%	24 5%
Mean (excl. NA)	4.03	4.13	3.95	4.44 FGH	4.24 G	4.12 G	3.84	3.62	3.96 g	4.33 jK	3.98	3.81	3.95	4.10	4.15	3.97	4.04	4.13
Standard deviation	1.95	1.98	1.93	1.93	2.05	2.06	1.96	1.72	1.89	2.00	2.01	1.82	1.90	1.91	1.98	2.06	2.01	1.97

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 69

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	1066	510	556	139	202	181	177	163	205	341	358	368	319	310	192	246	199	458
Standard error	0.06	0.09	0.08	0.16	0.17	0.17	0.16	0.13	0.12	0.12	0.11	0.09	0.10	0.11	0.16	0.14	0.15	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 70

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1068	91	52	925	42	125	102	94	81	97	107	164	113
Weighted base	1066	90*	52*	925	41*	136*	94*	96*	85*	93*	140*	136	104*
NET: Top 3	453 43%	38 42% ^e	28 54% ^{EGHM}	387 42%	10 25%	67 49% ^{EgHM}	33 35%	31 32%	38 44% ^e	45 48% ^{Ehm}	72 51% ^{EGHM}	57 42% ^e	35 33%
NET: Top 5	792 74%	73 81% ^{EHM}	45 86% ^{dEHM}	675 73%	21 50%	108 79% ^{EHM}	74 79% ^{EHM}	61 64%	66 78% ^{Ehm}	68 73% ^{Em}	109 78% ^{Ehm}	105 77% ^{Ehm}	63 60%
1 - most trust	82 8%	11 12% ^{hIM}	3 6%	69 7%	3 6%	9 7%	6 6%	4 4%	2 2%	11 11% ^{hIM}	19 14% ^{HIM}	12 9% ^{im}	3 3%
2	141 13%	7 7%	11 21% ^{AhL}	124 13%	5 12%	25 18% ^{Al}	12 13%	9 10%	12 15%	10 11%	24 17% ^a	13 9%	12 12%
3	229 22%	20 23% ^e	14 27% ^E	195 21%	3 7%	33 25% ^E	15 16%	18 18%	23 27% ^E	24 26% ^E	28 20% ^e	31 23% ^E	19 19%
4	199 19%	21 23%	9 18%	169 18%	5 11%	29 21%	25 26% ^{ekm}	18 19%	18 21%	15 16%	20 14%	26 19%	15 14%
5	140 13%	14 16%	7 14%	119 13%	6 13%	12 9%	16 17% ^f	13 13%	10 12%	9 10%	17 12%	23 17% ^f	13 13%
6	95 9%	5 5%	3 6%	88 10%	10 25% ^{ABFGIJKL}	5 4%	8 9%	13 14% ^{aFi}	3 4%	8 8%	10 7%	14 10% ^f	15 15% ^{AFI}
7	60 6%	8 9%	1 3%	51 5%	6 15% ^{bFGKIM}	6 4%	3 3%	6 6%	7 8%	6 6%	6 4%	8 6%	4 4%
8	39 4%	2 2%	1 2%	36 4%	1 3%	4 3%	2 2%	8 8% ^L	3 4%	5 5% ^l	5 4%	2 1%	6 6% ^L
9 - least trust	26 2%	-	-	26 3%	1 2%	5 3%	2 2%	3 3%	-	3 3%	3 2%	2 2%	7 6% ^{Abll}
I didn't trust any of these sources	54 5%	3 3%	2 4%	50 5%	2 5%	8 6%	4 4%	5 5%	6 7%	4 4%	6 5%	5 4%	9 9%
Mean (excl. NA)	4.03	3.86	3.52	4.08 ^b	4.86 ^{ABFGIJKL}	3.76	4.05	4.58 ^{ABFgijKL}	3.96	3.99	3.67	3.99	4.64 ^{ABFgijKL}
Standard deviation	1.95	1.79	1.58	1.99	2.07	1.93	1.78	2.03	1.70	2.13	2.05	1.82	2.14

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 70

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1066	90*	52*	925	41*	136*	94*	96*	85*	93*	140*	136	104*
Standard error	0.06	0.19	0.22	0.07	0.33	0.18	0.18	0.22	0.20	0.22	0.20	0.15	0.21

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 71

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	1068	214	345	357	102	36	14	1018	559	138
Weighted base	1066	203	351	350	107*	38**	17**	1011	554	146
NET: Top 3	453 43%	88 43%	168 48% <i>cgl</i>	141 40%	42 39% <i>l</i>	7 19%	6 38%	440 43% <i>l</i>	256 46% <i>g</i> <i>l</i>	50 34%
NET: Top 5	792 74%	159 78% <i>l</i>	266 76% <i>l</i>	257 73%	74 69%	22 57%	14 82%	757 75% <i>l</i>	425 77% <i>l</i>	96 66%
1 - most trust	82 8%	21 10% <i>DI</i>	35 10% <i>DI</i>	22 6% <i>d</i>	1 1%	3 7%	-	80 8% <i>DI</i>	56 10% <i>cDGI</i>	4 3% <i>d</i>
2	141 13%	22 11%	49 14%	54 15% <i>i</i>	11 11%	1 4%	4 23%	136 13%	71 13%	13 9%
3	229 22%	45 22%	84 24%	66 19%	30 28% <i>cl</i>	3 8%	2 15%	224 22% <i>c</i>	129 23%	33 22%
4	199 19%	45 22%	63 18%	62 18%	17 16%	10 25%	2 10%	187 19%	108 19%	27 19%
5	140 13%	26 13%	35 10%	54 15% <i>bh</i>	14 13%	5 13%	6 34%	130 13% <i>b</i>	62 11%	19 13%
6	95 9%	12 6%	33 9%	28 8%	14 13% <i>a</i>	8 22%	-	87 9%	45 8%	22 15% <i>ACGH</i>
7	60 6%	9 4%	15 4%	27 8% <i>bGH</i>	4 4%	3 8%	2 9%	55 5%	24 4%	8 5%
8	39 4%	7 3%	16 5%	12 3%	4 4%	* 1%	* 3%	38 4%	23 4%	4 3%
9 - least trust	26 2%	5 3%	7 2%	9 3%	3 3%	1 2%	-	25 2%	12 2%	4 3%
I didn't trust any of these sources	54 5%	11 5%	14 4%	16 5%	9 8%	4 10%	1 6%	49 5%	25 4%	12 8% <i>bg</i>

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 71

**Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?
 Rank these in order where 1 is the one you trust the most.**

Online health search engines (e.g. Web MD, Medscape)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	1066	203	351	350	107*	38**	17**	1011	554	146
Mean (excl. NA)	4.03	3.90	3.87	4.14h	4.29h	4.66	4.12	4.01H	3.88	4.38ABgH
Standard deviation	1.95	1.93	1.98	1.98	1.82	1.85	1.74	1.96	1.96	1.82
Standard error	0.06	0.14	0.11	0.11	0.19	0.32	0.48	0.06	0.08	0.16

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 72

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	870	398	472	126	136	152	142	129	185	262	294	314	296	250	137	187	156	360
Weighted base	881	420	461	130	166	175	148	111	152	295	323	263	265	249	165	201	174	399
NET: Top 3	81 9%	51 12%B	30 6%	19 15%GH	16 9%gH	27 15%GH	14 9%gH	4 3%	2 1%	35 12%K	41 13%K	5 2%	23 9%	26 10%	14 9%	17 9%	21 12%	49 12%
NET: Top 5	137 16%	79 19%B	58 13%	32 25%dfGH	24 15%H	41 24%dfGH	21 14%H	9 8%	8 6%	56 19%K	63 19%K	17 7%	34 13%	45 18%	25 15%	33 16%	37 21%	70 18%
1 - most trust	23 3%	15 4%	8 2%	3 2%h	4 2%h	9 5%H	6 4%H	2 2%	-	7 2%	14 4%K	2 1%	6 2%	10 4%N	-	7 4%N	9 5%	14 4%
2	34 4%	25 6%B	8 2%	3 3%	8 5%H	15 9%cGH	5 3%h	2 2%	1 *	11 4%K	20 6%K	2 1%	12 4%	6 2%	10 6%	7 3%	9 5%	19 5%
3	24 3%	11 3%	13 3%	13 10%DEFGH	4 2%	3 2%	3 2%	-	1 1%	17 6%JK	6 2%	1 *	6 2%	10 4%	5 3%	4 2%	3 1%	16 4%
4	22 3%	12 3%	10 2%	6 4%	3 2%	5 3%	4 3%	2 2%	2 1%	9 3%	9 3%	4 2%	5 2%	8 3%	2 1%	8 4%	5 3%	9 2%
5	33 4%	15 4%	18 4%	7 5%	5 3%	10 6%	4 2%	3 3%	5 3%	12 4%	13 4%	8 3%	6 2%	11 4%	9 6%	7 4%	11 6%	12 3%
6	51 6%	25 6%	25 6%	6 5%	14 8%	7 4%	10 7%	5 4%	9 6%	20 7%	17 5%	13 5%	13 5%	16 7%	11 7%	10 5%	9 5%	31 8%
7	107 12%	42 10%	65 14%	19 15%h	28 17%EH	14 8%	18 12%	15 13%	12 8%	48 16%jk	32 10%	27 10%	29 11%	30 12%	23 14%	25 12%	18 10%	48 12%
8	207 24%	105 25%	102 22%	22 17%	38 23%	35 20%	34 23%	34 31%Ce	43 28%C	61 21%	69 21%	77 29%IJ	64 24%	49 20%	41 25%	53 26%	43 25%	83 21%
9 - least trust	326 37%	147 35%	179 39%	47 36%	50 30%	69 39%	55 37%	40 36%	66 43%D	97 33%	123 38%	106 40%	110 42%O	95 38%	58 35%	63 31%	62 36%	142 35%
I didn't trust any of these sources	54 6%	22 5%	32 7%	4 3%	10 6%	8 5%	9 6%	9 8%	14 9%C	14 5%	17 5%	23 9%i	15 6%	15 6%	7 4%	18 9%	5 3%	25 6%
Mean (excl. NA)	7.33	7.12	7.52A	6.94	7.16	6.95	7.30	7.75CDE	8.04CDEF	7.06	7.11	7.91IJ	7.51	7.20	7.36	7.21	7.06	7.11
Standard deviation	2.16	2.37	1.94	2.34	2.13	2.62	2.23	1.68	1.31	2.23	2.45	1.48	2.11	2.29	2.00	2.21	2.42	2.34

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 72

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	881	420	461	130	166	175	148	111	152	295	323	263	265	249	165	201	174	399
Standard error	0.08	0.12	0.09	0.21	0.19	0.22	0.19	0.15	0.10	0.14	0.15	0.09	0.13	0.15	0.18	0.17	0.20	0.13

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 73

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	870	64	39	767	34	96	86	85	67	79	90	135	95
Weighted base	881	64*	39*	778	36**	106*	82*	85*	69*	74*	117*	120	89*
NET: Top 3	81 9%	2 4%	2 4%	77 10%	8 23%	16 15%AJLM	9 11%jM	13 15%AJLM	7 9% <i>m</i>	2 3%	15 12%JIM	6 5%	2 2%
NET: Top 5	137 16%	9 14%	4 10%	124 16%	11 30%	22 21%Jlm	12 15%	23 26%biJLM	9 13%	5 6%	20 17%j	13 11%	10 11%
1 - most trust	23 3%	-	1 1%	23 3%	1 2%	6 6%ajm	3 4%	4 4%j	1 2%	-	5 5%	2 1%	* *
2	34 4%	1 1%	1 3%	32 4%	5 14%	4 4%	2 2%	6 8%IM	3 4%	2 3%	7 6%	2 2%	1 1%
3	24 3%	2 2%	-	23 3%	2 7%	6 5%j	4 5%j	2 3%	3 4%	-	2 2%	2 2%	1 1%
4	22 3%	2 3%	-	20 3%	-	4 4%	1 1%	1 1%	1 1%	2 3%	4 3%	3 2%	5 6%h
5	33 4%	5 7%jk	2 5%	27 3%	2 7%	2 2%	2 3%	9 11%FgiJKlm	2 2%	1 1%	2 2%	4 3%	3 3%
6	51 6%	6 9%L	1 3%	44 6%	1 2%	8 8%l	6 7%l	3 4%	6 9%L	7 9%L	6 5%	2 2%	5 6%
7	107 12%	4 7%	2 6%	100 13%	7 20%	8 8%	11 13%	14 17%f	7 9%	12 16%	15 13%	12 10%	15 16%f
8	207 24%	12 19%	8 21%	187 24%	8 22%	26 24%	18 22%	17 21%	19 28%	17 22%	30 25%	29 25%	23 26%
9 - least trust	326 37%	30 47%dfHM	22 56%DFgHIKM	274 35%	7 20%	34 32%	31 38%	21 25%	23 33%	30 41%h	42 35%	59 49%FHikM	26 30%
I didn't trust any of these sources	54 6%	3 4%	2 5%	49 6%	2 6%	7 7%	4 5%	6 7%	5 7%	4 5%	6 5%	5 4%	10 11%l
Mean (excl. NA)	7.33	7.67H	8.02	7.26	6.31	6.90	7.27	6.64	7.35	7.75FH	7.15	7.87FgHK	7.51H
Standard deviation	2.16	1.79	1.78	2.20	2.62	2.53	2.25	2.47	2.08	1.59	2.41	1.80	1.67

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 73

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	881	64*	39*	778	36**	106*	82*	85*	69*	74*	117*	120	89*
Standard error	0.08	0.23	0.29	0.08	0.47	0.27	0.25	0.28	0.26	0.18	0.26	0.16	0.18

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 74

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	870	164	260	303	95	36	12	822	424	131
Weighted base	881	161	267	301	100*	38**	15**	828	428	138
NET: Top 3	81 9%	6 4%	33 12%AgH	28 9%a	8 8%	4 10%	2 14%	75 9%A	39 9%A	12 8%
NET: Top 5	137 16%	19 12%	47 18%	51 17%	11 11%	6 16%	2 14%	129 16%	67 16%	17 12%
1 - most trust	23 3%	- -	16 6%ACdGHi	5 2%	1 1%	1 3%	- -	22 3%a	16 4%Ag	2 1%
2	34 4%	6 4%	11 4%	11 4%	3 3%	3 8%	- -	31 4%	17 4%	6 4%
3	24 3%	- -	6 2%	12 4%AgH	4 4%A	- -	- 14%	22 3%aH	6 1%	4 3%a
4	22 3%	7 4%	6 2%	6 2%	2 2%	- -	- -	22 3%	13 3%	2 2%
5	33 4%	6 4%	9 3%	17 6%dg	* *	2 5%	- -	31 4%d	14 3%	3 2%D
6	51 6%	10 6%	11 4%	22 7%	7 7%	2 6%	- -	49 6%	20 5%	9 6%
7	107 12%	17 11%	30 11%	33 11%	19 19%bcgh	5 13%	2 11%	100 12%	48 11%	24 17%gh
8	207 24%	37 23%	66 25%	68 23%	22 22%	9 22%	5 33%	194 23%	103 24%	31 22%
9 - least trust	326 37%	67 42%	97 37%	111 37%	33 33%	12 31%	5 36%	309 37%	164 38%	45 32%
I didn't trust any of these sources	54 6%	11 7%	15 5%	14 5%	9 9%	4 11%	1 7%	49 6%	26 6%	13 9%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 74

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Celebrity or lifestyle blogs (e.g. Goop, MindBodyGreen)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	881	161	267	301	100*	38**	15**	828	428	138
Mean (excl. NA)	7.33	7.64bgH	7.16	7.29	7.41	7.16	7.53	7.33	7.34b	7.34
Standard deviation	2.16	1.83	2.44	2.12	1.92	2.33	2.07	2.16	2.24	2.03
Standard error	0.08	0.15	0.16	0.13	0.21	0.41	0.62	0.08	0.11	0.19

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 75

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Family, friends and colleagues (sharing in person or online)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1256	585	671	155	178	184	196	208	335	333	380	543	426	368	193	269	202	471
Weighted base	1251	607	644	158	218	212	199	177	286	376	411	463	372	364	232	283	226	515
NET: Top 3	630 50%	323 53%b	307 48%	74 47%	88 40%	102 48%	93 47%	108 61%CDEF	166 58%CDEF	162 43%	194 47%	274 59%IJ	188 51%	189 52%	111 48%	142 50%	103 46%	253 49%
NET: Top 5	955 76%	459 76%	496 77%	115 73%	157 72%	154 73%	150 75%	141 79%	237 83%CDEF	273 72%	304 74%	378 82%IJ	286 77%	282 77%	168 72%	220 78%	158 70%	384 75%
1 - most trust	177 14%	85 14%	92 14%	32 20%gH	29 13%	37 18%H	32 16%h	21 12%	27 9%	60 16%K	69 10%	48 10%	56 15%	50 14%	34 15%	37 13%	37 16%	80 16%
2	227 18%	114 19%	112 17%	19 12%d	14 6%	28 13%d	30 15%D	46 26%CDEF	89 31%CDEF	33 9%	58 14%i	135 29%IJ	71 19%	71 19%	38 16%	46 16%	23 10%	84 16%p
3	227 18%	124 20%b	103 16%	23 15%	45 20%	37 17%	31 15%	41 23%cf	50 18%	68 18%	68 16%	91 20%	60 16%	69 19%	39 17%	59 21%	44 19%	89 17%
4	168 13%	76 12%	93 14%	20 13%	33 15%	26 12%	36 18%G	17 10%	36 13%	54 14%	62 15%	53 12%	52 14%	46 13%	29 13%	41 15%	34 15%	63 12%
5	157 13%	60 10%	96 15%A	21 13%	36 17%G	27 13%	21 11%	16 9%	35 12%	57 15%	48 12%	51 11%	46 12%	46 13%	28 12%	37 13%	21 9%	68 13%
6	112 9%	61 10%	51 8%	15 10%	19 9%	21 10%	19 9%	19 11%	20 7%	34 9%	40 10%	39 8%	34 9%	28 8%	30 13%mo	20 7%	25 11%	47 9%
7	64 5%	35 6%	29 5%	8 5%	11 5%	17 8%H	10 5%	8 4%	10 3%	19 5%	27 7%k	17 4%	13 4%	21 6%	17 7%l	13 4%	12 5%	36 7%
8	36 3%	18 3%	19 3%	7 4%G	10 5%Gh	5 3%g	10 5%GH	-	4 2%	17 4%K	15 4%K	4 1%	7 2%	11 3%	7 3%	12 4%	16 7%Q	13 3%
9 - least trust	27 2%	11 2%	16 3%	10 6%FGH	9 4%fGH	6 3%GH	1 1%	-	1 *	19 5%JK	7 2%K	1 *	15 4%O	7 2%	3 1%	1 1%	9 4%	10 2%
I didn't trust any of these sources	56 4%	24 4%	32 5%	3 2%	12 5%	8 4%	9 5%	10 5%	14 5%	15 4%	17 4%	24 5%	17 4%	14 4%	7 3%	17 6%	6 3%	25 5%
Mean (excl. NA)	3.70	3.66	3.74	3.97GH	4.17fGH	3.84GH	3.73GH	3.29	3.32	4.08K	3.79K	3.31	3.68	3.68	3.85	3.64	4.08	3.75
Standard deviation	2.06	2.05	2.07	2.41	2.16	2.20	2.06	1.72	1.73	2.27	2.13	1.73	2.13	2.06	2.10	1.94	2.33	2.10

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 75

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Family, friends and colleagues (sharing in person or online)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	1251	607	644	158	218	212	199	177	286	376	411	463	372	364	232	283	226	515
Standard error	0.06	0.09	0.08	0.20	0.17	0.17	0.15	0.12	0.10	0.13	0.11	0.08	0.11	0.11	0.15	0.12	0.17	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 76

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Family, friends and colleagues (sharing in person or online)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1256	102	57	1097	47	149	118	115	92	122	124	203	127
Weighted base	1251	99*	58*	1093	46*	161	107*	114*	93*	116	164	178	115
NET: Top 3	630 50%	57 57%HI	30 51%I	544 50%	22 47%i	76 47%I	56 52%I	47 41%	28 30%	60 52%I	98 60%fHIM	104 58%fHIM	53 46%I
NET: Top 5	955 76%	84 85%dlkM	48 83%I	823 75%	37 80%i	123 76%I	80 75%i	85 74%i	58 62%	93 80%I	119 73%	147 82%lkM	82 71%
1 - most trust	177 14%	14 14%	10 18%i	153 14%	5 10%	18 11%	15 14%	14 12%	6 7%	22 19%I	31 19%I	28 16%i	14 13%
2	227 18%	16 16%	11 18%	200 18%	8 17%	31 19%i	19 18%i	15 13%	8 9%	23 20%I	32 19%i	42 24%hI	22 19%i
3	227 18%	28 28%DbfHiJM	9 15%	190 17%	9 20%	27 17%	22 20%	18 16%	14 15%	15 13%	35 21%	34 19%	17 15%
4	168 13%	13 13%	10 17%k	146 13%	11 24%gjkK	27 17%K	12 12%	15 13%	15 16%k	13 11%	12 8%	26 14%k	15 13%
5	157 13%	14 14%K	9 15%K	134 12%	5 10%	20 12%k	12 11%	23 20%gKL	14 15%K	20 17%KI	9 5%	17 10%	14 12%k
6	112 9%	8 8%	1 2%	103 9%b	4 9%	16 10%	7 6%	7 6%	16 17%aBGHjL	9 8%	19 11%b	10 6%	15 13%BhL
7	64 5%	2 2%	4 8%e	57 5%	-	7 4%	8 7%ej	6 6%	8 9%aej	2 2%	10 6%	9 5%	7 6%
8	36 3%	3 3%	2 3%	32 3%	2 4%	3 2%	6 6%I	4 3%	4 4%	4 4%	3 2%	3 2%	3 2%
9 - least trust	27 2%	-	1 1%	27 2%	1 2%	5 3%	1 1%	6 5%AgLM	1 1%	3 3%	7 5%alm	2 1%	* *
I didn't trust any of these sources	56 4%	3 3%	2 3%	51 5%	2 4%	7 5%	5 4%	6 5%	6 6%	4 3%	6 3%	8 4%	8 7%
Mean (excl. NA)	3.70	3.45	3.52	3.73	3.69	3.77I	3.75	4.11AL	4.50ABEFGJKLM	3.57	3.57	3.32	3.76I
Standard deviation	2.06	1.75	2.03	2.09	1.87	2.02	2.13	2.23	1.94	2.15	2.29	1.88	1.98

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 76

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Family, friends and colleagues (sharing in person or online)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1251	99*	58*	1093	46*	161	107*	114*	93*	116	164	178	115
Standard error	0.06	0.17	0.27	0.06	0.28	0.17	0.20	0.21	0.21	0.20	0.21	0.14	0.18

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 77

Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?

Rank these in order where 1 is the one you trust the most.

Family, friends and colleagues (sharing in person or online)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	1256	216	397	427	148	50	18	1188	613	198
Weighted base	1251	205	405	416	148	54*	23**	1174	610	202
NET: Top 3	630 50%	97 47%	189 47%	213 51%	93 63%ABCeGHI	25 47%	13 58%	592 50%H	286 47%	118 58%ABeGH
NET: Top 5	955 76%	148 72%	310 76%	318 76%	122 82%aeHI	37 68%	21 91%	898 76%	458 75%	159 79%e
1 - most trust	177 14%	20 10%	44 11%	67 16%abH	32 22%ABGH	9 16%	5 21%	164 14%abH	65 11%	41 20%ABGH
2	227 18%	30 15%	71 17%	77 18%	36 24%AgH	10 19%	3 14%	213 18%	101 16%	46 23%ah
3	227 18%	47 23%cgj	74 18%	69 17%	25 17%	6 12%	5 23%	215 18%	121 20%	31 15%
4	168 13%	26 13%	67 17%cg	49 12%	19 13%	4 8%	3 14%	161 14%	93 15%	23 11%
5	157 13%	25 12%	54 13%d	56 13%d	10 7%	8 14%	4 19%	145 12%D	79 13%d	18 9%
6	112 9%	24 12%	37 9%	38 9%	10 7%	3 6%	1 2%	108 9%	60 10%	13 6%
7	64 5%	9 4%	22 5%	22 5%	6 4%	4 8%	-	60 5%	31 5%	11 5%
8	36 3%	7 3%	8 2%	15 4%	2 1%	6 10%aBcDGH	-	31 3%	14 2%	8 4%D
9 - least trust	27 2%	6 3%dl	14 3%DI	7 2%	-	-	* 2%	27 2%di	20 3%Dgl	-
I didn't trust any of these sources	56 4%	11 5%	15 4%	17 4%	8 6%	4 7%	1 4%	51 4%	26 4%	12 6%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 77

**Q.2 Thinking about where you have seen or heard information about health and wellbeing in the last six months, which sources did you trust the most, if any?
Rank these in order where 1 is the one you trust the most.**

Family, friends and colleagues (sharing in person or online)

Base: All respondents have seen or heard about health/ wellbeing this way in last 6 months

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	1251	205	405	416	148	54*	23**	1174	610	202
Mean (excl. NA)	3.70	3.95DgI	3.86DI	3.67Di	3.03	3.94DI	3.15	3.70DI	3.89DGI	3.27D
Standard deviation	2.06	2.05	2.04	2.09	1.83	2.36	1.75	2.05	2.04	2.02
Standard error	0.06	0.14	0.10	0.10	0.16	0.34	0.42	0.06	0.08	0.15

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 78

Q.3 How often do you double check whether information about health and wellbeing that you read is correct, if ever? Please select one only.

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
All the time	282 14%	104 10%	178 17%A	23 10%	58 17%cf	56 17%CF	38 11%	45 15%	60 13%	82 14%	94 14%	105 14%	81 15%	79 14%	45 11%	77 15% _n	43 13%	111 13%
Most of the time	568 28%	280 28%	288 28%	70 31%	104 30%	96 30%	98 27%	78 26%	122 26%	175 30%	194 28%	200 26%	172 31% _N	170 30% _n	99 24%	129 26%	97 30%	233 27%
Sometimes	656 32%	340 34% _b	316 30%	88 39% _{dEf}	104 30%	89 27%	108 30%	108 36% _E	159 34% _e	192 33%	197 29%	267 35% _J	192 34%	177 31%	138 33%	150 30%	106 33%	282 33%
Rarely	277 14%	150 15% _b	127 12%	21 9%	33 9%	47 14%	62 17% _{CD}	37 12%	77 16% _{CD}	54 9%	109 16% _l	114 15% _l	64 11%	89 16% _{lo}	71 17% _{LO}	54 11%	37 12%	117 14%
Never	125 6%	63 6%	61 6%	6 3%	24 7% _c	20 6%	27 7% _C	19 6% _c	29 6% _c	30 5%	46 7%	48 6%	23 4%	31 5%	26 6%	45 9% _{LM}	18 6%	63 7%
Don't know or not applicable	133 7%	59 6%	74 7%	19 8%	28 8%	19 6%	28 8%	15 5%	25 5%	47 8% _K	47 7%	39 5%	26 5%	28 5%	36 9% _{LM}	42 8% _{LM}	19 6%	51 6%
NET: Ever	1783 87%	874 88%	909 87%	202 89%	301 85%	288 88%	306 85%	269 89%	418 89%	502 87%	595 86%	686 89%	508 91% _{NO}	514 90% _{nO}	352 85%	409 82%	283 89%	743 87%
NET: All/ Most of the time	850 42%	384 39%	466 45% _A	93 41%	163 46% _{fh}	153 47% _{FH}	136 38%	123 41%	182 39%	256 44%	289 42%	305 39%	253 45% _N	248 43% _N	143 35%	205 41% _n	140 44%	344 40%
NET: Rarely/ Never	402 20%	213 21% _b	189 18%	27 12%	58 16%	66 20% _C	89 25% _{CDg}	56 19% _c	106 22% _{Cd}	85 15%	155 23% _l	162 21% _l	86 15%	120 21% _L	97 23% _L	99 20% _l	55 17%	180 21%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 79

Q.3 How often do you double check whether information about health and wellbeing that you read is correct, if ever? Please select one only.

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
All the time	282 14%	30 17%gl	15 14%	237 13%	9 11%	33 14%	15 9%	26 14%	30 20%eGKL	33 17%Gl	31 11%	31 11%	29 16%g
Most of the time	568 28%	44 25%	19 19%	505 29%b	17 20%	63 27%	45 26%	56 31%be	38 26%	53 27%	106 38%ABEFGIJLM	79 28%	47 26%
Sometimes	656 32%	60 34%	35 34%	561 32%	22 26%	74 31%	57 34%	54 30%	47 31%	60 31%	82 30%	104 37%	61 34%
Rarely	277 14%	22 13%	9 9%	246 14%	18 21%BhK	32 14%	26 15%	21 11%	20 13%	25 13%	31 11%	44 15%	31 17%b
Never	125 6%	12 7%	11 11%dHjLM	102 6%	10 12%HijLM	15 7%	21 12%fHIJKLM	7 4%	7 5%	10 5%	16 6%	11 4%	5 3%
Don't know or not applicable	133 7%	10 5%	13 13%DaGIKLM	110 6%	9 11%gKrm	18 8%	7 4%	19 10%GiKlm	7 5%	15 8%	10 4%	17 6%	8 5%
NET: Ever	1783 87%	156 88%Be	78 76%	1549 88%B	66 77%	202 86%b	144 84%	156 86%b	135 91%BE	172 88%Be	249 90%BEG	258 90%BEG	168 92%BEfGh
NET: All/ Most of the time	850 42%	74 42%	34 33%	742 42%	26 30%	96 41%	61 35%	81 45%bE	69 46%bEG	86 44%e	136 49%BEGl	110 39%	76 42%e
NET: Rarely/ Never	402 20%	34 19%	20 20%	348 20%	28 33%AbFHJKLM	47 20%	47 27%HijKI	27 15%	27 18%	35 18%	47 17%	54 19%	36 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 80

Q.3 How often do you double check whether information about health and wellbeing that you read is correct, if ever? Please select one only.

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
All the time	282 14%	282 100%BCDEFGHI	-	-	-	-	-	282 16%BCDEFI	282 33%BCDEFGI	-
Most of the time	568 28%	-	568 100%ACDEFGHI	-	-	-	-	568 32%ACDEFI	568 67%ACDEFGI	-
Sometimes	656 32%	-	-	656 100%ABDEFGHI	-	-	-	656 37%ABDEFHI	-	-
Rarely	277 14%	-	-	-	277 100%ABCEFGHI	-	-	277 16%ABCFEH	-	277 69%ABCEFGH
Never	125 6%	-	-	-	-	125 100%ABCDFGHI	-	-	-	125 31%ABCDFGH
Don't know or not applicable	133 7%	-	-	-	-	-	133 100%ABCDEGHI	-	-	-
NET: Ever	1783 87%	282 100%EFI	568 100%EFI	656 100%EFI	277 100%EFI	-	-	1783 100%EFI	850 100%EFI	277 69%EF
NET: All/ Most of the time	850 42%	282 100%CDEFGI	568 100%CDEFGI	-	-	-	-	850 48%CDEFI	850 100%CDEFGI	-
NET: Rarely/ Never	402 20%	-	-	-	277 100%ABCFGH	125 100%ABCFGH	-	277 16%ABCFH	-	402 100%ABCFGH

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 81
Q.4 To what extent do you agree or disagree with the following statements?
Summary Table
Base: All respondents

	Statements					
	I often hear contradictory health advice through the media and I struggle to know what to believe	I think that each media channel has its own agenda and will promote health stories which it believes	If a friend or contact shares a health story on their social channels, I am more likely to believe it than if I were to read it directly	I find it difficult to know what health information I should apply to my own life	News reporting makes me worried about my health	I make decisions about my health and lifestyle based on what's reported in the media
Unweighted base	2041	2041	2041	2041	2041	2041
Weighted base	2041	2041	2041	2041	2041	2041
NET: Agree	1452 71%	1487 73%	598 29%	1013 50%	649 32%	349 17%
Strongly agree (4)	366 18%	435 21%	73 4%	162 8%	92 4%	28 1%
Somewhat agree (3)	1085 53%	1052 52%	525 26%	851 42%	557 27%	320 16%
Somewhat disagree (2)	290 14%	198 10%	597 29%	587 29%	778 38%	719 35%
Strongly disagree (1)	93 5%	32 2%	350 17%	252 12%	412 20%	816 40%
NET: Disagree	383 19%	230 11%	947 46%	839 41%	1191 58%	1535 75%
Don't know or not applicable	206 10%	324 16%	496 24%	190 9%	202 10%	158 8%
Mean	2.94	3.10	2.21	2.50	2.18	1.77
Standard deviation	0.75	0.66	0.84	0.84	0.83	0.78
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 82

Q.4 To what extent do you agree or disagree with the following statements?**Summary: NET Agree****Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
I think that each media channel has its own agenda and will promote health stories which it believes	1487 73%	718 72%	768 74%	162 72%	245 69%	241 74%	259 72%	250 83%	330 CDEFH70%	407 70%	500 73%	579 75% ⁱ	394 71%	432 75%	301 73%	359 72%	243 76%	637 74%
I often hear contradictory health advice through the media and I struggle to know what to believe	1452 71%	705 71%	746 71%	145 64%	232 66%	251 77% ^{CDf}	253 70%	233 77% ^{CDfh}	338 72% ^c	377 65%	504 73% ^l	571 74% ^l	400 72%	412 72%	294 71%	345 70%	234 73%	614 72%
I find it difficult to know what health information I should apply to my own life	1013 50%	511 51%	501 48%	129 57% ^{fGH}	179 51%	180 55% ^{GH}	174 48%	138 46%	213 45%	308 53% ^K	353 51% ^K	351 45%	261 47%	300 52% ^l	209 50%	243 49%	160 50%	459 54%
News reporting makes me worried about my health	649 32%	303 30%	346 33%	102 45% ^{eFGH}	132 37% ^{fGH}	117 36% ^{GH}	108 30% ^h	80 26%	111 23%	233 40% ^{JK}	225 33% ^K	191 25%	174 31%	192 34%	131 32%	151 30%	110 34%	293 34%
If a friend or contact shares a health story on their social channels, I am more likely to believe it than if I were to read it directly	598 29%	271 27%	327 31% ^a	86 38% ^{FGH}	119 34% ^{GH}	116 36% ^{fGH}	99 28%	68 22%	109 23%	205 35% ^K	215 31% ^K	177 23%	180 32% ^O	167 29%	124 30%	126 25%	98 31%	282 33%
I make decisions about my health and lifestyle based on what's reported in the media	349 17%	186 19% ^b	162 16%	69 30% ^e	70 FGH20% ^{FGH}	75 23% ^{FGH}	44 12%	35 12%	55 12%	139 24% ^{JK}	119 17% ^K	90 12%	102 18%	90 16%	85 20% ^O	71 14%	46 14%	188 22% ^P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 83

Q.4 To what extent do you agree or disagree with the following statements?**Summary: NET Agree****Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
I think that each media channel has its own agenda and will promote health stories which it believes	1487 73%	129 73%	69 67%	1289 73%	59 69%	176 75%	131 76%	129 71%	111 75%	148 76%	194 71%	201 70%	138 76%
I often hear contradictory health advice through the media and I struggle to know what to believe	1452 71%	127 71%	76 75%	1249 71%	56 65%	182 77%eKL	122 71%	128 71%	116 78%eKL	137 70%	182 66%	195 68%	131 72%
I find it difficult to know what health information I should apply to my own life	1013 50%	84 47%	43 42%	885 50%	38 44%	140 60%ABEGhijkLm	82 48%	91 50%	73 49%	97 50%	137 50%	135 47%	92 51%
News reporting makes me worried about my health	649 32%	62 35%	30 29%	558 32%	23 27%	71 30%	51 30%	65 36%	45 30%	53 27%	94 34%	95 33%	61 33%
If a friend or contact shares a health story on their social channels, I am more likely to believe it than if I were to read it directly	598 29%	40 23%	28 28%	529 30%a	21 24%	83 35%AiJ	50 29%	57 31%a	38 25%	48 25%	80 29%	91 32%A	63 35%AiJ
I make decisions about my health and lifestyle based on what's reported in the media	349 17%	22 12%	19 19%	307 17%	9 11%	36 15%	30 18%j	33 18%j	26 18%	22 11%	54 19%J	53 19%J	43 24%AEfJ

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 84
Q.4 To what extent do you agree or disagree with the following statements?
Summary: NET Agree
Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
I think that each media channel has its own agenda and will promote health stories which it believes	1487 73%	240 85%bCDEFGH	451 79%bCDEFGH	477 73%EF	194 70%EF	69 56%F	55 41%	1362 76%CDEF	691 81%bCDEFGH	263 66%EF
I often hear contradictory health advice through the media and I struggle to know what to believe	1452 71%	216 77%dEF	434 76%DEF	481 73%eF	190 69%F	80 64%F	51 39%	1320 74%DEF	649 76%DEFg	270 67%F
I find it difficult to know what health information I should apply to my own life	1013 50%	142 50%F	291 51%F	351 54%F	134 49%F	58 47%F	36 27%	918 51%F	433 51%F	193 48%F
News reporting makes me worried about my health	649 32%	115 41%CDEFG	203 36%DEF	215 33%DeF	71 25%F	28 23%f	16 12%	604 34%DEF	318 37%DEFG	99 25%F
If a friend or contact shares a health story on their social channels, I am more likely to believe it than if I were to read it directly	598 29%	89 32%F	182 32%F	199 30%F	73 26%F	42 34%F	13 9%	543 30%F	271 32%F	115 29%F
I make decisions about my health and lifestyle based on what's reported in the media	349 17%	42 15%F	100 18%F	138 21%AdFGH	42 15%F	18 14%f	9 7%	322 18%F	141 17%F	60 15%F

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 85

Q.4 To what extent do you agree or disagree with the following statements?
I often hear contradictory health advice through the media and I struggle to know what to believe
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	1452 71%	705 71%	746 71%	145 64%	232 66%	251 77%CDf	253 70%	233 77%CDfh	338 72%c	377 65%	504 73%l	571 74%l	400 72%	412 72%	294 71%	345 70%	234 73%	614 72%
Strongly agree	(4) 18%	366 17%	201 19%	37 16%	68 19%	67 21%	60 17%	57 19%	77 16%	105 18%	127 18%	135 17%	86 15%	98 17%	84 20%l	99 20%l	63 20%	147 17%
Somewhat agree	(3) 53%	1085 54%	545 52%	108 47%	164 46%	184 56%cD	193 53%	176 58%CD	260 55%cD	272 47%	377 55%l	436 56%l	314 56%O	314 55%	210 51%	246 50%	171 53%	466 54%
Somewhat disagree	(2) 14%	290 15%	140 13%	38 17%G	61 17%G	39 12%	59 16%G	29 9%	64 14%g	99 17%kK	98 14%	93 12%	88 16%	80 14%	49 12%	72 15%	51 16%	130 15%
Strongly disagree	(1) 5%	93 4%	50 5%	11 5%e	10 3%	6 2%	19 5%E	17 6%E	29 6%dE	22 4%	24 4%	47 6%J	23 4%	27 5%	21 5%	22 4%	11 3%	32 4%
NET: Disagree	383 19%	193 19%	190 18%	49 22%Eg	72 20%e	45 14%	78 22%Eg	46 15%	94 20%E	121 21%	122 18%	140 18%	112 20%	107 19%	70 17%	94 19%	61 19%	162 19%
Don't know or not applicable	206 10%	98 10%	109 10%	33 14%FGH	49 14%fGH	30 9%	31 9%	23 8%	40 8%	82 14%JK	61 9%	63 8%	45 8%	54 9%	50 12%l	56 11%	25 8%	82 10%
Mean	2.94	2.92	2.96	2.88	2.95	3.06CFH	2.89	2.98	2.89	2.92	2.97	2.93	2.90	2.93	2.98	2.96	2.97	2.94
Standard deviation	0.75	0.73	0.76	0.78	0.75	0.66	0.76	0.75	0.77	0.76	0.72	0.76	0.72	0.74	0.77	0.77	0.73	0.72
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 86

Q.4 To what extent do you agree or disagree with the following statements?
I often hear contradictory health advice through the media and I struggle to know what to believe
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	1452 71%	127 71%	76 75%	1249 71%	56 65%	182 77%eKL	122 71%	128 71%	116 78%eKL	137 70%	182 66%	195 68%	131 72%
Strongly agree	(4) 366 18%	38 21%K	20 20%k	308 18%	16 19%	41 17%	28 17%	36 20%K	29 19%k	37 19%k	31 11%	51 18%k	38 21%K
Somewhat agree	(3) 1085 53%	89 50%	56 55%	940 53%	39 46%	141 60%aehL	94 55%	92 50%	87 58%	100 51%	151 55%	143 50%	93 51%
Somewhat disagree	(2) 290 14%	25 14%	12 11%	253 14%	12 14%	27 12%	22 13%	36 20%FI	15 10%	31 16%	41 15%	44 16%	26 14%
Strongly disagree	(1) 93 5%	12 7%H	2 2%	80 5%	2 2%	7 3%	10 6%H	3 2%	12 8%bfH	8 4%	13 5%	14 5%h	11 6%H
NET: Disagree	383 19%	37 21%	14 13%	333 19%	14 16%	34 15%	32 19%	38 21%	27 18%	39 20%	54 20%	58 20%	37 20%
Don't know or not applicable	206 10%	14 8%	12 12%i	180 10%	16 19%AFgHijM	19 8%	17 10%	15 8%	7 4%	20 10%i	39 14%afIm	33 12%l	14 8%
Mean	2.94	2.93	3.05K	2.93	3.01	3.00k	2.91	2.97	2.93	2.94	2.85	2.92	2.94
Standard deviation	0.75	0.82	0.66	0.74	0.73	0.67	0.77	0.71	0.80	0.75	0.71	0.77	0.80
Standard error	0.02	0.06	0.07	0.02	0.09	0.05	0.06	0.06	0.07	0.06	0.05	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 87

Q.4 To what extent do you agree or disagree with the following statements?**I often hear contradictory health advice through the media and I struggle to know what to believe****Base: All respondents**

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	1452 71%	216 77% ^{dEFI}	434 76% ^{DEFI}	481 73% ^{eFi}	190 69% ^F	80 64% ^F	51 39%	1320 74% ^{DEFI}	649 76% ^{DEFI}	270 67% ^F
Strongly agree	(4) 366 18%	73 26% ^{BCDEFGHI}	109 19% ^{di}	109 17%	37 13%	19 15%	20 15%	328 18% ^{DI}	182 21% ^{bCDGI}	56 14%
Somewhat agree	(3) 1085 53%	143 51% ^F	324 57% ^F	372 57% ^F	154 55% ^F	61 49% ^F	32 24%	993 56% ^{aF}	467 55% ^F	215 53% ^F
Somewhat disagree	(2) 290 14%	37 13%	82 14%	102 16%	38 14%	18 14%	14 10%	259 15%	119 14%	56 14%
Strongly disagree	(1) 93 5%	17 6% ^{bh}	19 3%	24 4%	16 6%	9 7% ^b	8 6%	76 4%	36 4% ^b	25 6% ^{bcg}
NET: Disagree	383 19%	54 19%	101 18%	126 19%	54 19%	26 21%	22 16%	335 19%	155 18%	80 20%
Don't know or not applicable	206 10%	12 4%	34 6%	49 8% ^a	33 12% ^{ABcGH}	18 15% ^{ABCGH}	60 45% ^{ABCDEGHI}	128 19% ^{AH}	46 5%	51 13% ^{ABCGH}
Mean	2.94	3.00 ^{dl}	2.98 ^{dl}	2.93	2.86	2.85	2.85	2.95 ^{dl}	2.99 ^{Dgl}	2.86
Standard deviation	0.75	0.82	0.71	0.71	0.74	0.81	0.95	0.73	0.75	0.76
Standard error	0.02	0.05	0.03	0.03	0.05	0.08	0.11	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 88

Q.4 To what extent do you agree or disagree with the following statements?**I think that each media channel has its own agenda and will promote health stories which it believes****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	1487 73%	718 72%	768 74%	162 72%	245 69%	241 74%	259 72%	250 83% CDEFH	330 70%	407 70%	500 73%	579 75% i	394 71%	432 75%	301 73%	359 72%	243 76%	637 74%
Strongly agree	(4) 21%	435 22%	218 21%	48 21%	73 21%	78 24% H	85 23% H	76 25% H	75 16%	121 21%	163 24% k	151 20%	117 21%	128 22%	80 19%	110 22%	78 24%	190 22%
Somewhat agree	(3) 52%	1052 50%	500 53%	114 51%	172 49%	163 50%	174 48%	173 57% deF	255 54%	287 49%	337 49%	428 55% iJ	277 50%	304 53%	221 53%	249 50%	166 52%	446 52%
Somewhat disagree	(2) 10%	198 12% B	118 8%	25 11% G	44 12% Gh	37 11% G	38 10% G	15 5%	39 8% g	69 12% K	75 11% K	55 7%	68 12% mo	50 9%	37 9%	43 9%	35 11%	88 10%
Strongly disagree	(1) 2%	32 2%	16 2%	4 2%	5 1%	9 3%	5 1%	2 1%	7 2%	9 2%	14 2%	9 1%	8 1%	11 2%	5 1%	8 2%	6 2%	15 2%
NET: Disagree	230 11%	134 13% B	96 9%	29 13% G	49 14% G	45 14% G	43 12% G	18 6%	46 10% g	78 13% K	88 13% K	64 8%	76 14%	61 11%	43 10%	51 10%	41 13%	103 12%
Don't know or not applicable	324 16%	144 14%	180 17%	35 16%	59 17%	40 12%	60 16% g	35 11%	95 20% EG	94 16%	100 14%	130 17%	87 16%	81 14%	70 17%	86 17%	35 11%	118 14%
Mean	3.10	3.08	3.12	3.08	3.06	3.08	3.12	3.21 CDEH	3.06	3.07	3.10	3.12	3.07	3.11	3.09	3.12	3.11	3.10
Standard deviation	0.66	0.68	0.63	0.67	0.68	0.72	0.68	0.58	0.61	0.68	0.70	0.60	0.68	0.66	0.63	0.66	0.69	0.67
Standard error	0.02	0.02	0.02	0.05	0.05	0.05	0.04	0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 89

Q.4 To what extent do you agree or disagree with the following statements?**I think that each media channel has its own agenda and will promote health stories which it believes****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	1487 73%	129 73%	69 67%	1289 73%	59 69%	176 75%	131 76%	129 71%	111 75%	148 76%	194 71%	201 70%	138 76%
Strongly agree	(4) 435 21%	42 24%	19 19%	373 21%	19 22%	59 25%	34 20%	34 19%	29 19%	47 24%	51 18%	61 21%	41 22%
Somewhat agree	(3) 1052 52%	87 49%	50 49%	915 52%	41 47%	117 50%	97 57%	95 52%	83 56%	101 52%	144 52%	140 49%	97 53%
Somewhat disagree	(2) 198 10%	19 11%J	12 11%J	168 10%	8 9%	21 9%j	20 12%J	19 11%J	14 10%	9 5%	34 12%J	29 10%J	12 7%
Strongly disagree	(1) 32 2%	5 3%	1 1%	26 2%	- -	3 1%	1 1%	4 2%	3 2%	3 2%	7 3%	2 1%	3 2%
NET: Disagree	230 11%	24 13%J	12 12%	194 11%	8 9%	24 10%	22 13%j	23 13%j	17 12%	12 6%	41 15%Jm	32 11%j	16 9%
Don't know or not applicable	324 16%	24 14%	21 20%g	279 16%	18 22%G	34 15%	19 11%	30 16%	20 14%	35 18%g	41 15%	53 19%G	28 15%
Mean	3.10	3.09	3.07	3.10	3.16	3.16k	3.07	3.05	3.06	3.20hK	3.01	3.12	3.14
Standard deviation	0.66	0.72	0.65	0.65	0.61	0.66	0.62	0.67	0.65	0.63	0.69	0.65	0.64
Standard error	0.02	0.06	0.07	0.02	0.07	0.05	0.05	0.05	0.06	0.05	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 90

Q.4 To what extent do you agree or disagree with the following statements?**I think that each media channel has its own agenda and will promote health stories which it believes****Base: All respondents**

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	1487 73%	240 85% ^b	451 CDEFGH ^l 9% ^c	477 CDEFGI 73% ^e	194 70% ^e	69 56% ^F	55 41%	1362 76% ^{CDEFI}	691 81% ^{bCDEFGI}	263 66% ^{EF}
Strongly agree	(4) 435 21%	106 38% ^{BCDEFGHI}	121 12% ^c	107 16%	55 20%	27 21%	19 14%	389 22% ^{Cf}	227 27% ^{BCDFGI}	82 20%
Somewhat agree	(3) 1052 52%	134 47% ^{EF}	331 58% ^{AdEFgHI}	370 56% ^{AEFI}	139 50% ^{EFI}	43 34%	36 27%	973 55% ^{AEFI}	464 55% ^{AEFI}	182 45% ^{EF}
Somewhat disagree	(2) 198 10%	19 7%	55 10%	71 11% ^a	24 9%	18 15% ^{Agh}	11 8%	169 9%	74 9%	43 11% ^d
Strongly disagree	(1) 32 2%	4 1%	5 1%	10 2%	7 2%	5 4% ^{BgH}	1 *	27 1%	9 1%	12 3% ^{BGH}
NET: Disagree	230 11%	23 8%	60 11%	81 12%	31 11%	23 19% ^{ABdfGHI}	12 9%	195 11%	83 10%	54 13% ^{adh}
Don't know or not applicable	324 16%	18 7%	57 10%	98 15% ^{ABgH}	52 19% ^{ABGH}	32 26% ^{ABCGH}	66 50% ^{ABCDEGHI}	226 % ^{AbH}	76 9%	85 21% ^{ABCGH}
Mean	3.10	3.30 ^{BCDEfGH}	3.11 ^c	3.03	3.08	2.99	3.10	3.11 ^C	3.17 ^{BCdEgI}	3.05
Standard deviation	0.66	0.67	0.61	0.63	0.68	0.84	0.70	0.64	0.64	0.73
Standard error	0.02	0.04	0.03	0.03	0.05	0.09	0.09	0.02	0.02	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 91

Q.4 To what extent do you agree or disagree with the following statements?**If a friend or contact shares a health story on their social channels, I am more likely to believe it than if I were to read it directly****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	598 29%	271 27%	327 31%a	86 38%FGH	119 34%GH	116 36%fGH	99 28%	68 22%	109 23%	205 35%K	215 31%K	177 23%	180 32%O	167 29%	124 30%	126 25%	98 31%	282 33%
Strongly agree	(4) 73 4%	34 3%	39 4%	13 6%fgH	19 5%gH	19 6%fgH	9 3%	7 2%	5 1%	32 6%K	28 4%K	12 2%	21 4%	17 3%	13 3%	23 5%	13 4%	38 4%
Somewhat agree	(3) 525 26%	237 24%	288 28%a	73 32%fGH	100 28%Gh	97 30%GH	90 25%	60 20%	104 22%	173 30%K	187 27%K	164 21%	159 29%O	151 26%o	112 27%o	103 21%	86 27%	244 28%
Somewhat disagree	(2) 597 29%	292 29%	305 29%	58 26%	110 31%	98 30%	112 31%	86 29%	132 28%	168 29%	210 31%	219 28%	158 28%	154 27%	121 29%	164 33% _m	99 31%	255 30%
Strongly disagree	(1) 350 17%	170 17%	180 17%	35 15%	57 16%	51 16%	72 20%	59 20%	76 16%	92 16%	123 18%	136 18%	85 15%	111 19% _l	75 18%	80 16%	66 21% _q	134 16%
NET: Disagree	947 46%	462 46%	485 46%	93 41%	167 47%	150 46%	183 51% _{Ch}	146 48%	208 44%	260 45%	333 48%	354 46%	243 44%	265 46%	196 47%	244 49% _l	165 51%	389 45%
Don't know or not applicable	496 24%	263 26% _b	233 22%	47 21%	67 19%	61 19%	78 22%	89 29% _{CDEF}	154 33% _{CDEF}	114 20%	139 20%	243 31% _{IJ}	134 24%	142 25%	94 23%	126 25%	57 18%	187 22%
Mean	2.21	2.18	2.23	2.36 _{FGH}	2.28 _{fGH}	2.31 _{FGH}	2.13	2.07	2.12	2.31 _K	2.22 _K	2.10	2.28 _m	2.17	2.19	2.19	2.17	2.28
Standard deviation	0.84	0.84	0.85	0.88	0.86	0.86	0.83	0.83	0.79	0.87	0.85	0.81	0.84	0.86	0.84	0.84	0.86	0.84
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 92

Q.4 To what extent do you agree or disagree with the following statements?**If a friend or contact shares a health story on their social channels, I am more likely to believe it than if I were to read it directly****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	598 29%	40 23%	28 28%	529 30%a	21 24%	83 35%AIJ	50 29%	57 31%a	38 25%	48 25%	80 29%	91 32%A	63 35%AIJ
Strongly agree	(4) 73 4%	3 2%	6 6%ajM	64 4%	4 4% <i>m</i>	11 4%M	8 4%M	9 5%jM	4 3%	3 2%	16 6%ajM	8 3%	1 1%
Somewhat agree	(3) 525 26%	37 21%	22 21%	466 26%	17 20%	72 31% <i>Ae</i>	42 25%	47 26%	34 23%	45 23%	65 24%	82 29% <i>a</i>	61 34% <i>ABEgJk</i>
Somewhat disagree	(2) 597 29%	63 36% <i>dFkM</i>	32 31%	502 28%	22 26%	59 25%	48 28%	61 33%	49 33%	64 32%	74 27%	80 28%	46 25%
Strongly disagree	(1) 350 17%	30 17%	16 16%	304 17%	16 19%	29 12%	29 17%	32 18%	25 17%	40 20% <i>F</i>	54 20% <i>f</i>	44 15%	35 19% <i>f</i>
NET: Disagree	947 46%	94 53% <i>FI</i>	48 47%	806 46%	38 45%	88 37%	77 45%	93 51% <i>F</i>	74 50% <i>F</i>	104 53% <i>FI</i>	127 46%	124 44%	81 44%
Don't know or not applicable	496 24%	44 25%	26 25%	427 24%	26 31% <i>H</i>	64 27% <i>H</i>	45 26% <i>h</i>	32 18%	38 25%	44 23%	68 25%	71 25%	38 21%
Mean	2.21	2.09	2.24	2.22	2.14	2.38AIJ <i>m</i>	2.23	2.23	2.14	2.08	2.20	2.25aj	2.20
Standard deviation	0.84	0.77	0.88	0.85	0.90	0.84	0.87	0.86	0.81	0.80	0.91	0.82	0.82
Standard error	0.02	0.07	0.10	0.02	0.12	0.07	0.07	0.07	0.08	0.07	0.07	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 93

Q.4 To what extent do you agree or disagree with the following statements?

If a friend or contact shares a health story on their social channels, I am more likely to believe it than if I were to read it directly

Base: All respondents

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	598 29%	89 32%F	182 32%F	199 30%F	73 26%F	42 34%F	13 9%	543 30%F	271 32%F	115 29%F
Strongly agree	(4) 73 4%	15 5% <i>Cg</i>	22 4%	15 2%	10 3%	8 7% <i>Cf</i>	2 2%	62 3% <i>c</i>	37 4% <i>cg</i>	18 4% <i>c</i>
Somewhat agree	(3) 525 26%	74 26%F	160 28%F	184 28%F	63 23%F	34 27%F	10 8%	481 27%F	233 27%F	97 24%F
Somewhat disagree	(2) 597 29%	77 27%E	185 33% <i>CEFI</i>	202 31% <i>EF</i>	87 31% <i>EFI</i>	20 16%	27 20%	551 31% <i>EFI</i>	262 31% <i>EF</i>	107 26%E
Strongly disagree	(1) 350 17%	62 22% <i>CG</i>	112 20% <i>Cg</i>	85 13%	47 17%	23 19%	21 16%	306 17% <i>C</i>	174 20% <i>CG</i>	70 17% <i>c</i>
NET: Disagree	947 46%	139 49% <i>EF</i>	297 52% <i>CEFGI</i>	287 44% <i>e</i>	134 48% <i>EFI</i>	43 34%	48 36%	856 48% <i>CEF</i>	436 51% <i>CEFGI</i>	177 44% <i>E</i>
Don't know or not applicable	496 24%	54 19%	89 16%	170 26% <i>ABGH</i>	71 25% <i>BH</i>	40 32% <i>ABGH</i>	72 54% <i>ABCDEFGHI%<i>BH</i></i>	384 17%	143 17%	110 27% <i>ABGH</i>
Mean	2.21	2.19f	2.19F	2.27F	2.17f	2.32F	1.90	2.21F	2.19F	2.22F
Standard deviation	0.84	0.91	0.85	0.78	0.83	0.99	0.83	0.83	0.87	0.88
Standard error	0.02	0.06	0.04	0.04	0.06	0.11	0.11	0.02	0.03	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 94

Q.4 To what extent do you agree or disagree with the following statements?
I find it difficult to know what health information I should apply to my own life
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	1013 50%	511 51%	501 48%	129 57% ^f GH	179 51%	180 55% ^{GH}	174 48%	138 46%	213 45%	308 53% ^K	353 51% ^K	351 45%	261 47%	300 52% ^l	209 50%	243 49%	160 50%	459 54%
Strongly agree	(4) 8%	162 7%	94 9%	36 16% ^{DEFGH}	32 9% ^H	30 9% ^H	22 6%	19 6%	23 5%	68 12% ^{JK}	52 8%	43 5%	31 6%	45 8%	30 7%	55 11% ^{Ln}	28 9%	70 8%
Somewhat agree	(3) 42%	443 44% ^B	408 39%	93 41%	147 42%	150 46%	152 42%	119 39%	190 40%	240 41%	302 44%	308 40%	230 41%	254 44% ^o	179 43%	188 38%	132 41%	389 45%
Somewhat disagree	(2) 29%	285 29%	302 29%	51 23%	91 26%	89 27%	99 28%	97 32% ^C	159 34% ^{CDef}	142 24%	188 27%	256 33% ^{IJ}	179 32% ^m	154 27%	113 27%	140 28%	98 31%	213 25%
Strongly disagree	(1) 12%	111 11%	141 13%	17 8%	34 10%	28 9%	60 17% ^{CDE}	43 14% ^{CE}	70 15% ^{CdE}	51 9%	88 13% ⁱ	113 15% ^l	78 14%	65 11%	47 11%	62 12%	35 11%	112 13%
NET: Disagree	839 41%	396 40%	443 42%	69 30%	125 35%	117 36%	159 44% ^{Cde}	140 46% ^{CDE}	229 49% ^{CDE}	193 33%	276 40% ^l	369 48% ^{IJ}	257 46% ^{MN}	219 38%	161 39%	202 41%	133 41%	326 38%
Don't know or not applicable	190 9%	89 9%	101 10%	29 13% ^{fgH}	49 14% ^{FGH}	30 9%	28 8%	24 8%	30 6%	78 14% ^{JK}	58 8%	54 7%	39 7%	55 10%	45 11% ^l	51 10% ^l	28 9%	73 9%
Mean	2.50	2.52	2.48	2.74 ^d FGH	2.58 ^{FGH}	2.61 ^{FGH}	2.41	2.41	2.38	2.65 ^{JK}	2.50 ^K	2.39	2.41	2.54 ^L	2.52 ^l	2.53 ^L	2.52	2.53
Standard deviation	0.84	0.80	0.86	0.86	0.82	0.79	0.86	0.83	0.81	0.84	0.83	0.82	0.81	0.82	0.82	0.88	0.83	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 95

Q.4 To what extent do you agree or disagree with the following statements?
I find it difficult to know what health information I should apply to my own life
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	1013 50%	84 47%	43 42%	885 50%	38 44%	140 60% ABEGhijKLM	82 48%	91 50%	73 49%	97 50%	137 50%	135 47%	92 51%
Strongly agree	(4) 162 8%	20 11% fL	6 6%	135 8%	5 6%	14 6%	16 9%	22 12% fLm	14 9%	16 8%	21 8%	17 6%	11 6%
Somewhat agree	(3) 851 42%	64 36%	37 36%	750 43%	33 38%	126 54% ABEGHIJKLM	66 9%	69 38%	59 40%	81 42%	116 42%	118 41%	81 45%
Somewhat disagree	(2) 587 29%	58 33% F	33 32% F	496 28%	19 22%	47 20%	49 29% f	50 28%	42 28%	56 29% f	87 32% F	92 32% F	53 29% F
Strongly disagree	(1) 252 12%	22 12%	12 12%	218 12%	12 14%	28 12%	20 12%	27 15% k	18 12%	30 15% k	24 9%	34 12%	26 14%
NET: Disagree	839 41%	80 45% F	45 44% f	714 41%	31 36%	75 32%	69 40%	77 42% f	60 41%	86 44% F	111 40%	126 44% F	79 43% F
Don't know or not applicable	190 9%	13 7%	14 14% jM	163 9%	16 19% AFHiJKLM	19 8%	20 12% m	14 8%	15 10%	13 7%	28 10%	25 9%	11 6%
Mean	2.50	2.50	2.43	2.50	2.46	2.58	2.52	2.51	2.51	2.46	2.54	2.45	2.46
Standard deviation	0.84	0.88	0.82	0.83	0.87	0.80	0.85	0.91	0.86	0.87	0.78	0.80	0.83
Standard error	0.02	0.07	0.09	0.02	0.10	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 96

Q.4 To what extent do you agree or disagree with the following statements?
I find it difficult to know what health information I should apply to my own life
Base: All respondents

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	1013 50%	142 50%F	291 51%F	351 54%F	134 49%F	58 47%F	36 27%	918 51%F	433 51%F	193 48%F
Strongly agree (4)	162 8%	31 11%BDgHI	36 6%	61 9%bD	14 5%	11 9%	9 7%	142 8%d	67 8%B	25 6%
Somewhat agree (3)	851 42%	111 40%F	254 45%F	290 44%F	121 43%F	47 38%F	27 21%	776 44%F	366 43%F	168 42%F
Somewhat disagree (2)	587 29%	83 30%f	177 31%F	184 28%	86 31%F	30 24%	27 20%	530 30%F	261 31%F	115 29%f
Strongly disagree (1)	252 12%	47 17%BCDGH	61 11%	76 12%	28 10%	19 16%	20 15%	213 12%	109 13%B	48 12%
NET: Disagree	839 41%	131 46%cf	238 42%	260 40%	114 41%	49 39%	47 35%	743 42%	369 43%	163 41%
Don't know or not applicable	190 9%	9 3%	39 7%Ah	45 7%A	29 10%AGH	18 14%ABCGH	50 38%ABCDEGHI	122 6%A	48 6%A	46 12%ABCGH
Mean	2.50	2.46	2.50f	2.55F	2.48	2.46	2.31	2.51f	2.49	2.48
Standard deviation	0.84	0.91	0.79	0.84	0.77	0.91	0.96	0.82	0.83	0.81
Standard error	0.02	0.05	0.03	0.03	0.05	0.09	0.11	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 97

Q.4 To what extent do you agree or disagree with the following statements?**News reporting makes me worried about my health****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	649 32%	303 30%	346 33%	102 45%eFGH	132 37%fGH	117 36%GH	108 30%h	80 26%	111 23%	233 40%JK	225 33%K	191 25%	174 31%	192 34%	131 32%	151 30%	110 34%	293 34%
Strongly agree (4)	92 4%	45 5%	47 4%	12 5%gH	22 6%GH	25 8%GH	16 4%H	7 2%	8 2%	35 6%K	42 6%K	15 2%	30 5%	26 4%	17 4%	19 4%	28 9%Q	41 5%
Somewhat agree (3)	557 27%	258 26%	299 29%	89 39%dEFGH	109 31%gH	91 28%h	92 25%	72 24%	103 22%	199 34%JK	183 27%	175 23%	144 26%	167 29%	115 28%	132 27%	82 26%	252 29%
Somewhat disagree (2)	778 38%	391 39%	387 37%	70 31%	108 31%	120 37%	144 40%cD	132 44%CD	205 43%CDe	178 31%	264 38%I	337 44%J	228 41%	208 36%	151 36%	192 39%	113 35%	319 37%
Strongly disagree (1)	412 20%	213 21%	199 19%	24 10%	56 16%	59 18%C	83 23%Cd	67 22%Cd	125 27%CDE	79 14%	141 21%I	192 25%J	112 20%	103 18%	93 23%	104 21%	56 17%	167 19%
NET: Disagree	1191 58%	604 61%b	586 56%	93 41%	164 46%	179 55%Cd	227 63%CDe	198 66%CDE	330 70%CDEF	257 44%	405 59%I	528 68%IJ	339 61%M	311 54%	244 59%	296 60%	169 53%	485 57%
Don't know or not applicable	202 10%	89 9%	113 11%	31 14%FGH	58 16%EFGH	31 10%	27 7%	24 8%	31 7%	89 15%JK	58 8%	55 7%	44 8%	70 12%L	39 9%	49 10%	42 13%	79 9%
Mean	2.18	2.15	2.21	2.46EFGH	2.33FGH	2.28FGH	2.12H	2.08	1.99	2.38JK	2.20K	2.02	2.18	2.23	2.15	2.15	2.29	2.21
Standard deviation	0.83	0.83	0.83	0.79	0.87	0.88	0.84	0.78	0.77	0.84	0.86	0.77	0.84	0.83	0.84	0.82	0.90	0.84
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.04	0.03	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.06	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 98

Q.4 To what extent do you agree or disagree with the following statements?**News reporting makes me worried about my health****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	649 32%	62 35%	30 29%	558 32%	23 27%	71 30%	51 30%	65 36%	45 30%	53 27%	94 34%	95 33%	61 33%
Strongly agree	(4) 92 4%	6 3%	2 2%	84 5%	- -	13 6% ^E	8 5% ^e	9 5% ^e	4 3%	6 3%	19 7% ^{bE}	16 6% ^E	8 5% ^e
Somewhat agree	(3) 557 27%	56 31%	28 27%	474 27%	23 27%	58 25%	43 25%	57 31%	40 27%	47 24%	75 27%	79 28%	53 29%
Somewhat disagree	(2) 778 38%	54 30%	39 38%	686 39% ^A	28 33%	94 40% ^a	74 43% ^{Ak}	69 38%	69 46% ^{AeK}	75 38%	93 34%	110 38%	73 40% ^a
Strongly disagree	(1) 412 20%	47 26% ^{DghIK}	25 24% ^l	341 19%	15 17%	52 22% ^{ai}	29 17%	33 18%	20 13%	52 27% ^{GhIK}	47 17%	58 20%	35 20%
NET: Disagree	1191 58%	101 57%	64 62% ^k	1026 58%	43 50%	146 62% ^{eK}	103 60%	102 56%	88 59%	127 65% ^{EK}	140 51%	167 59%	108 60%
Don't know or not applicable	202 10%	15 9%	9 9%	178 10%	20 23% ^{ABFGHIJLM}	17 7%	17 10%	14 8%	16 11%	15 8%	41 15% ^{aFhJLM}	23 8%	13 7%
Mean	2.18	2.13	2.07	2.19	2.12	2.15	2.19	2.25 ^J	2.22 ^j	2.04	2.28 ^{bJ}	2.20 ^j	2.20
Standard deviation	0.83	0.88	0.80	0.83	0.75	0.85	0.80	0.83	0.73	0.83	0.88	0.85	0.82
Standard error	0.02	0.07	0.08	0.02	0.09	0.06	0.06	0.06	0.06	0.06	0.07	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 99

Q.4 To what extent do you agree or disagree with the following statements?**News reporting makes me worried about my health****Base: All respondents**

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	649 32%	115 41% <small>CDEFGI</small>	203 36% <small>DEFI</small>	215 33% <small>DeFI</small>	71 25% <small>F</small>	28 23% <small>f</small>	16 12%	604 34% <small>DEFI</small>	318 37% <small>DEFGI</small>	99 25% <small>F</small>
Strongly agree (4)	92 4%	30 11% <small>BCDEFGHIj</small>	29 4% <small>DI</small>	25 4% <small>DI</small>	3 1%	3 3%	2 2%	86 5% <small>DI</small>	58 7% <small>BCDFGI</small>	6 1%
Somewhat agree (3)	557 27%	85 30% <small>eFI</small>	174 31% <small>EFI</small>	190 29% <small>eFI</small>	68 25% <small>F</small>	25 20% <small>f</small>	14 11%	518 29% <small>eFI</small>	259 31% <small>dEFI</small>	93 23% <small>F</small>
Somewhat disagree (2)	778 38%	94 33%	231 41% <small>aEFh</small>	266 41% <small>aEF</small>	115 41% <small>aEFI</small>	37 30%	35 26%	706 40% <small>AEF</small>	325 38% <small>aeF</small>	152 38% <small>EF</small>
Strongly disagree (1)	412 20%	59 21%	94 16%	121 18%	60 22%	46 37% <small>ABCDfGHI</small>	33 25% <small>b</small>	334 19%	153 18%	106 26% <small>BCDGH</small>
NET: Disagree	1191 58%	153 54%	325 57%	387 59%	175 63% <small>aFh</small>	83 66% <small>AFh</small>	68 51%	1040 58%	478 56%	257 64% <small>AbFGH</small>
Don't know or not applicable	202 10%	13 5%	41 7%	54 8% <small>a</small>	32 11% <small>AbGH</small>	14 11% <small>Ah</small>	48 36% <small>ABCDEGHI</small>	140 % <small>ah</small>	54 6%	45 11% <small>ABGH</small>
Mean	2.18	2.32 <small>cDEFGI</small>	2.26 <small>DEFI</small>	2.20 <small>DEFI</small>	2.05 <small>eFI</small>	1.88	1.83	2.22 <small>DEFI</small>	2.28 <small>DEFGI</small>	2.00 <small>e</small>
Standard deviation	0.83	0.94	0.81	0.80	0.75	0.87	0.80	0.83	0.86	0.79
Standard error	0.02	0.06	0.04	0.03	0.05	0.08	0.09	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
 Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 100

Q.4 To what extent do you agree or disagree with the following statements?**I make decisions about my health and lifestyle based on what's reported in the media****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	349 17%	186 19% ^b	162 16%	69 30% ^d eFGH	70 20% ^f FGH	75 23% ^f FGH	44 12%	35 12%	55 12%	139 24% ^j JK	119 17% ^k K	90 12%	102 18%	90 16%	85 20% ^o O	71 14%	46 14%	188 22% ^p P
Strongly agree	(4) 28 1%	18 2%	11 1%	4 2%	10 3% ^f H	6 2% ^h	3 1%	3 1%	2 1%	14 2% ^k K	9 1%	6 1%	6 1%	4 1%	9 2% ^m	10 2% ^m	6 2%	19 2%
Somewhat agree	(3) 320 16%	168 17%	152 15%	65 29% ^d eFGH	60 17% ^f GH	69 21% ^f FGH	41 11%	32 10%	53 11%	125 22% ^j JK	110 16% ^k K	85 11%	96 17% ^o O	87 15%	76 18% ^o O	61 12%	41 13%	168 20% ^p P
Somewhat disagree	(2) 719 35%	344 35%	374 36%	62 28%	118 33%	114 35%	140 39% ^C	99 33%	186 39% ^{Cg}	180 31%	254 37% ⁱ	285 37% ⁱ	206 37%	202 35%	139 34%	171 34%	115 36%	296 35%
Strongly disagree	(1) 816 40%	385 39%	431 41%	63 28%	122 34%	114 35%	157 43% ^{CDe}	152 50% ^{CDEh}	208 44% ^{CDE}	185 32%	271 39% ^l	360 47% ^l J	210 38%	235 41%	157 38%	214 43% ^l	138 43% ^q	312 36%
NET: Disagree	1535 75%	730 73%	805 77% ^a	126 56%	239 68% ^C	228 70% ^C	297 82% ^{CDE}	251 83% ^{CDE}	394 84% ^{CDE}	365 63%	525 76% ^l	645 83% ^l J	416 75%	437 76%	296 71%	386 78% ⁿ	253 79% ^Q	608 71%
Don't know or not applicable	158 8%	80 8%	77 7%	32 14% ^{EF} GH	44 12% ^e FGH	24 7%	21 6%	16 5%	22 5%	75 13% ^{JK}	44 6%	38 5%	39 7%	46 8%	34 8%	39 8%	21 7%	62 7%
Mean	1.77	1.80 ^b	1.73	2.05 ^d eFGH	1.87 ^f FGH	1.89 ^f FGH	1.68	1.60	1.66	1.94 ^j JK	1.78 ^k K	1.64	1.80 ^o	1.73	1.84 ^m o	1.71	1.71	1.87 ^p P
Standard deviation	0.78	0.80	0.76	0.86	0.84	0.82	0.71	0.73	0.70	0.85	0.77	0.71	0.77	0.75	0.83	0.78	0.77	0.83
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 101

Q.4 To what extent do you agree or disagree with the following statements?**I make decisions about my health and lifestyle based on what's reported in the media****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	349 17%	22 12%	19 19%	307 17%	9 11%	36 15%	30 18%j	33 18%j	26 18%	22 11%	54 19%J	53 19%J	43 24%AEfj
Strongly agree	(4) 28 1%	3 1%	4 4% ^d JLm	22 1%	- -	4 2%	4 3% ^J L	8 5% ^{eij} JKLM	1 1%	- -	3 1%	1 *	1 *
Somewhat agree	(3) 320 16%	20 11%	15 15%	285 16%	9 11%	33 14%	26 15%	25 14%	25 17%	22 11%	51 18% ^{aj}	52 18% ^{aJ}	42 23% ^{AEFGHJ}
Somewhat disagree	(2) 719 35%	60 34%	36 35%	623 35%	26 30%	87 37%	58 34%	56 31%	54 36%	75 38%	95 34%	116 41% ^{hM}	56 31%
Strongly disagree	(1) 816 40%	82 46% ^L	37 36%	697 40%	35 41%	89 38%	70 41%	77 42% ^l	63 43% ^l	92 47% ^{fL}	107 39%	93 33%	72 40%
NET: Disagree	1535 75%	142 80% ^M	72 71%	1320 75%	61 71%	176 75%	127 74%	133 73%	118 79%	167 85% ^{BEFGHKLM}	202 73%	209 73%	128 70%
Don't know or not applicable	158 8%	13 7%	11 10% ^{IJ}	134 8%	16 19% ^{AfGHIJKLM}	23 10% ^{IJ}	14 8% ^j	15 8% ^{ij}	5 3%	7 4%	20 7%	24 8% ^{ij}	11 6%
Mean	1.77	1.65	1.85 ^{aJ}	1.77 ^a	1.63	1.77 ^j	1.78 ^j	1.79 ^j	1.75	1.63	1.80 ^J	1.85 ^{AEJ}	1.84 ^{AeJ}
Standard deviation	0.78	0.75	0.85	0.78	0.71	0.77	0.82	0.88	0.77	0.68	0.79	0.74	0.81
Standard error	0.02	0.06	0.09	0.02	0.08	0.05	0.06	0.07	0.06	0.05	0.06	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 102

Q.4 To what extent do you agree or disagree with the following statements?**I make decisions about my health and lifestyle based on what's reported in the media****Base: All respondents**

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	349 17%	42 15%F	100 18%F	138 21%AdFGHl	42 15%F	18 14%f	9 7%	322 18%F	141 17%F	60 15%F
Strongly agree (4)	28 1%	3 1%	6 1%	14 2%dGh	1 *	3 2%	3 2%	23 1%	8 1%	3 1%d
Somewhat agree (3)	320 16%	39 14%F	94 17%F	124 19%aFgi	41 15%F	15 12%f	6 5%	298 17%F	133 16%F	56 14%F
Somewhat disagree (2)	719 35%	83 30%	197 35%f	262 40%AbeFGH	104 38%aF	38 31%	33 25%	647 36%AFH	281 33%	142 35%f
Strongly disagree (1)	816 40%	141 50%CDFGI	250 44%CG	210 32%	106 38%c	60 48%Cdgi	49 37%	707 40%C	390 46%CDfG	167 41%Cd
NET: Disagree	1535 75%	224 80%CF	447 79%CF	473 72%F	210 76%F	99 79%F	82 62%	1354 76%CF	671 79%CFG	309 77%F
Don't know or not applicable	158 8%	16 6%	22 4%	45 7%Bh	25 9%BGH	8 6%	42 32%ABCDEFGHI%BH	108 7%BH	38 4%	33 8%BgH
Mean	1.77	1.64	1.74	1.91ABDEFGH	.75	1.66	1.59	1.78AFH	1.70	1.72
Standard deviation	0.78	0.77	0.78	0.80	0.73	0.79	0.75	0.78	0.77	0.75
Standard error	0.02	0.05	0.03	0.03	0.05	0.07	0.08	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

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Absolutes/col percents

Table 103

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

Summary Table

Base: All respondents

	Statements				
	Social media platforms such as Facebook, Instagram and Twitter, should do more to stop health misinformation spreading	I would prefer social media platforms to filter out misinformation about health or specific conditions	I would prefer to see all content about health or specific conditions and then decide for myself what I want to read	The Government should introduce laws to prevent health misinformation spreading on social media	I worry that inaccurate health information shared on social media will cause harm
Unweighted base	2041	2041	2041	2041	2041
Weighted base	2041	2041	2041	2041	2041
NET: Agree	1683 82%	1587 78%	1374 67%	1608 79%	1596 78%
Strongly agree (4)	996 49%	856 42%	408 20%	900 44%	767 38%
Somewhat agree (3)	687 34%	731 36%	966 47%	708 35%	829 41%
Somewhat disagree (2)	94 5%	119 6%	258 13%	144 7%	179 9%
Strongly disagree (1)	32 2%	48 2%	68 3%	50 2%	47 2%
NET: Disagree	126 6%	168 8%	326 16%	194 10%	226 11%
Don't know or not applicable	232 11%	287 14%	341 17%	239 12%	219 11%
Mean	3.46	3.36	3.01	3.36	3.27
Standard deviation	0.68	0.73	0.74	0.75	0.74
Standard error	0.02	0.02	0.02	0.02	0.02

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 104

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

Summary: NET Agree

Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Social media platforms such as Facebook, Instagram and Twitter, should do more to stop health misinformation spreading	1683 82%	808 81%	874 84%	180 80%	296 84%	268 82%	299 83%	242 80%	397 84%	477 82%	567 82%	639 83%	469 84%o	484 84%o	335 81%	395 80%	263 82%	710 83%
The Government should introduce laws to prevent health misinformation spreading on social media	1608 79%	788 79%	819 78%	172 76%	276 78%	258 79%	279 77%	234 78%	389 82%cfg	448 77%	537 78%	623 81%	436 78%	461 80%	325 78%	386 78%	264 83%q	655 76%
I worry that inaccurate health information shared on social media will cause harm	1596 78%	763 77%	834 80%	173 76%	287 81%f	256 78%	269 74%	240 79%	373 79%	459 79%	525 76%	613 79%	452 81%no	454 79%	313 76%	378 76%	254 79%	660 77%
I would prefer social media platforms to filter out misinformation about health or specific conditions	1587 78%	760 76%	827 79%	172 76%	277 79%	262 80%	277 77%	239 79%	360 76%	449 77%	539 78%	599 77%	457 82%NO	451 79%	311 75%	368 74%	260 81%	668 78%
I would prefer to see all content about health or specific conditions and then decide for myself what I want to read	1374 67%	653 66%	721 69%	133 58%	218 62%	222 68%C	245 68%C	218 72%CD	338 72%CD	350 60%	467 68%l	557 72%l	365 65%	382 67%	289 70%	339 68%	231 72%q	564 66%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 105

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

Summary: NET Agree

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Social media platforms such as Facebook, Instagram and Twitter, should do more to stop health misinformation spreading	1683 82%	147 83%E	78 76%e	1458 83%	54 63%	191 82%E	144 84%E	151 83%E	122 82%E	163 83%E	229 83%E	250 87%BEf	153 84%E
The Government should introduce laws to prevent health misinformation spreading on social media	1608 79%	129 72%	86 85%AE	1393 79%a	54 63%	178 76%E	140 82%aE	147 81%aE	114 77%E	152 78%E	222 81%aE	237 83%AEf	149 82%AE
I worry that inaccurate health information shared on social media will cause harm	1596 78%	149 84%BEFK	73 72%	1374 78%	55 64%	172 73%	143 83%BEFK	149 82%bEfk	114 77%e	158 81%Ef	203 74%	233 82%bEFk	148 81%bEfk
I would prefer social media platforms to filter out misinformation about health or specific conditions	1587 78%	140 79%E	86 84%EF	1361 77%	54 63%	168 71%	132 77%E	146 80%Ef	112 75%e	153 78%E	224 81%EF	227 79%Ef	144 79%E
I would prefer to see all content about health or specific conditions and then decide for myself what I want to read	1374 67%	122 69%e	69 67%	1183 67%	48 56%	157 67%	117 68%e	122 67%	107 72%E	129 66%	175 64%	201 70%E	127 70%E

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 106

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

Summary: NET Agree

Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Social media platforms such as Facebook, Instagram and Twitter, should do more to stop health misinformation spreading	1683 82%	253 90% <small>CDEFGI</small>	500 88% <small>CDEFGI</small>	534 81% <small>F</small>	225 81% <small>F</small>	99 79% <small>F</small>	72 54%	1512 85% <small>CFI</small>	752 89% <small>CDEFGI</small>	324 81% <small>F</small>
The Government should introduce laws to prevent health misinformation spreading on social media	1608 79%	227 80% <small>F</small>	474 83% <small>cEFi</small>	519 79% <small>F</small>	224 81% <small>F</small>	92 73% <small>F</small>	72 54%	1444 81% <small>eF</small>	701 82% <small>EF</small>	316 79% <small>F</small>
I worry that inaccurate health information shared on social media will cause harm	1596 78%	245 87% <small>CDEFGI</small>	491 86% <small>CDEFGI</small>	500 76% <small>EF</small>	211 76% <small>eFi</small>	82 66% <small>F</small>	67 50%	1447 81% <small>CDEFI</small>	736 87% <small>CDEFGI</small>	293 73% <small>eF</small>
I would prefer social media platforms to filter out misinformation about health or specific conditions	1587 78%	240 85% <small>CdEFGI</small>	479 84% <small>CdEFGI</small>	498 76% <small>F</small>	216 78% <small>eFi</small>	86 69% <small>F</small>	67 51%	1433 80% <small>CEFI</small>	719 85% <small>CDEFGI</small>	302 75% <small>eF</small>
I would prefer to see all content about health or specific conditions and then decide for myself what I want to read	1374 67%	202 72% <small>F</small>	410 72% <small>CF</small>	432 66% <small>F</small>	189 68% <small>F</small>	83 66% <small>F</small>	58 44%	1233 69% <small>CF</small>	612 72% <small>CFG</small>	272 68% <small>F</small>

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 107

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

Social media platforms such as Facebook, Instagram and Twitter, should do more to stop health misinformation spreading

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	1683 82%	808 81%	874 84%	180 80%	296 84%	268 82%	299 83%	242 80%	397 84%	477 82%	567 82%	639 83%	469 84%o	484 84%o	335 81%	395 80%	263 82%	710 83%
Strongly agree	(4) 49%	495 50%	501 48%	102 45%	162 46%	149 46%	155 43%	152 50%f	276 58%CDEFG	264 45%	305 44%	428 55%J	288 52%	280 49%	194 47%	234 47%	149 47%	390 45%
Somewhat agree	(3) 34%	687 31%	374 36%a	79 35%H	134 38%gH	118 36%H	144 40%GH	90 30%	121 26%	213 37%K	262 38%K	212 27%	181 33%	204 36%	141 34%	160 32%	114 35%	320 37%
Somewhat disagree	(2) 5%	94 5%	53 4%	42 9%DH	20 3%	12 6%H	18 6%H	22 5%H	8 2%	31 5%K	40 6%K	23 3%	19 3%	33 6%	21 5%	22 4%	18 6%	51 6%
Strongly disagree	(1) 2%	32 2%	18 2%	14 1%	4 2%H	3 1%	6 2%H	10 3%H	8 3%dH	1 *	7 1%	16 2%	9 1%	8 1%	6 1%	11 3%	7 1%	23 3%
NET: Disagree	126 6%	70 7%	56 5%	24 11%DH	14 4%	24 7%H	32 9%DH	23 8%dH	9 2%	38 7%k	56 8%K	32 4%	27 5%	39 7%	32 8%	29 6%	23 7%	73 9%
Don't know or not applicable	232 11%	118 12%	114 11%	22 10%	43 12%	35 11%	30 8%	37 12%	65 14%F	65 11%	65 9%	102 13%J	61 11%	51 9%	48 12%	73 15%IM	34 11%	75 9%
Mean	3.46	3.46	3.46	3.36	3.47f	3.41	3.34	3.46f	3.65CDEFG	3.42	3.37	3.58IJ	3.51n	3.45	3.41	3.47	3.42	3.38
Standard deviation	0.68	0.70	0.66	0.74	0.61	0.70	0.73	0.74	0.53	0.67	0.72	0.63	0.65	0.66	0.73	0.67	0.69	0.73
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.02	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 108

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

Social media platforms such as Facebook, Instagram and Twitter, should do more to stop health misinformation spreading

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	1683 82%	147 83%E	78 76%e	1458 83%	54 63%	191 82%E	144 84%E	151 83%E	122 82%E	163 83%E	229 83%E	250 87%BEf	153 84%E
Strongly agree	(4) 996 49%	77 43%e	49 48%E	869 49%	26 30%	113 48%E	91 53%E	83 46%E	71 47%E	105 54%aE	138 50%E	148 52%E	96 53%aE
Somewhat agree	(3) 687 34%	70 39%bj	29 28%	588 33%	28 33%	79 33%	54 31%	68 38%	51 35%	58 30%	91 33%	102 36%	57 31%
Somewhat disagree	(2) 94 5%	11 6%J	11 11%DFGHijLM	72 4%	8 9%hJLm	10 4%j	6 4%j	6 3%	7 5%J	2 1%	19 7%Jl	8 3%	6 4%j
Strongly disagree	(1) 32 2%	- -	2 2%a	30 2%	4 4%AFLm	2 1%	4 3%al	3 2%	2 2%	6 3%AL	6 2%	1 *	2 1%
NET: Disagree	126 6%	11 6%	13 13%DaFgHiJLM	102 6%	12 14%aFgHiJLM	11 5%	11 6%	9 5%	9 6%	7 4%	25 9%jL	10 3%	8 4%
Don't know or not applicable	232 11%	19 11%	11 11%	202 11%	20 23%ABIGHijKLM	32 14%k	16 10%	21 12%	18 12%	26 13%k	21 8%	27 9%	21 11%
Mean	3.46	3.42E	3.37	3.47	3.16	3.49E	3.49E	3.44E	3.45E	3.54E	3.42E	3.53abE	3.54bE
Standard deviation	0.68	0.62	0.80	0.68	0.85	0.63	0.71	0.66	0.68	0.68	0.73	0.59	0.62
Standard error	0.02	0.05	0.08	0.02	0.10	0.04	0.06	0.05	0.06	0.05	0.05	0.03	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 109

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?
Social media platforms such as Facebook, Instagram and Twitter, should do more to stop health misinformation spreading
Base: All respondents

		Q.3 How often do you double check information about health and wellbeing is correct?									
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)	
Unweighted base		2041	296	560	654	281	125	125	1791	856	406
Weighted base		2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree		1683	253	500	534	225	99	72	1512	752	324
		82%	90% <small>CDEFGI</small>	88% <small>CDEFGI</small>	81% <small>F</small>	81% <small>F</small>	79% <small>F</small>	54%	85% <small>CFI</small>	89% <small>CDEFGI</small>	81% <small>F</small>
Strongly agree	(4)	996	189	300	279	122	63	43	889	489	185
		49%	67% <small>BCDEFGHI</small>	53% <small>CDFI</small>	42% <small>f</small>	44% <small>f</small>	51% <small>F</small>	33%	50% <small>CdF</small>	58% <small>BCDFGI</small>	46% <small>F</small>
Somewhat agree	(3)	687	64	200	256	103	36	29	623	264	139
		34%	23%	35% <small>AFH</small>	39% <small>AeFGH</small>	37% <small>AFh</small>	29%	22%	35% <small>AFH</small>	31% <small>Af</small>	35% <small>AF</small>
Somewhat disagree	(2)	94	9	29	39	8	5	5	85	38	13
		5%	3%	5%	6% <small>ai</small>	3%	4%	4%	5%	4%	3%
Strongly disagree	(1)	32	2	7	10	8	5	1	26	8	13
		2%	1%	1%	2%	3% <small>agH</small>	4% <small>AbgH</small>	1%	1%	1%	3% <small>AbGH</small>
NET: Disagree		126	10	36	49	16	9	6	111	46	26
		6%	4%	6%	7% <small>A</small>	6%	7%	4%	6% <small>a</small>	5%	6%
Don't know or not applicable		232	19	33	73	36	17	55	160	51	52
		11%	7%	6%	11% <small>aBGH</small>	13% <small>ABGH</small>	13% <small>ABH</small>	42% <small>ABCDEGHI</small>	9% <small>BH</small>	6%	13% <small>ABGH</small>
Mean		3.46	3.67 <small>BCDEFGH</small>	3.48 <small>C</small>	3.38	3.40	3.46	3.48	3.46 <small>C</small>	3.54 <small>BCDGI</small>	3.42
Standard deviation		0.68	0.57	0.66	0.69	0.71	0.77	0.66	0.67	0.64	0.73
Standard error		0.02	0.03	0.03	0.03	0.05	0.08	0.08	0.02	0.02	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 110

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

I would prefer social media platforms to filter out misinformation about health or specific conditions

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	1587 78%	760 76%	827 79%	172 76%	277 79%	262 80%	277 77%	239 79%	360 76%	449 77%	539 78%	599 77%	457 82%NO	451 79%	311 75%	368 74%	260 81%	668 78%
Strongly agree	(4) 856 42%	416 42%	440 42%	74 33%	146 41% ^c	130 40%	141 39%	136 45% ^C	229 49% ^{CdEF}	220 38%	271 39%	365 47% ^{IJ}	240 43%	248 43%	162 39%	206 42%	135 42%	331 39%
Somewhat agree	(3) 731 36%	343 34%	387 37%	97 43% ^{gH}	132 37% ^H	132 40% ^H	136 38% ^H	103 34% ^h	131 28%	229 40% ^K	268 39% ^K	234 30%	217 39% ^o	203 35%	150 36%	162 33%	125 39%	336 39%
Somewhat disagree	(2) 119 6%	58 6%	62 6%	16 7% ^H	22 6% ^h	25 8% ^H	25 7% ^H	17 6%	15 3%	38 7% ^k	50 7% ^K	31 4%	27 5%	38 7%	26 6%	28 6%	19 6%	65 8%
Strongly disagree	(1) 48 2%	34 3% ^B	14 1%	12 5% ^{dEGH}	7 2%	5 2%	14 4% ^{GH}	2 1%	7 1%	20 3% ^K	19 3% ^K	9 1%	11 2%	9 2%	18 4% ^{IM}	10 2%	7 2%	24 3%
NET: Disagree	168 8%	92 9%	76 7%	28 13% ^{GH}	29 8% ^h	30 9% ^H	39 11% ^{gH}	19 6%	22 5%	58 10% ^K	69 10% ^K	41 5%	38 7%	47 8%	44 11% ^l	38 8%	25 8%	90 10%
Don't know or not applicable	287 14%	145 15%	142 14%	27 12%	46 13%	34 11%	45 13%	45 15%	89 19% ^{CdEF}	73 13%	80 12%	134 17% ^{IJ}	62 11%	75 13%	59 14%	90 18% ^{LM}	35 11%	100 12%
Mean	3.36	3.34	3.39	3.17	3.35 ^C	3.32 ^c	3.28	3.45 ^{CeF}	3.52 ^{CDEF}	3.28	3.30	3.49 ^{IJ}	3.39 ⁿ	3.39 ⁿ	3.28	3.39	3.36	3.29
Standard deviation	0.73	0.78	0.68	0.82	0.72	0.71	0.79	0.65	0.66	0.77	0.75	0.66	0.69	0.71	0.81	0.73	0.71	0.76
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.05	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.05	0.04	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 111

**Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?
I would prefer social media platforms to filter out misinformation about health or specific conditions**

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	1587 78%	140 79%E	86 84%EF	1361 77%	54 63%	168 71%	132 77%E	146 80%Ef	112 75%e	153 78%E	224 81%EF	227 79%Ef	144 79%E
Strongly agree	(4) 856 42%	71 40%	48 47%	737 42%	31 36%	90 39%	75 44%	70 39%	59 39%	86 44%	123 45%	128 45%	74 41%
Somewhat agree	(3) 731 36%	69 39%	37 36%	624 35%	24 28%	77 33%	57 33%	76 42%e	54 36%	67 34%	101 37%	99 35%	70 38%
Somewhat disagree	(2) 119 6%	13 7%M	6 6%	101 6%	5 6%	26 11%GJKLM	8 5%	11 6% <i>m</i>	12 8%M	7 4%	11 4%	15 5%	4 2%
Strongly disagree	(1) 48 2%	4 2%	1 1%	43 2%	6 7%bFHL	1 *	7 4%F	2 1%	4 2%	5 3%	7 2%	4 2%	7 4%F
NET: Disagree	168 8%	17 10%	7 7%	144 8%	11 13%	28 12% <i>ijklm</i>	15 9%	13 7%	16 11%	12 6%	18 7%	20 7%	11 6%
Don't know or not applicable	287 14%	21 12%	9 9%	257 15%	20 24%ABgHiKL	40 17%	24 14%	22 12%	21 14%	30 15%	33 12%	39 14%	27 15%
Mean	3.36	3.32	3.43	3.37	3.22	3.32	3.37	3.35	3.31	3.41	3.41	3.42e	3.36
Standard deviation	0.73	0.74	0.68	0.73	0.93	0.72	0.79	0.67	0.76	0.72	0.71	0.69	0.75
Standard error	0.02	0.06	0.07	0.02	0.11	0.05	0.06	0.05	0.07	0.06	0.05	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 112

**Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?
I would prefer social media platforms to filter out misinformation about health or specific conditions**

Base: All respondents

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	1587 78%	240 85% ^{CdEFGI}	479 84% ^{CdEFGI}	498 76% ^F	216 78% ^{eFi}	86 69% ^F	67 51%	1433 80% ^{CEFI}	719 85% ^{CDEFGI}	302 75% ^{eF}
Strongly agree	(4) 856 42%	164 58% ^{BCDEFGHI}	259 45% ^{CF}	233 35%	109 39% ^f	53 43% ^F	39 29%	764 43% ^{CF}	423 50% ^{BCDFGI}	162 40% ^F
Somewhat agree	(3) 731 36%	76 27%	220 39% ^{AEFH}	266 40% ^{AEFGH}	107 39% ^{AEFI}	33 26%	29 22%	669 38% ^{AEFh}	296 35% ^{AeF}	140 35% ^{AEF}
Somewhat disagree	(2) 119 6%	15 5%	25 4%	57 9% ^{BDFGHI}	9 3%	9 7%	4 3%	106 6% ^{bdh}	40 5%	18 4%
Strongly disagree	(1) 48 2%	6 2%	14 2%	16 2%	7 3%	4 3%	1 1%	43 2%	20 2%	11 3%
NET: Disagree	168 8%	22 8%	39 7%	73 11% ^{BDFGHI}	17 6%	12 10%	6 4%	150 8% ^h	60 7%	29 7%
Don't know or not applicable	287 14%	20 7%	51 9%	85 13% ^{ABH}	44 16% ^{ABGH}	26 21% ^{ABCGH}	60 45% ^{ABCDEGHI}	200 11% ^{AbH}	71 8%	71 18% ^{ABcGH}
Mean	3.36	3.52 ^{BCDGH}	3.40 ^C	3.25	3.37 ^c	3.38	3.43 ^c	3.36 ^C	3.44 ^{bCG}	3.37 ^C
Standard deviation	0.73	0.72	0.71	0.74	0.71	0.80	0.70	0.73	0.71	0.74
Standard error	0.02	0.04	0.03	0.03	0.05	0.08	0.08	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 113

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

I would prefer to see all content about health or specific conditions and then decide for myself what I want to read

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	1374 67%	653 66%	721 69%	133 58%	218 62%	222 68% ^C	245 68% ^C	218 72% ^{CD}	338 72% ^{CD}	350 60%	467 68% ^l	557 72% ^l	365 65%	382 67%	289 70%	339 68%	231 72% ^q	564 66%
Strongly agree	(4) 20%	408 19%	218 21%	24 11%	48 13%	77 24% ^{CD}	71 20% ^{Cd}	79 26% ^{CDf}	109 23% ^{CD}	72 12%	148 22% ^l	188 24% ^l	107 19%	119 21%	76 18%	105 21%	71 22%	162 19%
Somewhat agree	(3) 47%	966 46%	504 48%	108 48%	170 48%	145 44%	174 48%	139 46%	230 49%	278 48%	319 46%	369 48%	257 46%	263 46%	212 51%	234 47%	160 50%	402 47%
Somewhat disagree	(2) 13%	258 13%	121 12%	45 20% ^{EfGH}	50 14% ^h	41 12%	48 13%	29 10%	45 10%	94 16% ^k	89 13% ^k	74 10%	90 16% ^{mO}	70 12%	50 12%	47 9%	37 12%	123 14%
Strongly disagree	(1) 3%	68 4%	32 3%	11 5% ^H	16 4% ^H	12 4% ^H	16 4% ^H	8 3%	6 1%	26 5% ^K	28 4% ^K	13 2%	16 3%	20 3%	17 4%	16 3%	14 4%	35 4%
NET: Disagree	326 16%	172 17%	154 15%	55 24% ^{EfGH}	65 19% ^{gH}	53 16% ^H	65 18% ^{gH}	37 12%	51 11%	121 21% ^K	117 17% ^K	88 11%	106 19% ^O	89 16%	67 16%	63 13%	51 16%	158 18%
Don't know or not applicable	341 17%	171 17%	170 16%	39 17%	70 20%	52 16%	52 14%	47 16%	82 17%	108 19%	104 15%	129 17%	86 15%	102 18%	59 14%	94 19%	38 12%	135 16%
Mean	3.01	2.98	3.04	2.78	2.88	3.04 ^{CD}	2.97 ^C	3.13 ^{CDf}	3.13 ^{CDf}	2.84	3.00 ^l	3.13 ^{lJ}	2.97	3.02	2.98	3.06 ^l	3.02	2.96
Standard deviation	0.74	0.76	0.73	0.74	0.74	0.78	0.77	0.73	0.66	0.74	0.78	0.69	0.75	0.75	0.74	0.73	0.76	0.77
Standard error	0.02	0.03	0.02	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 114

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

I would prefer to see all content about health or specific conditions and then decide for myself what I want to read

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	1374 67%	122 69%e	69 67%	1183 67%	48 56%	157 67%	117 68%e	122 67%	107 72%E	129 66%	175 64%	201 70%E	127 70%E
Strongly agree	(4) 408 20%	40 22%	18 18%	350 20%	13 15%	37 16%	39 23%	36 20%	29 20%	38 19%	58 21%	57 20%	43 24%f
Somewhat agree	(3) 966 47%	83 46%	51 50%	833 47%	35 41%	120 51%	78 45%	86 47%	78 52%	92 47%	117 43%	143 50%	84 46%
Somewhat disagree	(2) 258 13%	20 11%	11 11%	226 13%	9 11%	28 12%	19 11%	17 10%	25 17%h	22 11%	43 16%	39 14%	23 13%
Strongly disagree	(1) 68 3%	5 3%	3 3%	61 3%	10 12%ABFGHIJLM	8 3%	3 2%	4 2%	3 2%	5 3%	16 6%iL	5 2%	7 4%
NET: Disagree	326 16%	25 14%	14 14%	287 16%	19 23%gH	36 15%	22 13%	21 12%	27 18%	27 14%	59 22%agHj	44 15%	30 17%
Don't know or not applicable	341 17%	30 17%i	19 19%i	292 17%	19 22%i	41 18%i	33 19%i	39 21%llm	14 10%	40 20%lm	41 15%	41 14%	24 13%
Mean	3.01	3.07E	3.01e	3.00	2.75	2.96e	3.10Ek	3.08E	3.00e	3.03E	2.92	3.04E	3.04E
Standard deviation	0.74	0.73	0.70	0.75	0.94	0.71	0.71	0.69	0.70	0.72	0.84	0.69	0.78
Standard error	0.02	0.06	0.08	0.02	0.11	0.05	0.06	0.06	0.06	0.06	0.06	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 115

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

I would prefer to see all content about health or specific conditions and then decide for myself what I want to read

Base: All respondents

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	1374 67%	202 72%F	410 72%CF	432 66%F	189 68%F	83 66%F	58 44%	1233 69%CF	612 72%CFG	272 68%F
Strongly agree	(4) 408 20%	95 34%BCDEFGHI%CF	123 26%BCDFGI18%	102 15%	46 17%	25 20%	17 13%	366 20%CF	218 26%BCDFGI18%	71 18%
Somewhat agree	(3) 966 47%	107 38%	287 50%AFH	331 50%AF	143 52%AF	57 46%F	41 31%	868 49%AF	394 46%AF	201 50%AF
Somewhat disagree	(2) 258 13%	35 12%F	79 14%F	94 14%eF	34 12%F	10 8%	6 4%	242 14%F	113 13%F	44 11%F
Strongly disagree	(1) 68 3%	13 5%	16 3%	18 3%	8 3%	10 8%BCDFGHI	4 3%	55 3%	29 3%	18 5%D
NET: Disagree	326 16%	48 17%F	94 17%F	112 17%F	42 15%F	20 16%F	9 7%	297 17%F	142 17%F	62 16%F
Don't know or not applicable	341 17%	32 11%	64 11%	112 17%ABGH	46 16%bH	22 18%bh	66 49%ABCDEGHI%BH	253 11%	96 11%	68 17%aBH
Mean	3.01	3.14bCDGI	3.03	2.95	2.98	2.95	3.06	3.01C	3.06CG	2.97
Standard deviation	0.74	0.84	0.73	0.70	0.70	0.86	0.74	0.74	0.77	0.75
Standard error	0.02	0.05	0.03	0.03	0.05	0.09	0.09	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 116

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

The Government should introduce laws to prevent health misinformation spreading on social media

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	1608 79%	788 79%	819 78%	172 76%	276 78%	258 79%	279 77%	234 78%	389 82% ^{cfg}	448 77%	537 78%	623 81%	436 78%	461 80%	325 78%	386 78%	264 83% ^q	655 76%
Strongly agree	(4) 900 44%	444 45%	455 44%	92 41%	141 40%	143 44%	134 37%	143 47% ^F	247 52% ^{CDEF}	233 40%	277 40%	389 50% ^{IJ}	252 45%	253 44%	174 42%	221 45%	140 44%	337 39%
Somewhat agree	(3) 708 35%	344 35%	364 35%	79 35%	135 38% ^{gH}	116 35%	145 40% ^{GH}	92 30%	142 30%	214 37% ^K	260 38% ^K	233 30%	184 33%	208 36%	151 37%	165 33%	124 39%	319 37%
Somewhat disagree	(2) 144 7%	72 7%	72 7%	26 12% ^{DH}	11 3%	32 10% ^{DH}	33 9% ^{DH}	23 8% ^{DH}	19 4%	37 6%	64 9% ^K	42 5%	49 9% ^o	37 6%	28 7%	29 6%	17 5%	81 9% ^p
Strongly disagree	(1) 50 2%	31 3%	20 2%	8 4% ^{EH}	12 3% ^{eH}	3 1%	11 3% ^{eh}	10 3% ^{eH}	5 1%	21 4%	14 2%	15 2%	12 2%	16 3%	10 3%	11 2%	8 3%	27 3%
NET: Disagree	194 10%	102 10%	92 9%	35 15% ^{DH}	23 7%	34 10% ^H	44 12% ^{DH}	33 11% ^{dH}	25 5%	58 10%	78 11% ^K	58 7%	62 11%	53 9%	39 9%	40 8%	25 8%	108 13% ^p
Don't know or not applicable	239 12%	105 11%	134 13%	20 9%	54 15% ^c	34 10%	38 11%	35 12%	58 12%	74 13%	72 10%	93 12%	59 11%	59 10%	51 12%	70 14%	30 9%	94 11%
Mean	3.36	3.35	3.38	3.24	3.35	3.36 ^f	3.24	3.37 ^f	3.53 ^{CDEFG}	3.31	3.30	3.47 ^{IJ}	3.36	3.36	3.34	3.40	3.37	3.26
Standard deviation	0.75	0.77	0.72	0.83	0.74	0.71	0.78	0.79	0.65	0.78	0.75	0.71	0.76	0.75	0.74	0.73	0.72	0.79
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 117

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

The Government should introduce laws to prevent health misinformation spreading on social media

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	1608 79%	129 72%	86 85%AE	1393 79%a	54 63%	178 76%E	140 82%aE	147 81%aE	114 77%E	152 78%E	222 81%aE	237 83%AEf	149 82%AE
Strongly agree	(4) 900 44%	74 42%	48 47%	778 44%	29 34%	96 41%	81 47%e	77 42%	56 38%	89 46%	137 50%EI	120 42%	92 51%Efl
Somewhat agree	(3) 708 35%	54 31%	39 38%	615 35%	24 28%	82 35%	59 34%	71 39%	58 39%	63 32%	84 31%	117 41%AejKm	57 32%
Somewhat disagree	(2) 144 7%	18 10%BhJm	2 2%	123 7%b	7 8%b	22 10%BJ	10 6%	9 5%	17 11%BhJlm	7 4%	23 8%bj	18 6%	10 5%
Strongly disagree	(1) 50 2%	7 4%fL	3 3%L	40 2%	6 8%FghKLM	3 1%	4 2%L	4 2%l	5 4%L	9 5%fkL	4 1%	1 *	4 2%L
NET: Disagree	194 10%	26 15%DBgHjLm	5 4%	163 9%	13 16%BghjLm	25 11%	14 8%	13 7%	22 15%BgHjLm	16 8%	27 10%	18 6%	14 8%
Don't know or not applicable	239 12%	23 13%	11 11%	205 12%	18 22%bGhIKLM	32 13%	18 10%	22 12%	13 8%	28 14%	27 10%	31 11%	18 10%
Mean	3.36	3.26	3.44EI	3.37	3.14	3.33	3.41EI	3.38ei	3.21	3.38ei	3.43aEI	3.40aEI	3.45aEI
Standard deviation	0.75	0.85	0.69	0.74	0.96	0.73	0.72	0.70	0.81	0.80	0.73	0.63	0.73
Standard error	0.02	0.07	0.07	0.02	0.11	0.05	0.06	0.06	0.07	0.06	0.05	0.04	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 118

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

The Government should introduce laws to prevent health misinformation spreading on social media

Base: All respondents

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	1608 79%	227 80%F	474 83%cEFi	519 79%F	224 81%F	92 73%F	72 54%	1444 81%eF	701 82%EF	316 79%F
Strongly agree	(4) 900 44%	171 61%BCDEFGHI%CdF	265 51%BCDEFGHI%CdF	253 39%	109 39%	57 46%f	44 33%	798 45%CdF	436 51%BCDFGI41%	166 41%
Somewhat agree	(3) 708 35%	56 20%	209 37%AeFH	266 40%AEFGH	115 42%AEFGH	34 27%	28 21%	646 36%AeFH	265 31%AF	150 37%AEFH
Somewhat disagree	(2) 144 7%	21 8%	43 7%i	54 8%dl	12 4%	6 5%	7 5%	131 7%dl	64 8%i	18 5%
Strongly disagree	(1) 50 2%	11 4%bg	11 2%	14 2%	5 2%	4 3%	4 3%	42 2%	22 3%	10 2%
NET: Disagree	194 10%	33 12%Di	53 9%	69 10%di	17 6%	10 8%	11 9%	172 10%di	86 10%di	28 7%
Don't know or not applicable	239 12%	22 8%	41 7%	69 10%bh	36 13%aBgh	23 18%ABCGH	49 37%ABCDEGHI%bH	167 7%	63 7%	58 15%ABcGH
Mean	3.36	3.49bCdGh	3.38c	3.29	3.36	3.42	3.35	3.36C	3.42CG	3.38
Standard deviation	0.75	0.83	0.72	0.73	0.68	0.79	0.84	0.74	0.76	0.71
Standard error	0.02	0.05	0.03	0.03	0.04	0.08	0.09	0.02	0.03	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 119

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

I worry that inaccurate health information shared on social media will cause harm

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
NET: Agree	1596 78%	763 77%	834 80%	173 76%	287 81% ^f	256 78%	269 74%	240 79%	373 79%	459 79%	525 76%	613 79%	452 81% ^{no}	454 79%	313 76%	378 76%	254 79%	660 77%
Strongly agree	(4) 38%	767 36%	404 39%	88 39%	138 39%	128 39%	116 32%	114 38%	183 39% ^f	226 39%	244 35%	297 38%	227 41% ^N	208 36%	136 33%	197 40% ⁿ	131 41% ^q	295 34%
Somewhat agree	(3) 41%	829 40%	399 41%	84 37%	149 42%	128 39%	153 42%	126 42%	189 40%	233 40%	281 41%	316 41%	225 40%	245 43% ^o	178 43%	181 37%	123 38%	365 43%
Somewhat disagree	(2) 9%	179 10% ^b	99 8%	30 13% ^{DGH}	22 6%	35 11% ^{dgH}	49 14% ^{DGH}	20 6%	23 5%	52 9% ^{cK}	84 12% ^K	43 6%	43 8%	50 9%	48 12% ^l	38 8%	32 10%	95 11%
Strongly disagree	(1) 2%	47 2%	24 2%	2 1%	7 2%	13 4% ^{cH}	12 3% ^h	7 2%	6 1%	9 1%	25 4% ^{IK}	13 2%	9 2%	14 2%	9 2%	15 3%	7 2%	30 3%
NET: Disagree	226 11%	124 12% ^b	102 10%	32 14% ^{DgH}	29 8%	48 15% ^{DGH}	61 17% ^{DGH}	27 9%	29 6%	61 10% ^k	109 16% ^{IK}	56 7%	52 9%	64 11%	56 14% ^l	54 11%	39 12%	125 15%
Don't know or not applicable	219 11%	110 11%	109 10%	22 10%	38 11%	23 7%	31 9%	36 12% ^e	70 15% ^{cEF}	60 10%	54 8%	105 14% ^J	54 10%	56 10%	45 11%	65 13%	27 8%	72 8%
Mean	3.27	3.24	3.30	3.26 ^f	3.33 ^F	3.22	3.13	3.30 ^F	3.37 ^{EF}	3.30 ^J	3.17	3.34 ^J	3.33 ^N	3.25	3.19	3.30	3.29 ^q	3.18
Standard deviation	0.74	0.76	0.72	0.74	0.70	0.81	0.79	0.72	0.66	0.72	0.80	0.69	0.70	0.74	0.74	0.77	0.76	0.79
Standard error	0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 120

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

I worry that inaccurate health information shared on social media will cause harm

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
NET: Agree	1596 78%	149 84%BEFK	73 72%	1374 78%	55 64%	172 73%	143 83%BEFK	149 82%bEfk	114 77%e	158 81%Ef	203 74%	233 82%bEFk	148 81%bEfk
Strongly agree	(4) 767 38%	59 33%E	34 33%E	674 38%	14 17%	81 34%E	65 38%E	63 35%E	54 36%E	86 44%AEfh	126 46%AbEFhl	106 37%E	79 43%aEf
Somewhat agree	(3) 829 41%	90 51%DbFiJKM	39 39%k	700 40%	40 47%K	91 39%K	78 45%K	86 47%jKm	60 40%K	72 37%k	77 28%	127 44%K	69 38%k
Somewhat disagree	(2) 179 9%	11 6%	15 14%dAGHJLM	153 9%	10 11%hj	23 10%hj	9 5%	9 5%	19 12%aGHJIM	9 5%	47 17%AfGHJLM	19 7%	10 5%
Strongly disagree	(1) 47 2%	3 2%	2 2%	42 2%	4 4%g	6 3%	1 1%	3 2%	2 1%	6 3%	6 2%	8 3%	6 3%
NET: Disagree	226 11%	14 8%	16 16%aGHJlm	195 11%	13 16%aGHj	30 13%Gh	10 6%	12 7%	20 14%Ghj	15 8%	53 19%AGHJLM	27 9%	16 9%
Don't know or not applicable	219 11%	15 8%	12 12%	192 11%	18 21%AghijKLM	33 14%K	19 11%	21 11%	15 10%	23 12%	20 7%	26 9%	18 10%
Mean	3.27	3.26E	3.17	3.28	2.96	3.22E	3.35bE	3.29E	3.24E	3.38bEf	3.26E	3.27E	3.35E
Standard deviation	0.74	0.66	0.77	0.75	0.76	0.77	0.63	0.67	0.73	0.74	0.84	0.73	0.76
Standard error	0.02	0.05	0.08	0.02	0.09	0.06	0.05	0.05	0.06	0.06	0.06	0.04	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 121

Q.5 Thinking about health information on social media, to what extent do you agree or disagree with the following statements?

I worry that inaccurate health information shared on social media will cause harm

Base: All respondents

	Total	Q.3 How often do you double check information about health and wellbeing is correct?								
		All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
NET: Agree	1596 78%	245 87% <small>CDEFGI</small>	491 86% <small>CDEFGI</small>	500 76% <small>EF</small>	211 76% <small>eFi</small>	82 66% <small>F</small>	67 50%	1447 81% <small>CDEFI</small>	736 87% <small>CDEFGI</small>	293 73% <small>eF</small>
Strongly agree (4)	767 38%	167 59% <small>BCDEFGHI</small>	254 45% <small>CDEFGI</small>	195 30% <small>f</small>	83 30%	40 32% <small>f</small>	28 21%	698 39% <small>CDFI</small>	420 49% <small>BCDEFGI</small>	123 31% <small>f</small>
Somewhat agree (3)	829 41%	78 28%	237 42% <small>AFH</small>	305 46% <small>AEFGH</small>	128 46% <small>AEFHI</small>	42 33%	39 29%	749 42% <small>AeFH</small>	316 37% <small>A</small>	170 42% <small>AEF</small>
Somewhat disagree (2)	179 9%	14 5%	44 8%	72 11% <small>AGH</small>	26 9% <small>a</small>	13 10% <small>a</small>	11 8%	156 9% <small>AH</small>	58 7%	39 10% <small>A</small>
Strongly disagree (1)	47 2%	3 1%	10 2%	19 3% <small>ah</small>	6 2%	9 7% <small>ABCDGHI</small>	1 1%	37 2%	12 1%	15 4% <small>AbDgH</small>
NET: Disagree	226 11%	16 6%	54 10% <small>a</small>	91 14% <small>ABGH</small>	32 11% <small>A</small>	22 17% <small>ABfgH</small>	12 9%	192 11% <small>AH</small>	70 8% <small>a</small>	53 13% <small>AH</small>
Don't know or not applicable	219 11%	20 7% <small>bh</small>	23 4%	65 10% <small>BgH</small>	35 13% <small>aBGH</small>	21 17% <small>ABCGH</small>	54 41% <small>ABCDEGHI</small>	144 8% <small>BH</small>	44 5% <small>b</small>	56 14% <small>ABcGH</small>
Mean	3.27	3.57 <small>BCDEFGH</small>	3.35 <small>CDEGI</small>	3.14	3.19	3.10	3.20	3.29 <small>CDEI</small>	3.42 <small>BCDEFGI</small>	3.16
Standard deviation	0.74	0.64	0.71	0.75	0.71	0.92	0.72	0.73	0.69	0.78
Standard error	0.02	0.04	0.03	0.03	0.05	0.09	0.08	0.02	0.02	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 122
Gender
Base: All respondents

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Male	996 49%	996 100%B	-	121 53%DE	151 43%	139 42%	168 47%	163 54%DEf	255 54%DEf	272 47%	307 45%	417 54%lJ	320 57%MNO	279 49%O	199 48%O	198 40%	141 44%	457 53%P
Female	1045 51%	-	1045 100%A	106 47%	202 57%CGH	188 58%CGH	193 53%gh	139 46%	217 46%	308 53%K	381 55%K	356 46%	237 43%	295 51%L	215 52%L	298 60%LMN	180 56%Q	400 47%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 123
Gender
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Male	996 49%	89 50%l	45 45%	861 49%	50 58%JLM	129 55%JLM	98 57%bJLM	91 50%l	82 55%JLM	81 42%	137 50%l	117 41%	77 43%
Female	1045 51%	88 50%	57 55%g	900 51%	36 42%	106 45%	74 43%	91 50%	67 45%	114 58%EFGI	138 50%	169 59%aEFGHk	104 57%EFGI

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey
ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 124
Gender
Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Male	996 49%	104 37%	280 49%AH	340 52%AH	150 54%AgH	63 51%A	59 44%	874 49%AH	384 45%A	213 53%AH
Female	1045 51%	178 63%BCDEGHI1%	288	316 48%	127 46%	61 49%	74 56%	909 51%d	466 55%BCDGI	189 47%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 125

Age
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
18-24	227 11%	121 12%	106 10%	227 100%DEFGH	-	-	-	-	-	227 39%JK	-	-	78 14%O	72 13%O	49 12%O	27 6%	33 10%	95 11%
25-34	353 17%	151 15%	202 19%A	-	353 100%CEFGH	-	-	-	-	353 61%JK	-	-	89 16%	112 20%O	83 20%O	69 14%	91 28%	212 25%
35-44	327 16%	139 14%	188 18%A	-	-	327 100%CDFGH	-	-	-	-	327 47%IK	-	68 12%	88 15%	71 17%l	100 20%Lm	72 23%	182 21%
45-54	361 18%	168 17%	193 18%	-	-	-	361 100%CDEGH	-	-	-	-	361 53%IK	72 13%	93 16%	90 22%Lm	107 22%LM	77 24%	201 23%
55-64	302 15%	163 16%b	139 13%	-	-	-	-	302 100%CDEFH	-	-	-	302 39%IJ	76 14%	81 14%	57 14%	88 18%l	39 12%	134 16%
65+	471 23%	255 26%B	217 21%	-	-	-	-	-	471 100%CDEFG	-	-	471 61%J	175 31%MNO	128 22%N	65 16%	104 21%n	7 2%	33 4%
NET: 18-34	580 28%	272 27%	308 29%	227 100%EFGH	353 100%EFGH	-	-	-	-	580 100%JK	-	-	166 30%O	184 32%O	132 32%O	97 20%	124 39%	307 36%
NET: 35-54	688 34%	307 31%	381 36%A	-	-	327 100%CDGH	361 100%CDGH	-	-	-	688 100%IK	-	140 25%	181 31%L	161 39%LM	207 42%LM	150 47%	384 45%
NET: 55+	774 38%	417 42%B	356 34%	-	-	-	-	302 100%CDEF	471 100%CDEF	-	-	774 100%IJ	251 45%MNo	209 36%n	122 29%	192 39%N	46 14%	167 19%p
Average age	47.99	49.17B	46.86	21.80	29.82C	39.36CD	49.55CDE	59.70CDEF	71.45CDEFG	26.69	44.71I	66.86IJ	49.54MN	46.74	45.29	49.94MN	40.18	41.86

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 126

Age
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
18-24	227 11%	11 6%	11 11%	204 12%a	10 12%	21 9%	23 13%Ai	27 15%Alj	10 6%	17 9%	46 17%AFIJI	29 10%	21 12%a
25-34	353 17%	27 15%	13 13%	313 18%	22 26%aBFgIJIM	34 15%	27 16%	40 22%bfIJm	19 13%	25 13%	74 27%ABFGIJLM	45 16%	25 14%
35-44	327 16%	32 18%jM	21 21%JM	273 16%	13 15%	44 19%JM	27 16%M	30 17%M	25 17%M	21 11%	49 18%jM	48 17%jM	16 9%
45-54	361 18%	37 21%H	20 19%h	305 17%	13 15%	54 23%Hkm	27 16%	20 11%	25 17%	45 23%Hk	41 15%	51 18%h	29 16%
55-64	302 15%	32 18%K	11 11%	259 15%	11 13%	31 13%	28 16%k	25 14%	30 20%bK	33 17%K	26 9%	47 16%K	29 16%k
65+	471 23%	38 22%k	26 25%K	407 23%	17 20%	50 21%k	39 23%K	39 21%k	40 27%K	55 28%K	39 14%	66 23%K	62 34%AEFGHKL
NET: 18-34	580 28%	39 22%	24 24%	517 29%a	33 38%AbFIJIm	56 24%	50 29%i	67 37%ABFIJLM	29 20%	42 21%	120 43%ABFGIJLM	74 26%	47 26%
NET: 35-54	688 34%	68 39%hM	41 40%hM	578 33%	25 30%	98 42%egHM	54 32%	51 28%	49 33%	66 34%m	91 33%m	99 35%M	44 24%
NET: 55+	774 38%	70 40%K	37 36%K	666 38%	28 32%	81 35%K	67 39%K	64 35%K	71 47%eFHK	88 45%efhK	65 24%	112 39%K	91 50%aBEFGHKL
Average age	47.99	49.26EHK	48.34K	47.84	44.50	48.34hK	47.74K	45.00	51.19EHK	52.04EFGHKl	41.80	49.07EHK	51.65EfgHK

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 127

Age
Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
18-24	227 11%	23 8%	70 12% ^{dEI}	88 13% ^{AEgI}	21 7%	6 5%	19 14% ^{dEI}	202 11% ^{Del}	93 11% ^{ael}	27 7%
25-34	353 17%	58 21% ^{Dgl}	104 18% ^D	104 16%	33 12%	24 19% ^d	28 21% ^{Di}	301 17% ^D	163 19% ^{DGi}	58 14% ^d
35-44	327 16%	56 20% ^{Cg}	96 17%	89 14%	47 17%	20 16%	19 14%	288 16% ^C	153 18% ^{Cg}	66 17%
45-54	361 18%	38 14%	98 17%	108 17%	62 22% ^{AcGH}	27 22% ^a	28 21% ^a	306 17%	136 16%	89 22% ^{AbCGH}
55-64	302 15%	45 16%	78 14%	108 17%	37 13%	19 15%	15 11%	269 15%	123 14%	56 14%
65+	471 23%	60 21%	122 21%	159 24%	77 28% ^{bfgh}	29 23%	25 19%	418 23% ^h	182 21%	106 26% ^h
NET: 18-34	580 28%	82 29% ^{DI}	175 31% ^{DI}	192 29% ^{DI}	54 20%	30 24%	47 35% ^{DeI}	502 28% ^{DI}	256 30% ^{DI}	85 21%
NET: 35-54	688 34%	94 34%	194 34%	197 30%	109 39% ^{CG}	46 37%	47 35%	595 33% ^C	289 34%	155 39% ^{CG}
NET: 55+	774 38%	105 37%	200 35%	267 41% ^{bFh}	114 41% ^F	48 38%	39 30%	686 38% ^{bfh}	305 36%	162 40% ^f
Average age	47.99	47.11	47.03	48.23 ^f	50.94 ^{ABcFGH}	49.86 ^F	44.87	48.09 ^{fH}	47.05	50.60 ^{ABcFGH}

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
 Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 128
Social Grade
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
A	135 7%	79 8%B	56 5%	25 11%eFG	24 7%	19 6%	15 4%	16 5%	37 8%F	48 8%J	34 5%	52 7%	135 24%MNO	-	-	-	25 8%	51 6%
B	422 21%	241 24%B	181 17%	53 23%EF	65 18%	49 15%	57 16%	60 20%	138 29%DEFG	118 20%j	106 15%	199 26%IJ	422 76%MNO	-	-	-	75 23%	163 19%
C1	574 28%	279 28%	295 28%	72 32%	112 32%	88 27%	93 26%	81 27%	128 27%	184 32%jk	181 26%	209 27%	-	574 100%LNO	-	-	120 38%q	261 30%
C2	414 20%	199 20%	215 21%	49 22%h	83 24%h	71 22%h	90 25%gh	57 19%h	65 14%	132 23%K	161 23%K	122 16%	-	-	414 100%LMO	-	61 19%	215 25%p
D	269 13%	106 11%	163 16%A	19 8%	52 15%ch	66 20%CH	62 17%CH	46 15%CH	25 5%	71 12%k	128 19%IK	70 9%	-	-	-	269 54%LMN	37 12%	165 19%P
E	227 11%	91 9%	135 13%A	8 4%	17 5%	34 10%CD	45 12%CD	43 14%CD	79 17%CDE	26 4%	79 11%l	122 16%IJ	-	-	-	227 46%LMN	1 *	3 *
NET: AB	557 27%	320 32%B	237 23%	78 34%DEFG	89 25%	68 21%	72 20%	76 25%	175 37%DEFG	166 29%J	140 20%	251 32%J	557 100%MNO	-	-	-	100 31%q	214 25%
NET: ABC1	1131 55%	599 60%B	532 51%	150 66%deFG	201 57%eF	156 48%	164 46%	157 52%	303 64%deFG	351 61%J	320 47%	460 59%J	557 100%NO	574 100%NO	-	-	220 69%Q	475 55%
NET: C2DE	910 45%	397 40%	513 49%A	76 34%	152 43%ch	171 52%CDh	197 54%CDH	145 48%CH	168 36%	229 39%	368 53%IK	314 41%	-	-	414 100%LM	496 100%LM	100 31%	383 45%P
NET: DE	496 24%	198 20%	298 29%A	27 12%	69 20%C	100 31%CDH	107 30%CDH	88 29%CDH	104 22%C	97 17%	207 30%IK	192 25%l	-	-	-	496 100%LMN	39 12%	168 20%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 129
Social Grade
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
A	135 7%	12 7%	4 4%	119 7%	7 8%	14 6%	10 6%	7 4%	12 8%	13 7%	26 9% ^H	19 7%	11 6%
B	422 21%	37 21% ^E	23 23% ^E	361 21%	7 9%	43 18% ^e	31 18% ^e	42 23% ^{Ei}	22 15%	43 22% ^E	71 26% ^{EI}	62 22% ^E	39 22% ^E
C1	574 28%	42 24%	32 32% ^{hi}	499 28%	31 36% ^{aHI}	59 25%	51 30% ^{hi}	37 20%	30 20%	51 26%	96 35% ^{AfHIj}	90 31% ^{HI}	55 30% ^{hi}
C2	414 20%	31 18%	13 13%	369 21% ^b	15 17%	53 22% ^b	33 19%	48 26% ^{aBkM}	45 30% ^{ABeGJKIM}	38 19%	49 18%	61 21%	28 16%
D	269 13%	25 14% ^K	13 13% ^k	232 13%	14 16% ^K	38 16% ^{KI}	30 17% ^{KL}	29 16% ^K	27 18% ^{KL}	23 12% ^k	17 6%	29 10%	26 14% ^K
E	227 11%	30 17% ^{DgIKL}	16 16% ^{KI}	181 10%	12 14% ^K	27 12% ^k	17 10%	19 11%	12 8%	29 15% ^{KI}	17 6%	25 9%	22 12% ^K
NET: AB	557 27%	50 28% ^e	27 27%	480 27%	15 17%	57 24%	41 24%	49 27%	33 22%	56 29% ^e	97 35% ^{EFGI}	81 28% ^e	51 28% ^e
NET: ABC1	1131 55%	92 52%	60 58% ^l	979 56%	45 53%	116 50%	92 54% ⁱ	86 47%	64 43%	107 55% ^l	193 70% ^{AbEFGHIJLM0%FHI}	170 60% ^{FHI}	105 58% ^{hl}
NET: C2DE	910 45%	86 48% ^K	42 42% ^k	782 44%	40 47% ^K	118 50% ^{KL}	80 46% ^K	96 53% ^{KLm}	85 57% ^{BgJKLM}	89 45% ^K	82 30%	115 40% ^K	76 42% ^K
NET: DE	496 24%	54 31% ^{dKL}	29 28% ^{KI}	412 23%	25 30% ^{KI}	66 28% ^{KL}	46 27% ^{KI}	48 26% ^{KI}	40 27% ^{KI}	51 26% ^{KI}	34 12%	54 19% ^k	48 26% ^{KI}

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 130
Social Grade
Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
A	135 7%	21 8%	38 7%	47 7%	16 6%	5 4%	8 6%	123 7%	59 7%	21 5%
B	422 21%	60 21%	134 24% ^d EFI	144 22% ^e fl	47 17%	18 14%	19 14%	386 22% ^d efl	194 23% ^d eFI	65 16%
C1	574 28%	79 28%	170 30% ^f	177 27%	89 32% ^F	31 25%	28 21%	514 29%	248 29%	120 30%
C2	414 20%	45 16%	99 17%	138 21% ^{ah}	71 25% ^{ABGH}	26 21%	36 27% ^{ABgH}	352 20% ^{aH}	143 17%	97 24% ^{ABGH}
D	269 13%	40 14%	73 13%	74 11%	32 12%	31 25% ^{ABCDfGHI}	19 4%	219 12%	113 13%	64 16% ^{cDG}
E	227 11%	37 13% ^d	56 10%	76 12%	21 8%	14 11%	23 17% ^{BDGhl}	190 11%	92 11%	35 9%
NET: AB	557 27%	81 29% ^{EfI}	172 30% ^d EFI	192 29% ^d EfI	64 23%	23 18%	26 20%	508 28% ^{DEfI}	253 30% ^d EFI	86 21%
NET: ABC1	1131 55%	160 57% ^{EF}	341 60% ^E FI	368 56% ^E F	153 55% ^E FI	53 43%	55 41%	1022 57% ^E FI	501 59% ^E FI	206 51% ^E f
NET: C2DE	910 45%	121 43%	227 40%	288 44%	124 45%	71 57% ^{ABCDGHI}	78 59% ^{ABCDGHI}	761 43%	349 41%	196 49% ^{BDGH}
NET: DE	496 24%	77 27% ^{Dg}	129 23%	150 23%	54 19%	45 36% ^{BCDGH}	42 31% ^{bcDg}	409 23%	205 24%	99 25% ^D

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 131
GO Region
Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2041	975	1066	228	272	286	344	350	561	500	630	911	662	570	348	461	281	773
Weighted base	2041	996	1045	227	353	327	361	302	471	580	688	774	557	574	414	496	320	858
Scotland	178 9%	89 9%	88 8%	11 5%	27 8%	32 10% ^c	37 10% ^c	32 11% ^C	38 8%	39 7%	68 10% ⁱ	70 9%	50 9%	42 7%	31 8%	54 11% ^m	30 9%	63 7%
North East	86 4%	50 5%	36 3%	10 4%	22 6%	13 4%	13 3%	11 4%	17 4%	33 6%	25 4%	28 4%	15 3%	31 5% ^L	15 4%	25 5% ^l	13 4%	39 5%
North West	235 11%	129 13% ^b	106 10%	21 9%	34 10%	44 13%	54 15% ^{cdh}	31 10%	50 11%	56 10%	98 14% ^{lk}	81 11%	57 10%	59 10%	53 13%	66 13%	32 10%	113 13%
Yorkshire & Humberside	171 8%	98 10% ^B	74 7%	23 10%	27 8%	27 8%	27 7%	28 9%	39 8%	50 9%	54 8%	67 9%	41 7%	51 9%	33 8%	46 9%	29 9%	76 9%
West Midlands	182 9%	91 9%	91 9%	27 12% ^F	40 11% ^F	30 9%	20 6%	25 8%	39 8%	67 12% ^{Jk}	51 7%	64 8%	49 9%	37 6%	48 12% ^M	48 10% ^m	21 7%	74 9%
East Midlands	149 7%	82 8%	67 6%	10 4%	19 6%	25 8%	25 7%	30 10% ^{Cd}	40 9% ^c	29 5%	49 7%	71 9% ^l	33 6%	30 5%	45 11% ^{LM}	40 8%	18 6%	66 8%
Wales	102 5%	45 5%	57 5%	11 5%	13 4%	21 7%	20 5%	11 4%	26 6%	24 4%	41 6%	37 5%	27 5%	32 6%	13 3%	29 6%	22 7%	35 4%
Eastern	196 10%	81 8%	114 11% ^a	17 7%	25 7%	21 7%	45 12% ^{cdE}	33 11% ^e	55 12% ^{dE}	42 7%	66 10%	88 11% ^l	56 10%	51 9%	38 9%	51 10%	26 8%	73 9%
London	276 14%	137 14%	138 13%	46 20% ^{FGH}	74 21% ^{FGH}	49 15% ^{GH}	41 11%	26 9%	39 8%	120 21% ^{JK}	91 13% ^K	65 8%	97 17% ^{NO}	96 17% ^{nO}	49 12% ^O	34 7%	56 18%	142 17%
South East	286 14%	117 12%	169 16% ^A	29 13%	45 13%	48 15%	51 14%	47 15%	66 14%	74 13%	99 14%	112 15%	81 15%	90 16% ^o	61 15%	54 11%	46 14%	119 14%
South West	182 9%	77 8%	104 10%	21 9% ^e	25 7%	16 5%	29 8%	29 10% ^E	62 13% ^{DEF}	47 8%	44 6%	91 12% ^{iJ}	51 9%	55 10%	28 7%	48 10%	28 9%	57 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
Overlap formulae used.

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 132
GO Region
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2041	175	100	1766	87	229	182	180	152	199	201	325	211
Weighted base	2041	178	102*	1761	86*	235	171	182	149	196	276	286	182
Scotland	178 9%	178 100%DBEFGHIJKLM	-	-	-	-	-	-	-	-	-	-	-
North East	86 4%	-	-	86 5%AB	86 100%ABFGHIJKLM	-	-	-	-	-	-	-	-
North West	235 11%	-	-	235 13%AB	-	235 100%ABEGHIJKLM	-	-	-	-	-	-	-
Yorkshire & Humberside	171 8%	-	-	171 10%AB	-	-	171 100%ABEFHIJKLM	-	-	-	-	-	-
West Midlands	182 9%	-	-	182 10%AB	-	-	-	182 100%ABEFGHIJKLM	-	-	-	-	-
East Midlands	149 7%	-	-	149 8%AB	-	-	-	-	149 100%ABEFGHIJKLM	-	-	-	-
Wales	102 5%	-	102 100%DAEFGHIJKLM	-	-	-	-	-	-	-	-	-	-
Eastern	196 10%	-	-	196 11%AB	-	-	-	-	-	196 100%ABEFGHIJKLM	-	-	-
London	276 14%	-	-	276 16%AB	-	-	-	-	-	-	276 100%ABEFGHIJLM	-	-
South East	286 14%	-	-	286 16%AB	-	-	-	-	-	-	-	286 100%ABEFGHIJKM	-
South West	182 9%	-	-	182 10%AB	-	-	-	-	-	-	-	-	182 100%ABEFGHIJ KL

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 133
GO Region
Base: All respondents

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	2041	296	560	654	281	125	125	1791	856	406
Weighted base	2041	282	568	656	277	125*	133*	1783	850	402
Scotland	178 9%	30 11%	44 8%	60 9%	22 8%	12 9%	10 7%	156 9%	74 9%	34 8%
North East	86 4%	9 3%	17 3%	22 3%	18 7%BcGH	10 8%aBCGH	9 7%bh	66 4%	26 3%	28 7%aBCGH
North West	235 11%	33 12%	63 11%	74 11%	32 11%	15 12%	18 13%	202 11%	96 11%	47 12%
Yorkshire & Humberside	171 8%	15 5%	45 8%	57 9%	26 9%	21 17%ABCdFGHi5%	7	144 8%	61 7%	47 12%AbDfGH
West Midlands	182 9%	26 9%	56 10%	54 8%	21 7%	7 6%	19 14%cdEgl	156 9%	81 10%	27 7%
East Midlands	149 7%	30 11%bcGhi	38 7%	47 7%	20 7%	7 6%	7 5%	135 8%	69 8%b	27 7%
Wales	102 5%	15 5%	19 3%	35 5%	9 3%	11 9%BDGHi	13 10%BcDGH	78 4%	34 4%	20 5%D
Eastern	196 10%	33 12%	53 9%	60 9%	25 9%	10 8%	15 11%	172 10%	86 10%	35 9%
London	276 14%	31 11%	106 19%ACDFGHI3%	82 13%	31 11%	16 13%	10 8%	249 14%f	136 16%AcdFGi	47 12%
South East	286 14%	31 11%	79 14%	104 16%ae	44 16%ei	11 8%	17 13%	258 14%ae	110 13%	54 13%e
South West	182 9%	29 10%e	47 8%	61 9%	31 11%ei	5 4%	8 6%	168 9%e	76 9%	36 9%E

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 164

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	1054	514	540	113	220	215	259	194	53	333	474	247	320	356	212	166	281	773
Weighted base	1178	598	580	128*	303	255	279	173	40*	431	533	213	314	381	276	206	320	858
NET: Public Sector	320 27%	141 24%	180 31%A	33 26%	91 30%	72 28%	77 28%	39 22%	7 18%	124 29%k	150 28%	46 22%	100 32%NO	120 32%NO	61 22%	39 19%	320 100%Q	-
A nationalised industry/state corporation	16 1%	7 1%	9 2%	4 3%g	1 *	5 2%g	6 2%g	-	-	5 1%	11 2%k	-	4 1%	1 *	12 4%IMO	-	16 5%Q	-
Central government or civil service (including Courts service and Bank of England)	34 3%	17 3%	18 3%	7 5%	6 2%	9 4%	6 2%	6 4%	* 1%	12 3%	15 3%	7 3%	19 6%NO	10 3%o	5 2%	1 *	34 11%Q	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	113 10%	56 9%	58 10%	4 3%	30 10%c	26 10%c	33 12%C	17 10%c	2 5%	35 8%	60 11%	19 9%	39 12%NO	56 15%NO	11 4%	7 3%	113 35%Q	-
A university, or other grant funded establishment (include opted-out schools)	42 4%	26 4%	16 3%	1 1%	10 3%	11 4%	10 3%	8 4%c	3 7%C	11 3%	20 4%	10 5%	15 5%O	18 5%O	8 3%	1 1%	42 13%Q	-
A health authority or NHS Trust	80 7%	21 3%	59 10%A	11 8%g	31 10%fG	16 6%	16 6%	5 3%	2 4%	42 10%jK	32 6%	6 3%	10 3%	29 8%L	15 5%	26 13%LmN	80 25%Q	-
The armed forces	1 *	1 *	-	-	1 *	1 *	-	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-
Other public sector occupation (Please specify as much detail as possible)	33 3%	13 2%	20 3%	7 5%	11 4%	4 2%	7 3%	3 2%	1 2%	18 4%	11 2%	4 2%	14 4%M	5 1%	10 4%	4 2%	33 10%Q	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q
 Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 164

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	1178	598	580	128*	303	255	279	173	40*	431	533	213	314	381	276	206	320	858
NET: Private Sector	858	457	400	95	212	182	201	134	33	307	384	167	214	261	215	168	-	858
	73%	76%B	69%	74%	70%	72%	72%	78%	82%	71%	72%	78%i	68%	68%	78%LM	81%LM	-	100%P
A charity, voluntary organisation or trust	58	20	38	6	18	8	8	14	5	23	16	18	18	22	8	10	-	58
	5%	3%	7%A	5%	6%	3%	3%	8%EF	11%EF	5%	3%	9%J	6%	6%	3%	5%	-	7%P
Self-employed (Private sector)	159	85	74	7	27	21	57	32	14	35	78	46	33	53	43	30	-	159
	13%	14%	13%	6%	9%	8%	21%CDE	19%CDE	35%CDEFG	8%	15%I	22%IJ	10%	14%	16%	15%	-	19%P
None of the above/ I work in the Private sector	641	352	288	82	167	154	135	88	14	249	290	102	163	186	164	127	-	641
	54%	59%B	50%	64%FgH	55%H	60%FgH	49%	51%h	35%	58%K	54%	48%	52%	49%	59%M	62%IM	-	75%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 165

Do you work in any of the following occupations?

Base: All respondents who work

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humbreside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	1054	88	49	917	44	122	99	83	76	93	133	173	94
Weighted base	1178	94*	57*	1027	52*	144*	105*	94*	84*	99*	198	165	85*
NET: Public Sector	320 27%	30 32%	22 38% ^{fhi}	268 26%	13 25%	32 22%	29 28%	21 22%	18 22%	26 26%	56 28%	46 28%	28 33%
A nationalised industry/state corporation	16 1%	- -	- -	16 2%	- -	3 2%	4 4% ^{ajLm}	4 4% ^{jL}	1 2%	- -	4 2%	- -	- -
Central government or civil service (including Courts service and Bank of England)	34 3%	1 1%	6 11% ^{DAeiJKL}	27 3%	* 1%	7 5%	3 3%	4 4%	2 2%	2 2%	3 1%	4 2%	3 3%
Local government or council (including fire services, police and local authority controlled schools/colleges)	113 10%	15 16% ^{DfgHI}	6 11% ⁱ	92 9%	8 14% ^l	11 7%	7 6%	5 5%	2 2%	11 11% ^l	20 10% ⁱ	18 11% ^l	11 14% ^{hl}
A university, or other grant funded establishment (include opted-out schools)	42 4%	4 4%	3 6%	35 3%	2 4%	9 6% ^h	5 5%	1 1%	4 4%	3 3%	5 3%	4 3%	2 3%
A health authority or NHS Trust	80 7%	7 8% ^F	5 8% ^F	68 7%	3 6%	1 1%	7 6% ^f	4 4%	4 5%	6 6% ^f	18 9% ^F	14 9% ^F	11 13% ^{FHi}
The armed forces	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	- -
Other public sector occupation (Please specify as much detail as possible)	33 3%	3 3%	1 2%	29 3%	- -	1 1%	3 3%	4 4%	6 7% ^{Fm}	4 4%	6 3%	4 2%	1 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 165

Do you work in any of the following occupations?

Base: All respondents who work

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	1178	94*	57*	1027	52*	144*	105*	94*	84*	99*	198	165	85*
NET: Private Sector	858 73%	63 68%	35 62%	759 74%	39 75%	113 78%b	76 72%	74 78%b	66 78%b	73 74%	142 72%	119 72%	57 67%
A charity, voluntary organisation or trust	58 5%	4 4%h	4 8%fH	50 5%	4 8%fH	2 2%	6 6%H	- -	4 5%h	8 8%FH	10 5%h	9 6%H	5 6%H
Self-employed (Private sector)	159 13%	11 11%	6 11%	142 14%	10 20%g	20 14%	9 8%	13 14%	9 11%	15 15%	22 11%	32 20%Gk	12 14%
None of the above/ I work in the Private sector	641 54%	49 52%	25 44%	567 55%	25 47%	90 63%BLM	61 58%	61 64%BLM	53 63%bLm	50 50%	110 55%	78 47%	40 47%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 166

Do you work in any of the following occupations?

Base: All respondents who work

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Unweighted base	1054	142	283	348	147	76	58	920	425	223
Weighted base	1178	154	330	388	154	81*	70*	1026	484	235
NET: Public Sector	320 27%	43 28%	97 29%	106 27%	37 24%	18 22%	19 27%	283 28%	140 29%	55 23%
A nationalised industry/state corporation	16 1%	5 3%C	6 2%	2 *	4 2%c	-	-	16 2%C	11 2%c	4 2%
Central government or civil service (including Courts service and Bank of England)	34 3%	2 1%	6 2%	19 5%bGH	3 2%	3 4%	1 1%	30 3%h	8 2%	6 3%
Local government or council (including fire services, police and local authority controlled schools/colleges)	113 10%	15 10%	36 11%	35 9%	16 10%	5 6%	7 10%	102 10%	51 11%	21 9%
A university, or other grant funded establishment (include opted-out schools)	42 4%	2 1%	17 5%aei	12 3%	5 3%	-	6 8%AcEgI	36 4%	19 4%a	5 2%
A health authority or NHS Trust	80 7%	13 8%d	28 9%D	21 5%	4 2%	10 12%cDI	4 6%	66 6%d	41 8%Dg	13 6%D
The armed forces	1 *	1 *	1 *	-	-	-	-	1 *	1 *	-
Other public sector occupation (Please specify as much detail as possible)	33 3%	6 4%bh	3 1%	17 4%BH	6 4%B	1 1%	1 1%	32 3%BH	8 2%B	7 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base

Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019

Absolutes/col percents

Table 166

Do you work in any of the following occupations?

Base: All respondents who work

	Q.3 How often do you double check information about health and wellbeing is correct?									
	Total	All the time (a)	Most of the time (b)	Sometimes (c)	Rarely (d)	Never (e)	Don't know or not applicable (f)	NET: Ever (g)	NET: All/ Most of the time (h)	NET: Rarely/ Never (i)
Weighted base	1178	154	330	388	154	81*	70*	1026	484	235
NET: Private Sector	858	111	233	282	117	63	51	743	344	180
	73%	72%	71%	73%	76%	78%	73%	72%	71%	77%
A charity, voluntary organisation or trust	58	8	21	16	5	1	6	51	29	7
	5%	5%	6%	4%	4%	2%	8%	5%	6%	3%
Self-employed (Private sector)	159	22	40	57	23	9	7	143	63	32
	13%	15%	12%	15%	15%	11%	11%	14%	13%	14%
None of the above/ I work in the Private sector	641	81	171	209	88	53	38	549	252	141
	54%	52%	52%	54%	57%	65%bgh	55%	54%	52%	60%gh

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i
Overlap formulae used. * small base