## MHP - FAKE NEWS IN HEALTH - PUBLIC POLL - MAY 2019

Methodology: ComRes interviewed 2,041 British adults aged $18+$ online between $15^{\text {th }}$ and $16^{\text {th }}$ 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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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 $\qquad$ private) | Online health search engines (e.g. Web MD, Medscape) | Social media (e.g. Facebook, Twitter, Instagram) | $\begin{aligned} & \text { NHS (e.g. via } \\ & \text { the } 111 \\ & \text { helpline or the } \\ & \text { NHS website) } \end{aligned}$ | $\begin{gathered} \text { Charity or } \\ \text { patient groups } \\ \text { (e.g. via } \\ \text { helplines or } \\ \text { websites) } \\ \hline \end{gathered}$ | Specialist health publications (e.g. Women's Health, Men's $\qquad$ Health) | Celebrity or lifestyle blogs (e.g. Goop, <br> 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 | $\begin{gathered} 1287 \\ 63 \% \end{gathered}$ | $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 1066 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 1050 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 1046 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 952 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 881 \\ & 43 \% \end{aligned}$ | $881$ |
| NET: Top 3 | $\begin{gathered} 798 \\ 39 \% \end{gathered}$ | $\begin{gathered} 724 \\ 35 \% \end{gathered}$ | $\begin{gathered} 784 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 483 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 450 \\ 22 \% \end{gathered}$ | $\begin{gathered} 464 \\ 23 \% \end{gathered}$ | $\begin{gathered} 215 \\ 11 \% \end{gathered}$ | $\begin{gathered} 149 \\ 7 \% \end{gathered}$ | $\begin{gathered} 123 \\ 6 \% \end{gathered}$ |
| NET: Top 5 | $\begin{aligned} & 1036 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 1049 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 1009 \\ 49 \% \end{gathered}$ | $\begin{gathered} 764 \\ 37 \% \end{gathered}$ | $\begin{gathered} 655 \\ 32 \% \end{gathered}$ | $\begin{gathered} 700 \\ 34 \% \end{gathered}$ | $\begin{gathered} 465 \\ \text { 23\% } \end{gathered}$ | $\begin{gathered} 332 \\ 16 \% \end{gathered}$ | $\begin{gathered} 241 \\ 12 \% \end{gathered}$ |
| 1 - most often | $\begin{gathered} 409 \\ 20 \% \end{gathered}$ | $\begin{gathered} 174 \\ 9 \% \end{gathered}$ | $\begin{gathered} 378 \\ 19 \% \end{gathered}$ | $\begin{gathered} 120 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 154 \\ 8 \% \end{gathered}$ | $\begin{gathered} 38 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 1 \% \end{aligned}$ |
| 2 | $\begin{gathered} 219 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 303 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 210 \\ 10 \% \end{gathered}$ | $\begin{gathered} 185 \\ 9 \% \end{gathered}$ | $\begin{gathered} 145 \\ 7 \% \end{gathered}$ | $\begin{gathered} 173 \\ 8 \% \end{gathered}$ | $\begin{gathered} 78 \\ 4 \% \end{gathered}$ | $\begin{gathered} 51 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 2 \% \end{aligned}$ |
| 3 | $\begin{gathered} 170 \\ 8 \% \end{gathered}$ | $\begin{gathered} 246 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 179 \\ 9 \% \end{gathered}$ | $\begin{gathered} 107 \\ 5 \% \end{gathered}$ | $\begin{gathered} 137 \\ 7 \% \end{gathered}$ | $\stackrel{99}{5 \%}$ | $\begin{gathered} 77 \\ 4 \% \end{gathered}$ | $\begin{gathered} 49 \\ 2 \% \end{gathered}$ |
| 4 | $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | ${ }_{9 \%}^{188}$ | $\begin{gathered} 132 \\ 6 \% \end{gathered}$ | $\begin{gathered} 154 \\ 8 \% \end{gathered}$ | $\begin{gathered} 111 \\ 5 \% \end{gathered}$ | $\begin{gathered} 124 \\ 6 \% \end{gathered}$ | $\begin{gathered} 113 \\ 6 \% \end{gathered}$ | $\begin{gathered} 82 \\ 4 \% \end{gathered}$ | ${ }_{64}^{64}$ |
| 5 | $\begin{gathered} 115 \\ 6 \% \end{gathered}$ | ${ }^{137}$ | $\begin{aligned} & 94 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 127 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 112 \\ 6 \% \end{gathered}$ | ${ }_{7 \%}^{137}$ | $\begin{gathered} 101 \\ 5 \% \end{gathered}$ | $\begin{gathered} 54 \\ 3 \% \end{gathered}$ |
| 6 | $\begin{gathered} 111 \\ 5 \% \end{gathered}$ | $\begin{gathered} 70 \\ 3 \% \end{gathered}$ | $\begin{gathered} 83 \\ 4 \% \end{gathered}$ | $\begin{gathered} 122 \\ 6 \% \end{gathered}$ | ${ }^{85}$ | $\begin{gathered} 95 \\ 5 \% \end{gathered}$ | ${ }_{7 \%}^{150}$ | $\begin{gathered} 128 \\ 6 \% \end{gathered}$ | $\stackrel{57}{3 \%}$ |
| 7 | $\begin{gathered} 64 \\ 3 \% \end{gathered}$ | $\begin{gathered} 67 \\ 3 \% \end{gathered}$ | $\begin{gathered} 55 \\ 3 \% \end{gathered}$ | $\begin{gathered} 75 \\ 4 \% \end{gathered}$ | $\begin{gathered} 86 \\ 4 \% \end{gathered}$ | $\stackrel{98}{9 \%}$ | $\begin{gathered} 145 \\ 7 \% \end{gathered}$ | ${ }_{8 \%}^{159}$ | $\begin{gathered} 116 \\ 6 \% \end{gathered}$ |
| 8 | $\begin{gathered} 50 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 60 \\ 3 \% \end{gathered}$ | $\begin{gathered} 61 \\ 3 \% \end{gathered}$ | $\begin{gathered} 114 \\ 6 \% \end{gathered}$ | ${ }^{86}$ | $\begin{gathered} 108 \\ 5 \% \end{gathered}$ | $\begin{gathered} 153 \\ 7 \% \end{gathered}$ | $\begin{gathered} 176 \\ 9 \% \end{gathered}$ |
| 9 - least often | $\begin{gathered} 25 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 44 \\ 2 \% \end{gathered}$ | $\begin{gathered} 45 \\ 2 \% \end{gathered}$ | $\begin{gathered} 109 \\ 5 \% \end{gathered}$ | $\begin{gathered} 67 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 110 \\ 5 \% \end{gathered}$ | $\begin{gathered} 290 \\ 14 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ |

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

Weighted base
Not seen/heard
Mean (excl. NA/DK) tandard deviatio
Standard error

| 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 $\qquad$ private) |
| :---: | :---: | :---: |
| 2041 | 2041 | 2041 |
| 238 | 274 | 274 |
| 12\% | 13\% | 13\% |
| 3.24 | 3.51 | 3.31 |
| 2.26 | 2.00 | 2.33 |
| 0.06 | 0.06 | 0.07 |

## Online health

Online health Social media
(e.g. Web MD (e.g. Facebook

Tscape) Twitter, $\begin{gathered}\text { the } 111 \\ \text { helpline orthen }\end{gathered}$
helpline or the \% 0.06

| 458 | 475 |
| :---: | :---: |
| $22 \%$ | $23 \%$ |
| 4.14 | 4.51 |
| 2.24 | 2.75 |
| 0.07 | 0.09 |


| 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 |
| :---: | :---: | :---: |
| 2041 | 2041 | 2041 |
| $572$ $28 \%$ | $\begin{gathered} 644 \\ 32 \% \end{gathered}$ | $644$ |
| $\begin{aligned} & 5.42 \\ & 2.22 \\ & 0.7 \end{aligned}$ | $\begin{aligned} & 5.99 \\ & 2.19 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 6.78 \\ & 2.41 \\ & 0.08 \end{aligned}$ |

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

Unweighted base
Weighted base
The media (e.g.
national newspapers,
online news an
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
Specialist health publications (e.g. Health, Men's

Celebrity or lifestyle blogs (e.g. Goop,

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male <br> (a) | Female <br> (b) | $18-24$ <br> (c) | $25-34$ <br> (d) | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\underset{(\mathrm{k})}{55+}$ | $\begin{aligned} & \text { AB } \\ & (1) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Pri- vate <br> (a) |
| 2041 | 975 | 1066 | 228 | 272 | 286 | 344 | 350 | 561 | 500 | 630 | 911 | 662 | 570 | 348 | 461 | 281 | 773 |
| 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| $\begin{gathered} 1287 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 642 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 644 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 217 \\ 62 \% \end{gathered}$ | $\begin{gathered} 206 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 213 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 189 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 312 \\ & 66 \% F \end{aligned}$ | $\begin{gathered} 367 \\ 63 \% \end{gathered}$ | $\begin{gathered} 419 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 501 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 394 \\ & 71 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 387 \\ & 67 \% \mathrm{NO} \end{aligned}$ | $\begin{gathered} 232 \\ 56 \% \end{gathered}$ | $\begin{gathered} 274 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 235 \\ & 73 \% Q \end{aligned}$ | $\begin{gathered} 523 \\ 61 \% \end{gathered}$ |
| $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 607 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 644 \\ & 62 \% \end{aligned}$ | $158$ <br> $70 \% \mathrm{dFGH}$ | $\begin{gathered} 218 \\ \text { in } \\ \hline \end{gathered}$ | $\begin{aligned} & 212 \\ & 65 \% F \end{aligned}$ | $\begin{aligned} & 199 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 177 \\ 59 \% \end{gathered}$ | $\begin{gathered} 286 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 376 \\ & 65 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 411 \\ 60 \% \end{gathered}$ | $\begin{gathered} 463 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 372 \\ & 67 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 364 \\ & 63 \% \text { No } \end{aligned}$ | $\begin{gathered} 232 \\ 56 \% \end{gathered}$ | $\begin{gathered} 283 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 226 \\ & 71 \% Q \end{aligned}$ | $\begin{gathered} 515 \\ 60 \% \end{gathered}$ |
| $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{gathered} 614 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 636 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 65 \% \mathrm{df} \end{aligned}$ | $\begin{aligned} & 200 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 199 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 310 \\ & \quad 66 \% \text { DF } \end{aligned}$ | $\begin{gathered} 347 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 402 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 501 \\ & 65 \% J \end{aligned}$ | $\begin{aligned} & 374 \\ & 67 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 371 \\ & 65 \% \text { No } \end{aligned}$ | $\begin{gathered} 215 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 291 \\ & 59 \% n \end{aligned}$ | $\begin{aligned} & 214 \\ & 67 \% \mathrm{Q} \end{aligned}$ | $\begin{aligned} & 501 \\ & 58 \% \end{aligned}$ |
| $\begin{gathered} 1066 \\ 52 \% \end{gathered}$ | $\begin{gathered} 510 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 556 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 61 \% F H \end{aligned}$ | $\begin{aligned} & 202 \\ & 57 \% \mathrm{fH} \end{aligned}$ | $\begin{aligned} & 181 \\ & 55 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 177 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 54 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 205 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 341 \\ & 59 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 358 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 368 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 319 \\ & 57 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 310 \\ & 54 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 192 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 246 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 62 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 458 \\ 53 \% \end{gathered}$ |
| $\begin{aligned} & 1050 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 487 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 562 \\ & 54 \% A \end{aligned}$ | $\begin{aligned} & 152 \\ & 67 \% \mathrm{FGH} \end{aligned}$ | $\begin{aligned} & 218 \\ & 62 \% F G H \end{aligned}$ | $\begin{aligned} & 196 \\ & 60 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & \quad 173 \\ & H \quad 48 \% H \end{aligned}$ | $\begin{gathered} 131 \\ 43 \% \end{gathered}$ | $\begin{gathered} 181 \\ 38 \% \end{gathered}$ | 370 64\%JK | $\begin{aligned} & 368 \\ & 54 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 311 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 308 \\ & 55 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 307 \\ & 54 \% 0 \end{aligned}$ | $\begin{gathered} 198 \\ 48 \% \end{gathered}$ | $\begin{gathered} 237 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 197 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 477 \\ 56 \% \end{gathered}$ |
| $\begin{aligned} & 1046 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 510 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 536 \\ & 51 \% \end{aligned}$ | 146 <br> 64\%dFGH | $\begin{gathered} 194 \\ 55 \% \mathrm{fgH} \end{gathered}$ | $\begin{aligned} & 186 \\ & 57 \% \mathrm{FGH} \end{aligned}$ | $\begin{gathered} 167 \\ H \quad 46 \% \end{gathered}$ | $\begin{gathered} 143 \\ 47 \% \end{gathered}$ | $\begin{gathered} 211 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 340 \\ & 59 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 353 \\ & 51 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 354 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 335 \\ & 60 \% \mathrm{MNO} \end{aligned}$ | $\begin{aligned} & 293 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 190 \\ 46 \% \end{gathered}$ | $\begin{gathered} 228 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 63 \% Q \end{aligned}$ | $\begin{gathered} 445 \\ 52 \% \end{gathered}$ |
| $\begin{aligned} & 952 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 461 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 491 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 58 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 181 \\ & 51 \% \mathrm{FgH} \end{aligned}$ | $\begin{aligned} & 179 \\ & 55 \% \mathrm{FGH} \end{aligned}$ | $\begin{aligned} & \quad 147 \\ & H \quad 41 \% \end{aligned}$ | $\begin{gathered} 129 \\ 43 \% \end{gathered}$ | $\begin{gathered} 185 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 312 \\ & 54 \% \mathrm{jK} \end{aligned}$ | $\begin{aligned} & 326 \\ & 47 \% K \end{aligned}$ | $\begin{gathered} 314 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 283 \\ & 51 \% N o \end{aligned}$ | $\begin{aligned} & 276 \\ & 48 \% n \end{aligned}$ | $\begin{aligned} & 173 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 221 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 56 \% q \end{aligned}$ | $\begin{gathered} 413 \\ 48 \% \end{gathered}$ |
| $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{gathered} 419 \\ 42 \% \end{gathered}$ | $\begin{gathered} 462 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 56 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 170 \\ & 48 \% F G H \end{aligned}$ | $\begin{aligned} & 167 \\ & 51 \% F G H \end{aligned}$ | $\begin{aligned} & \quad 140 \\ & H \quad 39 \% \end{aligned}$ | $\begin{gathered} 117 \\ 39 \% \end{gathered}$ | $\begin{gathered} 159 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 298 \\ & 51 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 307 \\ & 45 \% K \end{aligned}$ | $\begin{gathered} 277 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 269 \\ & 48 \% \mathrm{mNO} \end{aligned}$ | $\begin{gathered} 246 \\ 43 \% \end{gathered}$ | $\begin{gathered} 164 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 55 \% Q \end{aligned}$ | $\begin{aligned} & 391 \\ & 46 \% \end{aligned}$ |
| $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{gathered} 420 \\ 42 \% \end{gathered}$ | $\begin{gathered} 461 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 57 \% \text { DFGH } \end{aligned}$ | $\begin{gathered} 166 \\ \mathrm{aH} \stackrel{47 \% G H}{ } \end{gathered}$ | $\begin{aligned} & 175 \\ & 53 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & \quad 148 \\ & H \quad 41 \% H \end{aligned}$ | $\begin{gathered} 111 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 295 \\ & 51 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 323 \\ & 47 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 263 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 265 \\ & 48 \% \mathrm{NO} \end{aligned}$ | $\begin{gathered} 249 \\ 43 \% \end{gathered}$ | $\begin{gathered} 165 \\ 40 \% \end{gathered}$ | $\begin{gathered} 201 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 54 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 399 \\ 47 \% \end{gathered}$ |

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

Unweighted base
Weighted base
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
ngines (e.g. Web MD,
Medscape)
Social media (e.g.
Facebook, Twitter,
nstagram)
instagram)
NHS (e.g. via the 111
elpline or the NH
website)
groups (e.g. via
groups (e.g. via
Specialist health
publications (e.g.
Nomen's Health, Men's
Celebrity or lifestyle
blogs (e.g. Goop,
MindBodyGreen

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | NET: England (d) | $\begin{aligned} & \text { North East } \\ & \text { (e) } \end{aligned}$ | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | West Midlands (h) $\qquad$ - | East Midlands (i) | $\begin{gathered} \begin{array}{c} \text { Eastern } \\ \text { (i) } \end{array} \\ \hline \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | 86* | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{gathered} 1287 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 1113 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 106 \\ 62 \% \end{gathered}$ | $\begin{gathered} 112 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 68 \% \mathrm{ek} \end{aligned}$ |
| $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 1093 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 54 \% \end{aligned}$ | 161 68\%AbEjk | $\begin{aligned} & 107 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 114 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 178 \\ 62 \% \end{gathered}$ | $\begin{gathered} 115 \\ 64 \% \end{gathered}$ |
| $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 1089 \\ 62 \% \mathrm{a} \end{gathered}$ | $\begin{aligned} & 48 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 67 \% A h J k \end{aligned}$ | $\begin{aligned} & 107 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 66 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 110 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 160 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 65 \% \mathrm{Aj} \end{aligned}$ | $\begin{aligned} & 120 \\ & 66 \% A j \end{aligned}$ |
| $\begin{aligned} & 1066 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 925 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 58 \% \mathrm{jL} \end{aligned}$ | $\begin{aligned} & 94 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 57 \% 1 \end{aligned}$ | $\begin{aligned} & 93 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 57 \% \mathrm{jl} \end{aligned}$ |
| $\begin{gathered} 1050 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 44 \% \end{aligned}$ | $48$ | $\begin{aligned} & 924 \\ & 52 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 43 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 54 \% \mathrm{a} \end{aligned}$ | 96 <br> $56 \% A j$ | 109 <br> 60\%AbJKL | $\begin{array}{ll}  & 83 \\ K L & 56 \% a \end{array}$ | $\begin{aligned} & 90 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 133 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 56 \% \mathrm{Aj} \end{aligned}$ |
| $\begin{aligned} & 1046 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 49 \% \end{aligned}$ | 916 52\% | $\begin{aligned} & 40 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 54 \% j \end{aligned}$ | 94 55\%aj | $\begin{aligned} & 97 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 58 \% \mathrm{AJ} \end{aligned}$ | $\begin{aligned} & 87 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 51 \% \end{aligned}$ | 106 58\%AJk |
| $\begin{gathered} 952 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 841 \\ & 48 \% a \end{aligned}$ | $\begin{aligned} & 39 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 49 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 88 \\ & 51 \% A j \end{aligned}$ | $\begin{aligned} & 94 \\ & 52 \% \mathrm{Aj} \end{aligned}$ | $\begin{aligned} & 78 \\ & 52 \% \mathrm{AlI} \end{aligned}$ | $\begin{aligned} & 81 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 127 \\ 46 \% \end{gathered}$ | $\begin{gathered} 123 \\ 43 \% \end{gathered}$ | 96 <br> 53\%AbJL |
| $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 775 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 48 \% j \end{aligned}$ | $\begin{aligned} & 84 \\ & 46 \% j \end{aligned}$ | $\begin{aligned} & 72 \\ & 48 \% J \end{aligned}$ | $\begin{aligned} & 71 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 118 \\ 43 \% \end{gathered}$ | $\begin{gathered} 119 \\ 42 \% \end{gathered}$ | 90 <br> 50\%abJ |
| $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 778 \\ & 44 \% a \end{aligned}$ | $\begin{aligned} & 36 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 106 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 48 \% A j \end{aligned}$ | $\begin{aligned} & 85 \\ & 47 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 69 \\ & 46 \% a \end{aligned}$ | $\begin{aligned} & 74 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 117 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 49 \% \text { AJ } \end{aligned}$ |

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

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

## Unweighted base

Weighted base
The media (e.g.
national newspapers,
online news and
broadcast)
broadcast)
amily, friends and colleagues (sharing in
person or online
Medical professional
e.g. GP, pharmacist,
nurse - NHS or private)
Online health search
engines (e.g.
Medscape)
Social media (e.g.
Facebook, Twitter
instagram)
NHS (e.g. via the 111
elpline or the NHS
website)
Charity or patient groups (e.g. via
helplines or websites)
Specialist health publications (e.g. omen's Health, Men's

| Total | All the time (a) | $\begin{aligned} & \text { Most of the } \\ & \text { time } \\ & \text { (b) } \end{aligned}$ | $\begin{gathered} \substack{\text { Sometimes } \\ \text { (c) }} \\ \hline \end{gathered}$ | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | $\frac{\text { NET: Ever }}{\text { (g) }}$ | NET: All/ Most of the time (h) | NET: <br> Rarely/ <br> Never <br> (i) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2041 | 296 | 560 | 654 | 281 | 125 | 125 | 1791 | 856 | 406 |
| 2041 | 282 | 568 | 656 | 277 | 125* | 133* | 1783 | 850 | 402 |
| $\begin{gathered} 1287 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 73 \% \text { DEFgI } \end{aligned}$ | $\begin{aligned} & \quad 403 \\ & 71 \% \mathrm{DEFg} \end{aligned}$ | $\stackrel{443}{6 F g 1}{ }_{67 \% \text { DEFI }}$ | $\begin{aligned} & 158 \\ & 57 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 52 \\ & 41 \% F \end{aligned}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 1210 \\ & 68 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 608 \\ & =12 \% \mathrm{DE} \end{aligned}$ | $\text { EFGI } \begin{aligned} & 210 \\ & 52 \% \text { EF } \end{aligned}$ |
| $\begin{aligned} & 1251 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 73 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 405 \\ \text { EFGI } 71 \% \text { CDEF } \end{gathered}$ | $\stackrel{416}{\text { JEFGI } 63 \% \text { DEFI }}$ | $\begin{aligned} & 148 \\ & 54 \% e \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 54 \\ & 43 \% F \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | 1174 66\%DEFI | $\begin{aligned} & \quad 610 \\ & =12 \% C D \end{aligned}$ | $\stackrel{202}{\text { DEFGI } 50 \% \mathrm{eF}}$ |
| $\begin{aligned} & 1251 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 75 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 402 \\ \text { EFGI } 71 \% \text { CDEF } \end{gathered}$ | $\stackrel{412}{\text { JEFGI } 63 \% \text { DEFI }}$ | $\begin{aligned} & 148 \\ & 53 \% e \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% F \end{aligned}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 1173 \\ & 66 \% \mathrm{cDEFI} \end{aligned}$ | $\begin{array}{ll}  & 613 \\ \text { EFI } \\ 72 \% C D \end{array}$ | $\stackrel{200}{\text { DEFGI } 50 \% \mathrm{eF}}$ |
| $\begin{gathered} 1066 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 72 \% \mathrm{BCDE} \end{aligned}$ | $\stackrel{351}{\text { JEFGHI:\%CDEF }}$ | $\stackrel{350}{\text { JEFGI53\%DEFI }}$ | $\begin{aligned} & 107 \\ & 39 \% F \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% F \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 1011 \\ & 57 \% \mathrm{cDEFI} \end{aligned}$ | $\begin{array}{ll}  & 554 \\ \text { FI } & 65 \% \text { BC } \end{array}$ | $\begin{gathered} 146 \\ \text { CDEFGli } 6 \% F \end{gathered}$ |
| $\begin{gathered} 1050 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 67 \% \mathrm{BCDEF} \end{aligned}$ | $\begin{gathered} 327 \\ \text { OEFGHl\%DEFI } \end{gathered}$ | $\begin{gathered} \quad 355 \\ \text { EFI } \\ 54 \% \text { DEFI } \end{gathered}$ | $\begin{aligned} & 113 \\ & 41 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 42 \\ & 33 \% F \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 985 \\ & 55 \% \text { DEFI } \end{aligned}$ | I $\begin{aligned} & 517 \\ & 61 \% \mathrm{BC}\end{aligned}$ | $\begin{gathered} 155 \\ \text { CDEFGli9\%FF } \end{gathered}$ |
| $\begin{gathered} 1046 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 64 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 338 \\ \text { EFGI } 60 \% \text { DEFG } \end{gathered}$ | $\text { EFGI } \begin{aligned} & 356 \\ & 54 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & 109 \\ & 39 \% F \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% F \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 984 55\%DEFI | 519 $61 \%$ | $\begin{gathered} 150 \\ \text { DEFGI } 37 \% F \end{gathered}$ |
| $\begin{aligned} & 952 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 63 \% B C D E F \end{aligned}$ | $\begin{gathered} 307 \\ \text { DEFGHI.\%cDEF! } \end{gathered}$ | $\begin{gathered} 314 \\ \text { EFgl } 48 \% \mathrm{DEFI} \end{gathered}$ | $\begin{aligned} & 100 \\ & 36 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% F \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | 898 50\%DEFI | ) $\begin{aligned} & 484 \\ & 57 \% \mathrm{BC}\end{aligned}$ | $\begin{gathered} 138 \\ \text { CDEFGl:4\%F } \end{gathered}$ |
| $\begin{aligned} & 881 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 57 \% \mathrm{BCDEF} \end{aligned}$ | $\stackrel{276}{\text { DEFGHII\%DEFI }}$ | $\stackrel{295}{45 \% \text { DEFI }}$ | $\begin{aligned} & 95 \\ & 34 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% F \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 826 \\ & 46 \% \text { DEFI } \end{aligned}$ | 436 $51 \% \mathrm{BC}$ | $\begin{gathered} 134 \\ \text { CDEFGli3\%F } \end{gathered}$ |

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

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 |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | All the time (a) | $\begin{aligned} & \text { Most of the } \\ & \text { time } \\ & \text { (b) } \\ & \hline \end{aligned}$ | $\underset{\text { (c) }}{\text { Sometimes }}$ | Rarely <br> (d) | $\begin{aligned} & \text { Never } \\ & \text { (e) } \\ & \hline \end{aligned}$ |  | $\begin{aligned} & \text { NET: Ever } \\ & (\mathrm{g}) \\ & \hline \end{aligned}$ | Most of the time (h) | Rarely/ Never (i) |
| Weighted base | 2041 | 282 | 568 | 656 | 277 | 125* | 133* | 1783 | 850 | 402 |
| Celebrity or lifestyle blogs (e.g. Goop, | $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | 161 $57 \%$ | $\stackrel{267}{ }{ }_{\text {26 }}$ | $\begin{array}{cc}  & 301 \\ \text { EFI } & 46 \% \mathrm{D} \end{array}$ | $\begin{aligned} & 100 \\ & 36 \% F \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% F \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | 828 $46 \%$ ¢ | $\begin{array}{ll}  & 428 \\ \text { EFI } & 50 \% \mathrm{BL} \end{array}$ | $\begin{gathered} 138 \\ \text { EFGl } 34 \% \mathrm{~F} \end{gathered}$ |

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

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

Unweighted base
Weighted base
The media (e.g.
national newspapers,
online news and
online news
broadcast)
Medical professional
e.g. GP, pharmacist,
nurse - NHS or private)
Social media (e.g.
Facebook, Twitter
nstagram)
Family, friends and oileagues (sharing in person or online)
NHS (e.g. via the 111 helpline or the NHS
website)
Online health search engines (e.g. Web MD,
Medscape)
Charity or patient
groups (e.g. via
helplines or websites)
Celebrity or lifestyle
blogs (e.g. Goop,
MindBodyGreen)
Specialist health
publications (e.g.
Women's Health, Men's
Health)

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male (a) | Female <br> (b) | $18-24$ <br> (c) | 25-34 <br> (d) | 35-44 (e) | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $55-64$ (g) | $65+\quad 18$ <br> (h) | $18-34$ | $\begin{gathered} 35-54 \\ (\mathrm{j}) \end{gathered}$ | $\begin{aligned} & 55+ \\ & (\mathrm{k}) \end{aligned}$ | $\mathrm{AB}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (o) } \end{aligned}$ | Public (p) | Private (a) |
| 2041 | 975 | 1066 | 228 | 272 | 286 | 344 | 350 | 561 | 500 | 630 | 911 | 662 | 570 | 348 | 461 | 281 | 773 |
| 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| $\begin{gathered} 409 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 23 \% B \end{aligned}$ | $\begin{gathered} 179 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 19 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 22 \% C E \end{aligned}$ | $\begin{aligned} & 66 \\ & 22 \% C E \end{aligned}$ | $\begin{aligned} & 126 \\ & 27 \% \mathrm{CDE} \end{aligned}$ | $\begin{aligned} & 90 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 25 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 136 \\ & 24 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 140 \\ & 24 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 66 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 21 \% \end{aligned}$ |
| $\begin{gathered} 378 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 21 \% B \end{aligned}$ | $\begin{aligned} & 169 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 19 \% C D \end{aligned}$ | $\begin{aligned} & 72 \\ & 24 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 130 \\ & 28 \% \text { CDEF } \end{aligned}$ | $\begin{aligned} & \quad 63 \\ & \text { F } 11 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 16 \% \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 26 \% / J \end{aligned}$ | $\begin{aligned} & 99 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 102 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 22 \% n \end{aligned}$ | $\begin{aligned} & 56 \\ & 18 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 125 \\ 15 \% \end{gathered}$ |
| $\begin{aligned} & 198 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 74 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 12 \% \mathrm{~A} \end{aligned}$ | 47 <br> 21\%EFGH | $\begin{aligned} & 53 \\ & 15 \% F G H \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% G H \end{aligned}$ | $\begin{gathered} 30 \\ 8 \% \mathrm{H} \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 17 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 70 \\ & 10 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 27 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 12 \% \end{aligned}$ | ${ }^{51} 9 \%$ | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 11 \% \end{aligned}$ |
| $\begin{gathered} 174 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 101 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 14 \% \mathrm{DGH} \end{aligned}$ | $\begin{gathered} 26 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 10 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 10 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 66 \\ & 10 \% \mathrm{~K} \end{aligned}$ | ${ }^{50} 7 \%$ | $\begin{aligned} & 58 \\ & 10 \% 0 \end{aligned}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{gathered} 37 \\ 9 \% \end{gathered}$ | ${ }_{7 \%}^{35}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 77 \\ 9 \% \end{gathered}$ |
| $\begin{gathered} 154 \\ 8 \% \end{gathered}$ | $\begin{gathered} 69 \\ 7 \% \end{gathered}$ | $\begin{gathered} 85 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 10 \% \mathrm{fGh} \end{aligned}$ | $\begin{aligned} & 37 \\ & 10 \% f G h \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{gathered} 31 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 10 \% \mathrm{jK} \end{aligned}$ | $\stackrel{48}{7 \%}$ | $\begin{gathered} 45 \\ 6 \% \end{gathered}$ | $\begin{gathered} 47 \\ 8 \% \end{gathered}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{gathered} 25 \\ 6 \% \end{gathered}$ | $\begin{gathered} 38 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 67 \\ 8 \% \end{gathered}$ |
| $\begin{gathered} 120 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 4 \% \end{aligned}$ | ${ }_{7 \% \mathrm{~A}}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 9 \% \text { CDFh } \end{aligned}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | ${ }_{25}^{25}$ | $\begin{aligned} & 43 \\ & 6 \% \end{aligned}$ | ${ }_{7 \%}^{52}$ | $\stackrel{36}{7 \%}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\stackrel{21}{5 \%}$ | $\stackrel{35}{7 \%}$ | $\begin{gathered} 22 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 5 \% \end{aligned}$ |
| $\begin{gathered} 38 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ |
| $\begin{aligned} & 30 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 19 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% H \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% H \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \mathrm{fGH} \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% h \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 14 \\ & 2 \% K \end{aligned}$ | $\begin{aligned} & 14 \\ & 2 \% K \end{aligned}$ | 2 | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | 17 $2 \%$ |
| $\begin{aligned} & 22 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | 12 $1 \%$ | ${ }_{2 \% \mathrm{dh}}$ | 1 | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | 10 $1 \%$ |

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

Unweighted base
Weighted base
The media (e.g.
national newspapers,
online news and
broadcast)
Medical professional
(e.g. GP, pharmacist,
nurse - NHS or private)
Social media (e.g.
Facebook, Twitter
instagram)
Family, friends and colleagues (sharing in person or online)
NHS (e.g. via the 111 helpline or the NHS
website)
Online health search
engines (e.g. Web MD
Medscape)
Charity or patient
groups (e.g. via
Celebrity or lifestyle
logs (e.g. Goop,
MindBodyGreen)
Specialist health
publications (e.g.
en's Health, Men's
Health)

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | NET: England (d) | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside <br> (g) | West Midlands (h) | $\underset{\text { (i) }}{\substack{\text { East Midlands } \\ \hline}}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{m})} \\ \hline \end{gathered}$ |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | $86^{*}$ | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{aligned} & 409 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 359 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \mathrm{ag} \end{aligned}$ |
| $\begin{gathered} 378 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 324 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 22 \% K \end{aligned}$ | 41 24\%eK | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ |
| $\begin{aligned} & 198 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% b \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 10 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | ${ }^{17}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ |
| $\begin{gathered} 174 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \mathrm{eM} \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% E \mathrm{MM} \end{aligned}$ | 144 $8 \%$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \mathrm{em} \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \mathrm{em} \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \mathrm{EM} \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \mathrm{eM} \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% E M \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ |
| $\begin{gathered} 154 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | 136 $8 \%$ | $\begin{aligned} & 10 \\ & 11 \% a \mathrm{Jk} \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% a \mathrm{akk} \end{aligned}$ | $\stackrel{12}{7 \%}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | ${ }^{14} 9 \mathrm{\% j}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ |
| $\begin{gathered} 120 \\ 6 \% \end{gathered}$ | 16 9\%dgLm | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\stackrel{96}{5 \%}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 13 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 12 \\ 8 \% \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | 24 9\%gLm | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ |
| $\begin{gathered} 38 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% f \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | 31 $2 \%$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \mathrm{FK} \end{aligned}$ |
| $\begin{aligned} & 30 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | - | $\begin{gathered} 30 \\ 2 \% \end{gathered}$ | ${ }_{5 \%}^{4}$ AB | HIJL | ${ }_{4}^{7}$ \%Ab | $\begin{array}{ll}  & 2 \\ \text { FhIJL } & 1 \% \end{array}$ | $\div$ | * | $\begin{aligned} & 8 \\ & 3 \% \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% F i \end{aligned}$ |
| $\begin{aligned} & 22 \\ & 1 \% \end{aligned}$ | $\stackrel{1}{*}$ | - | $\begin{gathered} 21 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 2 \% j \end{aligned}$ | 5 $4 \% \mathrm{ab}$ | - | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |

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

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 <br> (b) | Sometimes <br> (c) | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (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) | $\begin{aligned} & 409 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% F \end{aligned}$ | $\stackrel{128}{22 \% \mathrm{eF}}$ | $\begin{aligned} & 132 \\ & 20 \% F \end{aligned}$ | $\begin{aligned} & 68 \\ & 25 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% f \end{aligned}$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 383 \\ & 21 \% \mathrm{eF} \end{aligned}$ | $\begin{aligned} & 182 \\ & 21 \% F \end{aligned}$ | $\begin{aligned} & 86 \\ & 21 \% \text { EF } \end{aligned}$ |
| Medical professional (e.g. GP, pharmacist, nurse - NHS or private) | $\begin{gathered} 378 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 20 \% F \end{aligned}$ | $\begin{aligned} & 117 \\ & 21 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 122 \\ & 19 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 52 \\ & 19 \% F \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \mathrm{f} \end{aligned}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 348 \\ & 20 \% F \end{aligned}$ | $\begin{aligned} & 174 \\ & 20 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 72 \\ & 18 \% F \end{aligned}$ |
| Social media (e.g. Facebook, Twitter, Instagram) | $\begin{aligned} & 198 \\ & 10 \% \end{aligned}$ | $\stackrel{24}{9 \%}$ | $\begin{aligned} & 63 \\ & 11 \% F \end{aligned}$ | $\begin{aligned} & 67 \\ & 10 \% F \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \mathrm{f} \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 10 \% F \end{aligned}$ | $\begin{aligned} & 88 \\ & 10 \% F \end{aligned}$ | $\stackrel{38}{9 \% f}$ |
| Family, friends and colleagues (sharing in person or online) | $\begin{gathered} 174 \\ 9 \% \end{gathered}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 10 \% \mathrm{di} \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\stackrel{9}{7 \%}$ | $\stackrel{9}{7 \%}$ | $\stackrel{157}{9 \%}$ | $\begin{gathered} 72 \\ 9 \% \end{gathered}$ | $\begin{gathered} 26 \\ 7 \% \end{gathered}$ |
| NHS (e.g. via the 111 helpline or the NHS website) | $\begin{gathered} 154 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \mathrm{DF} \end{aligned}$ | $\begin{aligned} & 54 \\ & 9 \% \mathrm{DFI} \end{aligned}$ | $\begin{aligned} & 52 \\ & =1 \\ & 8 \% \mathrm{dFi} \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% f \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 8 \% \mathrm{DFI} \end{aligned}$ | $\begin{array}{ll}  & 82 \\ =1 & 10 \% \mathrm{DFgI} \end{array}$ | $\begin{aligned} & 19 \\ & 5 \% f \end{aligned}$ |
| Online health search engines (e.g. Web MD, Medscape) | $\begin{gathered} 120 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 12 \% \mathrm{BC} \end{aligned}$ | $\stackrel{41}{\text { DDEFGHI\%DEF }}$ | $\mathrm{EFI} \quad \begin{aligned} & 39 \\ & 6 \% \mathrm{DeFI} \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\div$ | ${ }_{7 \% \text { DEFI }}^{118}$ | $\begin{aligned} & \\ & \mathrm{EFI} \\ & \quad 75 \\ & 9 \% \mathrm{BcDE} \end{aligned}$ | $\stackrel{7}{\text { JEFGI } 2 \%}$ |
| Charity or patient groups (e.g. via helplines or websites) | $\begin{gathered} 38 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \mathrm{dl} \end{aligned}$ | $\begin{aligned} & 13 \\ & 2 \% \mathrm{dl} \end{aligned}$ | $\begin{aligned} & 15 \\ & 2 \% \mathrm{dl} \end{aligned}$ | 1 | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 37 \\ & 2 \% \mathrm{DI} \end{aligned}$ | $\begin{aligned} & 21 \\ & 2 \% \mathrm{dl} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| Celebrity or lifestyle blogs (e.g. Goop, | $\begin{aligned} & 30 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 28 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | 5 $1 \%$ |

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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 <br> (c) | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (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, | $\stackrel{22}{1 \%}$ | $\begin{aligned} & 2 \\ & 10 \end{aligned}$ | $\begin{aligned} & 8 \\ & 10 \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\stackrel{2}{2}$ | $\stackrel{2}{2 \%}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{1}^{18}$ | 10 $1 \%$ | 4 $1 \%$ |

pubications
Nomen's Health, Men's
Health)
$\overline{\text { Proportions/Means: Columns Tested (5\%, 10\% risk level) - a/b/c/d/e/f/g/h/i }}$
Overlap formulae used. * small base

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

Unweighted base
Weighted base
The media (e.g.
national newspapers,
online news an
broadcast)
Medical professional e.g. GP, pharmacist, nurse - NHS or private)
Family, friends and colleagues (sharing in
person or online)
Online health search Medscape)
NHS (e.g. via the 111 helpline or the NHS website)
Social media (e.g. acebook, Twitter
instagram)
Charity or patient
groups (e.g. via
helplines or websites)
Specialist health
publications (e.g.
Ith, Men's
Celebrity or lifestyle
blogs (e.g. Goop,

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male <br> (a) | Female <br> (b) | $18-24$ (c) | $25-34$ (d) | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ <br> (h) | $\begin{gathered} 18-34 \\ \text { (i) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & (1) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Pri- vate <br> (a) |
| 2041 | 975 | 1066 | 228 | 272 | 286 | 344 | 350 | 561 | 500 | 630 | 911 | 662 | 570 | 348 | 461 | 281 | 773 |
| 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| $\begin{gathered} 798 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 411 \\ & 41 \% b \end{aligned}$ | $\begin{gathered} 387 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 115 \\ 33 \% \end{gathered}$ | $\begin{gathered} 109 \\ 33 \% \end{gathered}$ | $\begin{gathered} 141 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 43 \% C D E \end{aligned}$ | $\begin{aligned} & 230 \\ & 49 \% \text { CDEF } \end{aligned}$ | $E={ }^{187}$ | $\begin{gathered} 251 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 361 \\ & 47 \% \text { IJ } \end{aligned}$ | $\begin{aligned} & 252 \\ & 45 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 253 \\ & 44 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 143 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 151 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 323 \\ 38 \% \end{gathered}$ |
| $\begin{gathered} 784 \\ 38 \% \end{gathered}$ | $\begin{gathered} 394 \\ 40 \% \end{gathered}$ | $\begin{gathered} 390 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 101 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 36 \% C D \end{aligned}$ | $\begin{aligned} & 139 \\ & 46 \% \text { CDEF } \end{aligned}$ | $\begin{aligned} & 256 \\ & 54 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 155 \\ \text { EFG27\% } \end{gathered}$ | $\begin{aligned} & 233 \\ & 34 \% \% \end{aligned}$ | $\begin{aligned} & 396 \\ & 51 \% / J \end{aligned}$ | $\begin{aligned} & 230 \\ & 41 \% \mathrm{~N} \end{aligned}$ | $\begin{gathered} 219 \\ 38 \% n \end{gathered}$ | $\begin{gathered} 132 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 41 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 123 \\ & 39 \% q \end{aligned}$ | $\begin{gathered} 269 \\ 31 \% \end{gathered}$ |
| $\begin{gathered} 724 \\ 35 \% \end{gathered}$ | $\begin{gathered} 347 \\ 35 \% \end{gathered}$ | $\begin{gathered} 377 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 43 \% \mathrm{DEg} \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 108 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 36 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 106 \\ & 35 \% d \end{aligned}$ | $\begin{aligned} & 183 \\ & 39 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 194 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 240 \\ 35 \% \end{gathered}$ | $\begin{gathered} 289 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 41 \% N O \end{aligned}$ | $\begin{gathered} 205 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 118 \\ 37 \% \end{gathered}$ | $\begin{gathered} 297 \\ 35 \% \end{gathered}$ |
| $\begin{gathered} 483 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 267 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 31 \% E F H \end{aligned}$ | $\begin{aligned} & 96 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 141 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 188 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 26 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 142 \\ & 25 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 76 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 24 \% n \end{aligned}$ | $\begin{aligned} & 94 \\ & 29 \% \text { Q } \end{aligned}$ | $\begin{aligned} & 179 \\ & 21 \% \end{aligned}$ |
| $\begin{gathered} 464 \\ 23 \% \end{gathered}$ | $\begin{gathered} 226 \\ 23 \% \end{gathered}$ | 238 $23 \%$ | 66 <br> 29\%FGh | $\begin{aligned} & 90 \\ & 26 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 74 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 103 \\ 22 \% \end{gathered}$ | $\stackrel{156}{27 \% j \mathrm{~K}}$ | $\begin{gathered} 148 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & { }_{27 \% M N} \end{aligned}$ | $\begin{aligned} & 121 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 24 \% N \end{aligned}$ | $\begin{aligned} & 92 \\ & 29 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 186 \\ 22 \% \end{gathered}$ |
| $\begin{gathered} 450 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 24 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 80 \\ & 35 \% F G H \end{aligned}$ | $\begin{aligned} & 118 \\ & 33 \% F G H \end{aligned}$ | $\begin{aligned} & \quad 95 \\ & \quad 29 \% F G H \end{aligned}$ | $\begin{aligned} & 76 \\ & -\quad 21 \% G H \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 37 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 34 \% \mathrm{JK} \end{aligned}$ | ${ }^{171}{ }_{25 \% \mathrm{~K}}$ | $\begin{aligned} & 81 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 130 \\ 23 \% \end{gathered}$ | $\begin{gathered} 136 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 27 \% \end{aligned}$ |
| $\begin{gathered} 215 \\ 11 \% \end{gathered}$ | $\begin{gathered} 113 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 26 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 13 \% F \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% f \end{aligned}$ | $\begin{aligned} & 65 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 52 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 12 \% \end{aligned}$ | $\stackrel{29}{9 \%}$ | 97 $11 \%$ |
| $\begin{gathered} 149 \\ 7 \% \end{gathered}$ | $\begin{gathered} 79 \\ 8 \% \end{gathered}$ | $\begin{gathered} 70 \\ 7 \% \end{gathered}$ | ${ }_{9 \% F}^{20}$ | $\begin{gathered} 30 \\ 9 \% F \end{gathered}$ | $\begin{aligned} & 34 \\ & 10 \% \mathrm{FH} \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\stackrel{22}{7 \% f}$ | $\stackrel{29}{6 \%}$ | ${ }^{50} 9 \%$ | $\stackrel{48}{7 \%}$ | ${ }^{51}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{gathered} 49 \\ 8 \% \end{gathered}$ | ${ }^{27} 7 \%$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | 69 $8 \%$ |
| $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | $\begin{gathered} 54 \\ 5 \% \end{gathered}$ | ${ }^{69}$ | $\begin{aligned} & 23 \\ & 10 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 36 \\ & 10 \% \text { FGH } \end{aligned}$ | $\begin{array}{ll}  & 35 \\ \text { H } & 11 \% \mathrm{FGH} \end{array}$ | $\begin{gathered} 17 \\ -\quad 5 \% H \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 10 \% \mathrm{~K} \end{aligned}$ | ${ }_{7 \% \mathrm{~K}}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 30 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 8 \% 0 \end{aligned}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | $\stackrel{28}{9 \%}$ | 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

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

Unweighted base
Weighted base
The media (e.g.
national newspapers,
online news an
broadcast)
Medical professional
e.g. GP, pharmacist,
nurse - NHS or private)
Family, friends and
colleagues (sharing in
person or online)
Online health search
engines (e.g.
Medscape)
NHS (e.g. via the 111 helpline or the NHS
website)
Social media (e.g.
acebook, Twitter
Instagram)
Charity or patient
groups (e.g. via
Specialist health
publications (e.g.
Nomen's Health, Men's
Health)
Celebrity or lifestyle
blogs (e.g. Goop,
MindBodyGreen)

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland (a) | $\underset{\substack{\text { Wales } \\ \text { (b) }}}{ }$ | : England <br> (d) | $\begin{aligned} & \text { North East } \\ & \text { (e) } \end{aligned}$ | North West $(\mathrm{f})$ | Yorkshire \& Humberside $\qquad$ (g) $\square$ | West Midlands <br> (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(1)}{\substack{\text { South East }}} \xrightarrow{\text { Sot }}$ | South West (m) |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | 86* | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{gathered} 798 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 690 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 45 \% \mathrm{ghl} \end{aligned}$ | $\begin{aligned} & 110 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 43 \% \mathrm{gl} \end{aligned}$ | 81 45\%egh |
| $\begin{gathered} 784 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 40 \% \mathrm{ek} \end{aligned}$ | 50 49\%DEhJKM | $\begin{gathered} 663 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 46 \% \text { EhJKM } \end{aligned}$ | $\begin{array}{ll}  & 73 \\ \text { M } \quad 43 \% E K \end{array}$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 39 \% e \end{aligned}$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 43 \% \mathrm{EjK} \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ |
| $\begin{gathered} 724 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 630 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 39 \% e \end{aligned}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 38 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 90 \\ & 33 \% \end{aligned}$ | $\stackrel{125}{44 \% \mathrm{aBEHIKM}}$ | $\begin{array}{ll}  & 59 \\ \text { KM } & 32 \% \end{array}$ |
| $\begin{aligned} & 483 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 28 \% g \end{aligned}$ | $\begin{aligned} & 28 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 406 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 27 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% g \end{aligned}$ | $\begin{aligned} & 46 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ |
| $\begin{gathered} 464 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 403 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 26 \% \end{aligned}$ | 65 28\%jk | $\begin{aligned} & 37 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ |
| $\begin{gathered} 450 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 404 \\ & 23 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 24 \% b \end{aligned}$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \mathrm{aB} \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 24 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 59 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 27 \% \text { ab } \end{aligned}$ |
| $\begin{gathered} 215 \\ 11 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | 192 $11 \%$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | 28 <br> 16\%AbfjKL | $\begin{array}{ll}  & 22 \\ \text { KL } & 12 \% \end{array}$ | $\begin{aligned} & 25 \\ & 17 \% A b f j K L \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\stackrel{19}{7 \%}$ | 21 7 \% | $\begin{aligned} & 27 \\ & 15 \% \mathrm{aKL} \end{aligned}$ |
| $\begin{gathered} 149 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 8 \% \mathrm{a} \end{aligned}$ | $\stackrel{9}{11 \% A J}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \text { AJ } \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \text { AJ } \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \mathrm{aJ} \end{aligned}$ | $\begin{gathered} 17 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \text { AJ } \end{aligned}$ |
| $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 113 \\ 6 \% \mathrm{a} \end{gathered}$ | $\begin{aligned} & 10 \\ & 11 \% \text { AFhiL } \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | ${ }_{9 \% A f L}^{15}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | ${ }_{9 \% A f L}^{13}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \mathrm{AFhL} \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ |

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

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) | $\qquad$ | ometimes <br> (c) | ${ }_{\text {Rarely }}^{\text {(d) }}$ ( ${ }^{\text {R }}$ | Never <br> (e) | Don't know or not applicable $\qquad$ <br> (f) |  | 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) | $\begin{aligned} & 798 \\ & 39 \% \end{aligned}$ | $\stackrel{117}{42 \% E F}$ | $\begin{aligned} & 236 \\ & 42 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 266 \\ & 40 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 124 \\ & 45 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 35 \\ & 28 \% F \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 743 \\ & 42 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 354 \\ & 42 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 159 \\ & 39 \% \text { EF } \end{aligned}$ |
| Medical professional (e.g. GP, pharmacist, nurse - NHS or private) | $\begin{gathered} 784 \\ 38 \% \end{gathered}$ | 125 <br> 44\%dEFI | $\begin{array}{ll}  & 255 \\ \text { FI } \quad 45 \% \mathrm{cDEFg} \end{array}$ | $\stackrel{255}{25 \mathrm{Fgl}}$ | $\begin{aligned} & 101 \\ & \quad 37 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 737 \\ & 41 \% \mathrm{EFI} \end{aligned}$ | $\begin{aligned} & \quad 380 \\ & =1 \quad 45 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 132 \\ \text { FFGI } 33 \% E F \end{gathered}$ |
| Family, friends and colleagues (sharing in person or online) | $\begin{gathered} 724 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 37 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 220 \\ & 39 \% \text { EF } \end{aligned}$ | $\begin{aligned} & 248 \\ & 38 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 105 \\ & 38 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 28 \\ & 23 \% \mathrm{f} \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | ${ }_{38 \% \mathrm{EFi}}^{677}$ | $\begin{array}{ll}  & 325 \\ =i & 38 \% E F \end{array}$ | $\begin{aligned} & 133 \\ & 33 \% E F \end{aligned}$ |
| Online health search engines (e.g. Web MD, Medscape) | $\begin{gathered} 483 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 36 \% \text { CDEF } \end{aligned}$ | $\stackrel{173}{\text { PEGI } 30 \% \text { CDEF }}$ | $\begin{aligned} & 159 \\ & \text { EFGI24\%DEFI } \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% F \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% f \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 464 \\ & 26 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & 274 \\ \text { EFI } & 32 \% C D E F( \end{array}$ | $\begin{gathered} 45 \\ \text { FFGI } 11 \% \text { F } \end{gathered}$ |
| NHS (e.g. via the 111 helpline or the NHS website) | $\begin{gathered} 464 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & \text { 28\%DEFI } \end{aligned}$ | $\begin{aligned} & \left.\quad \begin{array}{l} 150 \\ : F I \\ 26 \% \text { DEFI } \end{array}\right) \end{aligned}$ | $\begin{aligned} & \quad 165 \\ & =1 \quad 25 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & 44 \\ & =16 \% F \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% f \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 438 \\ & 25 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & 229 \\ \text { EFI } & 27 \% \mathrm{DEFgI} \end{array}$ | $\begin{array}{ll}  & 62 \\ \text { FgI } & 15 \% F \end{array}$ |
| Social media (e.g. Facebook, Twitter, Instagram) | $\begin{gathered} 450 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 26 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 144 \\ & 25 \% \mathrm{dEFI} \end{aligned}$ | $\begin{aligned} & 151 \\ & 23 \% e \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 53 \\ & 19 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \mathrm{f} \end{aligned}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 421 \\ & 24 \% \mathrm{deFI} \end{aligned}$ | $\begin{aligned} & 216 \\ & 25 \% \mathrm{dEFI} \end{aligned}$ | $\begin{array}{ll}  & 72 \\ 18 \% F \end{array}$ |
| Charity or patient groups (e.g. via helplines or websites) | $\begin{aligned} & 215 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \text { DeFI } \end{aligned}$ | $\begin{array}{ll}  & 77 \\ \text { FI } & 13 \% \text { DeFI } \end{array}$ | $\begin{array}{ll}  & 76 \\ =12 \% \text { DFI } \end{array}$ | $\begin{aligned} & 18 \\ & 6 \% F \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \text { F } \end{aligned}$ | $\div$ | $\begin{aligned} & 207 \\ & 12 \% \text { DFI } \end{aligned}$ | $\begin{array}{ll}  & 114 \\ =1 & 13 \% \mathrm{DeFgl} \end{array}$ | $\text { Fgl } \quad \begin{aligned} & 26 \\ & 6 \% F \end{aligned}$ |
| Specialist health publications (e.g. Women's Health, Men's | $\begin{gathered} 149 \\ 7 \% \end{gathered}$ | $\stackrel{20}{7 \% f}$ | $\begin{aligned} & 55 \\ & 10 \% \mathrm{dFgl} \end{aligned}$ | $\stackrel{49}{7 \% f}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 8 \% \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 75 \\ & 9 \% \mathrm{dFi} \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ |

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

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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 <br> time <br> (b) | $\frac{\underset{\text { (c) }}{\substack{\text { Sometimes }}}}{}$ | Rarely <br> (d) | Never (e) | Don't know or not applicable $\qquad$ | $\begin{aligned} & \text { NET: Ever } \\ & \text { (g) } \end{aligned}$ | NET: All/ Most of the time (h) | NET: Rarely/ Rarely/ Never (i) |
| Weighted base | 2041 | 282 | 568 | 656 | 277 | 125* | $133^{*}$ | 1783 | 850 | 402 |
| Celebrity or lifestyle blogs (e.g. Goop, | $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | ${ }_{7 \% \mathrm{~F}}^{20}$ | ${ }_{7 \% F}$ | ${ }_{6 \%}^{40}$ | 12 $4 \%$ | $\begin{aligned} & 8 \\ & 6 \% f \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 114 \\ 6 \% F \end{gathered}$ | $\stackrel{61}{7 \%}$ | $\stackrel{20}{5 \%}$ |

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

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

Unweighted base
Weighted base
Family, friends and colleagues (sharing in person or online)
The media (e.g.
national newspapers,
online news and
broadcast)
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)
Online health search engines (e.g. Web MD Medscape)
NHS (e.g. via the 111 helpline or the NHS website)
Social media (e.g. Facebook, Twitter
Instagram)
Istagram)
Charity or patient
groups (e.g. via
Specialist health
publications (e.g.
Nomen's Health, Men's
Health)
Celebrity or lifestyle
blogs (e.g. Goop,

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male (a) | Female <br> (b) | $\begin{gathered} \begin{array}{c} 18-24 \\ (\mathrm{c}) \\ \hline \end{array} \\ \hline \end{gathered}$ | $\begin{aligned} & \frac{25-34}{(\mathrm{~d})} \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { AB } \\ (1) \\ \hline \end{gathered}$ | $\begin{gathered} C 1 \\ (\mathrm{~m}) \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \end{aligned}$ (a) |
| 2041 | 975 | 1066 | 228 | 272 | 286 | 344 | 350 | 561 | 500 | 630 | 911 | 662 | 570 | 348 | 461 | 281 | 773 |
| 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| $\begin{aligned} & 1049 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 510 \\ 51 \% \end{gathered}$ | $\begin{gathered} 539 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 170 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 175 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 254 \\ 54 \% \end{gathered}$ | $\begin{gathered} 294 \\ 51 \% \end{gathered}$ | $\begin{gathered} 344 \\ 50 \% \end{gathered}$ | $\begin{gathered} 411 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 314 \\ & 56 \% \mathrm{NO} \end{aligned}$ | 314 55\%NO | $\begin{gathered} 192 \\ 46 \% \end{gathered}$ | $\begin{gathered} 229 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 58 \% Q \end{aligned}$ | $\begin{gathered} 424 \\ 49 \% \end{gathered}$ |
| $\begin{gathered} 1036 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 534 \\ & 54 \% B \end{aligned}$ | $\begin{aligned} & 502 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 110 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 54 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 278 \\ & 59 \% \text { CDEF } \end{aligned}$ | $={ }^{268} \quad 46 \%$ | $\begin{gathered} 326 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 442 \\ & 57 \% I J \end{aligned}$ | $\begin{aligned} & 338 \\ & 61 \% \mathrm{mNO} \end{aligned}$ | $\begin{aligned} & 314 \\ & 55 \% \mathrm{NO} \end{aligned}$ | $\begin{gathered} 180 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 422 \\ 49 \% \end{gathered}$ |
| $\begin{gathered} 1009 \\ 49 \% \end{gathered}$ | $\begin{gathered} 496 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 513 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 131 \\ 37 \% \end{gathered}$ | $\begin{gathered} 146 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 48 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 172 \\ & 57 \% \text { CDEF } \end{aligned}$ | $\begin{aligned} & \quad 294 \\ & \text { F } 62 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 225 \\ =F \quad 39 \% \end{gathered}$ | $\begin{aligned} & 318 \\ & 46 \% / \end{aligned}$ | $\begin{aligned} & 466 \\ & 60 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 299 \\ & 54 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 301 \\ & 52 \% \mathrm{~N} \end{aligned}$ | $\begin{gathered} 164 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 246 \\ & 50 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 165 \\ & 52 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 372 \\ 43 \% \end{gathered}$ |
| $\begin{gathered} 764 \\ 37 \% \end{gathered}$ | $\begin{gathered} 340 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 425 \\ & 41 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 84 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 135 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 41 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 127 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 43 \% \mathrm{fH} \end{aligned}$ | $\begin{aligned} & 153 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 219 \\ 38 \% \end{gathered}$ | $\begin{gathered} 262 \\ 38 \% \end{gathered}$ | $\begin{gathered} 283 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 232 \\ & 42 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 222 \\ & 39 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 129 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 182 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 313 \\ 37 \% \end{gathered}$ |
| $\begin{aligned} & 700 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 346 \\ 35 \% \end{gathered}$ | $\begin{gathered} 354 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 45 \% \mathrm{EFGH} \end{aligned}$ | $\begin{gathered} 133 \\ \text { iH } \quad 38 \% \mathrm{~g} \end{gathered}$ | $\begin{gathered} 113 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 40 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 225 \\ 33 \% \end{gathered}$ | $\begin{gathered} 241 \\ 31 \% \end{gathered}$ | 223 <br> 40\%MNo | $\begin{aligned} & 194 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 117 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 41 \% q \end{aligned}$ | $\begin{gathered} 287 \\ 33 \% \end{gathered}$ |
| $\begin{gathered} 655 \\ 32 \% \end{gathered}$ | $\begin{gathered} 282 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 373 \\ & 36 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 114 \\ & 50 \% \mathrm{eFGH} \end{aligned}$ | $\begin{aligned} & 173 \\ & H \quad 49 \% e F G H \end{aligned}$ | $\begin{gathered} 133 \\ \text { H } 41 \% \text { FGH } \end{gathered}$ | $\begin{aligned} & 112 \\ & 31 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 63 \\ & 21 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 61 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 50 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 244 \\ & 35 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 124 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 181 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 148 \\ 30 \% \end{gathered}$ | $\begin{gathered} 127 \\ 40 \% \end{gathered}$ | $\begin{gathered} 324 \\ 38 \% \end{gathered}$ |
| $\begin{gathered} 465 \\ 23 \% \end{gathered}$ | 233 $23 \%$ | 232 $22 \%$ | $\begin{aligned} & 58 \\ & 26 \% F \end{aligned}$ | $\begin{aligned} & 80 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 25 \% F \end{aligned}$ | $\begin{aligned} & 117 \\ & 25 \% F \end{aligned}$ | $\begin{aligned} & 138 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 133 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 25 \% J \end{aligned}$ | $\begin{aligned} & 136 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 126 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 118 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 22 \% \end{aligned}$ |
| $\begin{gathered} 332 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 21 \% h \end{aligned}$ | $\begin{aligned} & 53 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 100 \\ 17 \% \end{gathered}$ | $\begin{gathered} 114 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 24 \% \mathrm{Q} \end{aligned}$ | 142 $17 \%$ |
| $\begin{gathered} 241 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 22 \% F G H \end{aligned}$ | $\begin{aligned} & 69 \\ & 19 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 59 \\ & 18 \% \text { FGH } \end{aligned}$ | $\begin{array}{r} \quad 34 \\ -\quad 9 \% H \end{array}$ | ${ }_{6 \% \mathrm{H}}^{18}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 20 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 93 \\ & 14 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 30 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 16 \% \end{aligned}$ |

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

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

Unweighted base
Weighted base
Family, friends and
colleagues (sharing in
person or online)
The media (e.g.
national newspapers,
online news and
broadcast)
Medical professional
e.g. GP, pharmacist,
nurse - NHS or private)
Online health search
engines (e.g. Web MD,
Medscape)
NHS (e.g. via the 111 helpline or the NHS website)
Social media (e.g.
Facebook, TW
tagram)
Charity or patient
groups (e.g. via
helplines or websites)
Specialist health
publications (e.g.
Nomen's Health, Men's
Health)
Celebrity or lifestyle
blogs (e.g. Goop,
MindBodyGreen)

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland <br> (a) | Wales <br> (b) | $\begin{gathered} \text { NET: England } \\ \text { (d) } \\ \hline \end{gathered}$ | North East (e) | North West (f) | Yorkshire \& Humberside (g) | West Midlands <br> (h) | $\begin{gathered} \substack{\text { East Midlands } \\ \text { (i) }} \\ \\ \hline \end{gathered}$ | Eastern (i) | London (k) | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | South West (m) |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | $86^{*}$ | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{aligned} & 1049 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 909 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 57 \% \mathrm{Ei} \end{aligned}$ | $\begin{aligned} & 95 \\ & 56 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 96 \\ & 53 \% e \end{aligned}$ | $\begin{aligned} & 70 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 56 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 89 \\ & 49 \% \end{aligned}$ |
| $\begin{aligned} & 1036 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 894 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 55 \% \text { i } \end{aligned}$ |
| $\begin{gathered} 1009 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 57 \% \text { EK } \end{aligned}$ | $\begin{gathered} 869 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 35 \% \end{aligned}$ | $131$ <br> 56\%aEK | $\begin{aligned} & 85 \\ & 49 \% e \end{aligned}$ | $\begin{aligned} & 85 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 55 \% \text { EK } \end{aligned}$ | $\begin{aligned} & 95 \\ & 48 \% \mathrm{e} \end{aligned}$ | $\begin{gathered} 117 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 55 \% \mathrm{aEK} \end{aligned}$ | $\begin{aligned} & 87 \\ & 48 \% e \end{aligned}$ |
| $\begin{gathered} 764 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 656 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 44 \% \mathrm{eH} \end{aligned}$ | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 42 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 74 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 104 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ |
| $\begin{aligned} & 700 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 611 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 38 \% J \end{aligned}$ | $\begin{aligned} & 62 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 36 \% j \end{aligned}$ | $\begin{aligned} & 59 \\ & 39 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 54 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 39 \% J \end{aligned}$ |
| $\begin{gathered} 655 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 25 \% \end{aligned}$ | 581 $33 \%$ | $\begin{aligned} & 30 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 39 \% A B J \end{aligned}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 32 \% \end{aligned}$ | 66 $36 \% a b J$ |
| $\begin{gathered} 465 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ | 20\% | 408 $23 \%$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 21 \% \end{aligned}$ | 51 $30 \% a f j K L$ | $\begin{array}{ll} \mathrm{L} & \begin{array}{l} 40 \\ 22 \% \end{array} \end{array}$ | 48 <br> 32\%AbeFhJKL | $\begin{array}{ll} \text { KL } \quad \begin{array}{l} 41 \\ 21 \% \end{array}, ~ \end{array}$ | $\begin{aligned} & 48 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 17 \% \end{aligned}$ | 64 <br> 35\%ABEFHJKL |
| $\begin{gathered} 332 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 302 \\ & 17 \% \mathrm{ab} \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% b \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% A B g j m \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \mathrm{ab} \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ |
| $\begin{gathered} 241 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 12 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% A f J L \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% A \mathrm{Al} \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 17 \% \text { AfJL } \end{aligned}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 15 \% A j L \end{aligned}$ |

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

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

Unweighted base
Weighted base
Family, friends and colleagues (sharing in
person or online
he media (e.g.
national newspapers,
online news an
broadcast)
Medical professional
e.g. GP, pharmacist,
nurse - NHS or private)
Online health search
engines (e.g. Web MD
Medscape)
NHS (e.g. via the 111
helpline or the NHS
website)
Social media (e.g.
Facebook, Twitter,
nstagram)
Charity or patient groups (e.g. via
helplines or websites)
Specialist health publications (e.g. Women's Health, Men's

| Total | All the <br> time <br> (a) | $\begin{gathered} \text { Most of the } \\ \text { time } \\ \text { (b) } \end{gathered} \text { So }$ | $\underset{\text { (c) }}{\text { Sometimes }}$ | Rarely <br> (d) | $\begin{gathered} \text { Never } \\ \text { (e) } \\ \hline \end{gathered}$ | $\qquad$ |  | NET: All/ Most of the time (h) | NET: Rarely/ Never (i) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2041 | 296 | 560 | 654 | 281 | 125 | 125 | 1791 | 856 | 406 |
| 2041 | 282 | 568 | 656 | 277 | 125* | $133^{*}$ | 1783 | 850 | 402 |
| $\begin{gathered} 1049 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 58 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 343 \\ & \mathrm{FI} \quad 60 \% \mathrm{CDEF} \end{aligned}$ | $\stackrel{347}{\text { EFGI 53\%EFI }}$ | $\begin{aligned} & 134 \\ & 48 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | 989 55\%DEFI | $\begin{aligned} & \quad 507 \\ & =1 \\ & 60 \% \text { CDEFG } \end{aligned}$ | $\begin{gathered} 172 \\ \text { FGI } 43 \% \text { EF } \end{gathered}$ |
| $\begin{gathered} 1036 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 54 \% \text { EF } \end{aligned}$ | $\begin{aligned} & 321 \\ & 56 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 347 \\ & 53 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 143 \\ & 52 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 49 \\ & 39 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | 964 54\%EFI | $\begin{aligned} & 474 \\ & 56 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 192 \\ & 48 \% \mathrm{EF} \end{aligned}$ |
| $\begin{gathered} 1009 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 60 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 326 \\ \text { EFGI } 57 \% \text { CDEF } \end{gathered}$ | $\begin{gathered} 329 \\ \text { EFGI 50\%EFI } \end{gathered}$ | $\begin{aligned} & 126 \\ & 45 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% F \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 950 \\ & 53 \% \mathrm{cDEFI} \end{aligned}$ | $\begin{aligned} & \\ & \mathrm{EFI} \\ & \quad 496 \\ & 58 \% \mathrm{CDEFG} \end{aligned}$ | $\begin{gathered} 164 \\ \text { FGI } 41 \% \mathrm{EF} \end{gathered}$ |
| $\begin{gathered} 764 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 56 \% \mathrm{bCDEF} \end{aligned}$ | $\begin{gathered} 274 \\ \text { DEFGhl8\%CDEF } \end{gathered}$ |  | $\begin{aligned} & 58 \\ & 21 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 735 \\ & 41 \% \text { CDEFI } \end{aligned}$ | $\begin{aligned} & \quad 431 \\ & \text { EFI } \quad 51 \% \mathrm{bCDEF} \end{aligned}$ | $\begin{gathered} 81 \\ \text { EFGI20\%F } \end{gathered}$ |
| $\begin{gathered} 700 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 40 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & 222 \\ \text { FI } & 39 \% \text { DEFI } \end{array}$ | $\text { FI } \quad \begin{aligned} & 240 \\ & 37 \% \mathrm{dEFI} \end{aligned}$ | $\begin{aligned} & 83 \\ & 30 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 28 \\ & \text { 22\%F } \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 658 \\ & 37 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 336 \\ & =1 \\ & 39 \% \text { DEFgI } \end{aligned}$ | $\begin{aligned} & \quad 110 \\ & \text { gI } \quad 27 \% F \end{aligned}$ |
| $\begin{aligned} & 655 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 39 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & 209 \\ \text { FI } \end{array}$ | $\begin{gathered} \quad 225 \\ \text { :FI } \quad 34 \% \text { DEFI } \end{gathered}$ | $\begin{aligned} & 71 \\ & 25 \% F \end{aligned}$ | $\begin{aligned} & 25 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 613 \\ & 34 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad \begin{array}{l} 318 \\ =17 \% \text { DEFGI } \end{array}, ~ \end{aligned}$ | $\begin{array}{ll} \text { GI } \quad 96 \\ 24 \% F \end{array}$ |
| $\begin{gathered} 465 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 34 \% \mathrm{bCDE} \end{aligned}$ | $\stackrel{156}{\text { DEFGhI7\%DEFI }}$ | $\text { :FI } \quad \begin{gathered} 151 \\ 23 \% \text { DeFI } \end{gathered}$ | $\begin{aligned} & 42 \\ & 15 \% F \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 446 \\ & 25 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 252 \\ & =10 \% \mathrm{bCDEF} \end{aligned}$ | $\stackrel{61}{\text { EFGl15\%F }}$ |
| $\begin{gathered} 332 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 19 \% \text { DFI } \end{aligned}$ | $\begin{aligned} & 101 \\ & 18 \% \mathrm{dFI} \end{aligned}$ | $\begin{aligned} & 123 \\ & 19 \% \mathrm{DFI} \end{aligned}$ | $\begin{aligned} & 34 \\ & 12 \% F \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 17 \% \mathrm{DFI} \end{aligned}$ | $\begin{aligned} & 155 \\ & 18 \% \mathrm{DFI} \end{aligned}$ | $\begin{aligned} & 50 \\ & 12 \% F \end{aligned}$ |

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

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 <br> time <br> (b) | $\begin{gathered} \substack{\text { Sometimes } \\ \text { (c) }} \end{gathered}$ | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: <br> Rarely/ <br> Never <br> (i) |
| Weighted base | 2041 | 282 | 568 | 656 | 277 | 125* | $133^{*}$ | 1783 | 850 | 402 |
| Celebrity or lifestyle blogs (e.g. Goop, | $\begin{gathered} 241 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 13 \% F \end{aligned}$ | $\begin{aligned} & 72 \\ & 13 \% F \end{aligned}$ | $\begin{aligned} & 90 \\ & 14 \% \mathrm{dFI} \end{aligned}$ | $\stackrel{24}{9 \%}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 12 \% \mathrm{dFI} \end{aligned}$ | $\begin{array}{ll}  & 108 \\ =13 \% \mathrm{Fi} \end{array}$ | 36 $9 \%$ |

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

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 <br> (b) | 18-24 | $25-34$ (d) | $\begin{gathered} 35-44 \\ \text { (e) } \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $55-64$ | 65+ <br> (h) | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $35-54$ | $55+$ (k) | $\begin{aligned} & \mathrm{AB} \\ & (\mathrm{I}) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & \text { (m) } \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Private (a) |
| 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 | $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{gathered} 614 \\ 62 \% \end{gathered}$ | $\begin{gathered} 636 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 65 \% \mathrm{df} \end{aligned}$ | $\begin{aligned} & 200 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 191 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 310 \\ & 66 \% \mathrm{DF} \end{aligned}$ | $\begin{gathered} 347 \\ 60 \% \end{gathered}$ | $\begin{gathered} 402 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 501 \\ & 65 \% J \end{aligned}$ | $\stackrel{374}{67 \% \mathrm{NO}}$ | $\begin{aligned} & 371 \\ & 65 \% \text { No } \end{aligned}$ | $\begin{gathered} 215 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 291 \\ & 59 \% n \end{aligned}$ | $\begin{aligned} & 214 \\ & 67 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 501 \\ 58 \% \end{gathered}$ |
| NET: Top 3 | $\begin{gathered} 784 \\ 38 \% \end{gathered}$ | $\begin{gathered} 394 \\ 40 \% \end{gathered}$ | $\begin{gathered} 390 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 101 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 36 \% \text { CD } \end{aligned}$ | $\begin{aligned} & 139 \\ & 46 \% \text { CDEF } \end{aligned}$ | $={ }_{54 \% \mathrm{CDEFG}}^{256}$ | $\begin{gathered} 155 \\ \text { FG27\% } \end{gathered}$ | $\begin{aligned} & 233 \\ & 34 \% 1 \end{aligned}$ | $\begin{aligned} & 396 \\ & 51 \% \text { J } \end{aligned}$ | $\begin{aligned} & 230 \\ & 41 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 219 \\ & 38 \% n \end{aligned}$ | $\begin{gathered} 132 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 41 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 123 \\ & 39 \% q \end{aligned}$ | $\begin{gathered} 269 \\ 31 \% \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 1009 \\ 49 \% \end{gathered}$ | $\begin{gathered} 496 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 513 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 131 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 48 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 172 \\ & 57 \% \text { CDEF } \end{aligned}$ | $\begin{aligned} & 294 \\ & 62 \% \mathrm{CDEF} \end{aligned}$ | $\begin{array}{r} 225 \\ F \\ \hline 39 \% \end{array}$ | $\begin{aligned} & 318 \\ & 46 \% / \end{aligned}$ | $\begin{aligned} & 466 \\ & 60 \% \mathrm{JJ} \end{aligned}$ | $\begin{aligned} & 299 \\ & 54 \% N \end{aligned}$ | $\begin{aligned} & 301 \\ & 52 \% \mathrm{~N} \end{aligned}$ | $\begin{gathered} 164 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 246 \\ & 50 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 165 \\ & 52 \% Q \end{aligned}$ | $\begin{gathered} 372 \\ 43 \% \end{gathered}$ |
| 1 - most often | $\begin{gathered} 378 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 21 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 169 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 19 \% C D \end{aligned}$ | $\begin{aligned} & 72 \\ & 24 \% C D E \end{aligned}$ | $\begin{aligned} & 130 \\ & 28 \% \text { CDEF } \end{aligned}$ | $\begin{array}{ll}  & 63 \\ \text { F } & 11 \% \end{array}$ | $\begin{aligned} & 112 \\ & 16 \% \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 26 \% \text { IJ } \end{aligned}$ | $\begin{aligned} & 99 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 102 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 22 \% n \end{aligned}$ | $\begin{aligned} & 56 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 125 \\ 15 \% \end{gathered}$ |
| 2 | $\begin{gathered} 210 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\stackrel{29}{8 \%}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 9 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 39 \\ & 13 \% \mathrm{dE} \end{aligned}$ | $\begin{aligned} & 73 \\ & 15 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 48 \\ \text { F } \quad 8 \% \end{gathered}$ | ${ }^{51} 7 \%$ | $\begin{aligned} & 112 \\ & 14 \% \mathrm{JJ} \end{aligned}$ | $\begin{aligned} & 66 \\ & 12 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 62 \\ & 11 \% n \end{aligned}$ | ${ }^{28}$ | $\begin{aligned} & 55 \\ & 11 \% n \end{aligned}$ | $\begin{aligned} & 36 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 8 \% \end{aligned}$ |
| 3 | $\begin{aligned} & 195 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 81 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 11 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | ${ }^{25}$ | $\begin{aligned} & 39 \\ & 12 \% \mathrm{~d} \end{aligned}$ | $\begin{gathered} 30 \\ 8 \% \end{gathered}$ | $\stackrel{28}{9 \%}$ | $\begin{aligned} & 54 \\ & 11 \% \mathrm{~d} \end{aligned}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 12 \% 0 \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 36 \\ 9 \% \end{gathered}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 79 \\ 9 \% \end{gathered}$ |
| 4 | $\begin{gathered} 132 \\ 6 \% \end{gathered}$ | ${ }_{7 \%}^{66}$ | $\begin{aligned} & 66 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\stackrel{19}{5 \%}$ | $\stackrel{23}{7 \%}$ | $\stackrel{29}{8 \%}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{gathered} 34 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 8 \% \end{aligned}$ | $\stackrel{46}{6 \%}$ | ${ }^{36} 7 \% \mathrm{~N}$ | $\begin{aligned} & 56 \\ & 10 \% \mathrm{INO} \end{aligned}$ | ${ }_{3 \%}^{12}$ | $\begin{aligned} & 28 \\ & 6 \% n \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 55 \\ 6 \% \end{gathered}$ |
| 5 | $\begin{aligned} & 94 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 6 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 18 \\ & 8 \% \mathrm{FgH} \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% h \end{aligned}$ | ${ }^{21}$ | $\stackrel{13}{3 \%}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | ${ }_{3 \%}^{12}$ | ${ }_{6 \% \mathrm{~K}}^{66}$ | $\begin{aligned} & 34 \\ & 5 \% \end{aligned}$ | $\stackrel{24}{3 \%}$ | $\begin{aligned} & 33 \\ & 6 \% 0 \end{aligned}$ | ${ }^{25}$ | $\begin{gathered} 20 \\ 5 \% \end{gathered}$ | ${ }^{15}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{gathered} 48 \\ 6 \% \end{gathered}$ |
| 6 | $\begin{gathered} 83 \\ 4 \% \end{gathered}$ | $\begin{gathered} 34 \\ 3 \% \end{gathered}$ | $\begin{gathered} 49 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \mathrm{fH} \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \mathrm{fH} \end{aligned}$ | $\underset{7 \% \mathrm{FgH}}{23}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 5 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 31 \\ & 5 \% k \end{aligned}$ | $\stackrel{20}{3 \%}$ | $\begin{gathered} 22 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 6 \% N o \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 17 \\ 3 \% \end{gathered}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 5 \% \end{aligned}$ |
| 7 | $\stackrel{55}{3 \%}$ | $\begin{aligned} & 35 \\ & 3 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 8 \% \mathrm{EFGH} \end{aligned}$ | $\stackrel{15}{4 \% \mathrm{gH}}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 32 \\ 5 \% \mathrm{JK} \end{gathered}$ | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 18 \\ 3 \% \end{gathered}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 38 \\ 4 \% \mathrm{P} \end{gathered}$ |
| 8 | $\begin{gathered} 60 \\ 3 \% \end{gathered}$ | $\stackrel{29}{3 \%}$ | $\begin{gathered} 31 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 6 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 21 \\ & 6 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & \quad 14 \\ & H \quad 4 \% G H \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 36 \\ & 6 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 22 \\ & 3 \% \mathrm{~K} \end{aligned}$ | ${ }_{*}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{gathered} 13 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 4 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 31 \\ 4 \% \end{gathered}$ |
| 9 - least often | $\begin{aligned} & 44 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ | $\begin{gathered} 24 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% G H \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% H \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 23 \\ & 4 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 16 \\ & 2 \% K \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 3 \% M o \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 3 \% \end{aligned}$ |

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.

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

Weighted base
Don't know

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & \text { (h) } \\ & \hline \end{aligned}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{gathered} \text { AB } \\ (1) \\ \hline \end{gathered}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | Private (a) |
| 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| $\begin{gathered} 516 \\ 25 \% \end{gathered}$ | $\begin{gathered} 252 \\ 25 \% \end{gathered}$ | $\begin{gathered} 264 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 28 \% k \end{aligned}$ | $\begin{aligned} & 177 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 100 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 23 \% 1 \end{aligned}$ | $\begin{aligned} & 142 \\ & 34 \% \mathrm{LM} \end{aligned}$ | $\begin{aligned} & 144 \\ & 29 \% \text { LM } \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 229 \\ 27 \% \mathrm{P} \end{gathered}$ |
| $\begin{gathered} 274 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 16 \% h \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 16 \% h \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 15 \% \end{aligned}$ |
| 3.31 2.33 | 3.20 2.36 | 3.41 2.30 | ${ }_{2} 4.50 \mathrm{EFGG}$ | 4.26FGH | ${ }_{2}^{3.89 F G H}$ | ${ }_{2}^{3.129 \mathrm{GH}}$ | 2.64H | 2.28 1.55 | ${ }_{2}^{4.361}$ | ${ }_{2}^{3.50 \mathrm{~K}}$ | 2.42 | 3.450 2 | ${ }_{2}^{3.170}$ | ${ }_{2}^{3.570}$ | 2.92 2.22 | 3.61 2.51 | 3.78 2.46 |
| 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 |

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

## Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019
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) | $\underset{(\mathrm{b})}{\substack{\text { Wales }}} \xrightarrow{\mathrm{NE}^{-}}$ | NET: England | $\begin{aligned} & \text { North East } \\ & \text { (e) } \end{aligned}$ | North West (f) | Yorkshire \& Humberside (g) | $\xrightarrow[(\mathrm{h})]{\text { West Midlands }}$ | $\underset{(i)}{\substack{\text { East Midlands } \\ \hline}}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\underset{(\mathrm{k})}{\substack{\text { London }}} \xrightarrow{\text { So }}$ | South East | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 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 | $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 1089 \\ 62 \% \mathrm{a} \end{gathered}$ | $\begin{aligned} & 48 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & \text { 158 } \\ & \text { 67\%AhJk } \end{aligned}$ | $\begin{gathered} 107 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 58 \% \end{aligned}$ | 98 66\%a | $\begin{aligned} & 110 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 65 \% \mathrm{Aj} \end{aligned}$ | $\begin{aligned} & 120 \\ & 66 \% \mathrm{Aj} \end{aligned}$ |
| NET: Top 3 | $\begin{gathered} 784 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 40 \% \mathrm{ek} \end{aligned}$ | 50 49\%DEhJKM | $\text { KM } \quad \begin{gathered} 663 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 46 \% \text { EhJKM } \end{aligned}$ | $\begin{array}{ll}  & 73 \\ \text { M } & 43 \% \text { EK } \end{array}$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 39 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 43 \% \mathrm{EjK} \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 1009 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 57 \% \text { EK } \end{aligned}$ | $\begin{gathered} 869 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 56 \% \mathrm{EK} \end{aligned}$ | $\begin{aligned} & 85 \\ & 49 \% e \end{aligned}$ | $\begin{aligned} & 85 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 55 \% \text { EK } \end{aligned}$ | $\begin{aligned} & 95 \\ & 48 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 117 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 55 \% \text { aEK } \end{aligned}$ | $\begin{aligned} & 87 \\ & 48 \% e \end{aligned}$ |
| 1 - most often | $\begin{gathered} 378 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 324 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & \text { 22\%K } \end{aligned}$ | $\begin{aligned} & 41 \\ & 24 \% \mathrm{eK} \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ |
| 2 | $\begin{gathered} 210 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \text { DeGhjK } \end{aligned}$ | $\begin{array}{ll}  & 172 \\ \mathrm{jKK} & 10 \% \end{array}$ | $\begin{aligned} & 6 \\ & 8 \% \\ & 8 \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% k \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ |
| 3 | $\begin{aligned} & 195 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 167 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \mathrm{ej} \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\stackrel{12}{6 \%}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 12 \% \mathrm{eJ} \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ |
| 4 | $\begin{gathered} 132 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\stackrel{120}{7 \% a}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\stackrel{13}{6 \%}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \text { 11\%AfgHk } \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% A h \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | ${ }^{21}$ | $\begin{aligned} & 14 \\ & 8 \% \mathrm{a} \end{aligned}$ |
| 5 | $\begin{gathered} 94 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 86 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | ${ }^{11}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | ${ }^{18}$ | $\begin{aligned} & 15 \\ & 5 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ |
| 6 | $\begin{gathered} 83 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 74 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \mathrm{afGHJm} \end{aligned}$ | $\begin{gathered} 13 \\ \\ \hline \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ |
| 7 | ${ }^{55}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | ${ }_{30}^{50}$ | $\begin{aligned} & 4 \\ & 5 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \text { الJ } \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | 13 7\%AbFHJKL |
| 8 | $\begin{gathered} 60 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }^{55}{ }_{3 \%}$ | $\begin{aligned} & 5 \\ & 6 \% \text { bljL } \end{aligned}$ | 13 6\%bIJL | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $11$ 6\%BhlJkL |
| 9 - least often | $\begin{gathered} 44 \\ 2 \% \end{gathered}$ | ${ }_{*}^{1}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 41 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% A F i \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 5 \\ & 3 \% \mathrm{f} \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \mathrm{aF} \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \mathrm{aF} \end{aligned}$ | ${ }_{3 \% \mathrm{aF}}^{9}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |

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

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

Weighted base
Don't know
Not seen/heard
Mean (excl. NA/DK)
Standard deviation


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

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

|  | thealth and wellbeing is correct? |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | All the <br> time <br> (a) | $\begin{aligned} & \text { Most of the } \\ & \text { time } \\ & \text { (b) } \end{aligned} \text { Som }$ | ometimes <br> (c) | Rarely <br> (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 | $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 211 \\ & 75 \% \text { CDE } \end{aligned}$ | $\stackrel{402}{\text { EFGI } 71 \% \text { CDEFG }}$ | $\stackrel{412}{: F G I} 63 \% \text { DEFI }$ | $\begin{aligned} & 148 \\ & 53 \% \mathrm{eFi} \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% F \end{aligned}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | ${ }_{66 \% \mathrm{cDEFI}}^{1173}$ | $\begin{aligned} & \quad \begin{array}{l} 613 \\ \text { FFI } \\ 72 \% C D E F C \end{array} \end{aligned}$ | $\stackrel{200}{\text { EFGI } 50 \% \mathrm{eF}}$ |
| NET: Top 3 | $\begin{gathered} 784 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 44 \% \mathrm{dEFI} \end{aligned}$ | $\begin{aligned} & \quad 255 \\ & \mathrm{FI} \\ & 45 \% \mathrm{cDEFgI} \end{aligned}$ | $\stackrel{255}{\text { FgI }}{ }_{39 \% \text { EFi }}$ | $\begin{aligned} & 101 \\ & 37 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% F \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 737 \\ & 41 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 380 \\ & 45 \% \text { CDEFC } \end{aligned}$ | $\begin{gathered} 132 \\ \text { FGI } 33 \% E F \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 1009 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 60 \% \text { CDEI } \end{aligned}$ | $\begin{gathered} 326 \\ \text { EFGI } 57 \% \text { CDEFG } \end{gathered}$ | $\stackrel{329}{\text { FGI } 50 \% \text { EFI }}$ | $\begin{aligned} & 126 \\ & 45 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% F \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 950 \\ & 53 \% \mathrm{cDEFI} \end{aligned}$ | $\begin{aligned} & \quad \begin{array}{l} 496 \\ \text { FFI } \\ 58 \% \text { CDEFC } \end{array} \end{aligned}$ | $\begin{gathered} 164 \\ \text { EFGI } 41 \% \text { EF } \end{gathered}$ |
| 1 - most often | $\begin{gathered} 378 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 20 \% F \end{aligned}$ | $\begin{aligned} & 117 \\ & 21 \% F \end{aligned}$ | $\begin{aligned} & 122 \\ & \text { 19\%F } \end{aligned}$ | $\begin{aligned} & 52 \\ & 19 \% F \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% f \end{aligned}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 348 \\ & 20 \% \text { F } \end{aligned}$ | $\begin{aligned} & 174 \\ & 20 \% F \end{aligned}$ | $\begin{aligned} & 72 \\ & 18 \% F \end{aligned}$ |
| 2 | $\begin{gathered} 210 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 11 \% F \end{aligned}$ | $\begin{aligned} & 69 \\ & 12 \% e \mathrm{eF} \end{aligned}$ | $\begin{aligned} & 69 \\ & 10 \% F \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% F \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 11 \% \mathrm{eF} \end{aligned}$ | $\begin{aligned} & 101 \\ & 12 \% \mathrm{eF} \end{aligned}$ | $\begin{aligned} & 37 \\ & 9 \% F \end{aligned}$ |
| 3 | $\begin{gathered} 195 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 13 \% \text { DEF } \end{aligned}$ | $\begin{array}{ll} \mathrm{FI} & \begin{array}{l} 69 \\ 12 \% \text { DEFI } \end{array} \end{array}$ | $\begin{aligned} & 65 \\ & 10 \% \mathrm{EFI} \end{aligned}$ | ${ }^{19}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 11 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 105 \\ & \text { FI } \quad 12 \% \text { DEFgI } \end{aligned}$ | $\text { gl } \quad \begin{aligned} & 24 \\ & 6 \% f \end{aligned}$ |
| 4 | $\begin{gathered} 132 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 11 \% \mathrm{bCdE} \end{aligned}$ | $\begin{gathered} 38 \\ \text { dEFGhI7\% } \end{gathered}$ | $\begin{aligned} & 41 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 124 \\ 7 \% \end{gathered}$ | ${ }_{8 \% \text { befi }}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ |
| 5 | $\stackrel{94}{5 \%}$ | $\begin{aligned} & 15 \\ & 5 \% f \end{aligned}$ | $\begin{aligned} & 34 \\ & 6 \% \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 33 \\ & 5 \% \mathrm{f} \end{aligned}$ | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{5 \% \mathrm{fi}}^{90}$ | $\begin{aligned} & 48 \\ & 6 \% \mathrm{Fi} \end{aligned}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ |
| 6 | $\begin{aligned} & 83 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \mathrm{dFi} \end{aligned}$ | $\begin{aligned} & 35 \\ & 6 \% \mathrm{cDFgI} \end{aligned}$ | $\quad \begin{aligned} & \quad 25 \\ & \mathrm{gI} \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% f \end{aligned}$ | - | $\begin{aligned} & 79 \\ & 4 \% \mathrm{DFI} \end{aligned}$ | $\begin{aligned} & 49 \\ & 6 \% \mathrm{DFGI} \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ |
| 7 | $\stackrel{55}{3 \%}$ | ${ }^{11}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\stackrel{49}{3 \%}$ | $\begin{gathered} 27 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ |
| 8 | $\begin{gathered} 60 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% f \end{aligned}$ | $\begin{aligned} & 19 \\ & 3 \% \mathrm{f} \end{aligned}$ | $\stackrel{21}{21}$ | $\begin{aligned} & 8 \\ & 3 \% f \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 57 \\ & 3 \% f \end{aligned}$ | ${ }_{3 \% \mathrm{f}}^{27}$ | ${ }_{3 \% \mathrm{f}}^{11}$ |
| 9 - least often | $\begin{gathered} 44 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 3 \% B D G h \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \mathrm{bD} \end{aligned}$ | $\begin{aligned} & 1 \\ & \text { 1\% } \end{aligned}$ | $\begin{aligned} & 38 \\ & 2 \% \mathrm{~d} \end{aligned}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \mathrm{D} \end{aligned}$ |

Overlap formulae used. * small base

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


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

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 <br> (b) | $\begin{gathered} \text { 18-24 } \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{aligned} & \frac{35-44}{(\mathrm{e})} \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{array}{r} 65+ \\ (\mathrm{h}) \\ \hline \end{array}$ | $\begin{gathered} \text { 18-34 } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | 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 | $\begin{aligned} & 952 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 461 \\ 46 \% \end{gathered}$ | $\begin{gathered} 491 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 58 \% F G H \end{aligned}$ | $\begin{aligned} & 181 \\ & 51 \% \mathrm{FgH} \end{aligned}$ | $\begin{aligned} & 179 \\ & 55 \% \text { FGH } \end{aligned}$ | $\begin{gathered} 147 \\ 41 \% \end{gathered}$ | $\begin{gathered} 129 \\ 43 \% \end{gathered}$ | $\begin{gathered} 185 \\ 39 \% \end{gathered}$ | $\begin{gathered} 312 \\ 54 \% \mathrm{jK} \end{gathered}$ | $\begin{aligned} & 326 \\ & 47 \% K \end{aligned}$ | $\begin{gathered} 314 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 283 \\ & 51 \% \text { No } \end{aligned}$ | $\begin{aligned} & 276 \\ & 48 \% n \end{aligned}$ | $\begin{aligned} & 173 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 221 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 56 \% q \end{aligned}$ | $\begin{aligned} & 413 \\ & 48 \% \end{aligned}$ |
| NET: Top 3 | $\begin{gathered} 215 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 26 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 13 \% F \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% \mathrm{f} \end{aligned}$ | $\begin{aligned} & 65 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 61 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 12 \% \end{aligned}$ | $\stackrel{52}{9 \%}$ | $\begin{aligned} & 63 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 12 \% \end{aligned}$ | $\stackrel{29}{9 \%}$ | $\begin{aligned} & 97 \\ & 11 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 465 \\ 23 \% \end{gathered}$ | $\begin{gathered} 233 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 232 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 26 \% F \end{aligned}$ | $\begin{aligned} & 80 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 25 \% F \end{aligned}$ | $\begin{aligned} & 117 \\ & 25 \% F \end{aligned}$ | $\begin{aligned} & 138 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 133 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 25 \% \mathrm{~J} \end{aligned}$ | $\begin{gathered} 136 \\ 24 \% \end{gathered}$ | $\begin{gathered} 126 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 118 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 188 \\ 22 \% \end{gathered}$ |
| 1 - most often | $\begin{gathered} 38 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | $\begin{gathered} 23 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\stackrel{9}{2 \%}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ |
| 2 | $\begin{gathered} 78 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 4 \% \end{aligned}$ | ${ }_{3 \%}^{35}$ | $\begin{aligned} & 11 \\ & 5 \% f \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \mathrm{f} \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 5 \% \mathrm{eFF} \end{aligned}$ | $\stackrel{27}{5 \% J}$ | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 5 \% J \end{aligned}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 19 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | ${ }^{17}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 32 \\ 4 \% \end{gathered}$ |
| 3 | $\stackrel{99}{5 \%}$ | $\begin{gathered} 55 \\ 6 \% \end{gathered}$ | $\begin{gathered} 44 \\ 4 \% \end{gathered}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & \text { 16 } \\ & 5 \% \end{aligned}$ | ${ }^{21}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 36 \\ 5 \% \end{gathered}$ | $\stackrel{39}{5 \%}$ | $\begin{gathered} 21 \\ 4 \% \end{gathered}$ | $\begin{gathered} 30 \\ 5 \% \end{gathered}$ | $\begin{gathered} 17 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 6 \% 1 \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{gathered} 53 \\ 6 \% \end{gathered}$ |
| 4 | $\begin{gathered} 113 \\ 6 \% \end{gathered}$ | $\begin{gathered} 51 \\ 5 \% \end{gathered}$ | $\begin{gathered} 63 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 8 \% \mathrm{eF} \end{aligned}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% E F \end{aligned}$ | $\begin{aligned} & 33 \\ & 7 \% \mathrm{eFF} \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\stackrel{24}{3 \%}$ | ${ }^{57}$ | $\begin{aligned} & 40 \\ & 7 \% 0 \end{aligned}$ | $\stackrel{29}{5 \%}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 22 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 44 \\ 5 \% \end{gathered}$ |
| 5 | ${ }_{7 \%}^{137}$ | ${ }_{7 \%}^{69}$ | $\stackrel{68}{6 \%}$ | $\stackrel{15}{6 \%}$ | $\begin{gathered} 26 \\ 7 \% \end{gathered}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | ${ }_{7 \%}^{24}$ | ${ }^{15} 5 \%$ | ${ }^{33} 7 \%$ | $\stackrel{40}{7 \%}$ | $\stackrel{49}{7 \%}$ | $\stackrel{48}{6 \%}$ | $\begin{gathered} 43 \\ 8 \% \end{gathered}$ | ${ }_{6 \%}^{34}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 37 \\ 7 \% \end{gathered}$ | $\stackrel{28}{9 \% q}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ |
| 6 | $\begin{gathered} 150 \\ 7 \% \end{gathered}$ | $\begin{gathered} 75 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 7 \% \end{aligned}$ | ${ }_{4 \%}^{9}$ | $\begin{aligned} & 34 \\ & 10 \% \mathrm{C} \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \mathrm{c} \end{gathered}$ | $\begin{gathered} 30 \\ 8 \% \mathrm{c} \end{gathered}$ | $\stackrel{23}{7 \%}$ | $\stackrel{29}{6 \%}$ | $\begin{gathered} 43 \\ 7 \% \end{gathered}$ | $\begin{gathered} 56 \\ 8 \% \end{gathered}$ | $\begin{gathered} 51 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 10 \% \mathrm{NO} \end{aligned}$ | $\begin{gathered} 48 \\ 8 \% \end{gathered}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 70 \\ 8 \% \end{gathered}$ |
| 7 | $\begin{gathered} 145 \\ 7 \% \end{gathered}$ | $\begin{gathered} 76 \\ 8 \% \end{gathered}$ | ${ }_{7 \%}^{69}$ | $\begin{aligned} & 21 \\ & 9 \% \mathrm{gH} \end{aligned}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ | 34 <br> 11\%dGH | $\begin{aligned} & 31 \\ & 9 \% \mathrm{gH} \end{aligned}$ | $\stackrel{15}{5 \%}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | ${ }^{43}$ | $\begin{aligned} & 65 \\ & 10 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 37 \\ 5 \% \end{gathered}$ | $\begin{gathered} 46 \\ 8 \% \end{gathered}$ | ${ }^{40} 7 \%$ | $\begin{gathered} 23 \\ 6 \% \end{gathered}$ | ${ }_{7 \%}^{36}$ | $\begin{aligned} & 39 \\ & 12 \% Q \end{aligned}$ | $\stackrel{57}{7 \%}$ |
| 8 | $\begin{gathered} 108 \\ 5 \% \end{gathered}$ | $\begin{gathered} 41 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 6 \% A \end{aligned}$ | $\begin{aligned} & 18 \\ & 8 \% \mathrm{FgH} \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \mathrm{H} \end{aligned}$ | 34 10\%dFGH | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 12 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 6 \% \mathrm{~K} \end{aligned}$ | ${ }_{7 \% \mathrm{~K}}$ | $\stackrel{24}{3 \%}$ | $\begin{gathered} 26 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 31 \\ 8 \% 0 \end{gathered}$ | $\begin{gathered} 21 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 52 \\ 6 \% \end{gathered}$ |
| 9 - least often | $\begin{aligned} & 84 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \text { EFGH } \end{aligned}$ | ${ }^{26} \quad{ }_{7 \% \mathrm{FGH}}$ | $\begin{aligned} & 13 \\ & 4 \% G H \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \mathrm{gh} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | ${ }_{51}^{9 \% J K}$ | $\begin{aligned} & 24 \\ & 4 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 23 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 5 \% n \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 5 \% \end{aligned}$ |

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

Prepared by ComRes

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

|  | Total | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Male } \\ \text { (a) } \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{array}{r} 65+ \\ (\mathrm{h}) \\ \hline \end{array}$ | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { AB } \\ (1) \end{gathered}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | Pri- <br> vate <br> (a) |
| Weighted base | 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| Don't know | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 264 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 102 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 150 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 28 \% k \end{aligned}$ | $\begin{gathered} 177 \\ 23 \% \end{gathered}$ | $\begin{gathered} 100 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 23 \% 1 \end{aligned}$ | $\begin{aligned} & 142 \\ & 34 \% \mathrm{LM} \end{aligned}$ | $\begin{aligned} & 144 \\ & 29 \% \text { LM } \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 229 \\ 27 \% \mathrm{P} \end{gathered}$ |
| Not seen/heard | $\begin{aligned} & 572 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 283 \\ 28 \% \end{gathered}$ | $\begin{gathered} 290 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 31 \% \mathrm{CDE} \end{aligned}$ | $\begin{aligned} & 104 \\ & 35 \% C D E \end{aligned}$ | $\begin{aligned} & 178 \\ & 38 \% \mathrm{CDEt} \end{aligned}$ | $\begin{gathered} 118 \\ \text { Ef } 20 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 282 \\ & 36 \% \text { IJ } \end{aligned}$ | $\begin{aligned} & 174 \\ & 31 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 168 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 25 \% \end{aligned}$ |
| Mean (excl. NA/DK) Standard deviation Standard error | $\begin{aligned} & 5.42 \\ & 2.22 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 5.31 \\ & 2.18 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 5.53 \\ & 2.26 \\ & 0.10 \end{aligned}$ | 5.87GH 2.44 0.22 | $\begin{aligned} & 5.63 \mathrm{GH} \\ & 2.36 \\ & 0.20 \end{aligned}$ | $\begin{aligned} & 5.79 \mathrm{GH} \\ & 2.18 \\ & 0.17 \end{aligned}$ | $\begin{aligned} & 5.70 \mathrm{GH} \\ & 1.97 \\ & 0.17 \end{aligned}$ | $\begin{aligned} & 4.82 \\ & 2.05 \\ & 0.17 \end{aligned}$ | $\begin{aligned} & 4.75 \\ & 2.04 \\ & 0.14 \end{aligned}$ | $\begin{aligned} & 5.73 \mathrm{~K} \\ & 2.39 \\ & 0.15 \end{aligned}$ | $\begin{aligned} & 5.75 \mathrm{~K} \\ & 2.09 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 4.78 \\ & 2.04 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 5.46 \\ & 2.09 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 5.51 \\ & 2.30 \\ & 0.14 \end{aligned}$ | $\begin{aligned} & 5.44 \\ & 2.26 \\ & 0.19 \end{aligned}$ | $\begin{aligned} & 5.26 \\ & 2.26 \\ & 0.16 \end{aligned}$ | $\begin{aligned} & 5.73 \\ & 2.08 \\ & 0.17 \end{aligned}$ | $\begin{aligned} & 5.55 \\ & 2.27 \\ & 0.12 \end{aligned}$ |

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

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { NET: England } \\ \text { (d) } \\ \hline \end{gathered}$ | North East (e) | North West(f) $\quad$Yorks <br> Humb <br> (d) | shire \& berside W <br> g) | West Midlands <br> (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ Eas | $\begin{aligned} & \text { Eastern } \\ & \text { (i) } \end{aligned}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(1)}{\substack{\text { South East }}}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 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 | $\begin{aligned} & 952 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 841 \\ 48 \% a \end{gathered}$ | $\begin{aligned} & 39 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 49 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 88 \\ & 51 \% \text { Aj } \end{aligned}$ | $\begin{aligned} & 94 \\ & 52 \% \mathrm{Aj} \end{aligned}$ | $\begin{aligned} & 78 \\ & 52 \% \mathrm{Ajl}^{2} \end{aligned}$ | $\begin{aligned} & 81 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 43 \% \end{aligned}$ | 96 53\%AbJL |
| NET: Top 3 | $\begin{gathered} 215 \\ 11 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 192 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | 28 16\%AbfjKL | $\begin{array}{ll} & 22 \\ & 12 \%\end{array}$ | 25 17\%AbfjKL | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}^{19}$ | ${ }_{21}^{21}$ | $\begin{aligned} & 27 \\ & 15 \% \mathrm{aKL} \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 465 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 408 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 21 \% \end{aligned}$ | 51 <br> 30\%afjKL | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | 48 <br> 32\%AbeFhJKL | $\text { KL } \quad \begin{aligned} & 41 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 17 \% \end{aligned}$ | 64 <br> 35\%ABEFHJKL |
| 1 - most often | $\begin{gathered} 38 \\ 2 \% \end{gathered}$ | ${ }_{3 \% \mathrm{f}}^{5}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 31 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \mathrm{FK} \end{aligned}$ |
| 2 | $\begin{gathered} 78 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 4 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \mathrm{al} \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | 14 8\%AfKL | $\begin{aligned} & 9 \\ & 5 \% \mathrm{aL} \end{aligned}$ | ${ }^{10}{ }_{7 \% A L}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \mathrm{aL} \end{aligned}$ |
| 3 | $\stackrel{99}{5 \%}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | ${ }^{11} 6 \%$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | 13 9\%bejKI | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 12 \\ 4 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ |
| 4 | $\begin{gathered} 113 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 100 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% F k \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | ${ }_{7 \% F}^{11}$ | $\begin{gathered} 12 \\ 6 \% f \end{gathered}$ | $\begin{gathered} 12 \\ 4 \% \end{gathered}$ | $\stackrel{15}{5 \% f}$ | 19 10\%aFHKL |
| 5 | ${ }_{7 \%}^{137}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | ${ }_{7 \%}^{116}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\stackrel{22}{9 \% 1}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\stackrel{17}{6 \%}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \mathrm{gL} \end{aligned}$ |
| 6 | $\begin{gathered} 150 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 133 \\ 8 \% \end{gathered}$ | $\stackrel{9}{10 \% F}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% F i m \end{aligned}$ | 21 12\%bFijM | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\stackrel{24}{9 \% f}$ | $\begin{aligned} & 23 \\ & 8 \% f \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \\ & \hline \end{aligned}$ |
| 7 | $\stackrel{145}{7 \%}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \mathrm{~m} \end{aligned}$ | $\stackrel{129}{7 \%}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | 33 <br> 14\%AEGHIJLM | ${ }^{11} 7 \%$ | $\stackrel{10}{10}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\stackrel{24}{24}$ | $\begin{aligned} & 22 \\ & 8 \% M \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ |
| 8 | $\begin{gathered} 108 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 97 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 8 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | 16 9\%bGJk | ${ }^{11}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ |
| 9 - least often | $\begin{gathered} 84 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \mathrm{~g} \end{aligned}$ | $\begin{gathered} 75 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \mathrm{aG} \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ |

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

## Health Fake News Survey <br> ONLINE Fieldwork: 15th to 16th May 2019

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

Weighted base

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland <br> (a) | $\begin{gathered} \text { Wales } \\ (\mathrm{b}) \end{gathered} \quad \mathrm{NE}$ | NET: England (d) | $\underset{\text { (e) }}{\substack{\text { North East }}}$ | $\underset{(f)}{\text { North West }}$ | Yorkshire \& Humberside (g) | West Midlands (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ (\mathrm{i}) \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(1)}{\substack{\text { South East }}} \xrightarrow{\text { So }}$ | South West <br> (m) |
| 2041 | 178 | 102* | 1761 | $86^{*}$ | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{gathered} 516 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 444 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ |
| $\begin{gathered} 572 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 33 \% \mathrm{gHiM} \end{aligned}$ | $37$ 36\%dGHikI | $\begin{array}{cc}  & 476 \\ \text { kM } & 27 \% \end{array}$ | $\begin{aligned} & 21 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 31 \% \mathrm{hm} \end{aligned}$ | $\begin{aligned} & 71 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 35 \% \text { eGHIKM } \end{aligned}$ | $\begin{array}{ll}  \\ \text { M } & \begin{array}{l} 41 \\ 23 \% \end{array} \end{array}$ |
| $\begin{aligned} & 5.42 \\ & 2.22 \\ & 0.07 \end{aligned}$ | 5.26 2.12 0.25 | 5.58 g 2.30 0.36 | 5.43 2.23 0.08 | 5.43 2.39 0.39 | $\begin{aligned} & 5.86 \mathrm{aGIM} \\ & 2.09 \\ & 0.20 \end{aligned}$ | 4.72 2.06 0.21 | 5.49Gm 2.25 0.24 | 4.95 2.27 0.26 | 5.32 2.29 0.25 | $\begin{aligned} & 5.93 \mathrm{aGljM} \\ & 2.13 \\ & 0.22 \end{aligned}$ | $\begin{aligned} & 5.79 \mathrm{GIM} \\ & 2.15 \\ & 0.18 \end{aligned}$ | $\begin{aligned} & 4.85 \\ & 2.29 \\ & 0.23 \end{aligned}$ |

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

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 <br> (c) $\qquad$ | ${ }_{\text {darely }}^{\text {Rat }}$ (d) | Never (e) | Don't know or not applicable $\qquad$ (f) |  |  | 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 | $\begin{aligned} & 952 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 63 \% \mathrm{BCDE} \end{aligned}$ | $\stackrel{307}{\text { CDEFGHI.\%cDEI }}$ | $\begin{gathered} 314 \\ \text { EFgI } 48 \% \text { DEFI } \end{gathered}$ | $\begin{aligned} & 100 \\ & 36 \% F \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% F \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 898 \\ & 50 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 484 \\ & =1 \quad 57 \% \text { BCDEF } \end{aligned}$ | $\begin{gathered} 138 \\ \text { EFGl: } 4 \% \mathrm{~F} \end{gathered}$ |
| NET: Top 3 | $\begin{aligned} & 215 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \mathrm{DeFI} \end{aligned}$ | $\begin{aligned} & 77 \\ & \quad 13 \% \mathrm{DeF} \end{aligned}$ | $\begin{array}{ll}  & 76 \\ & 12 \% \mathrm{DFI} \end{array}$ | $\begin{aligned} & 18 \\ & 6 \% F \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% F \end{aligned}$ | - | 207 $12 \%$ DFI | $\begin{aligned} & 114 \\ & 13 \% \text { DeFgl } \end{aligned}$ | $\begin{gathered} 26 \\ 6 \% F \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 465 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 34 \% \mathrm{bCDE} \end{aligned}$ | $\begin{gathered} 156 \\ \text { DEFGhI7\%DEF } \end{gathered}$ | $\begin{array}{ll}  & 151 \\ \text { EFI } & 23 \% \text { DeFI } \end{array}$ | $\begin{aligned} & 42 \\ & 15 \% F \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% F \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 446 \\ & 25 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 252 \\ & =10 \% b C D E F \end{aligned}$ | $\begin{gathered} 61 \\ \text { EFGl } 5 \% F \end{gathered}$ |
| 1 - most often | $\begin{gathered} 38 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \mathrm{dl} \end{aligned}$ | $\begin{aligned} & 13 \\ & 2 \% \mathrm{dl} \end{aligned}$ | $\begin{aligned} & 15 \\ & 2 \% \mathrm{dl} \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 37 \\ & 2 \% \mathrm{DI} \end{aligned}$ | $\begin{aligned} & 21 \\ & 2 \% \mathrm{dl} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| 2 | $\begin{gathered} 78 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \mathrm{f} \end{aligned}$ | $\begin{aligned} & 29 \\ & 5 \% e \mathrm{Fi} \end{aligned}$ | $\stackrel{29}{4 \% F}$ | $\begin{aligned} & 9 \\ & 3 \% f \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\div$ | $\begin{gathered} 77 \\ 4 \% \mathrm{Fi} \end{gathered}$ | $\begin{aligned} & 39 \\ & 5 \% \mathrm{eF} \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ |
| 3 | $\stackrel{99}{5 \%}$ | ${ }^{20}$ | $\begin{aligned} & 35 \\ & 6 \% \mathrm{dF} \end{aligned}$ | $\begin{gathered} 31 \\ 5 \% F \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% f \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% F \end{aligned}$ | - | $\begin{aligned} & 93 \\ & 5 \% \mathrm{dF} \end{aligned}$ | 54 6\%dFgi | $\begin{gathered} 14 \\ 3 \% f \end{gathered}$ |
| 4 | $\begin{gathered} 113 \\ 6 \% \end{gathered}$ | $\stackrel{19}{7 \% F}$ | $\begin{aligned} & 36 \\ & 6 \% F \end{aligned}$ | $\begin{aligned} & 37 \\ & 6 \% F \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% F \end{aligned}$ | $\begin{aligned} & 9 \\ & 7 \% \mathrm{~F} \end{aligned}$ | - | $\begin{gathered} 104 \\ 6 \% F \end{gathered}$ | $\stackrel{55}{6 \% F}$ | $\stackrel{21}{5 \% F}$ |
| 5 | ${ }_{7 \%}^{137}$ | $\begin{aligned} & 40 \\ & 14 \% \mathrm{BCDE} \end{aligned}$ | $\begin{gathered} 44 \\ \text { CDEFGHI:\%EFI } \end{gathered}$ | $=1 \quad \begin{aligned} & 39 \\ & =1 \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% f \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | ${ }_{1 \%}^{1}$ | ${ }_{8 \% \mathrm{cDEFI}}$ | $\begin{array}{ll}  & 84 \\ \text { FII } & 10 \% \mathrm{BCDEF} \end{array}$ | $\begin{gathered} 13 \\ \text { EFGI } 3 \% \end{gathered}$ |
| 6 | ${ }_{7 \%}^{150}$ | 29 <br> $10 \%$ bEfhi | $\begin{gathered} \\ \text { fhi } \quad 36 \\ 6 \% \end{gathered}$ | $\begin{gathered} 52 \\ 8 \% \end{gathered}$ | $\begin{gathered} 22 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 139 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 8 \% \mathrm{~b} \end{aligned}$ | ${ }^{26}$ |
| 7 | $\begin{gathered} 145 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% F \end{aligned}$ | $4_{7 \% F}$ | $\stackrel{59}{9 \% F}$ | $\begin{aligned} & 16 \\ & 6 \% F \end{aligned}$ | $\begin{aligned} & 10 \\ & 8 \% F \end{aligned}$ | - | $\stackrel{135}{8 \% F}$ | ${ }_{7 \% \mathrm{~F}}^{60}$ | $\stackrel{26}{6 \% F}$ |
| 8 | $\begin{gathered} 108 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \mathrm{dEI} \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 5 \% \end{aligned}$ | ${ }^{11}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \end{aligned}$ | $\begin{gathered} 101 \\ 6 \% \text { i } \end{gathered}$ | $5_{7 \% \mathrm{el}}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ |
| 9 - least often | $\begin{aligned} & 84 \\ & 4 \% \end{aligned}$ | ${ }^{11}$ | 39 7\%CdG | $\begin{aligned} & \text { GGI } \quad 19 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & 2 \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 4 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 50 \\ & 6 \% \mathrm{CGI} \end{aligned}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ |

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

Weighted base
Don't know
Not seen/heard

Mean (excl. NA/DK)
Standard deviation
Standard error

| Total | All the time (a) | Most of the time (b) | $\begin{gathered} \substack{\text { Sometimes } \\ \text { (c) }} \end{gathered}$ | Rarely <br> (d) | Never <br> (e) | $\begin{gathered} \hline \text { Don't know } \\ \text { or not } \\ \text { applicable } \\ \text { (f) } \end{gathered}$ | NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: Rarely/ Never (i) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2041 | 282 | 568 | 656 | 277 | $125{ }^{*}$ | 133* | 1783 | 850 | 402 |
| $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 22 \% A B H \end{aligned}$ | 89 <br> 32\%ABCGH | $\stackrel{56}{45 \% A B}$ | $\begin{gathered} 97 \\ 3 \text { CDGHI } \\ 73 \% \mathrm{Al} \end{gathered}$ | $\stackrel{364}{\text { BCDEGHI\%ABF }}$ | $\begin{array}{ll}  & 129 \\ 3 H & 15 \% \end{array}$ | $\begin{aligned} & 145 \\ & 36 \% A B C D G H \end{aligned}$ |
| $\begin{aligned} & 572 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 31 \% \mathrm{AFP} \end{aligned}$ | $\begin{array}{ll}  & 196 \\ =H & 30 \% \mathrm{AF} \end{array}$ | $\begin{aligned} & 88 \\ & 32 \% A F \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \mathrm{f} \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\stackrel{522}{29 \% \mathrm{AF}}$ | $\begin{aligned} & 238 \\ & 28 \% \mathrm{AF} \end{aligned}$ | $\begin{aligned} & 119 \\ & 30 \% \mathrm{aF} \end{aligned}$ |
| 5.42 | 5.33 | 5.43 | 5.31 | 5.63 | 5.39 | 7.31 | 5.39 | 5.39 | 5.56 |
| 2.22 | 2.08 | 2.37 | 2.21 | 2.07 | 2.13 | 1.38 | 2.23 | 2.27 | 2.08 |
| 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

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 <br> (b) | $\begin{gathered} 18-24 \\ \text { (c) } \end{gathered}$ | $25-34$ <br> (d) | $35-44$ <br> (e) | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{gathered} 18-34 \\ (\text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\mathrm{AB}}$ | $\begin{gathered} \mathrm{C} 1 \\ (\mathrm{~m}) \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Private (a) |
| 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 | $\begin{gathered} 1046 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 510 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 536 \\ & 51 \% \end{aligned}$ | 146 <br> 64\%dFGH | $\begin{aligned} & 194 \\ & H \quad 55 \% \mathrm{fgH} \end{aligned}$ | $\begin{aligned} & 186 \\ & 57 \% \text { FGH } \end{aligned}$ | $\begin{gathered} 167 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 211 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 340 \\ & 59 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 353 \\ & 51 \% k \end{aligned}$ | $\begin{aligned} & 354 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 335 \\ & 60 \% \mathrm{MNO} \end{aligned}$ | $\begin{aligned} & 293 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 63 \% Q \end{aligned}$ | $\begin{gathered} 445 \\ 52 \% \end{gathered}$ |
| NET: Top 3 | $\begin{gathered} 464 \\ 23 \% \end{gathered}$ | $\begin{gathered} 226 \\ 23 \% \end{gathered}$ | $\begin{gathered} 238 \\ 23 \% \end{gathered}$ | 66 29\%FGh | $\begin{aligned} & 90 \\ & 26 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 74 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 27 \% \mathrm{jK} \end{aligned}$ | $\begin{aligned} & 148 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 27 \% \mathrm{MN} \end{aligned}$ | $\begin{aligned} & 121 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 24 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 92 \\ & 29 \% \mathrm{Q} \end{aligned}$ | $\begin{aligned} & 186 \\ & 22 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 700 \\ 34 \% \end{gathered}$ | $\begin{gathered} 346 \\ 35 \% \end{gathered}$ | $\begin{gathered} 354 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 45 \% E F G H \end{aligned}$ | $\begin{aligned} & 133 \\ & 38 \% \mathrm{~g} \end{aligned}$ | $\begin{gathered} 113 \\ 35 \% \end{gathered}$ | $\begin{gathered} 111 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 40 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 225 \\ 33 \% \end{gathered}$ | $\begin{gathered} 241 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 223 \\ & 40 \% \mathrm{MNo} \end{aligned}$ | $\begin{aligned} & 194 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 41 \% q \end{aligned}$ | $\begin{gathered} 287 \\ 33 \% \end{gathered}$ |
| 1 - most often | ${ }_{8 \%}^{154}$ | ${ }^{69}$ | $\begin{gathered} 85 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 10 \% f G h \end{aligned}$ | $\begin{aligned} & 37 \\ & 10 \% \mathrm{fGh} \end{aligned}$ | $\begin{gathered} 27 \\ 8 \% \end{gathered}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 31 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 10 \% \mathrm{jK} \end{aligned}$ | $\stackrel{48}{7 \%}$ | $\begin{gathered} 45 \\ 6 \% \end{gathered}$ | $\begin{gathered} 47 \\ 8 \% \end{gathered}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\stackrel{25}{6 \%}$ | $\begin{gathered} 38 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 67 \\ 8 \% \end{gathered}$ |
| 2 | $\begin{gathered} 173 \\ 8 \% \end{gathered}$ | $\stackrel{90}{9 \%}$ | $\begin{aligned} & 83 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\stackrel{29}{9 \%}$ | $\stackrel{26}{7 \%}$ | $\begin{gathered} 23 \\ 8 \% \end{gathered}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 55 \\ 8 \% \end{gathered}$ | $\begin{gathered} 62 \\ 8 \% \end{gathered}$ | ${ }_{9 \%}^{52}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 11 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 64 \\ 8 \% \end{gathered}$ |
| 3 | ${ }_{7 \%}^{137}$ | ${ }_{7 \%}^{66}$ | $\begin{gathered} 70 \\ 7 \% \end{gathered}$ | ${ }^{17} 7 \%$ | $\stackrel{23}{7 \%}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 27 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | ${ }^{33}$ | $\begin{gathered} 40 \\ 7 \% \end{gathered}$ | ${ }^{45}$ | ${ }^{51} 7 \%$ | 52 $9 \% \mathrm{MnO}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\stackrel{24}{6 \%}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | ${ }^{54}$ |
| 4 | $\begin{gathered} 124 \\ 6 \% \end{gathered}$ | $\stackrel{57}{6 \%}$ | ${ }^{67} 6 \%$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\stackrel{19}{5 \%}$ | $\stackrel{28}{9 \%}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\stackrel{25}{5 \%}$ | $\begin{aligned} & 32 \\ & 6 \% \end{aligned}$ | $\stackrel{46}{7 \%}$ | $\stackrel{46}{6 \%}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ | $\begin{gathered} 42 \\ 7 \% \end{gathered}$ | $\stackrel{25}{6 \%}$ | $\stackrel{25}{5 \%}$ | $\stackrel{20}{6 \%}$ | $\begin{gathered} 47 \\ 6 \% \end{gathered}$ |
| 5 | $112$ | ${ }_{64}^{64}$ | $\begin{gathered} 49 \\ 5 \% \end{gathered}$ | 22 <br> $10 \% \mathrm{EfGH}$ | $\begin{aligned} & \quad 24 \\ & \hline 7 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{gathered} 46 \\ 8 \% \mathrm{JK} \end{gathered}$ | $\begin{gathered} 31 \\ 5 \% \end{gathered}$ | $\begin{gathered} 35 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 7 \% 0 \end{aligned}$ | $\begin{gathered} 31 \\ 5 \% \end{gathered}$ | $\stackrel{20}{5 \%}$ | ${ }_{21}^{21}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | ${ }^{54} 6 \%$ |
| 6 | $\begin{gathered} 95 \\ 5 \% \end{gathered}$ | $\begin{gathered} 41 \\ 4 \% \end{gathered}$ | $\begin{gathered} 54 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 6 \% f \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | ${ }_{4 \%}^{20}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 35 \\ 5 \% \end{gathered}$ | ${ }^{37} 7 \% \mathrm{MO}$ | ${ }_{2 \%}^{20}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | $\begin{gathered} 17 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 5 \% \end{aligned}$ |
| 7 | $\stackrel{98}{5 \%}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 5 \% \end{aligned}$ | ${ }_{7 \% \mathrm{e}}^{16}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{gathered} 20 \\ 4 \% \end{gathered}$ | $\stackrel{35}{6 \%}$ | $\stackrel{29}{4 \%}$ | $\begin{gathered} 34 \\ 4 \% \end{gathered}$ | ${ }^{38}{ }_{7 \% N O}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | ${ }^{15}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | ${ }^{21} 7 \%$ | $\begin{aligned} & 46 \\ & 5 \% \end{aligned}$ |
| 8 | $\begin{gathered} 86 \\ 4 \% \end{gathered}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ | $\begin{gathered} 51 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | ${ }_{8 \% \mathrm{cDH}}$ | ${ }^{21} \text { 6\%dH }$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 7 \% \mathrm{~K} \end{aligned}$ | ${ }_{3 \%}^{25}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \mathrm{~N} \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 38 \\ 4 \% \end{gathered}$ |
| 9 - least often | $\begin{gathered} 67 \\ 3 \% \end{gathered}$ | $\begin{gathered} 40 \\ 4 \% \end{gathered}$ | $\stackrel{27}{27}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 4 \% h \end{aligned}$ | ${ }_{19}^{19} \mathrm{FFH}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 22 \\ 4 \% \end{gathered}$ | $\begin{gathered} 26 \\ 4 \% \end{gathered}$ | $\begin{gathered} 18 \\ 2 \% \end{gathered}$ | $\begin{gathered} 15 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 3 \% 0 \end{aligned}$ | ${ }_{6 \% \text { LMO }}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 17 \\ 5 \% \end{gathered}$ | 31 $4 \%$ |

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

Prepared by ComRes

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 <br> (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { 25-34 } \\ \text { (d) } \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{gathered} \text { 18-34 } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{aligned} & 55+ \\ & (\mathrm{k}) \end{aligned}$ | $\begin{aligned} & \text { AB } \\ & (1) \end{aligned}$ | $\begin{gathered} C 1 \\ (\mathrm{~m}) \end{gathered}$ | $\begin{aligned} & C 2 \\ & (n) \\ & \text { ( } \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | $\begin{aligned} & \text { Public } \\ & \text { (p) } \end{aligned}$ | Pri- vate <br> (a) |
| Weighted base | 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| Don't know | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 252 \\ 25 \% \end{gathered}$ | $\begin{gathered} 264 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 150 \\ 26 \% \end{gathered}$ | $\begin{gathered} 189 \\ 28 \% \mathrm{k} \end{gathered}$ | $\begin{aligned} & 177 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 23 \% 1 \end{aligned}$ | $\begin{aligned} & 142 \\ & 34 \% \mathrm{LM} \end{aligned}$ | $\begin{aligned} & 144 \\ & 29 \% \text { LM } \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 229 \\ 27 \% \mathrm{P} \end{gathered}$ |
| Not seen/heard | $\begin{gathered} 479 \\ 23 \% \end{gathered}$ | $\begin{gathered} 234 \\ 24 \% \end{gathered}$ | $\begin{gathered} 245 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 26 \% C D E \end{aligned}$ | $\begin{aligned} & 91 \\ & 30 \% C D E \end{aligned}$ | $\stackrel{152}{32 \% C D E f}$ | $\begin{aligned} & 90 \\ & \text { Ef } \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 21 \% 1 \end{aligned}$ | $\begin{aligned} & 243 \\ & 31 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 122 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 26 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 82 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 21 \% \end{aligned}$ |
| Mean (excl. NA/DK) Standard deviation | 4.31 2.50 | 4.34 2.51 | 4.29 2.50 | 4.15 2.40 | 4.18 2.55 | 4.63 H 2.70 | 4.41 2.49 | 4.57 H 2.48 | 4.03 2.33 | 4.17 2.49 | 4.52 2.60 | 4.25 2.40 | 4.280 2.40 | 4.420 2.56 | 4.7510 2.63 | 3.86 $\mathbf{2 . 4 0}$ | 4.35 2.64 | 4.45 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 |

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

## Health Fake News Survey

ONLINE Fieldwork: 15th to 16th May 2019
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 <br> (a) | Wales <br> (b) | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | North East (e) | North West (f) | Yorkshire \& Humberside (g) | $\xrightarrow[(\mathrm{h})]{\text { West Midlands }}$ | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \end{gathered}$ | Eastern <br> (i) | $\begin{gathered} \begin{array}{c} \text { London } \\ (\mathrm{k}) \end{array} \\ \hline \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 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 | $\begin{aligned} & 1046 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 916 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 54 \% j \end{aligned}$ | $\begin{aligned} & 94 \\ & 55 \% \mathrm{aj} \end{aligned}$ | $\begin{aligned} & 97 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 58 \% A J \end{aligned}$ | $\begin{aligned} & 87 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 58 \% A J k \end{aligned}$ |
| NET: Top 3 | $\begin{gathered} 464 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 403 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 28 \% \text { jk } \end{aligned}$ | $\begin{aligned} & 37 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 700 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 611 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 38 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 62 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 36 \% j \end{aligned}$ | $\begin{aligned} & 59 \\ & 39 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 54 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 39 \% \mathrm{~J} \end{aligned}$ |
| 1 - most often | $\begin{gathered} 154 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 136 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 11 \% \text { aJk } \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \mathrm{aJk} \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 9 \% j \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ |
| 2 | $\begin{gathered} 173 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 149 \\ 8 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{gathered} 22 \\ 9 \% \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ |
| 3 | $\begin{gathered} 137 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | ${ }_{7 \%}^{118}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | ${ }^{10} 7 \%$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\stackrel{20}{7 \%}$ | ${ }^{17}{ }_{6 \%}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ |
| 4 | $\begin{gathered} 124 \\ 6 \% \end{gathered}$ | $\stackrel{12}{7 \%}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 107 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\stackrel{10}{7 \%}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | ${ }^{15}{ }_{8 \%}$ |
| 5 | $\stackrel{112}{6 \%}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 101 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\stackrel{12}{7 \%}$ | $\stackrel{13}{7 \%}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ |
| 6 | $\begin{gathered} 95 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 86 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 13 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \mathrm{~g} \end{aligned}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ |
| 7 | $\begin{aligned} & 98 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\frac{7}{7 \%}$ | $\begin{aligned} & 84 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 9 \% f L \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 12 \\ 4 \% \end{gathered}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ |
| 8 | $\begin{gathered} 86 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 77 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% f \end{aligned}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ |
| 9 - least often | $\begin{aligned} & 67 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 58 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | ${ }_{4 \% \mathrm{k}}^{10}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \mathrm{gJK} \end{aligned}$ |

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

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

Weighted base
Don't know

Not seen/heard

Mean (excl. NA/DK)
Standard deviation


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

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

|  | rect? |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{array}{ll} \begin{array}{ll} \text { All the } \\ \text { time } \\ \text { (a) } \end{array} & \\ \hline \end{array}$ | $\begin{aligned} & \text { Most of the } \\ & \text { time } \\ & \text { (b) Sor } \end{aligned}$ | Sometimes <br> (c) | Rarely <br> (d) | Never (e) | Don't know or not applicable (f) | N <br> NET: Ever <br> (g) | NET: All/ <br> Most of the <br> time <br> (h)  <br>   | 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 | $\begin{gathered} 1046 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 64 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 338 \\ \text { EFGI } 60 \% \text { DEFG } \end{gathered}$ | $$ | $\begin{aligned} & \quad 109 \\ & =1 \\ & 39 \% F \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% F \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 984 \\ & 55 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & 519 \\ 61 \% \mathrm{CDEFG} \end{array}$ | $\stackrel{150}{\mathrm{FGI} 37 \% F}$ |
| NET: Top 3 | $\begin{gathered} 464 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 28 \% \text { DEFI } \end{aligned}$ | $=\begin{aligned} & \quad 150 \\ & =1 \\ & 26 \% \text { DEFI } \end{aligned}$ | $\begin{gathered} \quad 165 \\ \text { FI } \\ 25 \% \text { DEFI } \end{gathered}$ | $\begin{array}{ll}  & 44 \\ =16 \% F \end{array}$ | $\begin{aligned} & 18 \\ & 14 \% f \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 438 \\ & 25 \% \text { DEFI } \end{aligned}$ | $: \quad \begin{array}{ll}  & 229 \\ 27 \% \mathrm{DEFgI} \end{array}$ | $\begin{array}{ll}  & 62 \\ \text { gl } & 15 \% F \end{array}$ |
| NET: Top 5 | $\begin{gathered} 700 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 40 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 222 \\ & =1 \\ & 39 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 240 \\ & \mathrm{FI} \\ & 37 \% \mathrm{dEFI} \end{aligned}$ | $\begin{aligned} & 83 \\ & 30 \% F \end{aligned}$ | $\begin{aligned} & 28 \\ & 22 \% F \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 658 \\ & 37 \% \text { DEFI } \end{aligned}$ | $\text { :FI } \quad \begin{aligned} & 336 \\ & 39 \% \text { DEFgI } \end{aligned}$ | $\begin{aligned} & 110 \\ & \mathrm{gl} \\ & 27 \% \mathrm{~F} \end{aligned}$ |
| 1 - most often | $\begin{gathered} 154 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \mathrm{DFI} \end{aligned}$ | ${ }_{9 \% \text { DFI }}$ | $\begin{aligned} & 52 \\ & 8 \% \mathrm{dFi} \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% f \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 146 \\ 8 \% \text { DFI } \end{gathered}$ | $\begin{aligned} & 82 \\ & 10 \% \mathrm{DFgl} \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% f \end{aligned}$ |
| 2 | $\begin{gathered} 173 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 55 \\ 8 \% \end{gathered}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 160 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 10 \% \end{aligned}$ | $\stackrel{28}{7 \%}$ |
| 3 | ${ }_{7 \%}^{137}$ | $\begin{aligned} & 22 \\ & 8 \% \mathrm{dFI} \end{aligned}$ | $4_{7 \% \mathrm{Fi}}$ | $\stackrel{57}{9 \% \text { DeFI }}$ | $\begin{aligned} & 12 \\ & 4 \% f \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 132 \\ 7 \% \text { DFI } \end{gathered}$ | $\begin{aligned} & 63 \\ & 7 \% \mathrm{dFI} \end{aligned}$ | $\begin{gathered} 16 \\ 4 \% \end{gathered}$ |
| 4 | $\begin{gathered} 124 \\ 6 \% \end{gathered}$ | $\begin{gathered} 22 \\ 8 \% F \end{gathered}$ | $\begin{gathered} 40 \\ 7 \% f \end{gathered}$ | $\begin{aligned} & 36 \\ & 5 \% \end{aligned}$ | $\stackrel{19}{7 \% f}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | ${ }^{117}{ }_{7 \% f}$ | $\begin{aligned} & 62 \\ & 7 \% F \end{aligned}$ | $\begin{gathered} 24 \\ 6 \% \end{gathered}$ |
| 5 | $\begin{gathered} 112 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 31 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 6 \% \end{aligned}$ | $\stackrel{19}{7 \%}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | ${ }_{3 \%}^{4}$ | $\begin{gathered} 103 \\ 6 \% \end{gathered}$ | $\stackrel{45}{5 \%}$ | $\begin{gathered} 25 \\ 6 \% \end{gathered}$ |
| 6 | $\stackrel{95}{5 \%}$ | $\stackrel{24}{9 \% \text { CDEFC }}$ | $\begin{gathered} \text { EFII } 6 \% \text { DeFI } \end{gathered}$ | $\begin{array}{ll} \mathrm{FI} & 31 \\ 5 \% \mathrm{Dfl} \end{array}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 5 \% \mathrm{Ffl} \end{aligned}$ | $5_{7 \% \mathrm{DeFGI}}$ | $\begin{array}{ll}  & 5 \\ \text { GI } & 1 \% \end{array}$ |
| 7 | $\stackrel{98}{5 \%}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 35 \\ 5 \% \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 91 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 46 \\ 5 \% \end{gathered}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ |
| 8 | $\begin{aligned} & 86 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \mathrm{DFI} \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \text { DeFI } \end{aligned}$ | $\begin{array}{ll}  & 31 \\ \text { FI } \\ 5 \% \mathrm{dfl} \end{array}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 5 \% \mathrm{DfI} \end{aligned}$ | $\begin{aligned} & 48 \\ & 6 \% \text { DeFI } \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ |
| 9 - least often | $\begin{gathered} 67 \\ 3 \% \end{gathered}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{gathered} 18 \\ 3 \% \end{gathered}$ | $\begin{gathered} 20 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 60 \\ 3 \% \end{gathered}$ | $\begin{gathered} 32 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ |

Overlap formulae used. * small base

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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


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

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 <br> (b) | $\begin{gathered} \begin{array}{c} 18-24 \\ \text { (c) } \end{array} \\ \hline \end{gathered}$ | $25-34$ <br> (d) | $35-44$ <br> (e) | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+\quad 1$ <br> (h) | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \end{gathered}$ | $A B$ (I) | $\begin{gathered} C 1 \\ (\mathrm{~m}) \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Pri- vate <br> (a) |
| 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 | $\begin{aligned} & 1050 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 487 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 562 \\ & 54 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 152 \\ & 67 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 218 \\ & 62 \% \mathrm{FGH} \end{aligned}$ | $\begin{aligned} & \quad 196 \\ & +\quad 60 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 173 \\ & 48 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 131 \\ 43 \% \end{gathered}$ | $\begin{gathered} 181 \\ 38 \% \end{gathered}$ | 370 64\%JK | $\begin{aligned} & 368 \\ & 54 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 311 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 308 \\ & 55 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 307 \\ & 54 \% 0 \end{aligned}$ | $\begin{gathered} 198 \\ 48 \% \end{gathered}$ | $\begin{gathered} 237 \\ 48 \% \end{gathered}$ | $\begin{gathered} 197 \\ 62 \% \end{gathered}$ | $\begin{gathered} 477 \\ 56 \% \end{gathered}$ |
| NET: Top 3 | $\begin{gathered} 450 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 24 \% A \end{aligned}$ | $\begin{aligned} & 80 \\ & 35 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 118 \\ & 33 \% \mathrm{FGH} \end{aligned}$ | $\begin{aligned} & 95 \\ & 29 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 76 \\ & 21 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 37 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 34 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 171 \\ & 25 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 81 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 130 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 231 \\ 27 \% \end{gathered}$ |
| NET: Top 5 | $\begin{aligned} & 655 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 282 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 373 \\ & 36 \% \mathrm{~A} \end{aligned}$ | 114 50\%eFGH | $\begin{aligned} & 173 \\ & H \quad 49 \% \mathrm{eFGH} \end{aligned}$ | $\begin{gathered} 133 \\ \text { H } 41 \% F G H \end{gathered}$ | $\begin{aligned} & 112 \\ & 31 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 63 \\ & 21 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 61 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 50 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 244 \\ & 35 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 124 \\ 16 \% \end{gathered}$ | $\begin{gathered} 181 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 132 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 324 \\ 38 \% \end{gathered}$ |
| 1 - most often | $\begin{aligned} & 198 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 74 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 12 \% A \end{aligned}$ | $\begin{aligned} & 47 \\ & 21 \% E F G H \end{aligned}$ | $\begin{aligned} & 53 \\ & 15 \% F G H \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% G H \end{aligned}$ | $\begin{gathered} 30 \\ 8 \% \mathrm{H} \end{gathered}$ | ${ }_{6 \% \mathrm{H}}^{18}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 17 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 70 \\ & 10 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 27 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 12 \% \end{aligned}$ | ${ }^{51} 9 \%$ | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 11 \% \end{aligned}$ |
| 2 | $\begin{gathered} 145 \\ 7 \% \end{gathered}$ | $\begin{gathered} 74 \\ 7 \% \end{gathered}$ | $\begin{gathered} 71 \\ 7 \% \end{gathered}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 10 \% G H \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% G H \end{aligned}$ | $\begin{aligned} & 31 \\ & 9 \% \mathrm{gH} \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 8 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 65 \\ & 9 \% K \end{aligned}$ | $\begin{gathered} 32 \\ 4 \% \end{gathered}$ | $\begin{gathered} 34 \\ 6 \% \end{gathered}$ | 59 10\%LNO | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\stackrel{29}{6 \%}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{gathered} 79 \\ 9 \% \end{gathered}$ |
| 3 | $\begin{gathered} 107 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 61 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 8 \% F G H \end{aligned}$ | $\begin{aligned} & 30 \\ & 8 \% \text { FGH } \end{aligned}$ | $\begin{array}{r} 22 \\ -\quad 7 \% H \end{array}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\stackrel{49}{8 \% \mathrm{jK}}$ | $\begin{aligned} & 37 \\ & 5 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 21 \\ 3 \% \end{gathered}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ | $\begin{gathered} 26 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 27 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | ${ }_{5 \%}^{57}$ |
| 4 | $\begin{gathered} 111 \\ 5 \% \end{gathered}$ | $\stackrel{50}{5 \%}$ | ${ }_{6 \%}^{62}$ | $\begin{aligned} & 17 \\ & 8 \% G H \end{aligned}$ | $\stackrel{28}{8 \% G H}$ | $\stackrel{23}{7 \% G H}$ | ${ }_{6 \% h}^{20}$ | ${ }^{9} 3 \%$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 8 \% K \end{aligned}$ | $\begin{aligned} & 43 \\ & 6 \% K \end{aligned}$ | $\stackrel{23}{3 \%}$ | $\stackrel{36}{6 \%}$ | $\begin{gathered} 24 \\ 4 \% \end{gathered}$ | $\stackrel{28}{7 \%}$ | $\stackrel{24}{5 \%}$ | ${ }_{24}^{24}$ | $\stackrel{53}{6 \%}$ |
| 5 | $\stackrel{94}{5 \%}$ | $\begin{gathered} 38 \\ 4 \% \end{gathered}$ | $\begin{gathered} 56 \\ 5 \% \end{gathered}$ | ${ }^{16} 7 \% \mathrm{gH}$ | $\stackrel{28}{8 \% \mathrm{fGH}}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | ${ }_{3 \%}^{10}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{gathered} 44 \\ 8 \% \mathrm{JK} \end{gathered}$ | $\begin{gathered} 30 \\ 4 \% \mathrm{k} \end{gathered}$ | ${ }_{3 \%}^{20}$ | ${ }^{16}{ }_{3 \%}$ | $\begin{gathered} 34 \\ 6 \% \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\stackrel{25}{\stackrel{25}{5}}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{gathered} 40 \\ 5 \% \end{gathered}$ |
| 6 | $\begin{gathered} 85 \\ 4 \% \end{gathered}$ | $\begin{gathered} 35 \\ 3 \% \end{gathered}$ | $\begin{gathered} 51 \\ 5 \% \end{gathered}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | ${ }_{7 \% \text { DGh }}$ | $\begin{gathered} 16 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{gathered} 20 \\ 3 \% \end{gathered}$ | ${ }_{6 \%}^{39}$ | $\stackrel{26}{3 \%}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 26 \\ 5 \% \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{gathered} 20 \\ 4 \% \end{gathered}$ | $\stackrel{20}{6 \%}$ | $\begin{gathered} 32 \\ 4 \% \end{gathered}$ |
| 7 | $\begin{gathered} 86 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | ${ }^{39} 4 \%$ | ${ }_{7 \% \mathrm{D}}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | ${ }^{15}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 21 \\ 4 \% \end{gathered}$ | $\begin{gathered} 24 \\ 4 \% \end{gathered}$ | ${ }^{27} 4 \%$ | $\stackrel{35}{5 \%}$ | $\stackrel{27}{5 \%}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{gathered} 19 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 4 \% \end{aligned}$ |
| 8 | $\begin{gathered} 114 \\ 6 \% \end{gathered}$ | ${ }_{7 \% B}^{68}$ | $\begin{gathered} 46 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \text { cdef } \end{aligned}$ | 40 $9 \%$ CDEF | $\stackrel{22}{4 \%}$ | $\begin{aligned} & 28 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 64 \\ 8 \% \text { IJ } \end{gathered}$ | ${ }^{38}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\stackrel{21}{5 \%}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 5 \% \end{aligned}$ |
| 9 - least often | $\begin{gathered} 109 \\ 5 \% \end{gathered}$ | ${ }^{55}$ | $\stackrel{54}{5 \%}$ | $\begin{aligned} & 4 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\stackrel{22}{7 \% C d f}$ | $\begin{aligned} & 41 \\ & 9 \% \mathrm{CDeF} \end{aligned}$ | $\stackrel{17}{3 \%}$ | ${ }_{4 \%}^{29}$ | $\begin{aligned} & 63 \\ & 8 \% \mathrm{JJ} \end{aligned}$ | ${ }^{35} 6 \%$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 19 \\ 5 \% \end{gathered}$ | $\stackrel{25}{5 \%}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | ${ }^{37}$ |

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

Prepared by ComRes

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

|  | Total | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ <br> (h) | $\begin{gathered} \text { 18-34 } \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{aligned} & 55+ \\ & (\mathrm{k}) \end{aligned}$ | $\begin{gathered} \text { AB } \\ (1) \end{gathered}$ | $\begin{array}{r} C 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 2 \\ (\mathrm{n}) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{DE} \\ (0) \\ \hline \end{array}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | Pri(a) |
| Weighted base | 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| Don't know | $\begin{gathered} 516 \\ 25 \% \end{gathered}$ | $\begin{gathered} 252 \\ 25 \% \end{gathered}$ | $\begin{gathered} 264 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 109 \\ 23 \% \end{gathered}$ | $\begin{gathered} 150 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 28 \% k \end{aligned}$ | $\begin{gathered} 177 \\ 23 \% \end{gathered}$ | $\begin{gathered} 100 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 23 \% \% \end{aligned}$ | $\begin{gathered} 142 \\ 34 \% L M \end{gathered}$ | $\begin{aligned} & 144 \\ & 29 \% \text { LM } \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 229 \\ 27 \% \mathrm{P} \end{gathered}$ |
| Not seen/heard | $\begin{gathered} 475 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 257 \\ & 26 \% B \end{aligned}$ | $\begin{aligned} & 219 \\ & 21 \% \end{aligned}$ | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 24 \% C D E \end{aligned}$ | $\begin{aligned} & 103 \\ & 34 \% \text { CDEF } \end{aligned}$ | $\begin{aligned} & 182 \\ & 39 \% \text { CDEF } \end{aligned}$ | $\begin{array}{ll}  & 60 \\ F \quad 10 \% \end{array}$ | $\begin{aligned} & 130 \\ & 19 \% 1 \end{aligned}$ | $\begin{aligned} & 285 \\ & 37 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 149 \\ & 27 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 136 \\ & 24 \% n \end{aligned}$ | $\begin{aligned} & 74 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 115 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 18 \% \end{aligned}$ |
| Mean (excl. NA/DK) Standard deviation Standard error | $\begin{aligned} & 4.51 \\ & 2.75 \\ & 0.09 \end{aligned}$ | 4.78B 2.79 0.13 | 4.28 2.70 0.11 | 3.66 2.46 0.20 | 1.70 3.40 2.46 0.18 | 4.08 2.60 0.20 | $\begin{aligned} & 4.33 C D \\ & 2.65 \\ & 0.20 \end{aligned}$ | $\begin{aligned} & 5.38 \text { CDEF } \\ & 2.89 \\ & 0.23 \end{aligned}$ | $\begin{aligned} & 6.21 \text { CDEFG } \\ & 2.60 \\ & 0.18 \end{aligned}$ | $\begin{array}{r} 9.68 \\ 3.46 \\ 0.14 \end{array}$ | $\begin{aligned} & 4.201 \\ & 2.62 \\ & 0.14 \end{aligned}$ | $\begin{aligned} & 5.861 \mathrm{~J} \\ & 2.75 \\ & 0.14 \end{aligned}$ | $\begin{aligned} & 4.60 \\ & 2.84 \\ & 0.15 \end{aligned}$ | $\begin{aligned} & 4.45 \\ & 2.73 \\ & 0.16 \end{aligned}$ | $\begin{aligned} & 4.40 \\ & 2.70 \\ & 0.21 \end{aligned}$ | $\begin{aligned} & 4.56 \\ & 2.72 \\ & 0.18 \end{aligned}$ | $\begin{aligned} & 4.44 \\ & 2.46 \\ & 0.20 \end{aligned}$ | $\begin{aligned} & 4.18 \\ & 2.67 \\ & 0.13 \end{aligned}$ |

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

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

Unweighted base
Weighted base
NET: Seen heard
NET: Top 3
NET: Top 5
1 - most often
2
3
4
$5 \longrightarrow$
6
8

9 - least often

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | North East (e) | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | West Midlands | East Midlands (i) | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | London (k) | South East (I) | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | $86^{*}$ | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{aligned} & 1050 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 924 \\ & 52 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 43 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 54 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 96 \\ & 56 \% \mathrm{Aj} \end{aligned}$ | $\begin{aligned} & 109 \\ & 60 \% \mathrm{AbJKL} \end{aligned}$ | $\begin{array}{ll}  & 83 \\ \mathrm{KL} & 56 \% \mathrm{a} \end{array}$ | $\begin{aligned} & 90 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 56 \% \mathrm{Aj} \end{aligned}$ |
| $\begin{gathered} 450 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 404 \\ & 23 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 24 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \mathrm{aB} \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 24 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 59 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 27 \% \mathrm{aB} \end{aligned}$ |
| $\begin{aligned} & 655 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 581 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 39 \% \text { ABJ } \end{aligned}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 36 \% \mathrm{abJ} \end{aligned}$ |
| $\begin{aligned} & 198 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 10 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% b \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% b \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ |
| $\begin{gathered} 145 \\ 7 \% \end{gathered}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 132 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \mathrm{bEg} \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 8 \% e \mathrm{eg} \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% e \end{aligned}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 12 \% a B E G L \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ |
| $\begin{gathered} 107 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% a k \end{aligned}$ | $\begin{aligned} & 97 \\ & 6 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \mathrm{k} \end{aligned}$ | ${ }_{8 \% \mathrm{AjK}}^{13}$ | $19$ <br> 10\%AflJKL | $\begin{array}{ll}  & 5 \\ K L & 3 \% \end{array}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $20$ <br> 11\%AeFIJKL |
| $\begin{gathered} 111 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 102 \\ 6 \% \end{gathered}$ | $\begin{aligned} & \text { 10 } \\ & \text { 11\%AbJKm } \end{aligned}$ | $\begin{array}{ll}  & 15 \\ m & 6 \% k \end{array}$ | 16 9\%AJKm | $\begin{array}{ll}  & \quad 13 \\ \mathrm{~km} & 7 \% \mathrm{k} \end{array}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\stackrel{19}{7 \% \mathrm{~K}}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ |
| $\begin{aligned} & 94 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | ${ }_{7 \%}^{8}$ | $\begin{gathered} 76 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ |
| $\begin{gathered} 85 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | $\begin{gathered} 71 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ |
| $\begin{aligned} & 86 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 78 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\stackrel{12}{7 \% A K}$ | 13 9\%AfjKI | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ |
| $\begin{gathered} 114 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 98 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\stackrel{10}{7 \%}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ |
| $\begin{gathered} 109 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 96 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% 1 \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% 1 \end{aligned}$ | $\stackrel{19}{7 \% 1}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ |

## 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

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

Weighted base
Don't know
Not seen/heard
Mean (excl. NA/DK)
Standard deviatio
Standard error


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

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


Overlap formulae used. * small base

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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


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

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 | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ |  | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{gathered} \mathrm{AB} \\ (\mathrm{I}) \\ \hline \end{gathered}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | Private (a) |
| 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 | $\begin{gathered} 1287 \\ 63 \% \end{gathered}$ | $\begin{gathered} 642 \\ 64 \% \end{gathered}$ | $\begin{gathered} 644 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 217 \\ 62 \% \end{gathered}$ | $\begin{gathered} 206 \\ 63 \% \end{gathered}$ | $\begin{gathered} 213 \\ 59 \% \end{gathered}$ | $\begin{gathered} 189 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 312 \\ & 66 \% F \end{aligned}$ | $\begin{gathered} 367 \\ 63 \% \end{gathered}$ | $\begin{gathered} 419 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 501 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 394 \\ & 71 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 387 \\ & 67 \% \mathrm{NO} \end{aligned}$ | $\begin{gathered} 232 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 274 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 73 \% Q \end{aligned}$ | $\begin{gathered} 523 \\ 61 \% \end{gathered}$ |
| NET: Top 3 | $\begin{gathered} 798 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 411 \\ & 41 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 387 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 109 \\ 33 \% \end{gathered}$ | $\begin{gathered} 141 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 43 \% C D E \end{aligned}$ | $\begin{aligned} & 230 \\ & 49 \% \text { CDEF } \end{aligned}$ | $\text { EF } \quad 187$ | $\begin{gathered} 251 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 361 \\ & 47 \% \mathrm{JJ} \end{aligned}$ | $\begin{aligned} & 252 \\ & 45 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 253 \\ & 44 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 143 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 151 \\ 30 \% \end{gathered}$ | $\begin{gathered} 127 \\ 40 \% \end{gathered}$ | $\begin{gathered} 323 \\ 38 \% \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 1036 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 534 \\ & 54 \% B \end{aligned}$ | $\begin{aligned} & 502 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 110 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 172 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 54 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 278 \\ & 59 \% \text { CDEF } \end{aligned}$ | $=\text { EF }^{268}$ | $\begin{gathered} 326 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 442 \\ & 57 \% 1 J \end{aligned}$ | $\begin{aligned} & 338 \\ & 61 \% \mathrm{mNO} \end{aligned}$ | 314 $55 \% \mathrm{NO}$ | $\begin{gathered} 180 \\ 43 \% \end{gathered}$ | $\begin{gathered} 205 \\ 41 \% \end{gathered}$ | $\begin{gathered} 172 \\ 54 \% \end{gathered}$ | $\begin{gathered} 422 \\ 49 \% \end{gathered}$ |
| 1 - most often | $\begin{gathered} 409 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 23 \% B \end{aligned}$ | $\begin{gathered} 179 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 19 \% \text { C } \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 22 \% C E \end{aligned}$ | $\begin{aligned} & 66 \\ & 22 \% C E \end{aligned}$ | $\begin{aligned} & 126 \\ & 27 \% \mathrm{CDE} \end{aligned}$ | $\begin{aligned} & 90 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 128 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 25 \% \text { IJ } \end{aligned}$ | $\begin{aligned} & 136 \\ & 24 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 140 \\ & 24 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 66 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 21 \% \end{aligned}$ |
| 2 | $\begin{gathered} 219 \\ 11 \% \end{gathered}$ | $\begin{gathered} 105 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | $\stackrel{25}{7 \%}$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 12 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 55 \\ & 12 \% \mathrm{~d} \end{aligned}$ | $\stackrel{50}{9 \%}$ | $\begin{aligned} & 79 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 15 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 75 \\ 9 \% \end{gathered}$ |
| 3 | $\begin{gathered} 170 \\ 8 \% \end{gathered}$ | $\begin{gathered} 76 \\ 8 \% \end{gathered}$ | ${ }_{9 \%}^{94}$ | $\begin{aligned} & 23 \\ & 10 \% f \end{aligned}$ | ${ }_{24}^{24}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\stackrel{19}{5 \%}$ | $\begin{aligned} & 29 \\ & 10 \% f \end{aligned}$ | $\begin{aligned} & 50 \\ & 11 \% F \end{aligned}$ | $\begin{gathered} 47 \\ 8 \% \end{gathered}$ | $\begin{gathered} 44 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & \text { 10\% J } \end{aligned}$ | $\begin{gathered} 48 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 31 \\ 7 \% \end{gathered}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{gathered} 68 \\ 8 \% \end{gathered}$ |
| 4 | $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | ${ }^{66}$ | $\begin{gathered} 57 \\ 5 \% \end{gathered}$ | ${ }_{9 \% F}^{20}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | ${ }^{15}$ | $\stackrel{17}{6 \%}$ | $\begin{gathered} 32 \\ 7 \% \end{gathered}$ | ${ }^{43} 7 \% j$ | $\begin{gathered} 31 \\ 5 \% \end{gathered}$ | $\stackrel{49}{6 \%}$ | $\stackrel{48}{9 \% \mathrm{mN}}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\stackrel{29}{6 \%}$ | $\stackrel{22}{7 \%}$ | $\begin{gathered} 50 \\ 6 \% \end{gathered}$ |
| 5 | $\begin{gathered} 115 \\ 6 \% \end{gathered}$ | $\begin{gathered} 57 \\ 6 \% \end{gathered}$ | ${ }^{58}$ | $\begin{aligned} & 18 \\ & 8 \% \mathrm{fH} \end{aligned}$ | $\begin{gathered} 19 \\ 6 \% \end{gathered}$ | $\stackrel{29}{9 \% F H}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\stackrel{16}{16}$ | ${ }_{6 \%}^{38}$ | $\stackrel{44}{6 \% k}$ | $\begin{aligned} & 33 \\ & 4 \% \end{aligned}$ | ${ }_{7 \%}^{38}$ | $\stackrel{28}{5 \%}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\stackrel{25}{5 \%}$ | $\begin{gathered} 22 \\ 7 \% \end{gathered}$ | $\begin{gathered} 49 \\ 6 \% \end{gathered}$ |
| 6 | $\begin{gathered} 111 \\ 5 \% \end{gathered}$ | $\begin{gathered} 48 \\ 5 \% \end{gathered}$ | $\begin{gathered} 64 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 10 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & \quad 28 \\ & H \end{aligned}$ | ${ }^{22}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | ${ }_{3}^{9}$ | $\begin{gathered} 20 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 9 \% J K \end{aligned}$ | $\begin{aligned} & 32 \\ & 5 \% \end{aligned}$ | ${ }_{4 \%}^{29}$ | $\begin{gathered} 25 \\ 4 \% \end{gathered}$ | $\begin{gathered} 40 \\ 7 \% 1 \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% Q \end{aligned}$ | $\begin{gathered} 40 \\ 5 \% \end{gathered}$ |
| 7 | ${ }_{3 \%}^{64}$ | $\stackrel{26}{3 \%}$ | $\begin{gathered} 38 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | ${ }^{15}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\stackrel{16}{16}$ | ${ }_{4 \%}^{28}$ | $\stackrel{20}{3 \%}$ | $\begin{gathered} 17 \\ 3 \% \end{gathered}$ | $\begin{gathered} 13 \\ 2 \% \end{gathered}$ | ${ }_{3 \%}^{12}$ | ${ }_{4 \% \mathrm{~m}}^{21}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | ${ }_{3 \%}^{28}$ |
| 8 | $\begin{gathered} 50 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | $\begin{gathered} 34 \\ 3 \% A \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \mathrm{gH} \end{aligned}$ | ${ }_{4 \% \mathrm{gH}}^{14}$ | $\stackrel{9}{3 \% H}$ | $\begin{aligned} & 12 \\ & 3 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% h \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 23 \\ & 4 \% \mathrm{~K} \end{aligned}$ | ${ }_{3 \% \mathrm{~K}}^{21}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\stackrel{9}{2 \%}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | ${ }_{4 \% \text { L }}^{4}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 23 \\ 3 \% \end{gathered}$ |
| 9 - least often | ${ }_{1 \%}^{25}$ | $\begin{aligned} & 19 \\ & 2 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 12 \\ & 2 \% K \end{aligned}$ | ${ }_{*}^{*}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | 10 $1 \%$ |

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

Prepared by ComRes

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

|  | Total | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{gathered} 65+ \\ (\mathrm{h}) \\ \hline \end{gathered}$ | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \mathrm{DE} \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | Pri- <br> vate <br> (a) |
| Weighted base | 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| Don't know | $\begin{gathered} 516 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 252 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 264 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 109 \\ 23 \% \end{gathered}$ | $\begin{gathered} 150 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 28 \% k \end{aligned}$ | $\begin{gathered} 177 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 34 \% \mathrm{LM} \end{aligned}$ | $\begin{aligned} & 144 \\ & 29 \% \text { LM } \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 229 \\ 27 \% \mathrm{P} \end{gathered}$ |
| Not seen/heard | $\begin{gathered} 238 \\ 12 \% \end{gathered}$ | $\begin{gathered} 101 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 13 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 16 \% \mathrm{IMN} \end{aligned}$ | $\begin{gathered} 25 \\ v \\ 8 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 12 \% p \end{aligned}$ |
| Mean (excl. NA/DK) Standard deviation Standard error | $\begin{aligned} & 3.24 \\ & 2.26 \\ & 0.06 \end{aligned}$ | 3.08 2.25 0.09 | 3.39 A 2.26 0.09 | $\begin{aligned} & 3.89 \text { FGH } \\ & 2.18 \\ & 0.18 \end{aligned}$ | $\begin{aligned} & 3.67 \text { FGH } \\ & 2.47 \\ & 0.19 \end{aligned}$ | $\begin{aligned} & 3.74 \text { FGH } \\ & 2.38 \\ & 0.18 \end{aligned}$ | $\begin{aligned} & 3.07 \mathrm{H} \\ & 2.39 \\ & 0.17 \end{aligned}$ | $\begin{aligned} & 2.90 \\ & 2.04 \\ & 0.14 \end{aligned}$ | $\begin{aligned} & 2.61 \\ & 1.85 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 3.766 \mathrm{~K} \\ & 2.36 \\ & 0.13 \end{aligned}$ | $\begin{aligned} & 3.40 \mathrm{~K} \\ & 2.40 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 2.72 \\ & 1.93 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 3.01 \\ & 2.10 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 3.08 \\ & 2.22 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 3.401 \\ & 2.37 \\ & 0.17 \end{aligned}$ | $\begin{aligned} & 3.65 L M \\ & 2.37 \\ & 0.15 \end{aligned}$ | $\begin{aligned} & 3.68 \mathrm{Q} \\ & 2.40 \\ & 0.17 \end{aligned}$ | $\begin{aligned} & 3.24 \\ & 2.30 \\ & 0.10 \end{aligned}$ |

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

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

|  |  |  |  |  |  |  | Regio |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Scotland (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { NET: England } \\ \text { (d) } \\ \hline \end{gathered}$ | North East (e) | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ | Yorkshire \& Humberside $\qquad$ <br> (g) | West Midlands <br> (h) | $\underset{\text { (i) }}{\substack{\text { East Midlands } \\ \hline}}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(1)}{\substack{\text { South East }}}$ | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{m})} \\ \hline \end{gathered}$ |
| 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 | $\begin{gathered} 1287 \\ 63 \% \end{gathered}$ | $\begin{gathered} 112 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 1113 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 68 \% \mathrm{ek} \end{aligned}$ |
| NET: Top 3 | $\begin{gathered} 798 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 690 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 45 \% \mathrm{ghl} \end{aligned}$ | $\begin{gathered} 110 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 43 \% \mathrm{gl} \end{aligned}$ | 81 <br> 45\%egh |
| NET: Top 5 | $\begin{aligned} & 1036 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 894 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 125 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 131 \\ 48 \% \end{gathered}$ | $\begin{gathered} 154 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 55 \% \text { i } \end{aligned}$ |
| 1 - most often | $\begin{gathered} 409 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 359 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \mathrm{ag} \end{aligned}$ |
| 2 | $\begin{gathered} 219 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 26 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ |
| 3 | $\begin{gathered} 170 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \mathrm{el} \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \mathrm{ei} \end{aligned}$ | $\begin{gathered} 142 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 18 \\ & 9 \% i \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \mathrm{el} \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \mathrm{el} \end{aligned}$ | ${ }_{9 \% \mathrm{ei}}^{17}$ |
| 4 | $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \mathrm{jkm} \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 104 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ | 22 9\%JKIM | 15 9\%JKIM | $\begin{aligned} & 15 \\ & 8 \% \mathrm{JKM} \end{aligned}$ | $\stackrel{12}{{ }_{8 \% j k m}}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ |
| 5 | $\begin{gathered} 115 \\ 6 \% \end{gathered}$ | $\begin{gathered} 12 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 100 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\stackrel{15}{6 \%}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 17 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ |
| 6 | $\begin{gathered} 111 \\ 5 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \mathrm{bjk} \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ |
| 7 | $\begin{gathered} 64 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\stackrel{53}{3 \%}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% k \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ |
| 8 | $\begin{gathered} 50 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 45 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \mathrm{bFHj} \end{aligned}$ | - * | $\begin{aligned} & 5 \% \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% h \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \mathrm{fH} \end{aligned}$ |
| 9 - least often | ${ }^{25}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 24 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% A g L M \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | * | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% A f G L M \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% a g L m \end{aligned}$ | * | * |

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

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

Weighted base
Don't know
Not seen/heard
Mean (excl. NA/DK)
Standard deviation
Standard error


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

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 <br> time <br> (a)Most <br> tim <br> (b) |  | Sometimes <br> (c) $\qquad$ | Rarely (d) | Never (e) | Don't know or not applicable $\qquad$ ( | $\underbrace{\substack{\text { NET: Ever }}}_{(\mathrm{g})}$ | 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 | $\begin{gathered} 1287 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 73 \% \text { DEFgI } \end{aligned}$ | $\begin{aligned} & 403 \\ & 71 \% \text { DEFgI } \end{aligned}$ | $\begin{aligned} & \quad 443 \\ & 67 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & 158 \\ & 57 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 52 \\ & 41 \% F \end{aligned}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 1210 \\ & 68 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 608 \\ & 72 \% \text { DEFG } \end{aligned}$ | $\begin{aligned} & \quad \begin{array}{l} 210 \\ 52 \% E F \end{array} \end{aligned}$ |
| NET: Top 3 | $\begin{gathered} 798 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 42 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 236 \\ & 42 \% \text { EF } \end{aligned}$ | $\begin{aligned} & 266 \\ & 40 \% \text { EF } \end{aligned}$ | $\begin{aligned} & 124 \\ & 45 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 35 \\ & 28 \% F \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 743 \\ & 42 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 354 \\ & 42 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 159 \\ & 39 \% \text { EF } \end{aligned}$ |
| NET: Top 5 | $\begin{aligned} & 1036 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 54 \% \mathrm{EF} \end{aligned}$ | 321 56\%EFI | $\begin{aligned} & 347 \\ & 53 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 143 \\ & 52 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 49 \\ & 39 \% F \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | 964 54\%EFI | $\begin{aligned} & 474 \\ & 56 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 192 \\ & 48 \% \text { EF } \end{aligned}$ |
| 1 - most often | $\begin{aligned} & 409 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% F \end{aligned}$ | $\begin{aligned} & 128 \\ & 22 \% \mathrm{eF} \end{aligned}$ | $\begin{aligned} & 132 \\ & 20 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 68 \\ & 25 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% f \end{aligned}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 383 \\ & 21 \% \mathrm{eF} \end{aligned}$ | $\begin{aligned} & 182 \\ & 21 \% F \end{aligned}$ | $\begin{aligned} & 86 \\ & 21 \% \text { EF } \end{aligned}$ |
| 2 | $\begin{gathered} 219 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 14 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 61 \\ & 11 \% F \end{aligned}$ | $\begin{aligned} & 70 \\ & 11 \% F \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% F \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% F \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 11 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 100 \\ & 12 \% F \end{aligned}$ | $\begin{aligned} & 47 \\ & 12 \% F \end{aligned}$ |
| 3 | $\begin{gathered} 170 \\ 8 \% \end{gathered}$ | $\stackrel{24}{9 \%}$ | $\begin{gathered} 48 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 10 \% \mathrm{e} \end{aligned}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | ${ }_{7 \%}^{9}$ | ${ }_{9 \%}^{157}$ | $\begin{gathered} 72 \\ 8 \% \end{gathered}$ | $\stackrel{26}{7 \%}$ |
| 4 | $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% F \end{aligned}$ | $\begin{gathered} 38 \\ 7 \% F \end{gathered}$ | ${ }_{7 \%}^{44}$ | $\begin{gathered} 12 \\ 4 \% \end{gathered}$ | $\stackrel{9}{7 \% F}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 112 \\ 6 \% F \end{gathered}$ | ${ }_{7 \%}^{56}$ | $\begin{aligned} & 21 \\ & 5 \% \mathrm{f} \end{aligned}$ |
| 5 | $\begin{gathered} 115 \\ 6 \% \end{gathered}$ | ${ }^{17}{ }_{6 \% \mathrm{dFi}}$ | 47 $8 \%$ DFGI | $\text { Gl } \quad \begin{aligned} & 37 \\ & 6 \% \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{6 \% \text { DFI }}^{109}$ | 64 8\%DFGI | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ |
| 6 | $\begin{gathered} 111 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \mathrm{Efl} \end{aligned}$ | ${ }_{7 \% \text { DEFI }}$ | $\quad \stackrel{45}{7 \% \text { DEFI }}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 6 \% \text { DEFI } \end{aligned}$ | ${ }_{\mathrm{FI}} \quad \stackrel{56}{7 \% \mathrm{DEFI}}$ | $\begin{aligned} & 8 \\ & \text { 2\%e } \end{aligned}$ |
| 7 | $\begin{gathered} 64 \\ 3 \% \end{gathered}$ | ${ }_{6 \% \mathrm{bDFGhl}}^{17}$ | $\stackrel{17}{3 \% f}$ | $\begin{gathered} 24 \\ 4 \% f \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | - | $\begin{aligned} & 61 \\ & 3 \% \mathrm{dfi} \end{aligned}$ | 34 4\%bdFi | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ |
| 8 | $\begin{gathered} 50 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \text { DEFI } \end{aligned}$ | $\stackrel{18}{18} 3 \% \text { Defl }$ | ${ }^{18} 3 \% \text { defl }$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | - | ${ }_{3 \% \text { Defl }}$ | $\begin{aligned} & 31 \\ & 4 \% \text { Defl } \end{aligned}$ | ${ }_{*}$ |
| 9 - least often | ${ }^{25}$ | $\begin{aligned} & \stackrel{6}{2 \% d 1} \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 1 \% \mathrm{i} \end{aligned}$ | ${ }_{*}$ | - | $\div$ | $\begin{aligned} & 25 \\ & 1 \% 1 \end{aligned}$ | $\begin{aligned} & 14 \\ & 2 \% i \end{aligned}$ | * |

Overlap formulae used. * small base

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

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{2}{*}{} \& \multicolumn{10}{|c|}{Q. 3 How often do you double check information about health and wellbeing is correct?} \\
\hline \& Total \& All the time (a) \& Most of the time (b) \& \begin{tabular}{l}
Sometimes \\
(c)
\end{tabular} \& Rarely
(d) \&  \& \begin{tabular}{c}
\begin{tabular}{c} 
Don't know \\
or not \\
applicable \\
(f)
\end{tabular} \\
\hline
\end{tabular} \& \begin{tabular}{l}
NET: Ever \\
(g)
\end{tabular} \& NET: All/ Most of the time (h) \& NET: Rarely/ Never (i) \\
\hline Weighted base \& 2041 \& 282 \& 568 \& 656 \& 277 \& \(125 *\) \& \(133^{*}\) \& 1783 \& 850 \& 402 \\
\hline Don't know \& \[
\begin{gathered}
516 \\
25 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 42 \\
\& 15 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 87 \\
\& 15 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 146 \\
\& 22 \% A B H
\end{aligned}
\] \& \[
\begin{aligned}
\& 89 \\
\& 32 \% A B C G 1
\end{aligned}
\] \& \[
{ }^{56}{ }_{45 \% A B}
\] \& \[
\begin{gathered}
97 \\
3 \mathrm{CDGAH} \\
73 \% \mathrm{AB}
\end{gathered}
\] \& \[
\begin{gathered}
364 \\
3 \mathrm{CDEGHI} \% \mathrm{ABH}
\end{gathered}
\] \& \[
\begin{aligned}
\& 3 H^{129} \\
\& 15 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 145 \\
\& 36 \% A B C D G H
\end{aligned}
\] \\
\hline Not seen/heard \& \[
\begin{gathered}
238 \\
12 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 34 \\
\& 12 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 79 \\
\& 14 \% \mathrm{c}
\end{aligned}
\] \& \[
\begin{aligned}
\& 67 \\
\& 10 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 30 \\
\& 11 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 17 \\
\& 14 \%
\end{aligned}
\] \& \[
\begin{gathered}
11 \\
8 \%
\end{gathered}
\] \& \[
\begin{gathered}
210 \\
12 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 113 \\
\& 13 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 47 \\
\& 12 \%
\end{aligned}
\] \\
\hline Mean (excl. NA/DK)
Standard deviation
Standard error \& 3.24
2.26
0.06 \& 3.59DEgl
2.45
0.17 \& l

2.35 Del
2.29
0.11 \& 3.36Del
2.29
0.11 \& 2.45
1.82
0.14 \& 2.67
1.74
0.25 \& 2.53
1.50
0.31 \& 3.28 DI
2.28

0.07 \& $$
\begin{aligned}
& 3.43 \mathrm{DeGI} \\
& 2.35 \\
& 0.09
\end{aligned}
$$ \& 2.50

1.80
0.12 <br>
\hline Standard error \& \& \& \& \& \& \& \& \& \& <br>
\hline
\end{tabular}

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

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 | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female <br> (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $25-34$ <br> (d) | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{array}{r} 65+ \\ (\mathrm{h}) \\ \hline \end{array}$ | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \mathrm{AB} \\ & (1) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (a) } \end{aligned}$ |
| 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 | $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{gathered} 419 \\ 42 \% \end{gathered}$ | $\begin{gathered} 462 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 56 \% \mathrm{FGH} \end{aligned}$ | $\begin{aligned} & 170 \\ & 48 \% F G H \end{aligned}$ | $\begin{gathered} 167 \\ +\quad 51 \% \text { FGH } \end{gathered}$ | $\begin{gathered} 140 \\ 39 \% \end{gathered}$ | $\begin{gathered} 117 \\ 39 \% \end{gathered}$ | $\begin{gathered} 159 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 298 \\ & 51 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 307 \\ & 45 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 277 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 269 \\ & 48 \% \mathrm{mNO} \end{aligned}$ | $\begin{gathered} 246 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 202 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 55 \% \mathrm{Q} \end{aligned}$ | $\begin{aligned} & 391 \\ & 46 \% \end{aligned}$ |
| NET: Top 3 | $\begin{gathered} 149 \\ 7 \% \end{gathered}$ | $\begin{gathered} 79 \\ 8 \% \end{gathered}$ | $\begin{gathered} 70 \\ 7 \% \end{gathered}$ | ${ }_{9 \% F}^{20}$ | $\begin{gathered} 30 \\ 9 \% F \end{gathered}$ | $\begin{aligned} & 34 \\ & 10 \% \text { FH } \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\stackrel{22}{7 \% f}$ | $\stackrel{29}{6 \%}$ | $\begin{gathered} 50 \\ 9 \% \end{gathered}$ | $\stackrel{48}{7 \%}$ | $\begin{gathered} 51 \\ 7 \% \end{gathered}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{gathered} 49 \\ 8 \% \end{gathered}$ | $\stackrel{27}{7 \%}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | ${ }_{89}^{69}$ |
| NET: Top 5 | $\begin{gathered} 332 \\ 16 \% \end{gathered}$ | $\begin{gathered} 166 \\ 17 \% \end{gathered}$ | $\begin{gathered} 165 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 21 \% h \end{aligned}$ | $\begin{aligned} & 53 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 100 \\ 17 \% \end{gathered}$ | $\begin{gathered} 114 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 24 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 142 \\ 17 \% \end{gathered}$ |
| 1 -most often | $\begin{aligned} & 22 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \mathrm{dh} \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ |
| 2 | $\begin{gathered} 51 \\ 2 \% \end{gathered}$ | $\begin{gathered} 23 \\ 2 \% \end{gathered}$ | $\begin{gathered} 28 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \mathrm{Fh} \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \mathrm{Fh} \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \text { FH } \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 9 \\ & 3 \% \mathrm{Fh} \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 18 \\ 3 \% \end{gathered}$ | $\begin{gathered} 17 \\ 2 \% \end{gathered}$ | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\stackrel{29}{3 \%}$ |
| 3 | ${ }_{47}$ | $\begin{aligned} & 46 \\ & 5 \% b \end{aligned}$ | $\begin{gathered} 30 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 20 \\ 4 \% \end{gathered}$ | $\begin{gathered} 25 \\ 4 \% \end{gathered}$ | $\begin{gathered} 25 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 4 \% n \end{aligned}$ | $\stackrel{29}{5 \% \mathrm{~N}}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 30 \\ 4 \% \end{gathered}$ |
| 4 | $\begin{gathered} 82 \\ 4 \% \end{gathered}$ | $\begin{gathered} 34 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 5 \% \end{aligned}$ | ${ }^{16} 7 \% \mathrm{gH}$ | $\begin{gathered} 13 \\ 4 \% \end{gathered}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 5 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\stackrel{29}{5 \% \mathrm{~K}}$ | $\stackrel{33}{5 \% K}$ | $\stackrel{20}{3 \%}$ | ${ }_{24}^{24}$ | ${ }_{21}^{21}$ | $\stackrel{20}{5 \%}$ | $\begin{gathered} 17 \\ 4 \% \end{gathered}$ | $\stackrel{22}{7 \% q}$ | $\begin{gathered} 34 \\ 4 \% \end{gathered}$ |
| 5 | $\begin{gathered} 101 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 47 \\ 5 \% \end{gathered}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\stackrel{21}{6 \% d}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | ${ }^{32}$ | ${ }_{21}^{21}$ | $\begin{aligned} & 34 \\ & 5 \% \end{aligned}$ | ${ }_{46}^{46}$ | $\stackrel{26}{5 \%}$ | $\stackrel{29}{5 \%}$ | $\stackrel{21}{5 \%}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | $\stackrel{22}{7 \%}$ | $\begin{gathered} 40 \\ 5 \% \end{gathered}$ |
| 6 | $\begin{gathered} 128 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 6 \% \end{aligned}$ | ${ }_{6}^{65}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\stackrel{24}{7 \%}$ | $\stackrel{25}{7 \%}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 38 \\ 7 \% \end{gathered}$ | $\stackrel{48}{7 \%}$ | $\begin{gathered} 42 \\ 5 \% \end{gathered}$ | $\begin{gathered} 36 \\ 6 \% \end{gathered}$ | $\begin{gathered} 25 \\ 4 \% \end{gathered}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 8 \% \mathrm{M} \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{gathered} 56 \\ 7 \% \end{gathered}$ |
| 7 | $\begin{gathered} 159 \\ 8 \% \end{gathered}$ | $\begin{gathered} 71 \\ 7 \% \end{gathered}$ | $\begin{gathered} 87 \\ 8 \% \end{gathered}$ | ${ }^{16} 7 \%$ | $\begin{aligned} & 38 \\ & 11 \% \mathrm{FH} \end{aligned}$ | $\begin{aligned} & 31 \\ & 10 \% \mathrm{fh} \end{aligned}$ | $\stackrel{18}{5 \%}$ | $\begin{aligned} & 29 \\ & 10 \% \text { Fh } \end{aligned}$ | $\stackrel{27}{6 \%}$ | $\begin{gathered} 53 \\ 9 \% \end{gathered}$ | $\stackrel{49}{7 \%}$ | $\stackrel{56}{7 \%}$ | $\stackrel{48}{9 \%}$ | ${ }_{9 \%}^{50}$ | $\begin{gathered} 31 \\ 7 \% \end{gathered}$ | $\stackrel{29}{6 \%}$ | $\stackrel{19}{6 \%}$ | $\begin{gathered} 75 \\ 9 \% \end{gathered}$ |
| 8 | $\begin{gathered} 153 \\ 7 \% \end{gathered}$ | $\begin{gathered} 71 \\ 7 \% \end{gathered}$ | $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 12 \% G H \end{aligned}$ | $\begin{aligned} & 36 \\ & 10 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 28 \\ & 8 \% \mathrm{gh} \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 11 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 55 \\ & 8 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 35 \\ 5 \% \end{gathered}$ | 62 <br> 11\%MNO | $\begin{gathered} 37 \\ 6 \% \end{gathered}$ | $\begin{gathered} 25 \\ 6 \% \end{gathered}$ | $\stackrel{29}{6 \%}$ | $\begin{aligned} & 38 \\ & 12 \% q \end{aligned}$ | $\begin{gathered} 68 \\ 8 \% \end{gathered}$ |
| 9 - least often | $\begin{gathered} 110 \\ 5 \% \end{gathered}$ | $\begin{gathered} 47 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 6 \% \end{aligned}$ | ${ }_{9 \% \mathrm{fgH}}^{19}$ | ${ }_{7 \% \mathrm{H}}^{25}$ | ${ }_{7 \% H}^{24}$ | $\begin{gathered} 16 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | ${ }_{84}^{44}$ | ${ }^{40} 6 \% \mathrm{~K}$ | $\begin{gathered} 25 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 6 \% n \end{aligned}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{gathered} 31 \\ 6 \% n \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 50 \\ 6 \% \end{gathered}$ |

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.

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

|  | Total | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Male } \\ \text { (a) } \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{array}{r} 65+ \\ (\mathrm{h}) \\ \hline \end{array}$ | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { AB } \\ (1) \end{gathered}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | Pri- <br> vate <br> (a) |
| Weighted base | 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| Don't know | $\begin{gathered} 516 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 252 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 264 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 102 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 109 \\ 23 \% \end{gathered}$ | $\begin{gathered} 150 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 28 \% k \end{aligned}$ | $\begin{gathered} 177 \\ 23 \% \end{gathered}$ | $\begin{gathered} 100 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 23 \% 1 \end{aligned}$ | $\begin{aligned} & 142 \\ & 34 \% \mathrm{LM} \end{aligned}$ | $\begin{aligned} & 144 \\ & 29 \% \text { LM } \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 229 \\ 27 \% \mathrm{P} \end{gathered}$ |
| Not seen/heard | $\begin{aligned} & 644 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 324 \\ 33 \% \end{gathered}$ | $\begin{gathered} 319 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 33 \% C D E \end{aligned}$ | $\begin{aligned} & \quad 116 \\ & 38 \% \mathrm{CDE} \end{aligned}$ | $\begin{aligned} & 204 \\ & 43 \% \mathrm{C} \end{aligned}$ | $\begin{gathered} 132 \\ \text { EF } 23 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 28 \% \text { i } \end{aligned}$ | $\begin{aligned} & 320 \\ & 41 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 188 \\ & 34 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 197 \\ & 34 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 109 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 149 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 237 \\ 28 \% \end{gathered}$ |
| Mean (excl. NA/DK) Standard deviation Standard error | $\begin{aligned} & 5.99 \\ & 2.19 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 5.89 \\ & 2.18 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 6.07 \\ & 2.20 \\ & 0.10 \end{aligned}$ | 6.05 2.33 2.21 | $\begin{aligned} & 6.25 \mathrm{gh} \\ & 2.22 \\ & 0.19 \end{aligned}$ | $\begin{aligned} & 5.95 \\ & 2.32 \\ & 0.19 \end{aligned}$ | $\begin{aligned} & 6.12 \\ & 1.96 \\ & 0.17 \end{aligned}$ | $\begin{aligned} & 5.75 \\ & 2.29 \\ & 0.20 \end{aligned}$ | $\begin{aligned} & 5.74 \\ & 2.00 \\ & 0.14 \end{aligned}$ | $\begin{aligned} & 6.16 \mathrm{~K} \\ & 2.27 \\ & 0.14 \end{aligned}$ | $\begin{aligned} & 6.03 \\ & 2.16 \\ & 0.13 \end{aligned}$ | $\begin{aligned} & 5.74 \\ & 2.13 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 6.11 \\ & 2.17 \\ & 0.13 \end{aligned}$ | $\begin{aligned} & 5.95 \\ & 2.26 \\ & 0.14 \end{aligned}$ | $\begin{aligned} & 5.73 \\ & 2.16 \\ & 0.19 \end{aligned}$ | $\begin{aligned} & 6.06 \\ & 2.16 \\ & 0.16 \end{aligned}$ | $\begin{aligned} & 5.81 \\ & 2.20 \\ & 0.18 \end{aligned}$ | $\begin{aligned} & 5.99 \\ & 2.24 \\ & 0.12 \end{aligned}$ |

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.

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

|  |  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Scotland <br> (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | North East <br> (e) | North West (f) | Yorkshire \& Humberside <br> (g) | $\xrightarrow{\substack{\text { West Midlands } \\ \text { (h) }}}$ | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | 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 | $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 775 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 48 \% j \end{aligned}$ | $\begin{aligned} & 84 \\ & 46 \% j \end{aligned}$ | $\begin{aligned} & 72 \\ & 48 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 71 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 119 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 50 \% \mathrm{abJ} \end{aligned}$ |
| NET: Top 3 | ${ }^{149}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \end{aligned}$ | $\begin{gathered} 137 \\ 8 \% a \end{gathered}$ | $\stackrel{9}{11 \% \text { AJ }}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \text { AJ } \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \mathrm{AJ} \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \mathrm{aJ} \end{aligned}$ | ${ }^{17}{ }_{6 \%}$ | $\begin{aligned} & 18 \\ & 10 \% \text { AJ } \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 332 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 302 \\ & 17 \% \mathrm{ab} \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 35 \\ & \text { 23\%ABgjm } \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \mathrm{ab} \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ |
| 1 - most often | $\begin{aligned} & 22 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | - | ${ }^{21}{ }_{1 \%}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 2 \% j \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \mathrm{abfG} \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| 2 | $\begin{gathered} 51 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 45 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% j \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% j \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ |
| 3 | $\begin{gathered} 77 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 72 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \mathrm{a} \end{aligned}$ |
| 4 | ${ }^{82} 4 \%$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 74 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \mathrm{M} \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ |
| 5 | $\begin{gathered} 101 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 91 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\stackrel{10}{10}$ | ${ }^{10} 7 \%$ | ${ }^{13}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\stackrel{19}{6 \%}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ |
| 6 | $\begin{gathered} 128 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% A \end{aligned}$ | ${ }_{7 \% A}^{116}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \mathrm{Ak} \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% A K \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | 21 <br> 12\%AEJKL |
| 7 | $\begin{gathered} 159 \\ 8 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 144 \\ 8 \% \end{gathered}$ | $\stackrel{9}{9} 11 \%$ | ${ }_{7 \%}^{16}$ | $\begin{aligned} & 20 \\ & 11 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | ${ }^{13}$ | $\stackrel{25}{9 \%}$ | ${ }^{19} 7 \%$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ |
| 8 | $\begin{gathered} 153 \\ 7 \% \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 11 \% \mathrm{i} \end{aligned}$ | $\begin{gathered} 128 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\stackrel{17}{7 \%}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 18 \\ 7 \% \end{gathered}$ | $\begin{gathered} 22 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ |
| 9 - least often | $\begin{gathered} 110 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 11 \% \text { [ } \end{aligned}$ | $\begin{array}{ll}  \\ \text { JLM } & 4 \\ 4 \% \end{array}$ | $\begin{gathered} 86 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | ${ }_{7 \% \mathrm{e}}^{12}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ |

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

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

Weighted base
Don't know

Not seen/heard
Mean (excl. NA/DK)
Standard deviatio
Standard error


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

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 | $\underset{\substack{\text { All the } \\ \text { time } \\ \text { (a) }}}{$ Most of the  <br>  time  <br>  (b) $}$So | Sometimes <br> (c) $\qquad$ | Rarely (d) | Never (e) | Don't know or not applicable (f) |  | NET: All/ <br> Most of the <br> time <br> (h) Na | NET: Rarely/ Never (i) |
| Unweighted base | 2041 | 296560 | 654 | 281 | 125 | 125 | 1791 | 856 | 406 |
| Weighted base | 2041 | 282568 | 656 | 277 | $125 *$ | 133* | 1783 | 850 | 402 |
| NET: Seen heard | $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 57 \% \text { BCDEFGHH } \end{aligned} \stackrel{276}{2} \% \text { DEFI }$ | $\begin{gathered} \quad 295 \\ \text { EFI } \end{gathered}$ | 95 <br> $34 \% F$ | $\begin{aligned} & 39 \\ & 31 \% F \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 826 \\ & 46 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & 436 \\ \mathrm{FI} \\ 51 \% \mathrm{BCDEF} \end{array}$ | $\begin{gathered} 134 \\ \text { EFGli3\% } \end{gathered}$ |
| NET: Top 3 | ${ }_{7 \%}^{149}$ | $\begin{array}{ll} 20 & 55 \\ 7 \% \mathrm{f} & 10 \% \mathrm{dFgl} \end{array}$ | $\begin{array}{ll} \mathrm{gl} & \quad 49 \\ 7 \% \mathrm{f} \end{array}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 139 \\ 8 \% \mathrm{Fi} \end{gathered}$ | $\begin{aligned} & 75 \\ & 9 \% \mathrm{dFi} \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 332 \\ 16 \% \end{gathered}$ | $\begin{array}{ll} 53 & 101 \\ 19 \% \text { DFI } & 18 \% \mathrm{dFI} \end{array}$ | $\begin{aligned} & 123 \\ & 19 \% \text { DFI } \end{aligned}$ | $\begin{aligned} & 34 \\ & 12 \% F \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% F \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 311 \\ & 17 \% \text { DFI } \end{aligned}$ | $\begin{aligned} & 155 \\ & 18 \% \text { DFI } \end{aligned}$ | $\begin{aligned} & 50 \\ & 12 \% F \end{aligned}$ |
| 1 - most often | $\begin{aligned} & 22 \\ & 1 \% \end{aligned}$ | $\begin{array}{ll} 2 & 8 \\ 1 \% & 1 \% \end{array}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ |
| 2 | $\begin{gathered} 51 \\ 2 \% \end{gathered}$ | $\begin{array}{ll} 8 & 21 \\ 3 \% f & 4 \% D f i \end{array}$ | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% f \end{aligned}$ | - | $\begin{aligned} & 47 \\ & 3 \% \mathrm{~d} \end{aligned}$ | ${ }_{3 \% \mathrm{dfgi}}^{29}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ |
| 3 | $\begin{aligned} & 77 \\ & 4 \% \end{aligned}$ | $\begin{array}{cc} 10 & 25 \\ 4 \% & 4 \% \end{array}$ | $\begin{aligned} & 27 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 73 \\ 4 \% \end{gathered}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ |
| 4 | $\begin{gathered} 82 \\ 4 \% \end{gathered}$ | $\begin{array}{ll} 18 & 24 \\ 6 \% \text { DEFI } & \\ 4 \% \mathrm{dFI} \end{array}$ | $\begin{aligned} & 35 \\ & 5 \% \mathrm{DeFl} \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $-$ | 81 5\%DeFI | $\begin{array}{ll}  & 42 \\ \text { FI } & 5 \% \mathrm{DeFl} \end{array}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ |
| 5 | $\begin{gathered} 101 \\ 5 \% \end{gathered}$ | $\begin{array}{ll} 15 & 22 \\ 5 \% \mathrm{f} & 4 \% \end{array}$ | $\stackrel{39}{6 \% f}$ | $\begin{aligned} & 15 \\ & 5 \% f \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% f \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\stackrel{91}{5 \% \mathrm{f}}$ | $\begin{gathered} 37 \\ 4 \% \end{gathered}$ | $\underset{6 \% f}{22}$ |
| 6 | $\begin{gathered} 128 \\ 6 \% \end{gathered}$ | $\begin{array}{ll} 29 & 44 \\ 10 \% \text { CDFGI } \\ 8 \% \text { DFI } \end{array}$ | $\begin{aligned} & \quad 38 \\ & =1 \\ & 6 \% F \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \mathrm{f} \end{gathered}$ | $\begin{aligned} & 7 \\ & 6 \% F \end{aligned}$ | - | ${ }_{7 \% \text { DFI }}^{121}$ | $\begin{aligned} & 73 \\ & 9 \% \text { cDFGI } \end{aligned}$ | ${ }_{4 \% \mathrm{~F}}^{17}$ |
| 7 | $\begin{gathered} 159 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 12 \% \mathrm{bcEFGhI} \\ & 7 \% \mathrm{f} \end{aligned}$ | $\stackrel{53}{8 \% F}$ | $\begin{gathered} 22 \\ 8 \% f \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | ${ }_{8 \% \mathrm{eF}}^{151}$ | $\begin{aligned} & 76 \\ & 9 \% \mathrm{beF} \end{aligned}$ | ${ }^{27} 7 \%$ |
| 8 | ${ }_{7 \%}^{153}$ | $\begin{array}{ll} 19 \\ 7 \% & 49 \\ 9 \% \end{array}$ | $\stackrel{49}{7 \%}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 138 \\ 8 \% \end{gathered}$ | $\begin{gathered} 68 \\ 8 \% \end{gathered}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ |
| 9 - least often | $\begin{gathered} 110 \\ 5 \% \end{gathered}$ | $\stackrel{26}{9 \% \text { CDEFGI }} \stackrel{39}{7 \% \text { DEfI }}$ | $\stackrel{32}{5 \% \mathrm{ei}}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 6 \% \text { DEfI } \end{aligned}$ | 65 $8 \% \mathrm{cDEFG}$ | $\begin{array}{cl}  \\ \\ \quad 10 \\ 2 \% \end{array}$ |

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

Weighted base
Don't know
Not seen/heard

Mean (excl. NA/DK)
Standard deviatio
Standard error

| Total | All the time (a) | $\begin{aligned} & \text { Most of the } \\ & \text { time } \\ & \text { (b) } \\ & \hline \end{aligned}$ | $\frac{\substack{\text { Sometimes } \\ \text { (c) }}}{}$ | Rarely (d) | Never (e) | Don't know <br> or not <br> applicable <br> (f) | NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: Rarely/ Never (i) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2041 | 282 | 568 | 656 | 277 | $125 *$ | 133* | 1783 | 850 | 402 |
| $\begin{gathered} 516 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 22 \% A B H \end{aligned}$ | $\begin{aligned} & 89 \\ & 32 \% \mathrm{ABCGH} \end{aligned}$ | $\begin{aligned} & 56 \\ & \mathrm{GH} \\ & 45 \% \mathrm{AE} \end{aligned}$ | $\begin{gathered} 97 \\ 3 \mathrm{CDGH} \\ 73 \% \mathrm{AE} \end{gathered}$ | $\begin{gathered} 364 \\ \text { 3CDEGHI\%ABH } \end{gathered}$ | $\begin{aligned} & \\ & 3 H \\ & \quad 129 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 36 \% \text { ABCDGH } \end{aligned}$ |
| $\begin{gathered} 644 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 28 \% F \end{aligned}$ | $\begin{aligned} & 206 \\ & 36 \% \mathrm{~A} \end{aligned}$ | $\text { EFH } \begin{gathered} 215 \\ 33 \% e F \end{gathered}$ | $\begin{aligned} & 93 \\ & 34 \% e \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\stackrel{593}{33 \% \mathrm{aeF}}$ | $\begin{aligned} & \quad \begin{array}{l} 285 \\ 34 \% A e F \end{array} \end{aligned}$ | $\begin{aligned} & 123 \\ & 31 \% \mathrm{eF} \end{aligned}$ |
| 5.99 <br> 2.19 | 6.17 2.09 | 5.94 2.32 | 5.88 2.15 0 | 6.16 2.04 2 | 5.72 2.21 0.36 | 6.45 2.57 0.71 | 5.99 2.18 0 | 6.03 2.24 0.11 | 6.03 2.09 |
| 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

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 |  |  |  | Employmen | Sector |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male (a) | Female <br> (b) | $\begin{gathered} \text { 18-24 } \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | 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 | $\begin{gathered} 1066 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 510 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 556 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 61 \% \mathrm{FH} \end{aligned}$ | $\begin{aligned} & 202 \\ & 57 \% \mathrm{fH} \end{aligned}$ | $\begin{aligned} & 181 \\ & 55 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 177 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 54 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 205 \\ 44 \% \end{gathered}$ | $\begin{gathered} 341 \\ 59 \% \mathrm{JK} \end{gathered}$ | $\begin{gathered} 358 \\ 52 \% \end{gathered}$ | $\begin{gathered} 368 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 319 \\ & 57 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 310 \\ & 54 \% N \end{aligned}$ | $\begin{gathered} 192 \\ 46 \% \end{gathered}$ | $\begin{gathered} 246 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 62 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 458 \\ 53 \% \end{gathered}$ |
| NET: Top 3 | $\begin{aligned} & 483 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 216 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 267 \\ & 26 \% a \end{aligned}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 31 \% \text { EFH } \end{aligned}$ | $\begin{aligned} & 96 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 141 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 26 \% N \end{aligned}$ | $\begin{aligned} & 142 \\ & 25 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 76 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 24 \% n \end{aligned}$ | $\begin{aligned} & 94 \\ & 29 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 179 \\ 21 \% \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 764 \\ 37 \% \end{gathered}$ | $\begin{gathered} 340 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 425 \\ & 41 \% A \end{aligned}$ | $\begin{aligned} & 84 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 135 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 41 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 127 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 43 \% \mathrm{fH} \end{aligned}$ | $\begin{aligned} & 153 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 219 \\ 38 \% \end{gathered}$ | $\begin{gathered} 262 \\ 38 \% \end{gathered}$ | $\begin{gathered} 283 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 232 \\ & 42 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 222 \\ & 39 \% N \end{aligned}$ | $\begin{gathered} 129 \\ 31 \% \end{gathered}$ | $\begin{gathered} 182 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 313 \\ & 37 \% \end{aligned}$ |
| 1 - most often | $\begin{gathered} 120 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 4 \% \end{aligned}$ | ${ }_{7 \% A}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\stackrel{27}{9 \% C D F h}$ | $\begin{gathered} 26 \\ \text { h } \quad 5 \% \end{gathered}$ | $\begin{gathered} 25 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 6 \% \end{aligned}$ | $\stackrel{52}{7 \% i}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | ${ }^{35}$ | $\begin{gathered} 22 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 5 \% \end{aligned}$ |
| 2 | $\stackrel{185}{9 \%}$ | $\begin{gathered} 75 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 11 \% A \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% h \end{aligned}$ | $\begin{gathered} 31 \\ 9 \% \end{gathered}$ | $\stackrel{23}{7 \%}$ | $\begin{aligned} & 39 \\ & 11 \% h \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% e \mathrm{eH} \end{aligned}$ | $\begin{gathered} 31 \\ 7 \% \end{gathered}$ | ${ }^{55}$ | $\begin{gathered} 62 \\ 9 \% \end{gathered}$ | $\begin{gathered} 68 \\ 9 \% \end{gathered}$ | $\begin{gathered} 51 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 32 \\ 8 \% \end{gathered}$ | $\stackrel{45}{9 \%}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 67 \\ 8 \% \end{gathered}$ |
| 3 | $\begin{gathered} 179 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 80 \\ 8 \% \end{gathered}$ | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 41 \\ & 12 \% \mathrm{f} \end{aligned}$ | $\stackrel{24}{7 \%}$ | ${ }^{25}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 11 \% j \end{aligned}$ | $\stackrel{49}{7 \%}$ | $\begin{gathered} 68 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 11 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 58 \\ & 10 \% \mathrm{~N} \end{aligned}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{gathered} 40 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 12 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 65 \\ 8 \% \end{gathered}$ |
| 4 | $\begin{gathered} 154 \\ 8 \% \end{gathered}$ | $\begin{gathered} 71 \\ 7 \% \end{gathered}$ | $\begin{gathered} 83 \\ 8 \% \end{gathered}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | $\begin{gathered} 27 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\stackrel{23}{6 \%}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 34 \\ 7 \% \end{gathered}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{gathered} 56 \\ 8 \% \end{gathered}$ | ${ }^{55}$ | $\begin{gathered} 45 \\ 8 \% \end{gathered}$ | $\begin{gathered} 35 \\ 6 \% \end{gathered}$ | $\begin{gathered} 38 \\ 9 \% \end{gathered}$ | ${ }^{36}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{gathered} 71 \\ 8 \% \end{gathered}$ |
| 5 | $\begin{gathered} 127 \\ 6 \% \end{gathered}$ | $\begin{gathered} 52 \\ 5 \% \end{gathered}$ | $\begin{gathered} 74 \\ 7 \% \end{gathered}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 9 \% \mathrm{~h} \end{aligned}$ | $\stackrel{24}{7 \%}$ | $\stackrel{17}{6 \%}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 34 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 8 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 40 \\ 5 \% \end{gathered}$ | ${ }^{41}$ | $\begin{aligned} & 45 \\ & 8 \% N \end{aligned}$ | ${ }^{15} 4 \%$ | $\stackrel{25}{5 \%}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | ${ }_{7 \%}^{63}$ |
| 6 | $\begin{gathered} 122 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 7 \% b \end{aligned}$ | $\begin{gathered} 51 \\ 5 \% \end{gathered}$ | $\stackrel{21}{9 \% g \mathrm{H}}$ | $\stackrel{29}{8 \% H}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\stackrel{20}{5 \%}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 50 \\ 9 \% \mathrm{jK} \end{gathered}$ | $\begin{aligned} & 38 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 33 \\ 4 \% \end{gathered}$ | $\begin{gathered} 30 \\ 5 \% \end{gathered}$ | $\begin{gathered} 38 \\ 7 \% \end{gathered}$ | $\begin{gathered} 32 \\ 8 \% 0 \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{gathered} 62 \\ 7 \% \end{gathered}$ |
| 7 | $\begin{gathered} 75 \\ 4 \% \end{gathered}$ | ${ }^{39}$ | ${ }_{3 \%}^{35}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\stackrel{18}{5 \%}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | ${ }_{28}^{28}$ | ${ }_{3 \%}^{25}$ | ${ }_{4 \%}^{24}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 34 \\ 4 \% \end{gathered}$ |
| 8 | $\begin{gathered} 61 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 4 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 23 \\ & 2 \% \end{aligned}$ | 15 7\%EFGH | $\begin{aligned} & \quad 14 \\ & H \quad 4 \% g \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\stackrel{29}{5 \% \mathrm{JK}}$ | $\begin{aligned} & 15 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | $\begin{gathered} 18 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 13 \\ 4 \% \end{gathered}$ | $\stackrel{29}{3 \%}$ |
| 9 - least often | $\begin{gathered} 45 \\ 2 \% \end{gathered}$ | $\begin{gathered} 22 \\ 2 \% \end{gathered}$ | $\begin{gathered} 22 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% h \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \mathrm{fH} \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | ${ }_{4 \% \mathrm{~K}}^{20}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 15 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% q \end{aligned}$ | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ |

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 <br> ONLINE Fieldwork: 15th to 16th May 2019

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 <br> (a) | Female (b) | $\begin{gathered} 18-24 \\ (c) \end{gathered}$ | $25-34$ (d) | $35-44$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \end{gathered}$ | $65+$ (h) | $\begin{gathered} 18-34 \\ \text { (i) } \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{aligned} & 55+ \\ & (\mathrm{k}) \end{aligned}$ | $\mathrm{AB}$ $\begin{aligned} & \text { AD } \\ & \text { (I) } \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & \text { (m) } \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Pri- vate (a) |
| Weighted base | 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| Don't know | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 264 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 102 \\ 28 \% \end{gathered}$ | ${ }_{23}^{69}$ | $\begin{aligned} & 109 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 150 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 28 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 177 \\ 23 \% \end{gathered}$ | $\begin{gathered} 100 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 142 \\ 34 \% \text { LM } \end{gathered}$ | $\begin{gathered} 144 \\ 29 \% \text { LM } \end{gathered}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 27 \% \mathrm{P} \end{aligned}$ |
| Not seen/heard | $\begin{aligned} & 458 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 234 \\ 23 \% \end{gathered}$ | $\begin{gathered} 225 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 23 \% C D \end{aligned}$ | $\begin{aligned} & 71 \\ & 23 \% C D \end{aligned}$ | $\begin{aligned} & 158 \\ & 33 \% C \end{aligned}$ | $\begin{gathered} 89 \\ \text { EFG15\% } \end{gathered}$ | $\begin{aligned} & 141 \\ & 20 \% 1 \end{aligned}$ | $\begin{aligned} & 229 \\ & 30 \% \text { IJ } \end{aligned}$ | $\begin{aligned} & 138 \\ & 25 \% n \end{aligned}$ | $\begin{gathered} 134 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 171 \\ 20 \% \end{gathered}$ |
| Mean (excl. $\mathrm{NA} / \mathrm{DK}$ ) Standard deviation | 4.14 2.24 | 4.39 B 2.24 | 3.92 2.22 | 4.66efGH 2.34 | 4.41 G 2.30 | 4.15 G 2.24 | ${ }_{2}^{4.17}$ | 3.58 2.14 | 4.01 g 2.15 | ${ }_{2}^{4.51 \mathrm{j} K}$ | 4.12 k 2.20 | 3.82 2.15 | 4.15 2.26 | 4.16 2.13 | 4.26 2.26 | 4.02 2.35 | 4.30 2.43 | 4.36 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-I/m/n/o-p/q
Overlap formulae used.

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

|  |  | Re |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { Scotland } \\ \text { (a) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | North East <br> (e) | North West (f) | Yorkshire \& Humberside (g) | $\xrightarrow[(\mathrm{h})]{\text { West Midlands }}$ | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \\ \hline \end{gathered}$ |
| 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 | $\begin{gathered} 1066 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 925 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 58 \% \mathrm{jL} \end{aligned}$ | $\begin{aligned} & 94 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 57 \% 1 \end{aligned}$ | $\begin{aligned} & 93 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 136 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 57 \% \mathrm{jl} \end{aligned}$ |
| NET: Top 3 | $\begin{aligned} & 483 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 28 \% g \end{aligned}$ | $\begin{aligned} & 28 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 406 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 27 \% g \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 46 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 764 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 656 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 44 \% \mathrm{eH} \end{aligned}$ | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 42 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 74 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 102 \\ 37 \% \end{gathered}$ | $\begin{gathered} 104 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ |
| 1 - most often | $\begin{gathered} 120 \\ 6 \% \end{gathered}$ | 16 9\%dgLm | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\stackrel{24}{9 \% g L m}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ |
| 2 | $\begin{gathered} 185 \\ 9 \% \end{gathered}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 157 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 15 \\ 9 \% \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | ${ }^{11} 7 \%$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\stackrel{18}{7 \%}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ |
| 3 | $\begin{gathered} 179 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 154 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 11 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 12 \% \mathrm{gkm} \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\stackrel{17}{6 \%}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 12 \\ 7 \% \end{gathered}$ |
| 4 | $\begin{gathered} 154 \\ 8 \% \end{gathered}$ | ${ }_{9 \% \mathrm{E}}^{16}$ | $\begin{aligned} & 9 \\ & 9 \% \mathrm{E} \end{aligned}$ | $\begin{gathered} 130 \\ 7 \% \end{gathered}$ |  | $\begin{aligned} & 22 \\ & 10 \% \text { Eh } \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \mathrm{Eh} \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% e \end{aligned}$ | ${ }^{10}{ }_{6 \% \mathrm{E}}$ | ${ }_{6 \% \mathrm{E}}^{12}$ | $\stackrel{25}{9 \% \text { Eh }}$ | ${ }^{20} \% \mathrm{E}$ | $\begin{aligned} & 16 \\ & 9 \% \text { Eh } \end{aligned}$ |
| 5 | $\begin{gathered} 127 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{array}{r} 120 \\ 7 \% A \end{array}$ | $\begin{aligned} & 7 \\ & 8 \% \mathrm{~A} \end{aligned}$ | ${ }_{7 \% A}$ | ${ }_{7 \% \mathrm{a}}^{11}$ | $\begin{aligned} & 11 \\ & 6 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% A \end{aligned}$ | $\begin{aligned} & 16 \\ & 8 \% A \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \mathrm{a} \end{aligned}$ | ${ }_{7 \% A}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ |
| 6 | $\begin{gathered} 122 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | $\begin{gathered} 105 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 8 \% 1 \end{aligned}$ |
| 7 | $\begin{gathered} 75 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | ${ }_{69}^{69}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\stackrel{15}{6 \% f}$ | $\begin{gathered} 12 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ |
| 8 | ${ }_{3 \%}^{61}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & 2 \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 54 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 6 \% \text { afJI } \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% j \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \mathrm{j} \mid \end{aligned}$ |
| 9 - least often | $\begin{gathered} 45 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 41 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \mathrm{JKL} \end{aligned}$ | $\begin{aligned} & 4 \% \mathrm{JKL} \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% j \mathrm{jk} \end{aligned}$ | $\begin{aligned} & { }_{3 \% \mathrm{jk}}^{6} \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | ${ }_{*}^{1}$ | ${ }_{*}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | 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 <br> ONLINE Fieldwork: 15th to 16th May 2019

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

Weighted base
Don't know
Not seen/heard

Mean (excl. NA/DK)
Standard deviation

| Total | Scotland <br> (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\xrightarrow{\text { NET: England }}$ (d) | North East (e) | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ | Yorkshire \& Humberside <br> (g) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2041 | 178 | 102* | 1761 | $86^{*}$ | 235 | 171 |
| $\begin{gathered} 516 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 444 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ |
| $\begin{gathered} 458 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 393 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 45 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ |
| $\begin{aligned} & 4.14 \\ & 2.24 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 3.64 \\ & 2.21 \\ & 0.23 \end{aligned}$ | $\begin{aligned} & 3.67 \\ & 2.13 \\ & 0.29 \end{aligned}$ | $\begin{aligned} & \text { 4.22A } \\ & 2.24 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 4.76 \text { ABJI } \\ & 2.58 \\ & 0.40 \end{aligned}$ | $\begin{aligned} & 4.06 \\ & 2.20 \\ & 0.20 \end{aligned}$ | $\begin{aligned} & 4.60 \mathrm{ABJK} \\ & 2.26 \\ & 0.22 \end{aligned}$ |

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

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


## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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) | $\begin{gathered} \substack{\text { Sometimes } \\ \text { (c) }} \end{gathered}$ | $\frac{\substack{\text { Rarely } \\(\mathrm{d})}}{}$ | Never (e) | $\begin{gathered} \text { Don't know } \\ \text { or not } \\ \text { applicable } \\ \text { (f) } \end{gathered}$ | NET: Ever <br> (a) | NET: All/ Most of the time (h) | NET: <br> Rarely/ <br> Never <br> (i) |
| Weighted base | 2041 | 282 | 568 | 656 | 277 | 125* | 133* | 1783 | 850 | 402 |
| Don't know | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 22 \% A B H \end{aligned}$ | $\begin{aligned} & 89 \\ & 32 \% \mathrm{ABCGH} \end{aligned}$ | $\begin{aligned} & 56 \\ & H \quad 45 \% A B \end{aligned}$ | $\begin{gathered} 97 \\ \mathrm{CDGHI} \\ 73 \% \mathrm{Al} \end{gathered}$ | $\stackrel{364}{3 \mathrm{CDEGH}) \% \mathrm{ABH}}$ | $\begin{array}{ll}  & 129 \\ 3 H & 15 \% \end{array}$ | $\begin{aligned} & 145 \\ & 36 \% A B C D G H \end{aligned}$ |
| Not seen/heard | $\begin{aligned} & 458 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 23 \% A f H \end{aligned}$ | $\begin{array}{ll}  & 160 \\ H & 24 \% A F h \end{array}$ | 81 <br> $29 \% A b F G H$ | $\begin{aligned} & \quad 31 \\ & \text { H } \quad 25 \% \text { Af } \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 409 \\ & 23 \% \mathrm{AfH} \end{aligned}$ | $\begin{array}{ll}  & 168 \\ H & 20 \% A \end{array}$ | $\begin{aligned} & 112 \\ & 28 \% A F G H \end{aligned}$ |
| Mean (excl. NA/DK) | 4.14 | 3.82 | 3.84 | 4.23aBH | 4.96 ABCGH | 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

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 <br> (a) | Female <br> (b) | $\begin{gathered} \frac{18-24}{(\mathrm{c})} \end{gathered}$ | $25-34$ (d) | $35-44$ <br> (e) | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & (1) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Pri- vate <br> vate <br> (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 | $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{gathered} 420 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 461 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 57 \% \text { DFGH } \end{aligned}$ | $\begin{aligned} & 166 \\ & H \quad 47 \% G H \end{aligned}$ | $\begin{aligned} & 175 \\ & 53 \% \mathrm{FGH} \end{aligned}$ | $\begin{aligned} & 148 \\ & H \quad 41 \% H \end{aligned}$ | $\begin{gathered} 111 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 295 \\ & 51 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 323 \\ & 47 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 263 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 265 \\ & 48 \% \mathrm{NO} \end{aligned}$ | $\begin{gathered} 249 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 201 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 54 \% Q \end{aligned}$ | $\begin{gathered} 399 \\ 47 \% \end{gathered}$ |
| NET: Top 3 | $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | $\begin{gathered} 54 \\ 5 \% \end{gathered}$ | ${ }^{69}$ | $\begin{aligned} & 23 \\ & 10 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 36 \\ & 10 \% \mathrm{FGH} \end{aligned}$ | $\begin{array}{ll}  & 35 \\ +\quad 11 \% \text { FGH } \end{array}$ | $\mathrm{H} \quad \stackrel{17}{5 \% H}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 10 \% \mathrm{~K} \end{aligned}$ | ${ }_{7 \% \mathrm{~K}}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 8 \% 0 \end{aligned}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 68 \\ 8 \% \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 241 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 22 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 69 \\ & 19 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 59 \\ & 18 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 34 \\ & H \quad 9 \% H \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 20 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 93 \\ & 14 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 30 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 16 \% \end{aligned}$ |
| 1 -most often | $\begin{aligned} & 30 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 19 \\ 2 \% \end{gathered}$ | $\stackrel{11}{1 \%}$ | $\begin{aligned} & 5 \\ & 2 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \mathrm{fGH} \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 14 \\ & 2 \% K \end{aligned}$ | $\begin{aligned} & 14 \\ & 2 \% K \end{aligned}$ | ${ }_{*}^{2}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 14 \\ 3 \% \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{gathered} 17 \\ 2 \% \end{gathered}$ |
| 2 | $\begin{aligned} & 44 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | $\stackrel{28}{3 \%}$ | $\begin{aligned} & 9 \\ & 4 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \mathrm{GH} \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \mathrm{GH} \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \mathrm{gH} \end{aligned}$ | ${ }_{*}^{1}$ | ${ }_{*}$ | $\begin{aligned} & 22 \\ & 4 \% \mathrm{~K} \end{aligned}$ | ${ }_{3 \% \mathrm{~K}}^{19}$ | ${ }_{*}$ | $\stackrel{15}{3 \%}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\stackrel{9}{2 \%}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | ${ }_{3}^{29}$ |
| 3 | $\begin{gathered} 49 \\ 2 \% \end{gathered}$ | $\begin{gathered} 19 \\ 2 \% \end{gathered}$ | $\begin{gathered} 30 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \mathrm{fGH} \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \mathrm{fGH} \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 4 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 18 \\ & 3 \% K \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 12 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{gathered} 13 \\ 4 \% \end{gathered}$ | $\begin{gathered} 21 \\ 2 \% \end{gathered}$ |
| 4 | $\begin{gathered} 64 \\ 3 \% \end{gathered}$ | $\begin{gathered} 32 \\ 3 \% \end{gathered}$ | $\begin{gathered} 32 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 6 \% G H \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% G H \end{aligned}$ | ${ }_{3 \% \mathrm{H}}^{10}$ | ${ }_{3 \% \mathrm{H}}^{12}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 6 \% \mathrm{jK} \end{aligned}$ | ${ }_{3 \% \mathrm{~K}}^{22}$ | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | $\stackrel{16}{16}$ | ${ }_{3 \%}^{18}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% n \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | ${ }^{35} 4 \%$ |
| 5 | ${ }^{54} 3 \%$ | $\stackrel{28}{3 \%}$ | $\stackrel{26}{3 \%}$ | $\begin{aligned} & 13 \\ & 6 \% \mathrm{FGH} \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \mathrm{H} \end{aligned}$ | 14 $4 \% \mathrm{fgH}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{4 \% \mathrm{~K}}^{26}$ | ${ }_{3 \% \mathrm{~K}}^{19}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | ${ }^{21}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | 31 4 \% |
| 6 | ${ }_{3 \%}^{57}$ | $\begin{gathered} 30 \\ 3 \% \end{gathered}$ | $\begin{gathered} 27 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \mathrm{Eh} \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \mathrm{EgH} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \text { Eh } \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | $\stackrel{27}{5 \% \mathrm{jK}}$ | $\begin{gathered} 17 \\ 2 \% \end{gathered}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{gathered} 21 \\ 4 \% 0 \end{gathered}$ | $\begin{aligned} & 14 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | 31 $4 \%$ |
| 7 | $\begin{gathered} 116 \\ 6 \% \end{gathered}$ | $\begin{gathered} 50 \\ 5 \% \end{gathered}$ | $\stackrel{67}{6 \%}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\stackrel{24}{7 \%}$ | $\begin{aligned} & 32 \\ & 10 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & \text { H } \quad 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{gathered} 37 \\ 6 \% \end{gathered}$ | ${ }^{46}$ | $\begin{gathered} 33 \\ 4 \% \end{gathered}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{gathered} 30 \\ 5 \% \end{gathered}$ | $\begin{gathered} 31 \\ 7 \% \end{gathered}$ | $\stackrel{24}{5 \%}$ | $\stackrel{29}{9 \% Q}$ | $\begin{gathered} 41 \\ 5 \% \end{gathered}$ |
| 8 | $\begin{gathered} 176 \\ 9 \% \end{gathered}$ | $\begin{gathered} 88 \\ 9 \% \end{gathered}$ | $\begin{gathered} 88 \\ 8 \% \end{gathered}$ | ${ }^{17} 7 \%$ | $\stackrel{25}{7 \%}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{gathered} 29 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 42 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 10 \% n \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% n \end{aligned}$ | $\stackrel{25}{6 \%}$ | $\begin{gathered} 41 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 68 \\ 8 \% \end{gathered}$ |
| 9 - least often | $\begin{gathered} 290 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 18 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 16 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 57 \\ & 16 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 67 \\ & \text { 14\%D } \end{aligned}$ | $\begin{aligned} & 72 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 110 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 16 \% n \end{aligned}$ | $\begin{aligned} & 76 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 15 \% \end{aligned}$ |

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

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 <br> (a) | Female (b) | $\begin{gathered} \text { 18-24 } \\ \text { (c) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \end{gathered}$ | $\begin{gathered} 55-64 \\ \hline \text { (0) } \end{gathered}$ | 65+ <br> (h) | $\begin{gathered} 18-34 \\ \text { (i) } \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{j}) \\ \hline \end{gathered}$ | $\begin{aligned} & 55+ \\ & (\mathrm{k}) \end{aligned}$ | $\mathrm{AB}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Private (a) |
| Weighted base | 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| Don't know | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 264 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 28 \% \end{aligned}$ | ${ }_{23}^{69}$ | $\begin{gathered} 109 \\ 23 \% \end{gathered}$ | $\begin{gathered} 150 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 28 \% k \end{aligned}$ | $\begin{gathered} 177 \\ 23 \% \end{gathered}$ | $\begin{gathered} 100 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 23 \% 1 \end{aligned}$ | $\begin{aligned} & 142 \\ & 34 \% \mathrm{LM} \end{aligned}$ | $\begin{gathered} 144 \\ 29 \% \text { LM } \end{gathered}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 229 \\ 27 \% \mathrm{P} \end{gathered}$ |
| Not seen/heard | $\begin{gathered} 644 \\ 32 \% \end{gathered}$ | $\begin{gathered} 324 \\ 32 \% \end{gathered}$ | $\begin{gathered} 320 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 31 \% C E \end{aligned}$ | $\begin{aligned} & 123 \\ & 41 \% \text { CDEF } \end{aligned}$ | $\stackrel{211}{F}{ }_{45 \% \text { CDEF }}$ | $=\begin{gathered} 135 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 333 \\ & 43 \% 1 J \end{aligned}$ | $\begin{aligned} & 192 \\ & 34 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 194 \\ & 34 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 107 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 230 \\ 27 \% \end{gathered}$ |
| Mean (excl. NA/DK) | 6.78 | 6.79 | 6.76 | 6.36 | 5.84 | 6.41 d | 7.01 cDe | 7.48CDE | 7.82 CDEF | 6.07 | 6.691 | ${ }^{7.681 J}$ | 6.96 | 6.60 | 6.56 | 6.93 | 6.44 | 6.47 |
| Standard deviation Standard error | 2.41 0.08 | 2.42 0.12 | 2.41 0.11 | 2.56 0.23 | 2.52 0.22 | 2.62 0.21 | 2.34 0.20 | 1.94 0.17 | 1.60 0.12 | 2.55 0.16 | 2.51 0.15 | 1.75 0.10 | 2.25 0.13 | 2.58 0.16 | 2.40 0.20 | 2.39 0.18 | 2.46 0.20 | 2.56 0.13 |
| 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 |  | 0.13 |

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

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

Unweighted base
Weighted base
NET: Seen heard
NET: Top 3
NET: Top 5
1 - most often
2
3
4
5
6
$7 \quad 11$
8
9 - least often

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland (a) | Wales <br> (b) | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \\ & \hline \end{aligned}$ | $\frac{\substack{\text { North East } \\(\mathrm{e})}}{}$ | $\underset{(f)}{\substack{\text { North West }}}$ | Yorkshire \& Humberside <br> (g) | est Midlands <br> (h) | East Midlands (i) | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | London (k) | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{m})} \\ \hline \end{gathered}$ |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | 86* | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 778 \\ & 44 \% a \end{aligned}$ | $\begin{aligned} & 36 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 48 \% A j \end{aligned}$ | $\begin{aligned} & 85 \\ & 47 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 69 \\ & 46 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 74 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 117 \\ 43 \% \end{gathered}$ | $\begin{gathered} 120 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 49 \% A J \end{aligned}$ |
| $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 113 \\ 6 \% \mathrm{a} \end{gathered}$ | $\begin{aligned} & 10 \\ & 11 \% A F h j L \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 9 \% A f L \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% A f L \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | 26 9\%AFhL | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ |
| $\begin{gathered} 241 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 12 \% \mathrm{~A} \end{aligned}$ | 15 18\%AfJL | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \mathrm{Ajl}^{2} \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 17 \% \text { AfJL } \end{aligned}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 15 \% A j L \end{aligned}$ |
| $\begin{aligned} & 30 \\ & 1 \% \end{aligned}$ | * | - | 30 $2 \%$ | 4 <br> 5\%ABFHIJL | JL | 7 <br> 4\%AbFhIJL | $\begin{array}{ll}  & 2 \\ \text { JL } & 1 \% \end{array}$ | - | ${ }_{*}$ | $\begin{aligned} & 8 \\ & 3 \% \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \mathrm{Fi} \end{aligned}$ |
| $\begin{gathered} 44 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | 40 $2 \%$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{3}^{4}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% A F h j L M \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |
| $\begin{gathered} 49 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 43 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |
| $\begin{gathered} 64 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \text { agll } \end{aligned}$ | $\begin{gathered} 56 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 4 \% \text { i } \end{aligned}$ | $\stackrel{9}{4 \%}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $12$ 6\%AGIjL | - $\quad 1$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | 12 6\%AGIjL |
| $54$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | - | $\stackrel{49}{3 \%}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \mathrm{~b} \end{aligned}$ | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |
| $\begin{gathered} 57 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 50 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | 11 <br> 6\%bhiLM | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ |
| $\begin{gathered} 116 \\ 6 \% \end{gathered}$ | 16 9\%dGK | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 12 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \mathrm{gk} \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\stackrel{20}{7 \%}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ |
| $\begin{gathered} 176 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 158 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \mathrm{el} \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% e \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 27 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}^{20}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ |
| $\begin{aligned} & 290 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\stackrel{257}{15 \%}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% k \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% A j K \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\stackrel{25}{9 \%}$ | $\begin{aligned} & 49 \\ & 17 \% \mathrm{AjK} \end{aligned}$ | $\begin{aligned} & 35 \\ & 20 \% A J K \end{aligned}$ |

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 <br> ONLINE Fieldwork: 15th to 16th May 2019

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

Weighted base
Don't know

Not seen/heard
Mean (excl. NA/DK)
Standard deviatio
Standard error

| Total | Scotland (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | $\begin{gathered} \substack{\text { North East } \\ \text { (e) }} \\ \hline \end{gathered}$ | North West | Yorkshire \& Humberside (g) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2041 | 178 | $102^{*}$ | 1761 | $86^{*}$ | 235 | 171 |
| $\begin{gathered} 516 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 444 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ |
| $\begin{gathered} 644 \\ 32 \% \end{gathered}$ | 65 $37 \% \mathrm{ghm}$ | $\begin{aligned} & 39 \\ & 38 \% \mathrm{ghm} \end{aligned}$ | $\begin{gathered} 540 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ |
| $\begin{aligned} & 6.78 \\ & 2.41 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 7.03 \mathrm{~K} \\ & 1.95 \\ & 0.24 \end{aligned}$ | $\begin{aligned} & 6.92 \\ & 2.37 \\ & 0.38 \end{aligned}$ | $\begin{aligned} & 6.75 \\ & 2.45 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 5.80 \\ & 2.94 \\ & 0.50 \end{aligned}$ | $\begin{aligned} & 7.11 \mathrm{~K} \\ & 2.03 \\ & 0.21 \end{aligned}$ | $\begin{aligned} & 6.55 \\ & 2.69 \\ & 0.29 \end{aligned}$ |

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

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 <br> (a) | st of the time So (b) | Sometimes <br> (c) | Rarely <br> (d) | Never(e) $\quad$Do <br> ap | Don't know or not applicable (f) | NET. Ever <br> NET.Ever <br> (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 | $\begin{gathered} 881 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 57 \% \text { BCDEF } \end{aligned}$ | $\begin{aligned} & 267 \\ & =\text { GHI\%DEFI } \end{aligned}$ | $\begin{aligned} & \quad 301 \\ & \text { EFI } \quad 46 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & 100 \\ & 36 \% F \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% F \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 828 \\ & 46 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & 428 \\ \mathrm{FI} & 50 \% \mathrm{BDEFG} \end{array}$ | $\begin{gathered} 138 \\ \text { FGI 34\%F } \end{gathered}$ |
| NET: Top 3 | $\begin{gathered} 123 \\ 6 \% \end{gathered}$ | ${ }_{7 \% F}^{20}$ | ${ }^{41}$ | $\begin{gathered} 40 \\ 6 \% F \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% f \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{6 \% F}^{114}$ | $\begin{aligned} & 61 \\ & 7 \% F \end{aligned}$ | $\begin{aligned} & 20 \\ & 5 \% f \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 241 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 13 \% F \end{aligned}$ | $\begin{aligned} & 72 \\ & 13 \% F \end{aligned}$ | $\begin{aligned} & 90 \\ & 14 \% \mathrm{dFI} \end{aligned}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 12 \% \mathrm{dFI} \end{aligned}$ | $\begin{aligned} & 108 \\ & 13 \% \mathrm{Fi} \end{aligned}$ | $\begin{gathered} 36 \\ 9 \% \end{gathered}$ |
| 1 - most often | $\begin{aligned} & 30 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{gathered} 10 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |  | $\begin{gathered} 28 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ |
| 2 | $\begin{gathered} 44 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 3 \% \text { agh } \end{aligned}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 40 \\ 2 \% \end{gathered}$ | $\stackrel{22}{3 \% A}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ |
| 3 | $\begin{gathered} 49 \\ 2 \% \end{gathered}$ | ${ }_{4 \% F}^{11}$ | $\begin{gathered} 12 \\ 2 \% \end{gathered}$ | $\begin{gathered} 17 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | - | $\begin{gathered} 46 \\ 3 \% \end{gathered}$ | $\begin{gathered} 24 \\ 3 \% f \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ |
| 4 | $\begin{gathered} 64 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\stackrel{17}{3 \%}$ | $\begin{aligned} & 30 \\ & 5 \% \mathrm{Dgl} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 3 \% \mathrm{Di} \end{aligned}$ | $\stackrel{25}{3 \%}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ |
| 5 | $54$ | ${ }_{3 \%}^{8}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\stackrel{20}{3 \%}$ | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | ${ }_{3 \%}$ | $\begin{gathered} 21 \\ 2 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ |
| 6 | $\stackrel{57}{3 \%}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 3 \% A h \end{aligned}$ | $\begin{gathered} 21 \\ 3 \% A \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & \text { 6\%AFgh } \end{aligned}$ | h | $\begin{gathered} 49 \\ 3 \% A \end{gathered}$ | $\stackrel{21}{2 \% A}$ | $\begin{aligned} & 15 \\ & 4 \% \mathrm{Af} \end{aligned}$ |
| 7 | $\begin{gathered} 116 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \mathrm{DfI} \end{aligned}$ | $\begin{gathered} 42 \\ 7 \% \mathrm{DfI} \end{gathered}$ | $\begin{gathered} 33 \\ 5 \% \end{gathered}$ | ${ }^{10}{ }_{3 \%}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 6 \% \mathrm{di} \end{aligned}$ | $\begin{aligned} & 64 \\ & 8 \% \mathrm{cDfGI} \end{aligned}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ |
| 8 | $\begin{gathered} 176 \\ 9 \% \end{gathered}$ | 37 <br> 13\%CEFGI | $\begin{aligned} & 57 \\ & 10 \% F \end{aligned}$ | $\stackrel{52}{8 \% F}$ | $\stackrel{24}{8 \% F}$ | $\begin{aligned} & 6 \\ & 5 \% f \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 10 \% F \end{aligned}$ | 94 $11 \% c e F g i$ | $\quad \begin{aligned} & 30 \\ & \mathrm{yi} \\ & 7 \% \mathrm{~F} \end{aligned}$ |
| 9 - least often | $\begin{gathered} 290 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 23 \% \mathrm{BCDEF} \end{aligned}$ | $\begin{gathered} 77 \\ =\mathrm{GH} \\| \% \mathrm{EF} \end{gathered}$ | $\begin{aligned} & 104 \\ & 16 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 35 \\ & 13 \% e \mathrm{Fi} \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & 2 \end{aligned}$ | $\begin{aligned} & 280 \\ & 16 \% \text { EFI } \end{aligned}$ | 141 <br> 17\%BEFI | $\begin{aligned} & 42 \\ & 10 \% \mathrm{eF} \end{aligned}$ |

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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


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

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 <br> (b) | $\begin{gathered} \text { 18-24 } \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{array}{r} 65+ \\ (\mathrm{h}) \\ \hline \end{array}$ | $\begin{gathered} \text { 18-34 } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | 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 | $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{gathered} 607 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 644 \\ & 62 \% \end{aligned}$ | $158$ <br> $70 \% \mathrm{dFGH}$ | $\begin{gathered} 218 \\ H \quad 62 \% \end{gathered}$ | $\begin{aligned} & 212 \\ & 65 \% F \end{aligned}$ | $\begin{aligned} & 199 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 177 \\ 59 \% \end{gathered}$ | $\begin{gathered} 286 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 376 \\ & 65 \% k \end{aligned}$ | $\begin{gathered} 411 \\ 60 \% \end{gathered}$ | $\begin{gathered} 463 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 372 \\ & 67 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 364 \\ & 63 \% \text { No } \end{aligned}$ | $\begin{gathered} 232 \\ 56 \% \end{gathered}$ | $\begin{gathered} 283 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 226 \\ & 71 \% Q \end{aligned}$ | $\begin{gathered} 515 \\ 60 \% \end{gathered}$ |
| NET: Top 3 | $\begin{gathered} 724 \\ 35 \% \end{gathered}$ | $\begin{gathered} 347 \\ 35 \% \end{gathered}$ | $\begin{gathered} 377 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 43 \% \mathrm{DEg} \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 108 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 36 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 106 \\ & 35 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 183 \\ & 39 \% \mathrm{D} \end{aligned}$ | $\begin{gathered} 194 \\ 34 \% \end{gathered}$ | $\begin{gathered} 240 \\ 35 \% \end{gathered}$ | $\begin{gathered} 289 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 41 \% \mathrm{NO} \end{aligned}$ | $\begin{gathered} 205 \\ 36 \% \end{gathered}$ | $\begin{gathered} 137 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 297 \\ 35 \% \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 1049 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 510 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 539 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 170 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 175 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 294 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 344 \\ 50 \% \end{gathered}$ | $\begin{gathered} 411 \\ 53 \% \end{gathered}$ | 314 56\%NO | 314 55\%NO | $\begin{gathered} 192 \\ 46 \% \end{gathered}$ | $\begin{gathered} 229 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 58 \% Q \end{aligned}$ | $\begin{gathered} 424 \\ 49 \% \end{gathered}$ |
| 1 - most often | $\begin{gathered} 174 \\ 9 \% \end{gathered}$ | $\begin{gathered} 73 \\ 7 \% \end{gathered}$ | $\begin{gathered} 101 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 14 \% \mathrm{DGH} \end{aligned}$ | $\stackrel{26}{7 \%}$ | $\begin{aligned} & 33 \\ & 10 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 10 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 66 \\ & 10 \% \mathrm{~K} \end{aligned}$ | ${ }^{50} 7 \%$ | $\begin{aligned} & 58 \\ & 10 \% 0 \end{aligned}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{gathered} 37 \\ 9 \% \end{gathered}$ | ${ }^{35}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 77 \\ 9 \% \end{gathered}$ |
| 2 | $\begin{aligned} & 303 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 19 \% \mathrm{DFg} \end{aligned}$ | $\begin{aligned} & 76 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 17 \% \text { i } \end{aligned}$ | $\begin{aligned} & 99 \\ & 18 \% \mathrm{nO} \end{aligned}$ | $\begin{aligned} & 89 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 131 \\ 15 \% \end{gathered}$ |
| 3 | $\begin{gathered} 246 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 31 \\ 9 \% \end{gathered}$ | $\begin{gathered} 28 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 14 \% \text { de } \end{aligned}$ | $\begin{aligned} & 42 \\ & 14 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 64 \\ & 14 \% \mathrm{dE} \end{aligned}$ | $\begin{aligned} & 61 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 10 \% \end{aligned}$ |
| 4 | ${ }_{9 \%}^{188}$ | $\begin{aligned} & 98 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 90 \\ 9 \% \end{gathered}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 12 \% f \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}^{25}$ | $\stackrel{26}{9 \%}$ | $\begin{aligned} & 46 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 10 \% \end{aligned}$ | ${ }_{8 \%}^{58}$ | $\begin{gathered} 72 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 11 \% n \end{aligned}$ | $\stackrel{29}{7 \%}$ | $\begin{gathered} 41 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 12 \% q \end{aligned}$ | $\begin{gathered} 72 \\ 8 \% \end{gathered}$ |
| 5 | $\begin{gathered} 137 \\ 7 \% \end{gathered}$ | $\begin{gathered} 65 \\ 6 \% \end{gathered}$ | $\begin{gathered} 73 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 9 \% \text { Cfh } \end{aligned}$ | ${ }_{9 \% \text { ch }}^{28}$ | $\stackrel{18}{5 \%}$ | $\begin{aligned} & 25 \\ & 8 \% \mathrm{c} \end{aligned}$ | $\stackrel{25}{5 \%}$ | $\stackrel{41}{7 \%}$ | $\stackrel{46}{7 \%}$ | $\stackrel{50}{6 \%}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ | $\begin{gathered} 46 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ | $\stackrel{29}{9 \%}$ | $\stackrel{55}{6 \%}$ |
| 6 | $\begin{gathered} 70 \\ 3 \% \end{gathered}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ | ${ }^{34} 3 \%$ | ${ }_{4 \%}^{9}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 20 \\ 3 \% \end{gathered}$ | $\begin{gathered} 23 \\ 3 \% \end{gathered}$ | $\begin{gathered} 27 \\ 3 \% \end{gathered}$ | $\begin{gathered} 22 \\ 4 \% \end{gathered}$ | $\begin{gathered} 18 \\ 3 \% \end{gathered}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 28 \\ 3 \% \end{gathered}$ |
| 7 | ${ }_{3 \%}^{67}$ | $\stackrel{28}{28}$ | ${ }^{39}$ | $\begin{aligned} & 11 \\ & 5 \% F G h \end{aligned}$ | ${ }_{6 \% \text { FGH }}$ | $\begin{aligned} & 16 \\ & 5 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 5 \% \mathrm{jK} \end{aligned}$ | ${ }_{3 \%}^{22}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{gathered} 13 \\ 2 \% \end{gathered}$ | $\stackrel{18}{3 \%}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% 1 \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{gathered} 33 \\ 4 \% \end{gathered}$ |
| 8 | $\begin{aligned} & 42 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 23 \\ 2 \% \end{gathered}$ | $\begin{gathered} 19 \\ 2 \% \end{gathered}$ | ${ }_{4 \% \mathrm{eG}}^{9}$ | $\begin{aligned} & 13 \\ & 4 \% G \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 22 \\ 4 \% \mathrm{JK} \end{gathered}$ | ${ }_{1 \%}^{10}$ | ${ }_{1 \%}^{10}$ | $\begin{gathered} 13 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \end{aligned}$ | $\begin{gathered} 22 \\ 3 \% \end{gathered}$ |
| 9 - least often | $\begin{aligned} & 23 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% f G H \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% F G H \end{aligned}$ | ${ }_{*}^{*}$ | $\stackrel{1}{*}$ | ${ }_{*}^{1}$ | $\begin{aligned} & 9 \\ & 2 \% K \end{aligned}$ | $\begin{aligned} & 12 \\ & 2 \% K \end{aligned}$ | ${ }_{*}^{*}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% Q \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ |

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

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 | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { 25-34 } \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & (\mathrm{h}) \\ & \hline \end{aligned}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \\ & \hline \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \end{gathered}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (a) } \end{aligned}$ |
| Weighted base | 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| Don't know | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 252 \\ 25 \% \end{gathered}$ | $\begin{gathered} 264 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 102 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 150 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 28 \% k \end{aligned}$ | $\begin{gathered} 177 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 34 \% \text { LM } \end{aligned}$ | $\begin{aligned} & 144 \\ & 29 \% \text { LM } \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 229 \\ 27 \% \mathrm{P} \end{gathered}$ |
| Not seen/heard | $\begin{gathered} 274 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 17 \% \mathrm{CdE} \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 77 \\ & 16 \% \mathrm{CdE} \end{aligned}$ | $\begin{gathered} 54 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 17 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 85 \\ & 15 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 79 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 114 \\ 13 \% \end{gathered}$ |
| Mean (excl. NA/DK) Standard deviation Standard error | $\begin{aligned} & 3.51 \\ & 2.00 \\ & 0.06 \end{aligned}$ | 3.53 1.97 0.08 | 3.49 2.49 0.08 | 3.53 2.32 0.19 | 3.99 cFGH 2.13 0.16 | 3.75FgH 2.24 0.16 | 3.21 1.82 0.13 | 3.36 1.68 0.12 | 3.25 1.72 0.09 | $\begin{aligned} & 3.80 \mathrm{jK} \\ & 2.22 \\ & 0.12 \end{aligned}$ | 3.49 2.49 0.11 | 3.29 1.71 0.07 | 3.39 2.03 0.10 | 3.50 1.89 0.10 | 3.54 2.11 0.15 | $\begin{aligned} & 3.65 \\ & 2.00 \\ & 0.12 \end{aligned}$ | $\begin{aligned} & 3.71 \\ & 2.14 \\ & 0.15 \end{aligned}$ | 3.53 2.57 0.10 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

Unweighted base
Weighted base
NET: Seen heard
NET: Top 3

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | North East (e) | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ |  <br> Humberside <br> $(\mathrm{g})$ | $\begin{aligned} & \text { Vest Midlands } \\ & \text { (h) } \\ & \hline \end{aligned}$ | $\begin{gathered} \substack{\text { East Midlands } \\ \text { (i) }} \\ \hline \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | London (k) | $\underset{(1)}{\substack{\text { South East }}}$ | outh West (m) |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | $86^{*}$ | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 1093 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 68 \% A b E j k \end{aligned}$ | $\begin{gathered} 107 \\ 62 \% \end{gathered}$ | $\begin{gathered} 114 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 178 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 64 \% \end{aligned}$ |
| $\begin{gathered} 724 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 630 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 39 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 38 \% e \end{aligned}$ | $\begin{aligned} & 90 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 44 \% \text { aBEHIKM } \end{aligned}$ | $\begin{array}{ll}  & 59 \\ \mathrm{~K} & 32 \% \end{array}$ |
| $\begin{aligned} & 1049 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 909 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 57 \% \mathrm{Ei} \end{aligned}$ | $\begin{aligned} & 95 \\ & 56 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 96 \\ & 53 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 70 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 56 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 89 \\ & 49 \% \end{aligned}$ |
| $\begin{gathered} 174 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \mathrm{eM} \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% E \mathrm{M} \end{aligned}$ | $\begin{gathered} 144 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \mathrm{em} \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \mathrm{em} \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% E M \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \mathrm{eM} \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \text { EM } \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ |
| $\begin{aligned} & 303 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 15 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \mathrm{Bi} \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 14 \% \end{aligned}$ | 59 <br> 21\%aBeHIk | $\begin{aligned} & 29 \\ & 16 \% \mathrm{~b} \end{aligned}$ |
| $\begin{gathered} 246 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 214 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\stackrel{25}{9 \%}$ | $\begin{aligned} & 35 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ |
| $\begin{gathered} 188 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \mathrm{~g} \end{aligned}$ | $\begin{gathered} 162 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 21 \\ 9 \% g \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \mathrm{Gjl} \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% G \end{aligned}$ | $\stackrel{14}{7 \%}$ | $\begin{aligned} & 35 \\ & 13 \% \mathrm{Gj} \end{aligned}$ | $\begin{gathered} 23 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ |
| ${ }_{7 \%}^{137}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \mathrm{jKL} \end{aligned}$ | ${ }_{7 \%}^{117}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | 26 <br> 11\%aiJKL | 21 12\%ahiJKL | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \mathrm{jKL} \end{aligned}$ |
| $\begin{gathered} 70 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 8 \% A b G k L \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% G \end{aligned}$ | - | $\begin{aligned} & 6 \\ & 4 \% \mathrm{G} \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% G \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% G \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% G \end{aligned}$ | 11 6\%abGI |
| $\begin{aligned} & 67 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 61 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 12 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% a g L \end{aligned}$ |
| $\begin{gathered} 42 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 38 \\ 2 \% \end{gathered}$ | - | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | 8 <br> 5\%AeGkI | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |
| $\begin{aligned} & 23 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \mathrm{hl} \end{aligned}$ | - | ${ }_{1 \%}^{20}$ | $\div$ | $\begin{aligned} & 4 \\ & 2 \% 1 \end{aligned}$ | $\begin{aligned} & 7 \\ & \text { 4\%beHiJLM } \end{aligned}$ | M | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 1 | $\begin{aligned} & 5 \\ & 2 \% \\ & \end{aligned}$ | $\stackrel{1}{*}$ | ${ }_{*}$ |

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

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

Weighted base
Don't know
Not seen/heard
Mean (excl. NA/DK)
Standard deviation


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

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 <br> (c) $\qquad$ | ${ }_{\text {Rarely }}^{\text {R }}$ ( ${ }^{\text {Rem }}$ | Never (e) | Don't know or not applicable $\qquad$ (f) | M <br> NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: <br> Rarely/ Never $\qquad$ |
| 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 | $\begin{gathered} 1251 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 73 \% \text { CDEF } \end{aligned}$ | $\stackrel{405}{\text { EFGI } 71 \% \text { CD }}$ | $\begin{gathered} 416 \\ \text { DEFGI } 63 \% \text { DEFI } \end{gathered}$ | $\begin{aligned} & 148 \\ & 54 \% \mathrm{FFi} \end{aligned}$ | $\begin{aligned} & 54 \\ & 43 \% F \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 1174 \\ & 66 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 610 \\ & \text { :FI } \\ & 72 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 202 \\ \text { EFGI } 50 \% \mathrm{eF} \end{gathered}$ |
| NET: Top 3 | $\begin{aligned} & 724 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 37 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 220 \\ & 39 \% \text { EF } \end{aligned}$ | $\begin{aligned} & \text { F } \quad \begin{array}{l} 248 \\ 38 \% E F \end{array} \end{aligned}$ | $\begin{aligned} & 105 \\ & 38 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 28 \\ & 23 \% f \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 677 \\ & 38 \% \text { EFi } \end{aligned}$ | $\begin{aligned} & 325 \\ & 38 \% \text { EF } \end{aligned}$ | $\begin{aligned} & 133 \\ & 33 \% \text { EF } \end{aligned}$ |
| NET: Top 5 | $\begin{aligned} & 1049 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 58 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 343 \\ & \text { FI } \quad 60 \% \text { CD } \end{aligned}$ | $\begin{gathered} 347 \\ \text { DEFGI } 53 \% \text { EFI } \end{gathered}$ | $\begin{aligned} & 134 \\ & 48 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 989 \\ & 55 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 507 \\ & : F I \\ & 60 \% \text { CDEF } \end{aligned}$ | $\stackrel{172}{\text { EFGI } 43 \% \text { EF }}$ |
| 1 - most often | $\begin{gathered} 174 \\ 9 \% \end{gathered}$ | $\stackrel{25}{9 \%}$ | $\begin{aligned} & 47 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 10 \% \mathrm{di} \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | ${ }_{7 \%}^{9}$ | ${ }_{7 \%}^{9}$ | ${ }_{9 \%}^{157}$ | $\begin{gathered} 72 \\ 9 \% \end{gathered}$ | $\stackrel{26}{7 \%}$ |
| 2 | $\begin{gathered} 303 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 14 \% F \end{aligned}$ | $\begin{aligned} & 89 \\ & 16 \% \mathrm{eF} \end{aligned}$ | $\begin{aligned} & 117 \\ & 18 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 45 \\ & 16 \% e \mathrm{eFi} \end{aligned}$ | ${ }_{9 \% F}^{11}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 290 \\ & 16 \% \mathrm{eF} \end{aligned}$ | $\begin{aligned} & 128 \\ & 15 \% F \end{aligned}$ | $\begin{aligned} & 57 \\ & 14 \% \mathrm{eF} \end{aligned}$ |
| 3 | $\begin{gathered} 246 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 15 \% \mathrm{cEF} \end{aligned}$ | 84 15\%CE | $\begin{array}{ll}  & 65 \\ \text { EF } & 10 \% \end{array}$ | $\begin{aligned} & 42 \\ & 15 \% \text { CEFI } \end{aligned}$ | ${ }_{7 \%}^{8}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | 231 <br> $13 \% \mathrm{CeF}$ | $\begin{aligned} & \text { F } \quad \stackrel{125}{15 \% \text { CEFg }} \end{aligned}$ | $\begin{array}{ll}  & 50 \\ \text { Fg } & 12 \% E F \end{array}$ |
| 4 | $\begin{gathered} 188 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 11 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 78 \\ & 14 \% \text { CDE } \end{aligned}$ | $\begin{gathered} 52 \\ \text { DEFGI } 8 \% \text { Eff } \end{gathered}$ | ${ }^{21}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ | 182 <br> $10 \%$ CEFI | $\begin{aligned} & \quad 109 \\ & : F I \\ & 13 \% C D E F \end{aligned}$ | $\stackrel{24}{\text { EFGI } 6 \% e}$ |
| 5 | ${ }_{7 \%}^{137}$ | $\begin{aligned} & 29 \\ & 10 \% \mathrm{DFgI} \end{aligned}$ | $\begin{aligned} & \quad 45 \\ & \mathrm{gl} \\ & 8 \% \mathrm{DFI} \end{aligned}$ | $\begin{aligned} & \quad \mathrm{FI} \quad{ }_{7 \% \mathrm{DFi}} \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% f \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{7 \% \text { DFI }}^{129}$ | $\begin{aligned} & 74 \\ & 9 \% \text { DFgI } \end{aligned}$ | $\begin{gathered} 16 \\ \mathrm{gl} \quad 4 \% \end{gathered}$ |
| 6 | $\begin{gathered} 70 \\ 3 \% \end{gathered}$ | 18 6\%DFGI | $\text { Gl } \quad \begin{aligned} & 20 \\ & 3 \% d f \end{aligned}$ | ${ }^{26}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ |  | ${ }_{4 \% \text { DFI }}^{67}$ | $\begin{aligned} & 37 \\ & 4 \% \mathrm{DFI} \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ |
| 7 | $\begin{aligned} & 67 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% F \end{aligned}$ | $\stackrel{26}{5 \% F}$ | $\begin{gathered} 17 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | * | ${ }_{3 \%}^{62}$ | 39 $5 \% c d F G$ | $\text { G } \quad \begin{gathered} 10 \\ 2 \% \end{gathered}$ |
| 8 | $\begin{aligned} & 42 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 3 \% b f \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | ${ }_{5}^{6}$ \%BF | gh | $\begin{aligned} & 36 \\ & 2 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \text { bdf } \end{aligned}$ |
| 9 - least often | $\begin{gathered} 23 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ |  | ${ }^{3} \mathrm{\%}$ Di |  | ${ }_{1 \%}^{21}$ | $\begin{aligned} & 13 \\ & 2 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & \hline \end{aligned}$ |

Overlap formulae used. * small base

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

|  | ut health and wellbeing is correct? |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | All the time (a) | Most of the time (b) | Sometimes <br> (c) | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (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 | $\begin{aligned} & 516 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 22 \% A B H \end{aligned}$ | 89 <br> 32\%ABCGH | $\stackrel{56}{45 \% A B}$ | $\stackrel{97}{3 \text { CDGHI } 73 \% \mathrm{~A}}$ | $\stackrel{364}{3 C D E G H I \% A B}$ | $\begin{array}{cc}  & 129 \\ B H \\ 15 \% \end{array}$ | $\begin{aligned} & 145 \\ & 36 \% A B C D G H \end{aligned}$ |
| Not seen/heard | $\begin{gathered} 274 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 246 \\ 14 \% \end{gathered}$ | $\begin{gathered} 111 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 14 \% \end{aligned}$ |
| Mean (excl. NA/DK) Standard deviation Standard error | $\begin{aligned} & 3.51 \\ & 2.00 \\ & 0.06 \end{aligned}$ | 3.75 cDgi 1.98 0.13 | 3.60 D 1.94 0.10 | 3.43 2.07 0.10 | $\begin{aligned} & 3.11 \\ & 1.68 \\ & 0.14 \end{aligned}$ | $\begin{aligned} & 4.09 \mathrm{cDgl} \\ & 2.57 \\ & 0.36 \end{aligned}$ | $\begin{aligned} & 2.43 \\ & 1.44 \\ & 0.34 \end{aligned}$ | $\begin{aligned} & 3.50 \mathrm{D} \\ & 1.97 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 3.65 \mathrm{DG} \\ & 1.95 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 3.37 \mathrm{D} \\ & 2.00 \\ & 0.14 \end{aligned}$ |
|  |  |  |  |  |  |  |  |  |  |  |

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

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 $\qquad$ | 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 | $\begin{gathered} 1036 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 748 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 630 \\ 50 \% \end{gathered}$ | $\begin{gathered} 384 \\ 30 \% \end{gathered}$ | $\begin{gathered} 453 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 275 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 81 \\ 9 \% \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 1120 \\ 90 \% \end{gathered}$ | $\begin{gathered} 875 \\ 84 \% \end{gathered}$ | $\begin{gathered} 955 \\ 76 \% \end{gathered}$ | $\begin{gathered} 669 \\ 52 \% \end{gathered}$ | $\begin{gathered} 792 \\ 74 \% \end{gathered}$ | $\begin{gathered} 334 \\ 32 \% \end{gathered}$ | $\begin{gathered} 597 \\ 63 \% \end{gathered}$ | $\begin{gathered} 460 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 16 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 715 \\ 57 \% \end{gathered}$ | $\begin{gathered} 232 \\ 22 \% \end{gathered}$ | $\begin{gathered} 177 \\ 14 \% \end{gathered}$ | $\begin{gathered} 98 \\ 8 \% \end{gathered}$ | $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 25 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 3 \% \end{aligned}$ |
| 2 | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $\begin{gathered} 377 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 58 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 4 \% \end{aligned}$ |
| 3 | $\begin{gathered} 94 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 116 \\ 13 \% \end{gathered}$ | $\begin{gathered} 24 \\ 3 \% \end{gathered}$ |
| 4 | $\begin{gathered} 45 \\ 4 \% \end{gathered}$ | $\begin{gathered} 79 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 161 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 22 \\ 3 \% \end{gathered}$ |
| 5 | $\begin{gathered} 38 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 125 \\ 10 \% \end{gathered}$ | $\begin{gathered} 140 \\ 13 \% \end{gathered}$ | $\begin{gathered} 73 \\ 7 \% \end{gathered}$ | $\begin{gathered} 172 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 33 \\ 4 \% \end{gathered}$ |
| 6 | $\begin{aligned} & 22 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 38 \\ 4 \% \end{gathered}$ | $\stackrel{112}{9 \%}$ | $\begin{gathered} 174 \\ 14 \% \end{gathered}$ | ${ }_{9 \%}^{95}$ | $\begin{gathered} 81 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 147 \\ 17 \% \end{gathered}$ | $\stackrel{51}{6 \%}$ |
| 7 | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 40 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 201 \\ 16 \% \end{gathered}$ | $\begin{gathered} 60 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 14 \% \end{aligned}$ | ${ }_{9 \%}^{89}$ | $\begin{aligned} & 96 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 12 \% \end{aligned}$ |
| 8 | $\begin{gathered} 30 \\ 2 \% \end{gathered}$ | $\begin{gathered} 21 \\ 2 \% \end{gathered}$ | $\begin{gathered} 36 \\ 3 \% \end{gathered}$ | $\begin{gathered} 96 \\ 7 \% \end{gathered}$ | ${ }^{39}$ | $\begin{gathered} 250 \\ 24 \% \end{gathered}$ | $\stackrel{48}{5 \%}$ | $\begin{gathered} 71 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 207 \\ & 24 \% \end{aligned}$ |
| 9 - least trust | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ | $\stackrel{27}{2 \%}$ | $\begin{aligned} & 68 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 26 \\ 2 \% \end{gathered}$ | $\begin{gathered} 178 \\ 17 \% \end{gathered}$ | $\begin{gathered} 37 \\ 4 \% \end{gathered}$ | $\stackrel{57}{6 \%}$ | $\begin{gathered} 326 \\ 37 \% \end{gathered}$ |
| I didn't trust any of these sources | $\begin{gathered} 57 \\ 5 \% \end{gathered}$ | $\begin{gathered} 52 \\ 5 \% \end{gathered}$ | $\begin{gathered} 56 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 54 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 52 \\ 5 \% \end{gathered}$ | $\begin{gathered} 50 \\ 6 \% \end{gathered}$ | $\begin{gathered} 54 \\ 6 \% \end{gathered}$ |
| Mean (excl. NA) Standard deviation Standard error | 1.99 1.73 0.05 | $\begin{aligned} & 2.83 \\ & 1.95 \\ & 0.06 \end{aligned}$ | 3.70 2.06 0.06 | $\begin{aligned} & 4.90 \\ & 2.32 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 4.03 \\ & 1.95 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 6.24 \\ & 2.45 \\ & 0.08 \end{aligned}$ | $\begin{aligned} & 4.69 \\ & 2.01 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 5.20 \\ & 2.20 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 7.33 \\ & 2.16 \\ & 0.08 \end{aligned}$ |

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

Unweighted base
Weighted base
Medical professional e.g. GP, pharmacist, nurse - NHS or private)
NHS (e.g. via the 111
website)
Family, friends and colleagues (sharing in colieagues (sharing
person or online)
The media (e.g.
national newspapers online news and
broadcast)
Online health search ngines (e.g. Web MD, Medscape)
Social media (e.g. acebook, Twitter
instagram)
Charity or patient
groups (e.g. via
helplines or websites)
Specialist health
publications (e.g.
Health) Meath, Men's
Celebrity or lifestyle
blogs (e.g. Goop,

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\begin{gathered} \text { Male } \\ \text { (a) } \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $25-34$ (d) | $\begin{gathered} 35-44 \\ \text { (e) } \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & \text { (h) } \\ & \hline \end{aligned}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{aligned} & \text { AB } \\ & (1) \\ & \hline \end{aligned}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{C} 2 \\ (\mathrm{n}) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{DE} \\ \text { (0) } \\ \hline \end{array}$ | $\begin{aligned} & \text { Public } \\ & (\mathrm{p}) \end{aligned}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (a) } \end{aligned}$ |
| 2041 | 975 | 1066 | 228 | 272 | 286 | 344 | 350 | 561 | 500 | 630 | 911 | 662 | 570 | 348 | 461 | 281 | 773 |
| 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| $\begin{gathered} 715 \\ 57 \% \end{gathered}$ | $\begin{gathered} 348 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 367 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 59 \% C D E \end{aligned}$ | $\begin{aligned} & 129 \\ & 68 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 232 \\ & 75 \% \text { CDEF } \end{aligned}$ | $\text { EF } \quad 414$ | $\begin{aligned} & 213 \\ & 53 \% 1 \end{aligned}$ | $\begin{gathered} 361 \\ 72 \% \mathrm{IJ} \end{gathered}$ | $\begin{aligned} & 210 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 214 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 175 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 235 \\ 47 \% \end{gathered}$ |
| $\begin{gathered} 232 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 32 \% \mathrm{EfGH} \end{aligned}$ | $\text { H } \quad \begin{aligned} & 61 \\ & 31 \% E f G H \end{aligned}$ | $\begin{aligned} & \quad 38 \\ & \\ & 20 \% \text { h } \end{aligned}$ | $\begin{aligned} & 36 \\ & 22 \% \text { h } \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 31 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 74 \\ & 21 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 123 \\ 28 \% \end{gathered}$ |
| $\begin{gathered} 177 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 20 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 16 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 69 \\ & 17 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 48 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 16 \% \end{aligned}$ |
| $\begin{aligned} & 98 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 9 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 39 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 16 \\ 7 \% \end{gathered}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{gathered} 24 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 32 \\ 8 \% \end{gathered}$ | $\stackrel{28}{7 \%}$ | $\begin{aligned} & 25 \\ & 11 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 10 \% \end{aligned}$ |


| $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | ${ }^{38} 7$ | $\stackrel{45}{8 \%}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 14 $7 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 48 | 13 | 35 | 9 | 18 | 9 | 7 | 4 | 1 |
| 5\% | 3\% | 6\%A | 6\%H | 8\%gH | 5\%H | 4\%h | 3\% | 1\% |
| 42 | 24 | 19 | 5 | 9 | 8 | 6 | 5 | 10 |
| 4\% | 5\% | 4\% | 3\% | 5\% | 5\% | 4\% | 4\% | 5\% |
| 25 | 12 | 13 | 6 | 5 | 3 | 7 | 1 | 3 |
| 3\% | 3\% | 3\% | 5\%g | 3\% | 2\% | 5\%g | 1\% | 2\% |
| 23 | 15 | 8 | 3 | 4 | 9 | 6 | 2 | - |
| 3\% | 4\% | 2\% | 2\%h | 2\%h | 5\%H | 4\%H | 2\% | - |

22
$31 \quad 28$

| 20 | 16 | 19 | 19 | 32 |
| :--- | :--- | :--- | :--- | :--- |


| 27 | 16 | 5 | 9 | 16 | 10 | 13 | 10 | 26 |
| :--- | :--- | :--- | :--- | :---: | :---: | :---: | :---: | :---: |
| $7 \% \mathrm{~K}$ | $4 \% \mathrm{k}$ | $2 \%$ | $3 \%$ | $5 \%$ | $5 \%$ | $6 \%$ | $5 \%$ | $5 \%$ |


| 14 | 14 | 15 | 9 | 13 | 5 | 15 | 7 | 17 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $4 \%$ | $4 \%$ | $5 \%$ | $3 \%$ | $5 \%$ | $3 \%$ | $7 \%$ | $4 \%$ | $4 \%$ |


| 7 | 14 | 2 | 6 | 10 | - | 7 | 9 | 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $2 \%$ | $4 \% \mathrm{~K}$ | $1 \%$ | $2 \%$ | $4 \% \mathrm{~N}$ | - | $4 \% \mathrm{~N}$ | $5 \%$ | $4 \%$ |

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

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

Unweighted base
Weighted base
Medical professional
e.g. GP, pharmacist,
nurse - NHS or private)
NHS (e.g. via the 111
helpline
website)
Family, friends and
Family, friends and
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)
nstagram)
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)


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

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

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{2}{*}{} \& \multicolumn{10}{|c|}{Q. 3 How often do you double check information about health and wellbeing is correct?} \\
\hline \& Total \& All the time (a) \& \(\qquad\) \& \[
\frac{\substack{\text { Sometimes }}}{\text { (c) }}
\] \& \[
\frac{\begin{array}{c}
\text { Rarely } \\
\text { (d) }
\end{array}}{N}
\] \& \begin{tabular}{c} 
Never \\
(e)
\end{tabular}

app

or \& \begin{tabular}{l}
on't know or not pplicable <br>
(f)

 \& 

NET: Ever <br>
(g)

 \& NET: All/ Most of the time (h) \& 

NET: <br>
Rarely/ <br>
Never <br>
(i)
\end{tabular} <br>

\hline Unweighted base \& 2041 \& 296 \& 560 \& 654 \& 281 \& 125 \& 125 \& 1791 \& 856 \& 406 <br>
\hline Weighted base \& 2041 \& 282 \& 568 \& 656 \& 277 \& 125* \& $133^{*}$ \& 1783 \& 850 \& 402 <br>

\hline Medical professional (e.g. GP, pharmacist, nurse - NHS or private) \& $$
\begin{gathered}
715 \\
57 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
127 \\
60 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 223 \\
& 56 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
222 \\
54 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 94 \\
& 64 \% \mathrm{c}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 31 \\
& 59 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 69 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 667 \\
& 57 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
351 \\
57 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 125 \\
& 62 \% \mathrm{c}
\end{aligned}
$$
\] <br>

\hline NHS (e.g. via the 111 helpline or the NHS website) \& $$
\begin{gathered}
232 \\
22 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 30 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 81 \\
& 24 \% \mathrm{a}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 89 \\
& 25 \% \mathrm{a}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 19 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
7 \\
18 \%
\end{gathered}
$$

\] \& \[

\stackrel{4}{40 \%}

\] \& \[

$$
\begin{aligned}
& 220 \\
& 22 \% a
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \begin{array}{l}
112 \\
22 \%
\end{array}, ~
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 27 \\
& 18 \%
\end{aligned}
$$
\] <br>

\hline Family, friends and colleagues (sharing in person or online) \& $$
\begin{aligned}
& 177 \\
& 14 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 20 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 44 \\
& 11 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 67 \\
& 16 \% \mathrm{abH}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& 22 \% A B G H
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
9 \\
\text { H } 16 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
5 \\
21 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 164 \\
& 14 \% \mathrm{abH}
\end{aligned}
$$

\] \& \[

$$
\begin{array}{ll} 
& 65 \\
H & 11 \%
\end{array}
$$

\] \& | 41 |
| :--- |
| 20\%ABGH | <br>

\hline The media (e.g. national newspapers, online news and broadcast) \& $$
\begin{aligned}
& 98 \\
& 8 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 9 \\
& 4 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
19 \\
5 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 9 \% \mathrm{aBgH}
\end{aligned}
$$

\] \& \[

$$
\begin{array}{ll} 
& 19 \\
\text { H } \quad 12 \% A B G H
\end{array}
$$

\] \& \[

$$
\begin{gathered}
8 \\
\text { H } \quad 16 \% A B G H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
3 \\
10 \%
\end{gathered}
$$

\] \& \[

{ }_{7 \% \mathrm{BH}}^{87}

\] \& \[

$$
\begin{gathered}
28 \\
5 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 27 \\
& 13 \% A B G H
\end{aligned}
$$
\] <br>

\hline Online health search engines (e.g. Web MD, Medscape) \& $$
\begin{aligned}
& 82 \\
& 8 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 21 \\
& 10 \% \mathrm{DI}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 10 \% \text { DI }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 22 \\
& 6 \% d
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 1 \\
& 1 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 3 \\
& 7 \%
\end{aligned}
$$

\] \&  \& \[

$$
\begin{aligned}
& 80 \\
& 8 \% \text { DI }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 56 \\
& 10 \% \mathrm{cDGI}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 4 \\
& 3 \% \mathrm{~d}
\end{aligned}
$$
\] <br>

\hline Social media (e.g. Facebook, Twitter, Instagram) \& $$
\begin{aligned}
& 48 \\
& 5 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 5 \\
& 3 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 4 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 5 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 3 \\
& 3 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
5 \\
12 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
5 \\
20 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 39 \\
& 4 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 18 \\
& 4 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 8 \\
& 5 \% \mathrm{D}
\end{aligned}
$$
\] <br>

\hline Charity or patient groups (e.g. via helplines or websites) \& $$
\begin{aligned}
& 42 \\
& 4 \%
\end{aligned}
$$ \& \[

{ }^{11}{ }_{6 \% \mathrm{i}}

\] \& \[

$$
\begin{aligned}
& 17 \\
& 5 \% i
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 4 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 1 \\
& 1 \%
\end{aligned}
$$

\] \& 1\% \&  \& \[

$$
\begin{aligned}
& 42 \\
& 5 \% i
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 27 \\
& 6 \% \mathrm{i}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 2 \\
& 1 \%
\end{aligned}
$$
\] <br>

\hline | Specialist health publications (e.g. |
| :--- |
| Women's Health, Men's | \& \[

$$
\begin{gathered}
25 \\
3 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 1 \\
& 1 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 9 \\
& 3 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 11 \\
& 4 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 3 \\
& 3 \%
\end{aligned}
$$

\] \& - \&  \& \[

$$
\begin{aligned}
& 25 \\
& 3 \% \mathrm{a}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 11 \\
& 2 \% \mathrm{a}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 3 \\
& 2 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

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


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

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

Unweighted base
Weighted base
Medical professional e.g. GP, pharmacist, nurse - NHS or private)
NHS (e.g. via the 111 website)
Family, friends and colleagues (sharing in colieagues (sharin
person or online)
Online health search Onine heath search
engines (e.g. Web MD,
Medscape)
The media (e.g.
national newspapers,
online news
broadcast)
Charity or patient
groups (e.g. via
helplines or websites)
Social media (e.g. Facebook, T
Instagram)

Specialist health
ublications (e.
Women's Health, Men's
Health)
Celebrity or lifestyle blogs (e.g. Goop,

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { 45-54 } \\ (\mathrm{f}) \\ \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ |  | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \\ & \hline \end{aligned}$ | $\begin{aligned} & C 1 \\ & (\mathrm{~m}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Public } \\ & (\mathrm{p}) \\ & \hline \end{aligned}$ | Pri- <br> vate <br> (a) |
| 2041 | 975 | 1066 | 228 | 272 | 286 | 344 | 350 | 561 | 500 | 630 | 911 | 662 | 570 | 348 | 461 | 281 | 773 |
| 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| $\begin{aligned} & 1036 \\ & 83 \% \end{aligned}$ | $\begin{gathered} 492 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 544 \\ & 86 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 110 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 84 \% C E \end{aligned}$ | $\begin{aligned} & 168 \\ & 88 \% C D E \end{aligned}$ | $\underset{92 \% C D E F}{285}$ | $=F^{264} 76 \%$ | $\begin{aligned} & 320 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 453 \\ & 90 \% \mathrm{JJ} \end{aligned}$ | $\begin{aligned} & 303 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 317 \\ & 86 \% \end{aligned}$ | $\begin{gathered} 172 \\ 80 \% \end{gathered}$ | $\begin{gathered} 245 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 392 \\ 78 \% \end{gathered}$ |
| $\begin{gathered} 748 \\ 72 \% \end{gathered}$ | $\begin{gathered} 354 \\ 69 \% \end{gathered}$ | $\begin{gathered} 394 \\ 73 \% \end{gathered}$ | $\begin{gathered} 106 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 126 \\ 68 \% \end{gathered}$ | $\begin{gathered} 117 \\ 70 \% \end{gathered}$ | $\begin{gathered} 102 \\ 72 \% \end{gathered}$ | $\begin{gathered} 151 \\ 71 \% \end{gathered}$ | $\begin{gathered} 252 \\ 74 \% \end{gathered}$ | $\begin{gathered} 243 \\ 69 \% \end{gathered}$ | $\begin{gathered} 253 \\ 72 \% \end{gathered}$ | $\begin{gathered} 239 \\ 71 \% \end{gathered}$ | $\begin{gathered} 203 \\ 69 \% \end{gathered}$ | $\begin{gathered} 137 \\ 72 \% \end{gathered}$ | $\begin{gathered} 169 \\ 74 \% \end{gathered}$ | $\begin{gathered} 150 \\ 75 \% \end{gathered}$ | $\begin{gathered} 305 \\ 69 \% \end{gathered}$ |
| $\begin{gathered} 630 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 323 \\ & 53 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 307 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 61 \% \text { CDEF } \end{aligned}$ | ${ }^{166}{ }_{58 \% \text { CDEF }}$ | $\text { FF }{ }^{162}$ | $\begin{aligned} & 194 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 274 \\ & 59 \% \text { J J } \end{aligned}$ | $\begin{aligned} & 188 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 189 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 142 \\ 50 \% \end{gathered}$ | $\begin{gathered} 103 \\ 46 \% \end{gathered}$ | $\begin{gathered} 253 \\ 49 \% \end{gathered}$ |
| $\begin{gathered} 453 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 207 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 52 \% \mathrm{CDEH} \end{aligned}$ | $\begin{aligned} & 81 \\ & 50 \% \text { Cdeh } \end{aligned}$ | $\begin{aligned} & 84 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 125 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 46 \% 1 \end{aligned}$ | $\begin{aligned} & 165 \\ & 45 \% \text { । } \end{aligned}$ | $\begin{gathered} 136 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 41 \% \end{aligned}$ |
| $\begin{gathered} 384 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 35 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 56 \\ & 29 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 130 \\ & 42 \% \text { CDEG } \end{aligned}$ | $\begin{gathered} 77 \\ \text { EG } 21 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 29 \% / \end{aligned}$ | $\begin{aligned} & 185 \\ & 37 \% \mathrm{IJ} \end{aligned}$ | $\begin{gathered} 110 \\ 28 \% \end{gathered}$ | $\begin{gathered} 114 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 140 \\ 27 \% \end{gathered}$ |
| $\begin{gathered} 275 \\ 29 \% \end{gathered}$ | $\begin{gathered} 137 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \\ & \end{aligned}$ | $\begin{aligned} & 43 \\ & 33 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 72 \\ & 39 \% C d E F \end{aligned}$ | $\begin{array}{r} 79 \\ \text { F } \quad 25 \% \end{array}$ | $\begin{aligned} & 81 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 37 \% \text { IJ } \end{aligned}$ | 86 $30 \%$ n | $\begin{aligned} & 84 \\ & 30 \% n \end{aligned}$ | $\begin{aligned} & 38 \\ & 22 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 68 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 108 \\ 26 \% \end{gathered}$ |
| $\begin{gathered} 189 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 49 \\ & -\quad 22 \% G H \end{aligned}$ | $\begin{aligned} & 38 \\ & 19 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 24 \% \mathrm{jK} \end{aligned}$ | $\begin{aligned} & 64 \\ & 17 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 21 \% \end{aligned}$ |
| $\begin{aligned} & 188 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 27 \% 10 \end{aligned}$ | $\begin{aligned} & 35 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 23 \% \end{aligned}$ |
| $\begin{gathered} 81 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 12 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 15 \% G H \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% G H \end{aligned}$ | $\stackrel{14}{9 \% g H}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 41 \\ & 13 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\stackrel{17}{9 \%}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 12 \% \\ & \hline \end{aligned}$ |

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

Unweighted base
Weighted base
Medical professional
e.g. GP, pharmacist,
nurse - NHS or private)
NHS (e.g. via the 111
website)
Family, friends and olleagues (sharing in person or online)
Online health search ngines (e.g. Web MD
Medscape)
The media (e.g.
national newspapers,
broadcast)
Charity or patient
helplines or websites
Social media (e.g
acebook, Twitter,
instagram)
Specialist health
publications (e.g.
Health, Men's
Celebrity or lifestyle
Mogs (e.g. Goop,

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\underset{(\mathrm{a})}{\substack{\text { Scotland } \\(\mathrm{K}}}$ | $\begin{aligned} & \text { Wales } \\ & \text { (b) } \end{aligned} \quad \mathrm{NE}^{-}$ | NET: England (d) | $\begin{gathered} \begin{array}{c} \text { North East } \\ \text { (e) } \end{array} \\ \hline \end{gathered}$ | North West (f) | Yorkshire \& Humberside (g) | $\underset{\text { (h) }}{\substack{\text { West Midlands }}}$ | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | South East (I) | South West (m) |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | $86^{*}$ | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{gathered} 1036 \\ 83 \% \end{gathered}$ | 88 91\%DEFGHKm | $\text { m }{ }_{92 \% \mathrm{dEFgHK}}^{90}$ | $\mathrm{HK} \quad \begin{gathered} 889 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 123 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 85 \% \end{aligned}$ | 98 89\%EFgHK | $\begin{gathered} 124 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 88 \% \text { EFHK } \end{aligned}$ | $\begin{aligned} & 98 \\ & 82 \% \end{aligned}$ |
| $\begin{gathered} 748 \\ 72 \% \end{gathered}$ | 65 82\%dbFK | $\begin{aligned} & 34 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 650 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 76 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 70 \\ & 80 \% \text { FK } \end{aligned}$ | $\begin{aligned} & 81 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 74 \% K \end{aligned}$ | $\begin{aligned} & 78 \\ & 73 \% \mathrm{k} \end{aligned}$ |
| $\begin{aligned} & 630 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 57 \% \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 30 \\ & 51 \% 1 \end{aligned}$ | $\begin{aligned} & 544 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 47 \% i \end{aligned}$ | $\begin{aligned} & 76 \\ & 47 \% 1 \end{aligned}$ | $\begin{aligned} & 56 \\ & 52 \% 1 \end{aligned}$ | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 52 \% 1 \end{aligned}$ | 98 $60 \% \mathrm{fHIM}$ | $\begin{aligned} & 104 \\ & 58 \% \mathrm{fHIM} \end{aligned}$ | $\begin{aligned} & 53 \\ & 46 \% 1 \end{aligned}$ |
| $\begin{aligned} & 453 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 42 \% e \end{aligned}$ | $\begin{aligned} & 28 \\ & 54 \% \text { EGHM } \end{aligned}$ | $\begin{aligned} & \\ & \\ & M \end{aligned} \begin{aligned} & 387 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 25 \% \end{aligned}$ | 67 49\%EgHM | $\begin{array}{ll}  & 33 \\ 4 & 35 \% \end{array}$ | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 44 \% \mathrm{e} \end{aligned}$ | 45 48\%Ehm | 72 <br> 51\%EGHM | $\begin{array}{ll}  & 57 \\ \text { u } & 42 \% e \end{array}$ | $\begin{aligned} & 35 \\ & 33 \% \end{aligned}$ |
| $\begin{gathered} 384 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 36 \% \mathrm{lkM} \end{aligned}$ | $\begin{aligned} & 22 \\ & 35 \% \mathrm{iM} \end{aligned}$ | $\begin{aligned} & 322 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 33 \% \mathrm{im} \end{aligned}$ | $\begin{aligned} & 28 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 41 \% G H I K M \end{aligned}$ | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | 65 <br> 34\%/kM | $\begin{aligned} & 25 \\ & 20 \% \end{aligned}$ |
| $\begin{gathered} 275 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 242 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 40 \% \text { FKI } \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 31 \% \end{aligned}$ |
| $\begin{aligned} & 189 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 171 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 26 \% j \end{aligned}$ | $\begin{aligned} & 26 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | 30 <br> 28\%AiJIM | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ |
| $\begin{aligned} & 188 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 9 \\ 23 \% \end{gathered}$ | $\begin{gathered} 169 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 27 \% \end{aligned}$ |
| $\stackrel{81}{9 \%}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 77 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 8 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 15 \% \text { AJLM } \end{aligned}$ | $\stackrel{9}{11 \% \mathrm{jM}}$ | $\begin{aligned} & 13 \\ & 15 \% \text { AJLM } \end{aligned}$ | $\begin{array}{ll}  & 7 \\ \text { M } & \quad 9 \% \mathrm{~m} \end{array}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \mathrm{JIM} \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $2{ }_{2}$ |

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 <br> ONLINE Fieldwork: 15th to 16th May 2019

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 Mo time <br> (a) | Most of the time (b) | Sometimes <br> (c) | $\underset{(\mathrm{d})}{\substack{\text { Rarely }}} \xrightarrow{\mathrm{N}}$ | Never (e) | Don't know or not applicable (f) | NET: Ever <br> (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) | $\begin{gathered} 1036 \\ 83 \% \end{gathered}$ | $\begin{gathered} 173 \\ 82 \% \end{gathered}$ | $\begin{gathered} 332 \\ 82 \% \end{gathered}$ | $\begin{gathered} 343 \\ 83 \% \end{gathered}$ | $\begin{gathered} 123 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 96 \% \end{aligned}$ | $\begin{gathered} 970 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 505 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 82 \% \end{aligned}$ |
| NHS (e.g. via the 111 helpline or the NHS website) | $\begin{gathered} 748 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 247 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 705 \\ 72 \% \end{gathered}$ | $\begin{gathered} 378 \\ 73 \% \end{gathered}$ | $\begin{gathered} 110 \\ 73 \% \end{gathered}$ |
| Family, friends and colleagues (sharing in person or online) | $\begin{aligned} & 630 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 63 \% A B C e G \end{aligned}$ | $\stackrel{25}{25}$ | $\begin{aligned} & 13 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 592 \\ & 50 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 286 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 58 \% \mathrm{ABeGH} \end{aligned}$ |
| Online health search engines (e.g. Web MD, Medscape) | $\begin{gathered} 453 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 48 \% \mathrm{cg} \end{aligned}$ | $\begin{gathered} \\ \\ \\ \\ \hline \end{gathered} 41$ | $\begin{aligned} & 42 \\ & 39 \% 1 \end{aligned}$ | $\begin{gathered} 7 \\ 19 \% \end{gathered}$ | $\begin{gathered} 6 \\ 38 \% \end{gathered}$ | $\begin{gathered} 440 \\ 43 \% 1 \end{gathered}$ | $\begin{aligned} & 256 \\ & 46 \% \mathrm{gl} \end{aligned}$ | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ |
| The media (e.g. national newspapers, online news and broadcast) | $\begin{gathered} 384 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 27 \% A H \end{aligned}$ | $\begin{array}{ll}  & 155 \\ H & 35 \% A B G H \end{array}$ | $\begin{array}{ll}  & \quad 61 \\ \mathrm{H} \quad & 39 \% \mathrm{ABGH} \end{array}$ | $\begin{aligned} & 18 \\ & H \quad 34 \% A \end{aligned}$ | $\begin{gathered} 7 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 359 \\ & 30 \% \mathrm{AH} \end{aligned}$ | $\begin{aligned} & 143 \\ & -14 \% A \end{aligned}$ | 79 <br> 37\%ABGH |
| Charity or patient groups (e.g. via helplines or websites) | $\begin{gathered} 275 \\ 29 \% \end{gathered}$ | 65 <br> 37\%bCGhi | $\begin{array}{ll}  & 86 \\ \text { Ghi } & 28 \% \end{array}$ | $\begin{aligned} & 84 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 8 \\ 22 \% \end{gathered}$ | $\begin{gathered} 4 \\ 24 \% \end{gathered}$ | $\begin{gathered} 262 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 26 \% \end{aligned}$ |
| Social media (e.g. Facebook, Twitter, Instagram) | $\begin{aligned} & 189 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 6 \\ 14 \% \end{gathered}$ | $\begin{gathered} 7 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ |
| Specialist health publications (e.g Women's Health, Men's | $\begin{aligned} & 188 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 24 \% \text { Ah } \end{aligned}$ | $\begin{aligned} & 63 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 21 \% a \end{aligned}$ | $\begin{aligned} & 90 \\ & 21 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \mathrm{~A} \end{aligned}$ |

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


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

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

Unweighted base
Weighted base
Medical professional (e.g. GP, pharmacist, nurse - NHS or private)
Family, friends and colleagues (sharing in person or online)
NHS (e.g. via the 111 helpline or the NHS website)
Online health search engines (e.g. Web MD
Medscape)
The media (e.g.
national newspapers,
broadcast)
Charity or patient heups (e.g. via
Specialist health publications (e.g. Women's Health, Men's Health)
Social media (e.g. Facebook, Twitter, instagram)
Celebrity or lifestyle Miogs (e.g. Goop,

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male (a) | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{gathered} \text { 18-34 } \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{DE} \\ \text { (0) } \\ \hline \end{array}$ | Public (p) | Private <br> (a) |
| 2041 | 975 | 1066 | 228 | 272 | 286 | 344 | 350 | 561 | 500 | 630 | 911 | 662 | 570 | 348 | 461 | 281 | 773 |
| 2041 | 996 | 1045 | 227 | 353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| $\begin{gathered} 1120 \\ 90 \% \end{gathered}$ | $\begin{aligned} & 538 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 581 \\ & 91 \% \mathrm{~A} \end{aligned}$ | $\begin{gathered} 125 \\ 84 \% \end{gathered}$ | $\begin{gathered} 174 \\ 87 \% \end{gathered}$ | $\begin{gathered} 172 \\ 87 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 91 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 174 \\ & 91 \% c \end{aligned}$ | $\stackrel{290}{93 \% C D E}$ | $\begin{gathered} 298 \\ 86 \% \end{gathered}$ | $\begin{gathered} 358 \\ 89 \% \end{gathered}$ | $\begin{aligned} & 464 \\ & 93 \% 1 \mathrm{j} \end{aligned}$ | $\begin{aligned} & 338 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 334 \\ 90 \% \end{gathered}$ | $\begin{gathered} 191 \\ 89 \% \end{gathered}$ | $\begin{gathered} 256 \\ 88 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 91 \% q \end{aligned}$ | $\begin{gathered} 431 \\ 86 \% \end{gathered}$ |
| $\begin{aligned} & 955 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 459 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 496 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 115 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 154 \\ 73 \% \end{gathered}$ | $\begin{gathered} 150 \\ 75 \% \end{gathered}$ | $\begin{gathered} 141 \\ 79 \% \end{gathered}$ | $\stackrel{237}{83 \% \text { CDEf }}$ | $\text { Ef } \begin{gathered} 273 \\ 72 \% \end{gathered}$ | $\begin{gathered} 304 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 378 \\ & 82 \% \text { IJ } \end{aligned}$ | $\begin{gathered} 286 \\ 77 \% \end{gathered}$ | $\begin{gathered} 282 \\ 77 \% \end{gathered}$ | $\begin{gathered} 168 \\ 72 \% \end{gathered}$ | $\begin{gathered} 220 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 384 \\ 75 \% \end{gathered}$ |
| $\begin{gathered} 875 \\ 84 \% \end{gathered}$ | $\begin{gathered} 423 \\ 83 \% \end{gathered}$ | $\begin{gathered} 452 \\ 84 \% \end{gathered}$ | $\begin{gathered} 123 \\ 84 \% \end{gathered}$ | $\begin{gathered} 162 \\ 83 \% \end{gathered}$ | $\begin{gathered} 150 \\ 81 \% \end{gathered}$ | $\begin{gathered} 141 \\ 85 \% \end{gathered}$ | $\begin{gathered} 119 \\ 84 \% \end{gathered}$ | $\begin{gathered} 179 \\ 85 \% \end{gathered}$ | $\begin{gathered} 285 \\ 84 \% \end{gathered}$ | $\begin{gathered} 291 \\ 83 \% \end{gathered}$ | $\begin{gathered} 299 \\ 84 \% \end{gathered}$ | $\begin{gathered} 286 \\ 85 \% \end{gathered}$ | $\begin{gathered} 238 \\ 81 \% \end{gathered}$ | $\begin{gathered} 159 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 362 \\ 81 \% \end{gathered}$ |
| $\begin{gathered} 792 \\ 74 \% \end{gathered}$ | $\begin{gathered} 378 \\ 74 \% \end{gathered}$ | $\begin{gathered} 414 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 77 \% d \end{aligned}$ | $\begin{aligned} & 135 \\ & 83 \% \text { CDH } \end{aligned}$ | $\begin{gathered} 149 \\ 73 \% \end{gathered}$ | $\begin{gathered} 234 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 274 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 284 \\ 77 \% \end{gathered}$ | $\begin{gathered} 248 \\ 78 \% \end{gathered}$ | $\begin{gathered} 226 \\ 73 \% \end{gathered}$ | $\begin{gathered} 141 \\ 73 \% \end{gathered}$ | $\begin{gathered} 178 \\ 72 \% \end{gathered}$ | $\begin{gathered} 151 \\ 76 \% \end{gathered}$ | $\begin{gathered} 336 \\ 73 \% \end{gathered}$ |
| $\begin{aligned} & 669 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 357 \\ & 56 \% B \end{aligned}$ | $\begin{gathered} 312 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 49 \% e \end{aligned}$ | $\begin{aligned} & 81 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 53 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 98 \\ & 52 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 203 \\ & 65 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 175 \\ \text { FG48\% } \end{gathered}$ | $\begin{aligned} & 193 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 301 \\ & 60 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 199 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 211 \\ 54 \% \end{gathered}$ | $\begin{gathered} 122 \\ 53 \% \end{gathered}$ | $\begin{gathered} 137 \\ 50 \% \end{gathered}$ | $\begin{gathered} 116 \\ 49 \% \end{gathered}$ | $\begin{gathered} 247 \\ 47 \% \end{gathered}$ |
| $\begin{gathered} 597 \\ 63 \% \end{gathered}$ | $\begin{gathered} 290 \\ 63 \% \end{gathered}$ | $\begin{gathered} 307 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 112 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 65 \% \end{aligned}$ | 88 68\%c | $\begin{aligned} & 123 \\ & 67 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 186 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 200 \\ 61 \% \end{gathered}$ | $\begin{gathered} 211 \\ 67 \% i \end{gathered}$ | $\begin{aligned} & 173 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 259 \\ 63 \% \end{gathered}$ |
| $\begin{gathered} 460 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 245 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 53 \% \end{aligned}$ | 96 58\%h | $\begin{aligned} & 73 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 154 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 136 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 104 \\ 59 \% \end{gathered}$ | $\begin{gathered} 213 \\ 54 \% \end{gathered}$ |
| $\begin{gathered} 334 \\ 32 \% \end{gathered}$ | $\begin{gathered} 149 \\ 31 \% \end{gathered}$ | $\begin{gathered} 185 \\ 33 \% \end{gathered}$ | 66 <br> 44\%EFGH | $\begin{gathered} 79 \\ \mathrm{H}{ }_{36 \%} \end{gathered}$ | $\begin{aligned} & 59 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 39 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 111 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 34 \% \end{aligned}$ |
| $\begin{gathered} 137 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 19 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 58 \\ & 13 \% \end{aligned}$ | 32 <br> $25 \%$ dfGH | $\begin{aligned} & 24 \\ & 15 \% \mathrm{H} \end{aligned}$ | 41 24\%dfGH | $\begin{aligned} & \quad 21 \\ & \text { H } \quad 14 \% H \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 63 \\ & 19 \% \mathrm{~K} \end{aligned}$ | ${ }^{17} 7 \%$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 18 \% \end{aligned}$ |

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

Unweighted base
Weighted base
Medical professional
e.g. GP, pharmacist,
nurse - NHS or private)
Family, friends and
colleagues (sharing in
person or online)
NHS (e.g. via the 111
helpline or the NHS
website)
Online health search engines (e.g. Web MD
Medscape)
The media (e.g.
national newspapers
broadcast)
Charity or patient
groups (e.g. via
Specialist health
ublications (e.g.
Health)
Social media (e.g
Facebook, Tw
Instagram)
Celebrity or lifestyle
blogs (e.g. Goop,
MindBodyGreen)

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\xlongequal{\substack{\text { Scotland } \\(\mathrm{a})}} \xrightarrow{\mathrm{Wa}}$ | $\begin{aligned} & \text { Nales } \\ & \text { (b) } \\ & \hline \end{aligned}$ | NET: England (d) | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | $\begin{gathered} \text { West Midlands } \\ (\mathrm{h}) \\ \hline \end{gathered}$ | $\begin{gathered} \substack{\text { East Midlands } \\ \text { (i) }} \\ \hline \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{m})} \\ \hline \end{gathered}$ |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | 86* | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{gathered} 1120 \\ 90 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 93 \% E f h \end{aligned}$ | $\begin{aligned} & 62 \\ & 95 \% \text { Efh } \end{aligned}$ | $\begin{aligned} & 968 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 134 \\ 85 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 90 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 96 \% \text { EFGHM } \end{aligned}$ | $\begin{aligned} & 144 \\ & 90 \% \end{aligned}$ | 171 <br> 93\%EFH | $\begin{aligned} & 106 \\ & 88 \% \end{aligned}$ |
| $\begin{gathered} 955 \\ 76 \% \end{gathered}$ | 84 85\%dlkM | $\begin{aligned} & 48 \\ & 83 \% 1 \end{aligned}$ | $\begin{gathered} 823 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 80 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 123 \\ & 76 \% / \end{aligned}$ | $\begin{aligned} & 80 \\ & 75 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 85 \\ & 74 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 58 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 80 \% 1 \end{aligned}$ | $\begin{gathered} 119 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 82 \% 1 \mathrm{kM} \end{aligned}$ | $\begin{aligned} & 82 \\ & 71 \% \end{aligned}$ |
| $\begin{gathered} 875 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 763 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 88 \% \end{aligned}$ | 80 <br> 92\%FGHK | $\begin{aligned} & 103 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 87 \% \mathrm{fk} \end{aligned}$ | 91 86\% |
| $\begin{gathered} 792 \\ 74 \% \end{gathered}$ | $73$ <br> 81\%EHM | 45 <br> 86\%dEHM | $\begin{aligned} & \text { M } \quad \begin{array}{l} 675 \\ 73 \% \end{array} \end{aligned}$ | $\begin{aligned} & 21 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 79 \% \text { EHM } \end{aligned}$ | 74 79\%EHM | $\begin{aligned} & 61 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 78 \% \mathrm{EhM} \end{aligned}$ | $\begin{aligned} & 68 \\ & 73 \% E m \end{aligned}$ | $\begin{aligned} & 109 \\ & 78 \% \mathrm{EhM} \end{aligned}$ | $\begin{aligned} & \text { 105 } \\ & 77 \% \mathrm{EhM} \end{aligned}$ | $\begin{aligned} & 63 \\ & 60 \% \end{aligned}$ |
| $\begin{aligned} & 669 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 571 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 59 \% \\ & \end{aligned}$ | $\begin{aligned} & 82 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 58 \% \text { gik } \end{aligned}$ | $\begin{aligned} & 62 \\ & 50 \% \end{aligned}$ |
| $\begin{gathered} 597 \\ 63 \% \end{gathered}$ | $55$ $79 \% \text { DbFgHKLM }$ | $\begin{gathered} 24 \\ \text { M } 59 \% \end{gathered}$ | $\begin{gathered} 518 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 63 \% \end{aligned}$ | 528 | $\begin{aligned} & 51 \\ & 66 \% \end{aligned}$ | 56 69\%L | $\begin{aligned} & 77 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 63 \% \end{aligned}$ |
| $\begin{gathered} 460 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 421 \\ & 54 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 19 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 51 \% A \end{aligned}$ | $\begin{aligned} & 44 \\ & 54 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 44 \\ & 52 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 42 \\ & 58 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 40 \\ & 56 \% A \end{aligned}$ | 74 $63 \% \mathrm{Al}$ | $\begin{aligned} & 60 \\ & 50 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 47 \\ & 52 \% \mathrm{~A} \end{aligned}$ |
| $\begin{gathered} 334 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 299 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 38 \% \mathrm{jM} \end{aligned}$ | $\begin{aligned} & 32 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 39 \% \mathrm{jM} \end{aligned}$ | $\begin{aligned} & 23 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \mathrm{jM} \end{aligned}$ | $\begin{aligned} & 24 \\ & 24 \% \end{aligned}$ |
| $\begin{gathered} 137 \\ 16 \% \end{gathered}$ | $\begin{gathered} 9 \\ 14 \% \end{gathered}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \mathrm{Jlm} \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \text { biJLM } \end{aligned}$ | $\begin{array}{cc}  \\ \text { M } & 9 \\ 13 \% \end{array}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% j \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 11 \% \end{aligned}$ |

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

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 <br> (c) $\qquad$ | Rarely (d) |  | Don't know or not applicable $\qquad$ (t) | NET: Ever <br> (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) | $\begin{gathered} 1120 \\ 90 \% \end{gathered}$ | $\begin{gathered} 186 \\ 88 \% \end{gathered}$ | $\begin{gathered} 360 \\ 89 \% \end{gathered}$ | $\begin{gathered} 369 \\ 89 \% \end{gathered}$ | $\begin{gathered} 135 \\ 92 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 96 \% \end{aligned}$ | $\begin{gathered} 1050 \\ 89 \% \end{gathered}$ | $\begin{gathered} 546 \\ 89 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 91 \% \end{aligned}$ |
| Family, friends and colleagues (sharing in person or online) | $\begin{aligned} & 955 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 148 \\ 72 \% \end{gathered}$ | $\begin{gathered} 310 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 318 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 82 \% \mathrm{aehl} \end{aligned}$ | $\begin{aligned} & 37 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 898 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 458 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 79 \% \end{aligned}$ |
| NHS (e.g. via the 111 helpline or the NHS website) | $\begin{gathered} 875 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 288 \\ 85 \% \end{gathered}$ | $\begin{gathered} 295 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 434 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 87 \% \end{aligned}$ |
| Online health search engines (e.g. Web MD, Medscape) | $\begin{gathered} 792 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 266 \\ & 76 \% \% \end{aligned}$ | $\begin{gathered} 257 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 757 \\ & 75 \% / \end{aligned}$ | $\begin{aligned} & 425 \\ & 77 \% \end{aligned}$ | 96 66\% |
| The media (e.g. national newspapers, online news and broadcast) | $\begin{aligned} & 669 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 53 \% A H \end{aligned}$ | $\begin{aligned} & \quad 247 \\ & -\quad 56 \% \mathrm{AgH} \end{aligned}$ | $\begin{aligned} & 85 \\ & 54 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 29 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 630 \\ & 52 \% \text { Ah } \end{aligned}$ | $\begin{aligned} & 298 \\ & 49 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 114 \\ & 54 \% \mathrm{~A} \end{aligned}$ |
| Charity or patient groups (e.g. via helplines or websites) | $\begin{aligned} & 597 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 67 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 209 \\ & 68 \% \mathrm{Cgi} \end{aligned}$ | $\begin{array}{cc}  & 182 \\ \mathrm{gi} & 58 \% \end{array}$ | $\begin{aligned} & 59 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 8 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 569 \\ & 63 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 327 \\ & 68 \% \text { CGi } \end{aligned}$ | $\begin{aligned} & 79 \\ & 57 \% \end{aligned}$ |
| Specialist health publications (e.g. Women's Health, Men's Health) | $\begin{gathered} 460 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 9 \\ 58 \% \end{gathered}$ | $\begin{gathered} 426 \\ 52 \% \end{gathered}$ | $\begin{gathered} 219 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 59 \% \end{aligned}$ |
| Social media (e.g. Facebook, Twitter, Instagram) | $\begin{gathered} 334 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 105 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 37 \% A d G h l \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { ר1 } \quad 27 \% \end{aligned}$ | $\begin{gathered} 6 \\ 15 \% \end{gathered}$ | $\begin{gathered} 7 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 320 \\ & 33 \% 1 \end{aligned}$ | $\begin{aligned} & 158 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ |

[^0]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

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


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

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
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) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | 65+ <br> (h) | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & (1) \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \end{gathered}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \end{aligned}$ (a) |
| 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 | $\begin{gathered} 1036 \\ 83 \% \end{gathered}$ | $\begin{gathered} 492 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 544 \\ & 86 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 110 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 84 \% \text { CE } \end{aligned}$ | $\begin{aligned} & 168 \\ & 88 \% \text { CDE } \end{aligned}$ | $\stackrel{285}{92 \% C D E F}$ | $=F^{264} 76 \%$ | $\begin{gathered} 320 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 453 \\ & 90 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 303 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 317 \\ 86 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 245 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 392 \\ 78 \% \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 1120 \\ 90 \% \end{gathered}$ | $\begin{aligned} & 538 \\ & 88 \% \end{aligned}$ | $\begin{aligned} & 581 \\ & 91 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 125 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 174 \\ 87 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 91 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 174 \\ & 91 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 290 \\ & 93 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 298 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 358 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 464 \\ & 93 \% 1 \mathrm{j} \end{aligned}$ | $\begin{aligned} & 338 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 334 \\ 90 \% \end{gathered}$ | $\begin{gathered} 191 \\ 89 \% \end{gathered}$ | $\begin{gathered} 256 \\ 88 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 91 \% q \end{aligned}$ | $\begin{aligned} & 431 \\ & 86 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 715 \\ 57 \% \end{gathered}$ | $\begin{gathered} 348 \\ 57 \% \end{gathered}$ | $\begin{gathered} 367 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 46 \% \end{aligned}$ | 121 59\%CDE | $\begin{aligned} & 129 \\ & 68 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 232 \\ & 75 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 141 \\ E F \quad 40 \% \end{gathered}$ | $\begin{aligned} & 213 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 361 \\ & 72 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 210 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 214 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 175 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 235 \\ 47 \% \end{gathered}$ |
| 2 | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $\begin{gathered} 101 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 26 \% G H \end{aligned}$ | $\begin{aligned} & 47 \\ & 23 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 40 \\ & 20 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 24 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 80 \\ & 20 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 62 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 118 \\ 23 \% \end{gathered}$ |
| 3 | $\begin{gathered} 94 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 51 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \mathrm{FH} \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \mathrm{fH} \end{aligned}$ | $\stackrel{17}{9 \%}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \mathrm{jK} \end{aligned}$ | $\stackrel{27}{7 \%}$ | $\begin{gathered} 29 \\ 6 \% \end{gathered}$ | $\stackrel{27}{7 \%}$ | ${ }_{9 \%}^{34}$ | $\stackrel{14}{7 \%}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ |
| 4 | $\begin{gathered} 45 \\ 4 \% \end{gathered}$ | $\begin{gathered} 22 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% h \end{aligned}$ | * | $\begin{aligned} & 17 \\ & 5 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 23 \\ & 6 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% m \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 19 \\ 9 \% \mathrm{Q} \end{gathered}$ | $\begin{gathered} 19 \\ 4 \% \end{gathered}$ |
| 5 | $\begin{gathered} 38 \\ 3 \% \end{gathered}$ | $\begin{gathered} 24 \\ 4 \% \end{gathered}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \mathrm{fGH} \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% h \end{aligned}$ | ${ }_{6 \% \mathrm{fGH}}^{12}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & \hline \end{aligned}$ | ${ }_{5 \% \mathrm{~K}}^{17}$ | ${ }_{4 \% \mathrm{~K}}^{15}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \mathrm{O} \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% 0 \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ |
| 6 | $\begin{gathered} 22 \\ 2 \% \end{gathered}$ | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \mathrm{DH} \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 8 \\ & 4 \% \mathrm{DH} \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | ${ }_{3 \% \mathrm{~K}}^{12}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% 1 \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ |
| 7 | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% G \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\stackrel{1}{*}$ |  | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% M \end{aligned}$ | 1 | * | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ |
| 8 | $\begin{gathered} 30 \\ 2 \% \end{gathered}$ | $\begin{gathered} 21 \\ 3 \% B \end{gathered}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 18 \\ & 5 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% K \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | ${ }^{17}{ }_{3 \%}$ |
| 9 - least trust | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \mathrm{~b} \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 2 \\ & 2 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \text { h } \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% h \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}^{*}$ | ${ }_{*}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 4 \\ & 2 \% 1 m \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \text { \| } \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ |
| I didn't trust any of these sources | $\begin{gathered} 57 \\ 5 \% \end{gathered}$ | $\begin{gathered} 24 \\ 4 \% \end{gathered}$ | $\begin{gathered} 32 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{gathered} 26 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ |
| Mean (excl. NA) Standard deviation | $\begin{aligned} & 1.99 \\ & 1.73 \end{aligned}$ | $\begin{aligned} & 2.16 \mathrm{~B} \\ & 1.96 \end{aligned}$ | $\begin{aligned} & 1.82 \\ & 1.44 \end{aligned}$ | $\begin{aligned} & 2.73 \text { FGH } \\ & 2.16 \end{aligned}$ | $\begin{aligned} & \text { 2.41FGH } \\ & 2.02 \end{aligned}$ | $\begin{aligned} & 2.43 \text { FGH } \\ & 2.00 \end{aligned}$ | $\begin{aligned} & 1.81 \mathrm{H} \\ & 1.48 \end{aligned}$ | $\begin{aligned} & 1.64 \mathrm{H} \\ & 1.42 \end{aligned}$ | $\begin{aligned} & 1.39 \\ & 1.01 \end{aligned}$ | $\begin{aligned} & 2.55 \mathrm{JK} \\ & 2.09 \end{aligned}$ | $\begin{aligned} & 2.12 \mathrm{~K} \\ & 1.78 \end{aligned}$ | $\begin{aligned} & 1.49 \\ & 1.19 \end{aligned}$ | $\begin{aligned} & 2.02 \\ & 1.69 \end{aligned}$ | $\begin{aligned} & 1.90 \\ & 1.50 \end{aligned}$ | $\begin{aligned} & 2.21 \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 1.89 \\ & 1.72 \end{aligned}$ | $\begin{aligned} & 2.29 \\ & 1.81 \end{aligned}$ | $\begin{aligned} & 2.32 \\ & 1.99 \end{aligned}$ |

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

Weighted base
Standard error

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\begin{gathered} \text { Male } \\ \text { (a) } \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{gathered} 65+ \\ \text { (h) } \end{gathered}$ | $\begin{gathered} \text { 18-34 } \\ \hline \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{gathered} \mathrm{AB} \\ (\mathrm{I}) \end{gathered}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | Public (p) | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (a) } \end{aligned}$ |
| 1251 | 614 | 636 | 148 | 200 | 199 | 203 | 191 | 310 | 347 | 402 | 501 | 374 | 371 | 215 | 291 | 214 | 501 |
| 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.

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.
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

Unweighted base
Weighted base
NET: Top 3


## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

Weighted base
Standard error

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland (a) | Wales <br> (b) | $\underset{\text { NET: England }}{\text { (d) }}$ | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | $\xrightarrow[(\mathrm{h})]{\text { West Midlands }}$ | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \begin{array}{c} \text { London } \\ (\mathrm{k}) \end{array} \\ \hline \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\underset{(\mathrm{m})}{\substack{\text { South West }}}$ |
| 1251 | 96* | 65* | 1089 | 48* | 158 | 107* | 105* | 98* | 110* | 160* | 184 | 120 |
| 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

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 <br> (c) $\qquad$ | Rarely (d) | Never (e) | Don't know or not applicable (f) $\qquad$ | NET: Ever <br> (g) $\qquad$ | NET: All/ Most of the time (h) | NET: <br> Rarely/ Never $\qquad$ |
| 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 | $\begin{gathered} 1036 \\ 83 \% \end{gathered}$ | $\begin{gathered} 173 \\ 82 \% \end{gathered}$ | $\begin{gathered} 332 \\ 82 \% \end{gathered}$ | $\begin{gathered} 343 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 96 \% \end{aligned}$ | $\begin{gathered} 970 \\ 83 \% \end{gathered}$ | $\begin{gathered} 505 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 82 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 1120 \\ 90 \% \end{gathered}$ | $\begin{gathered} 186 \\ 88 \% \end{gathered}$ | $\begin{gathered} 360 \\ 89 \% \end{gathered}$ | $\begin{gathered} 369 \\ 89 \% \end{gathered}$ | $\begin{gathered} 135 \\ 92 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 96 \% \end{aligned}$ | $\begin{gathered} 1050 \\ 89 \% \end{gathered}$ | $\begin{gathered} 546 \\ 89 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 91 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 715 \\ 57 \% \end{gathered}$ | $\begin{gathered} 127 \\ 60 \% \end{gathered}$ | $\begin{gathered} 223 \\ 56 \% \end{gathered}$ | $\begin{gathered} 222 \\ 54 \% \end{gathered}$ | 94 64\%c | $\begin{aligned} & 31 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 667 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 351 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 62 \% \mathrm{c} \end{aligned}$ |
| 2 | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 7 \\ 27 \% \end{gathered}$ | $\begin{gathered} 210 \\ 18 \% \end{gathered}$ | $\begin{gathered} 111 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ |
| 3 | $\begin{gathered} 94 \\ 8 \% \end{gathered}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 10 \% \mathrm{gl} \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 93 \\ & 8 \% \mathrm{i} \end{aligned}$ | $\begin{gathered} 43 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \\ & \hline \end{aligned}$ |
| 4 | $\begin{gathered} 45 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 5 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \mathrm{c} \end{aligned}$ | 1\% |  | $\begin{aligned} & 45 \\ & 4 \% \mathrm{C} \end{aligned}$ | $\stackrel{27}{4 \% \mathrm{c}}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ |
| 5 | $\begin{gathered} 38 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \mathrm{~b} \end{aligned}$ | $\div$ | $\begin{aligned} & 35 \\ & 3 \% b \end{aligned}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ |
| 6 | $\stackrel{22}{2 \%}$ | $\begin{aligned} & 5 \\ & 2 \% \mathrm{dl} \end{aligned}$ | $\begin{aligned} & 7 \% i \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \mathrm{dl} \end{aligned}$ | - | - | - | $\stackrel{22}{2 \%}$ | $\begin{aligned} & 13 \\ & 2 \% \mathrm{i} \end{aligned}$ | - |
| 7 | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \mathrm{Cg} \end{aligned}$ | - ${ }^{\text {* }}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\div$ | - | $\begin{aligned} & 12 \\ & 1 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \mathrm{Cg} \end{aligned}$ | ${ }_{*}$ |
| 8 | $\begin{gathered} 30 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \mathrm{bGh} \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | - | $\stackrel{28}{28}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |
| 9 - least trust | $\begin{aligned} & 10 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| I didn't trust any of these sources | $\begin{gathered} 57 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 52 \\ 4 \% \end{gathered}$ | $\begin{gathered} 30 \\ 5 \% \end{gathered}$ | $\stackrel{12}{6 \%}$ |

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

|  | How often do you double check information about health and wellbeing is correct? |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | All the time (a) | Most of the time (b) | Sometimes <br> (c) | Rarely (d) | Never (e) | Don't know or not applicable (f) | NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: Rarely/ (i) |
| Weighted base | 1251 | 211 | 402 | 412 | 148 | $52^{*}$ | $25^{* *}$ | 1173 | 613 | 200 |
| Mean (excl. NA) | 1.99 | 1.91 | 2.01 | 2.13 di | 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

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 | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{gathered} \begin{array}{c} 65+ \\ (\mathrm{h}) \end{array} \\ \hline \end{gathered}$ | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{aligned} & \text { AB } \\ & (1) \end{aligned}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 2 \\ (\mathrm{n}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{DE} \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \end{gathered}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (q) } \\ & \hline \end{aligned}$ |
| 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 | $\begin{gathered} 275 \\ 29 \% \end{gathered}$ | $\begin{gathered} 137 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 33 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 72 \\ & 39 \% \mathrm{CdEF} \end{aligned}$ | $\begin{aligned} & \quad 79 \\ & \hline \quad 25 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 37 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 86 \\ & 30 \% n \end{aligned}$ | $\begin{aligned} & 84 \\ & 30 \% n \end{aligned}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 26 \% \end{aligned}$ |
| NET: Top 5 | $\begin{aligned} & 597 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 290 \\ 63 \% \end{gathered}$ | $\begin{gathered} 307 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 65 \% \end{aligned}$ | 88 68\%c | $\begin{aligned} & 123 \\ & 67 \% \mathrm{c} \end{aligned}$ | $\begin{gathered} 186 \\ 60 \% \end{gathered}$ | $\begin{gathered} 200 \\ 61 \% \end{gathered}$ | ${ }_{67 \%}^{211}$ | $\begin{aligned} & 173 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 100 \\ 56 \% \end{gathered}$ | $\begin{gathered} 259 \\ 63 \% \end{gathered}$ |
| 1 - most trust | $\begin{aligned} & 42 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | ${ }_{4 \%}^{19}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ |
| 2 | $\begin{aligned} & 91 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 12 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 37 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 13 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \mathrm{c} \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 13 \% \mathrm{~J} \end{aligned}$ | $\begin{gathered} 26 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 12 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ |
| 3 | $\begin{gathered} 142 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \mathrm{cdE} \end{aligned}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \text { J } \end{aligned}$ | $\begin{aligned} & 50 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 12 \% \end{aligned}$ |
| 4 | $\begin{aligned} & 150 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ |
| 5 | $\begin{gathered} 172 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \mathrm{eH} \end{aligned}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 20 \% \end{aligned}$ |
| 6 | $\begin{aligned} & 129 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 16 \% m \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 19 \% \mathrm{Mo} \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% q \end{aligned}$ | $\begin{aligned} & 54 \\ & 13 \% \end{aligned}$ |
| 7 | ${ }_{9 \%}^{89}$ | $\begin{aligned} & 50 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | ${ }_{7 \%}^{9}$ | $\stackrel{17}{9 \%}$ | $\begin{gathered} 22 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 12 \% \mathrm{i} \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 32 \\ 8 \% \end{gathered}$ |
| 8 | $\begin{gathered} 48 \\ 5 \% \end{gathered}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | $\begin{gathered} 27 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 8 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\stackrel{25}{8 \% K}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\stackrel{21}{8 \% 1}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | 24 6 |
| 9 - least trust | $\begin{aligned} & 37 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 16 \\ 4 \% \end{gathered}$ | $\begin{gathered} 20 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% g h \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ |
| I didn't trust any of these sources | $\begin{gathered} 52 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | ${ }_{6 \% \mathrm{c}}^{9}$ | $\stackrel{9}{7 \% \mathrm{C}}$ | $\begin{aligned} & 15 \\ & 8 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% i \end{gathered}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ |
| Mean (excl. NA) Standard deviation | $\begin{aligned} & 4.69 \\ & 2.01 \end{aligned}$ | $\begin{aligned} & 4.64 \\ & 2.04 \end{aligned}$ | $\begin{aligned} & 4.74 \\ & 1.98 \end{aligned}$ | $\begin{aligned} & 5.11 \mathrm{GH} \\ & 2.05 \end{aligned}$ | $\begin{aligned} & 4.74 \mathrm{H} \\ & 2.06 \end{aligned}$ | $\begin{aligned} & 4.90 \mathrm{GH} \\ & 2.06 \end{aligned}$ | $\begin{aligned} & 4.82 \mathrm{gH} \\ & 1.96 \end{aligned}$ | $\begin{aligned} & 4.36 \\ & 1.85 \end{aligned}$ | 4.24 1.94 | 4.90K 2.06 | $\begin{aligned} & 4.87 \mathrm{~K} \\ & 2.01 \end{aligned}$ | 4.29 1.90 | $\begin{aligned} & 4.72 \\ & 1.98 \end{aligned}$ | 4.67 2.12 | $\begin{aligned} & 4.91 \\ & 1.78 \end{aligned}$ | $\begin{aligned} & 4.51 \\ & 2.08 \end{aligned}$ | $\begin{aligned} & 5.09 \\ & 1.87 \end{aligned}$ | $\begin{aligned} & 4.78 \\ & 2.04 \end{aligned}$ |

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

|  | Total | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{aligned} & 25-34 \\ & \text { (d) } \\ & \hline \end{aligned}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & \text { (h) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { 18-34 } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & (1) \end{aligned}$ | $\begin{gathered} C 1 \\ (\mathrm{~m}) \\ \hline \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public (p) | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (q) } \\ & \hline \end{aligned}$ |
| 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.

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 <br> (a) | Wales <br> (b) | NET: England (d) | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside <br> (g) | West Midlands <br> (h) | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | London (k) | $\underset{(1)}{\substack{\text { South East }}}$ | South West |
| 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 | $\begin{aligned} & 275 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 242 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 40 \% \text { FI } \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 31 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 597 \\ 63 \% \end{gathered}$ | 55 79\%DbFgHKLM | $\begin{array}{ll}  & 24 \\ M \quad 59 \% \end{array}$ | $\begin{gathered} 518 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 66 \% \end{aligned}$ | 56 69\%L | $\begin{aligned} & 77 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 63 \% \end{aligned}$ |
| 1 - most trust | $\begin{aligned} & 42 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\stackrel{9}{11 \% \mathrm{fgJK}}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ |
| 2 | $\begin{aligned} & 91 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 10 \% \end{aligned}$ | $\stackrel{7}{7}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ |
| 3 | $\begin{aligned} & 142 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 19 \% \mathrm{e} \end{aligned}$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 18 \\ & 20 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 19 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ |
| 4 | $\begin{aligned} & 150 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \mathrm{dfHi} \end{aligned}$ | $\begin{gathered} 7 \\ 17 \% \end{gathered}$ | $\begin{gathered} 126 \\ 15 \% \end{gathered}$ | $\begin{gathered} 8 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\underset{11 \%}{9}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ |
| 5 | $\begin{gathered} 172 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 23 \% 1 \end{aligned}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{gathered} 149 \\ 18 \% \end{gathered}$ | $\begin{gathered} 7 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 23 \% 1 \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 25 \% \mathrm{Lm} \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ |
| 6 | $\begin{aligned} & 129 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 14 \% \mathrm{a} \end{aligned}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 16 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \mathrm{a} \end{aligned}$ |
| 7 | ${ }_{99}^{89}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 15 \% e m \end{gathered}$ | $\begin{aligned} & 79 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 14 \% \mathrm{em} \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | 21 <br> 17\%AEHiJM | $\begin{array}{ll}  & 5 \\ M & 5 \% \end{array}$ |
| 8 | $\stackrel{48}{5 \%}$ | $\begin{aligned} & 3 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\stackrel{44}{5 \%}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \% \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \mathrm{Gm} \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 8 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |
| 9 - least trust | $\begin{gathered} 37 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }^{35}$ | $\begin{aligned} & 4 \\ & 9 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ |
| I didn't trust any of these sources | $\begin{aligned} & 52 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\stackrel{48}{6 \%}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ |
| Mean (excl. NA) Standard deviation | 4.69 2.01 | 4.29 1.77 | 4.74 1.92 | 4.73 2.03 | 4.58 2.25 | 4.92ai 1.92 | 4.73 1.93 | 4.65 2.05 | 4.28 2.30 | 4.66 1.89 | 4.89a 1.96 | $\begin{aligned} & \text { 4.99Aim } \\ & 2.10 \end{aligned}$ | 4.47 2.02 |

## Health Fake News Survey

## ONLINE Fieldwork: 15th to 16th May 2019

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

Weighted base
Standard error

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland <br> (a) | Wales <br> (b) | $\underset{\text { NET: England }}{\text { (d) }}$ | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | $\begin{gathered} \text { West Midlands } \\ \text { (h) } \\ \hline \end{gathered}$ | $\underset{(\mathrm{i})}{\substack{\text { East Midands } \\ \hline}}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | London (k) | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\frac{\substack{\text { South West } \\(\mathrm{m})}}{}$ |
| 952 | $70^{*}$ | 41* | 841 | 39* | $115^{*}$ | 88* | 94* | 78* | 81* | $127^{*}$ | 123 | $96^{*}$ |
| 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

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


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) | $\begin{gathered} \substack{\text { Sometimes } \\ \text { (c) }} \\ \hline \end{gathered}$ | Rarely <br> (d) | $\begin{aligned} & \text { Never } \\ & \text { (e) } \end{aligned}$ |  | NET: Ever <br> (g) | Most of the <br> time (h) | 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

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 <br> (b) | $18-24$ (c) | $25-34$ <br> (d) | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ \text { (g) } \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{gathered} \text { 18-34 } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{aligned} & 55+ \\ & (\mathrm{k}) \end{aligned}$ | $\begin{gathered} \text { AB } \\ \text { (I) } \end{gathered}$ | $\begin{gathered} C 1 \\ (\mathrm{~m}) \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \end{aligned}$ | Public <br> (p) | Pri- vate (a) |
| 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 | $\begin{gathered} 748 \\ 72 \% \end{gathered}$ | $\begin{gathered} 354 \\ 69 \% \end{gathered}$ | $\begin{gathered} 394 \\ 73 \% \end{gathered}$ | $\begin{gathered} 106 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 126 \\ 68 \% \end{gathered}$ | $\begin{gathered} 117 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 252 \\ 74 \% \end{gathered}$ | $\begin{gathered} 243 \\ 69 \% \end{gathered}$ | $\begin{gathered} 253 \\ 72 \% \end{gathered}$ | $\begin{gathered} 239 \\ 71 \% \end{gathered}$ | $\begin{gathered} 203 \\ 69 \% \end{gathered}$ | $\begin{gathered} 137 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 305 \\ 69 \% \end{gathered}$ |
| NET: Top 5 | $\begin{gathered} 875 \\ 84 \% \end{gathered}$ | $\begin{gathered} 423 \\ 83 \% \end{gathered}$ | $\begin{gathered} 452 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 162 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 141 \\ 85 \% \end{gathered}$ | $\begin{gathered} 119 \\ 84 \% \end{gathered}$ | $\begin{gathered} 179 \\ 85 \% \end{gathered}$ | $\begin{gathered} 285 \\ 84 \% \end{gathered}$ | $\begin{gathered} 291 \\ 83 \% \end{gathered}$ | $\begin{gathered} 299 \\ 84 \% \end{gathered}$ | $\begin{gathered} 286 \\ 85 \% \end{gathered}$ | $\begin{gathered} 238 \\ 81 \% \end{gathered}$ | $\begin{gathered} 159 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 362 \\ & 81 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 232 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 22 \% \end{aligned}$ | 46 <br> 32\%EfGH | $\text { H } \quad \begin{aligned} & 61 \\ & 31 \% \mathrm{EfGH} \end{aligned}$ | $\begin{aligned} & \quad 38 \\ & \mathrm{H} \quad 20 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 36 \\ & 22 \% h \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 31 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 74 \\ & 21 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 28 \% \end{aligned}$ |
| 2 | $\begin{gathered} 377 \\ 36 \% \end{gathered}$ | $\begin{gathered} 169 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 208 \\ & 39 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 37 \% \end{aligned}$ | $58$ | $\begin{aligned} & 80 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 115 \\ 34 \% \end{gathered}$ | $\begin{gathered} 124 \\ 35 \% \end{gathered}$ | $\begin{gathered} 138 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 104 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 40 \% \mathrm{Q} \end{aligned}$ | $\begin{gathered} 132 \\ 30 \% \end{gathered}$ |
| 3 | $\begin{gathered} 140 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 20 \% \text { CDF } \end{aligned}$ | $\begin{gathered} 31 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 18 \% \text { j } \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 11 \% \end{aligned}$ |
| 4 | $\begin{gathered} 79 \\ 8 \% \end{gathered}$ | $\begin{gathered} 44 \\ 9 \% \end{gathered}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ | $\stackrel{11}{7 \%}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\stackrel{18}{9 \% d}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 9 \% d \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{gathered} 22 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 37 \\ 8 \% \end{gathered}$ |
| 5 | $\begin{gathered} 47 \\ 5 \% \end{gathered}$ | $\stackrel{25}{5 \%}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\stackrel{18}{5 \%}$ | ${ }^{15}$ | $\begin{gathered} 17 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\stackrel{12}{6 \%}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 20 \\ 5 \% \end{gathered}$ |
| 6 | ${ }_{38}^{38}$ | $\begin{gathered} 21 \\ 4 \% \end{gathered}$ | $\stackrel{17}{3 \%}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | ${ }^{9} 3 \%$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | ${ }_{10}^{10}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 16 \\ 4 \% \end{gathered}$ |
| 7 | $\begin{gathered} 40 \\ 4 \% \end{gathered}$ | $\stackrel{25}{5 \%}$ | $\begin{gathered} 15 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \mathrm{gh} \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 4 \% k \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ |
| 8 | $\begin{gathered} 21 \\ 2 \% \end{gathered}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% 0 \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ |
| 9 - least trust | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \mathrm{~h} \end{aligned}$ | ${ }_{*}^{1}$ | $\begin{gathered} 12 \\ 3 \% \mathrm{k} \end{gathered}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ |
| I didn't trust any of these sources | $\begin{gathered} 52 \\ 5 \% \end{gathered}$ | $\begin{gathered} 22 \\ 4 \% \end{gathered}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\stackrel{9}{6 \%}$ | ${ }_{6 \%}^{14}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | ${ }^{17} 7 \%$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ |
| Mean (excl. NA) <br> Standard deviation | $\begin{aligned} & 2.83 \\ & 1.95 \end{aligned}$ | $\begin{aligned} & 2.93 \\ & 1.98 \end{aligned}$ | $\begin{aligned} & 2.73 \\ & 1.91 \end{aligned}$ | $\begin{aligned} & 2.80 \\ & 2.17 \end{aligned}$ | $\begin{aligned} & 2.65 \\ & 2.12 \end{aligned}$ | $\begin{aligned} & 3.02 \\ & 2.03 \end{aligned}$ | $\begin{aligned} & 2.81 \\ & 1.84 \end{aligned}$ | $\begin{aligned} & 2.88 \\ & 1.94 \end{aligned}$ | $\begin{aligned} & 2.84 \\ & 1.60 \end{aligned}$ | $\begin{aligned} & 2.72 \\ & 2.14 \end{aligned}$ | $\begin{aligned} & 2.92 \\ & 1.94 \end{aligned}$ | $\begin{aligned} & 2.86 \\ & 1.75 \end{aligned}$ | $\begin{aligned} & 2.83 \\ & 1.89 \end{aligned}$ | $\begin{aligned} & 2.990 \\ & 2.11 \end{aligned}$ | $\begin{aligned} & 2.84 \\ & 2.06 \end{aligned}$ | $\begin{aligned} & 2.62 \\ & 1.69 \end{aligned}$ | $\begin{aligned} & 2.84 \\ & 2.09 \end{aligned}$ | $\begin{aligned} & 2.88 \\ & 2.10 \end{aligned}$ |

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

Weighted base
Standard error

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male (a) | $\begin{gathered} \text { Female } \\ \text { (b) } \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { 25-34 } \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (e) } \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | 65+ <br> (h) | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \end{aligned}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Public } \\ & \text { (p) } \\ & \hline \end{aligned}$ | Private <br> (a) |
| 1046 | 510 | 536 | 146 | 194 | 186 | 167 | 143 | 211 | 340 | 353 | 354 | 335 | 293 | 190 | 228 | 200 | 445 |
| 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.

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

|  |  | Re |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Scotland <br> (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | North East <br> (e) | North West (f) | Yorkshire \& Humberside (g) | $\underset{(\mathrm{h})}{\text { West Midlands }}$ | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ (\mathrm{i}) \end{gathered}$ | London (k) | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 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 | $\begin{gathered} 748 \\ 72 \% \end{gathered}$ | 65 82\%dbFK | $\begin{aligned} & 34 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 650 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 76 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 70 \\ & 80 \% \text { FK } \end{aligned}$ | $\begin{aligned} & 81 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 74 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 78 \\ & 73 \% \mathrm{k} \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 875 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 763 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 88 \% \end{aligned}$ | 80 92\%FGHK | $\begin{gathered} 103 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 87 \% \mathrm{fk} \end{aligned}$ | $\begin{aligned} & 91 \\ & 86 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 232 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 23 \% B \end{aligned}$ | $\begin{aligned} & 14 \\ & 34 \% \mathrm{Bm} \end{aligned}$ | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & \text { 29\%B } \end{aligned}$ | $\begin{aligned} & 20 \\ & \text { 23\%b } \end{aligned}$ | $\begin{aligned} & 20 \\ & \text { 22\%b } \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 33 \\ & 23 \% b \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ |
| 2 | $\begin{aligned} & 377 \\ & 36 \% \end{aligned}$ | 41 <br> 51\%DEFHiKL | $\begin{array}{ll} 18 \\ \mathrm{~L} & 37 \% \end{array}$ | $\begin{aligned} & 318 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 42 \% \text { ehk } \end{aligned}$ | $\begin{aligned} & 28 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 37 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 42 \\ & 48 \% \text { EfHKL } \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | 44 41\%eK |
| 3 | $\begin{gathered} 140 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 21 \% \mathrm{af} \end{aligned}$ | $\begin{gathered} 122 \\ 13 \% \end{gathered}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% a F g j \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ |
| 4 | $\begin{gathered} 79 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\stackrel{7}{15 \% a G i l}$ | $\begin{gathered} 68 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \mathrm{aGI} \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ |
| 5 | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \text { ah } \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ |
| 6 | ${ }_{4 \%}^{38}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\stackrel{9}{7 \% m}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |
| 7 | $\begin{gathered} 40 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% j \end{aligned}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ | - | 11 $9 \%$ aeJL | ${ }_{7 \% \mathrm{adl}}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | * | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ |
| 8 | $\begin{gathered} 21 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 18 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \mathrm{fj} \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | 1\% | - | $\begin{aligned} & { }_{5 \% \mathrm{Fj}} \end{aligned}$ | ${ }_{3 \% f}^{4}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ |
| 9 - least trust | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - | $\begin{gathered} 18 \\ 2 \% \end{gathered}$ | - | 6 5\%ijM | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \mathrm{ijM} \end{aligned}$ | - | - | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\div$ |
| I didn't trust any of these sources | $\begin{aligned} & 52 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 48 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ |
| Mean (excl. NA) Standard deviation | $\begin{aligned} & 2.83 \\ & 1.95 \end{aligned}$ | 2.52 1.80 | $\begin{aligned} & 3.13 \mathrm{~J} \\ & 1.76 \end{aligned}$ | 2.84 1.97 | 2.57 1.86 | 3.14aiJ 2.25 | 2.89 J 2.00 | 2.89 j 2.27 | 2.57 1.57 | 2.32 1.28 | $\underset{2.27}{3.27 \mathrm{AIJM}}$ | 2.82 J 1.91 | $\begin{aligned} & 2.64 \\ & 1.61 \end{aligned}$ |

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

Weighted base
Standard error

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland <br> (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\frac{\text { NET: England }}{\text { (d) }}$ | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | $\xrightarrow[(\mathrm{h})]{\text { West Midlands }}$ | $\underset{\text { (i) }}{\text { East Midlands }}$ | Eastern (i) | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{m})} \\ \hline \end{gathered}$ |
| 1046 | 80* | 50* | 916 | $40^{*}$ | 127* | 94* | 97* | 87* | 87* | 133* | 146 | 106* |
| 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

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 <br> time <br> (b) | $\begin{gathered} \substack{\text { Sometimes } \\ \text { (c) }} \end{gathered}$ | $\begin{aligned} & \substack{\text { Rarely } \\ \text { (d) }} \\ & \hline \end{aligned}$ | Never (e) | Don't know or not applicable $\qquad$ | NET: Ever <br> (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 | $\begin{gathered} 748 \\ 72 \% \end{gathered}$ | $\begin{gathered} 124 \\ 68 \% \end{gathered}$ | $\begin{gathered} 255 \\ 75 \% \end{gathered}$ | $\begin{gathered} 247 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 705 \\ 72 \% \end{gathered}$ | $\begin{gathered} 378 \\ 73 \% \end{gathered}$ | $\begin{gathered} 110 \\ 73 \% \end{gathered}$ |
| NET: Top 5 | $875$ | $\begin{aligned} & 146 \\ & 810 \end{aligned}$ | $\begin{aligned} & 288 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 295 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 434 \\ 84 \% \end{gathered}$ | $\begin{gathered} 131 \\ 87 \% \end{gathered}$ |
| 1 - most trust | $\begin{gathered} 232 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & \text { 24\%a } \end{aligned}$ | $\begin{aligned} & 89 \\ & 25 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 7 \\ 18 \% \end{gathered}$ | $\begin{gathered} 4 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 220 \\ & 22 \% a \end{aligned}$ | $\begin{aligned} & 112 \\ & 22 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ |
| 2 | $\begin{gathered} 377 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 7 \\ 32 \% \end{gathered}$ | $\begin{gathered} 354 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 36 \% \end{aligned}$ |
| 3 | $\begin{aligned} & 140 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 21 \% \mathrm{bCGH} \end{aligned}$ | $\begin{array}{cc} 7 \\ H & 16 \% \end{array}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{gathered} 131 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 20 \% \text { bCGh } \end{aligned}$ |
| 4 | $\begin{aligned} & 79 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 12 \\ 7 \% \end{gathered}$ | $\begin{gathered} 24 \\ 7 \% \end{gathered}$ | $\begin{gathered} 29 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 2 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ |
| 5 | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | ${ }_{6 \% \mathrm{~b}}^{11}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | - | $\begin{aligned} & 45 \\ & 5 \% B \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \mathrm{~b} \end{aligned}$ | $\stackrel{9}{6 \%}$ |
| 6 | $\begin{gathered} 38 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{gathered} 35 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ |
| 7 | $\begin{aligned} & 40 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% i \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \mathrm{dl} \end{aligned}$ | * |  | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 4 \% \mathrm{dl} \end{aligned}$ | $\begin{gathered} 19 \\ 4 \% \mathrm{i} \end{gathered}$ | * |
| 8 | $\begin{gathered} 21 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\div$ | $\div$ | $\begin{gathered} 21 \\ 2 \% \end{gathered}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
| 9 - least trust | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |  |  | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
| I didn't trust any of these sources | $\begin{gathered} 52 \\ 5 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{gathered} 13 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ |
| Mean (excl. NA) | 2.83 | 3.03 | 2.70 | 2.91 | 2.73 | 2.48 | 3.16 | 2.84 | 2.81 | 2.66 |

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

|  | 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 <br> (c) | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (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

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 <br> (b) | $\begin{aligned} & \begin{array}{c} 18-24 \\ \text { (c) } \end{array} \\ & \hline \end{aligned}$ | $25-34$ | $35-44$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | (h) | $\begin{gathered} 18-34 \\ (\text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \end{gathered}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m} \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | DE (0) | Public <br> (p) | Pri- vate <br> (a) |
| 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 | $\begin{gathered} 189 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% F G H \end{aligned}$ | $\begin{aligned} & 49 \\ & 22 \% G H \end{aligned}$ | $\begin{aligned} & 38 \\ & 19 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 24 \% \mathrm{jK} \end{aligned}$ | $\begin{aligned} & 64 \\ & 17 \% K \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 21 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 334 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 185 \\ 33 \% \end{gathered}$ | 66 $44 \%$ EFGH | $\quad \stackrel{79}{36 \% H}$ | $\begin{aligned} & 59 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 50 \% \\ & 3 \end{aligned}$ | $\begin{aligned} & 37 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 39 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 111 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 162 \\ 34 \% \end{gathered}$ |
| 1 - most trust | $\begin{gathered} 48 \\ 5 \% \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | ${ }_{6 \% \mathrm{~A}}^{35}$ | $\begin{aligned} & 9 \\ & 6 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 18 \\ & 8 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% h \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\underset{7 \% K}{27}$ | $\begin{aligned} & 16 \\ & 4 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 16 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{gathered} 26 \\ 5 \% \end{gathered}$ |
| 2 | $\stackrel{58}{6 \%}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% E F G H \end{aligned}$ | $\stackrel{15}{7 \%}$ | $\begin{aligned} & 10 \\ & 5 \% \mathrm{~h} \end{aligned}$ | ${ }_{5 \%}^{9}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 9 \% \mathrm{jK} \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% k \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | ${ }_{9 \% \mathrm{IM}}^{18}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 31 \\ 7 \% \end{gathered}$ |
| 3 | $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 9 \% \end{aligned}$ | ${ }^{40} 7 \%$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | ${ }_{7 \%}^{9}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 9 \% \end{aligned}$ |
| 4 | $\begin{gathered} 73 \\ 7 \% \end{gathered}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ | $\begin{gathered} 36 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 11 \% \mathrm{dEh} \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{gathered} 28 \\ 7 \% \end{gathered}$ | $\stackrel{25}{7 \%}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\stackrel{20}{7 \%}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ |
| 5 | $\begin{aligned} & 73 \\ & 7 \% \end{aligned}$ | $\stackrel{26}{5 \%}$ | $\begin{aligned} & 47 \\ & 8 \% \mathrm{a} \end{aligned}$ | $\stackrel{9}{6 \%}$ | $\stackrel{20}{9 \%}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\stackrel{12}{12}$ | $\stackrel{29}{8 \%}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ | $\stackrel{22}{7 \%}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\stackrel{29}{9 \% 1}$ | ${ }^{14} 7 \%$ | ${ }^{15} 6 \%$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | ${ }_{7 \%}^{33}$ |
| 6 | $\begin{gathered} 81 \\ 8 \% \end{gathered}$ | ${ }_{7 \%}^{35}$ | $\begin{gathered} 46 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 8 \% h \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \mathrm{H} \end{aligned}$ | $\stackrel{12}{6 \%}$ | $\begin{aligned} & 17 \\ & 10 \% \mathrm{H} \end{aligned}$ | ${ }_{9 \% \mathrm{H}}^{11}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 10 \% \mathrm{k} \end{aligned}$ | $\stackrel{29}{8 \%}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\stackrel{10}{5 \%}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 11 \% Q \end{aligned}$ | 26 5 |
| 7 | $\begin{gathered} 144 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 16 \% \end{aligned}$ |
| 8 | $\begin{gathered} 250 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 29 \% \mathrm{df} \end{aligned}$ | $\begin{aligned} & 79 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 27 \% 0 \end{aligned}$ | $\begin{aligned} & 71 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 25 \% \end{aligned}$ |
| 9 - least trust | $\begin{aligned} & 178 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 26 \\ & 20 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \mathrm{CDe} \end{aligned}$ | $\begin{aligned} & 43 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 17 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 71 \\ & \text { 23\%lj } \end{aligned}$ | $\begin{aligned} & 48 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 23 \% \mathrm{IM} \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 13 \% \end{aligned}$ |
| I didn't trust any of these sources | $\begin{aligned} & 63 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 28 \\ 6 \% \end{gathered}$ | $\begin{gathered} 35 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\stackrel{15}{7 \%}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 9 \\ & 7 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\stackrel{17}{7 \%}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 32 \\ 7 \% \end{gathered}$ |
| Mean (excl. NA) Standard deviation | $\begin{aligned} & 6.24 \\ & 2.45 \end{aligned}$ | $\begin{aligned} & 6.35 \\ & 2.42 \end{aligned}$ | $\begin{aligned} & 6.15 \\ & 2.48 \end{aligned}$ | $\begin{aligned} & 5.63 \\ & 2.64 \end{aligned}$ | $\begin{aligned} & 5.76 \\ & 2.54 \end{aligned}$ | $\begin{aligned} & 6.31 \mathrm{Cd} \\ & 2.44 \end{aligned}$ | $\begin{aligned} & 6.29 \mathrm{Cd} \\ & 2.38 \end{aligned}$ | $\begin{aligned} & 6.53 C D \\ & 2.29 \end{aligned}$ | $\begin{aligned} & 7.02 \mathrm{CDEFg} \\ & 2.09 \end{aligned}$ | $\begin{array}{r} 5.71 \\ \\ \\ \hline 2.58 \end{array}$ | $\begin{aligned} & 6.301 \\ & 2.41 \end{aligned}$ | $\begin{aligned} & 6.821 \mathrm{~J} \\ & 2.19 \end{aligned}$ | $\begin{aligned} & 6.37 \\ & 2.36 \end{aligned}$ | $\begin{aligned} & 6.15 \\ & 2.38 \end{aligned}$ | $\begin{aligned} & 6.08 \\ & 2.58 \end{aligned}$ | $\begin{aligned} & 6.34 \\ & 2.55 \end{aligned}$ | $\begin{aligned} & 6.17 \\ & 2.47 \end{aligned}$ | 6.06 2.51 |

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

Weighted base
Standard error

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male (a) | Female <br> (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | 25-34 | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \end{gathered}$ | $55-64$ | $65+$ (h) | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $55+$ | $\mathrm{AB}$ | $\begin{aligned} & C 1 \\ & (\mathrm{~m}) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \end{aligned}$ | Public (p) | Pri- <br> vate <br> (a) |
| 1050 | 487 | 562 | 152 | 218 | 196 | 173 | 131 | 181 | 370 | 368 | 311 | 308 | 307 | 198 | 237 | 197 | 477 |
| 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.

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

Unweighted base
Weighted base
NET: Top 3

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland <br> (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\frac{\text { NET: England }}{\text { (d) }}$ | $\begin{gathered} \begin{array}{c} \text { North East } \\ \text { (e) } \end{array} \\ \hline \end{gathered}$ | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ | Yorkshire \& Humberside <br> (g) | West Midlands (h) $\qquad$ | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \begin{array}{c} \text { London } \\ (\mathrm{k}) \end{array} \\ \hline \end{gathered}$ | $\underset{(I)}{\substack{\text { South East }}}$ | $\frac{\substack{\text { South West } \\(\mathrm{m})}}{}$ |
| 1042 | 77 | 49 | 916 | 41 | 116 | 103 | 103 | 80 | 95 | 104 | 162 | 112 |
| 1050 | 78* | 48* | 924 | $43^{*}$ | $127 *$ | $96 *$ | 109* | 83* | 90* | $133^{*}$ | 142 | 102* |
| $\begin{gathered} 189 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 171 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 26 \% j \end{aligned}$ | $\begin{aligned} & 26 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | 30 <br> 28\%AiJIM | $\begin{array}{ll}  & 12 \\ M & 14 \% \end{array}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ |
| $\begin{gathered} 334 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 299 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 38 \% \mathrm{jM} \end{aligned}$ | $\begin{aligned} & 32 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 39 \% \mathrm{jM} \end{aligned}$ | $\begin{aligned} & 23 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \mathrm{jM} \end{aligned}$ | $\begin{aligned} & 24 \\ & 24 \% \end{aligned}$ |
| $\begin{aligned} & 48 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 5 \\ 12 \% \mathrm{AiKM} \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \mathrm{am} \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |
| $\begin{gathered} 58 \\ 6 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \mathrm{~B} \end{gathered}$ | - | $\begin{gathered} 50 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 9 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ |
| $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \\ & \end{aligned}$ | $\stackrel{6}{12 \% A j}$ | $\begin{aligned} & 75 \\ & 8 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 9 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% A J \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \mathrm{aj} \end{aligned}$ | $\stackrel{9}{6 \%}$ | $\begin{aligned} & 9 \\ & 9 \% \mathrm{a} \end{aligned}$ |
| $\begin{aligned} & 73 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \mathrm{kM} \end{aligned}$ | $\begin{aligned} & 4 \\ & 9 \% \mathrm{~m} \end{aligned}$ | ${ }^{61}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\frac{9}{7 \% m}$ | $\begin{aligned} & 8 \\ & 8 \% \mathrm{kM} \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 7 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \mathrm{KM} \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |
| $\begin{gathered} 73 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | ${ }_{3 \%}^{2}$ | $\begin{gathered} 67 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \mathrm{~h} \end{aligned}$ | ${ }_{7 \%}^{7}$ | ${ }_{3 \%}^{4}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }^{10} 7 \%$ | ${ }_{7 \%}^{7}$ |
| $\begin{gathered} 81 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 15 \% \text { DfgkM } \end{aligned}$ | $\begin{gathered} 6 \\ 12 \% \mathrm{~m} \end{gathered}$ | $\begin{gathered} 64 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ | $\stackrel{9}{6 \%}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ |
| $\begin{aligned} & 144 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 6 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ |
| $\begin{gathered} 250 \\ 24 \% \end{gathered}$ | 20\% | $\begin{aligned} & 12 \\ & 26 \% \end{aligned}$ | 218 $24 \%$ | $\begin{gathered} 6 \\ 15 \% \end{gathered}$ | 30 $23 \%$ | 21 $22 \%$ | $\begin{aligned} & 23 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 28 \% \end{aligned}$ |
| $\begin{aligned} & 178 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 160 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 29 \% \mathrm{aFL} \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 22 \% \text { L } \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 22 \% f \mathrm{fL} \end{aligned}$ |
| $\begin{aligned} & 63 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\stackrel{58}{6 \%}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \mathrm{a} \end{aligned}$ |
| 6.24 2.45 | 6.33 2.23 | 6.39 2.24 | 6.23 2.48 | 6.08 3.00 | 5.96 2.48 | 6.32 2.50 | 5.73 2.76 | 6.44 2.36 | ${ }_{2.31}^{6.52 h}$ | 6.40 2.36 | 5.95 2.41 | $\begin{aligned} & 6.80 \mathrm{FHL} \\ & 2.31 \end{aligned}$ |

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

Weighted base
Standard error

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland (a) | Wales <br> (b) | $\underset{\text { NET: England }}{\text { (d) }}$ | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | West Midlands (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \begin{array}{c} \text { London } \\ (\mathrm{k}) \end{array} \\ \hline \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\underset{(\mathrm{m})}{\substack{\text { South West }}}$ |
| 1050 | 78* | $48^{*}$ | 924 | $43^{*}$ | $127^{*}$ | 96* | 109* | 83* | $90^{*}$ | 133* | 142 | 102* |
| 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 <br> ONLINE Fieldwork: 15th to 16th May 2019

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) | $\frac{\text { (c) }}{\substack{\text { Sometimes }}}$ | Rarely <br> (d) | Never <br> (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 | $\begin{gathered} 189 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 6 \\ 14 \% \end{gathered}$ | $\begin{gathered} 7 \\ 31 \% \end{gathered}$ | $\begin{gathered} 176 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 334 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 37 \% A d G h l \end{aligned}$ | $\begin{aligned} & 31 \\ & \mathrm{l} \quad 27 \% \end{aligned}$ | $\begin{gathered} 6 \\ 15 \% \end{gathered}$ | $\stackrel{7}{31 \%}$ | $\begin{gathered} 320 \\ 33 \% \end{gathered}$ | $\begin{gathered} 158 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 48 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 12 \% \end{gathered}$ | $\begin{gathered} 5 \\ 20 \% \end{gathered}$ | $\begin{gathered} 39 \\ 4 \% \end{gathered}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \mathrm{D} \end{aligned}$ |
| 2 | $\begin{gathered} 58 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 8 \% \mathrm{gh} \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 6 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ |
| 3 | $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 10 \% \mathrm{i} \end{aligned}$ | $\begin{gathered} 27 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 80 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ |
| 4 | $\begin{gathered} 73 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\stackrel{20}{6 \%}$ | $\begin{aligned} & 39 \\ & 11 \% A B G H I \end{aligned}$ | $\begin{aligned} & \mathrm{HI} \\ & \hline 6 \% \end{aligned}$ | - | - | $\begin{aligned} & 73 \\ & 7 \% \text { AH } \end{aligned}$ | $\begin{array}{ll}  & 27 \\ H & 5 \% \end{array}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ |
| 5 | $\begin{gathered} 73 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\begin{gathered} 72 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ |
| 6 | $\begin{gathered} 81 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 9 \% i \end{aligned}$ | $\stackrel{31}{9 \% i}$ | $\stackrel{26}{7 \%}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | ${ }_{7 \%}^{2}$ | $\begin{gathered} 79 \\ 8 \% \mathrm{i} \end{gathered}$ | $\stackrel{48}{9 \% i}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ |
| 7 | $\begin{aligned} & 144 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \mathrm{BcGH} \end{aligned}$ | $\begin{array}{ll}  & 39 \\ \mathrm{GH} & 12 \% \end{array}$ | $\begin{aligned} & 47 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 3 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 15 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ |
| 8 | $\begin{gathered} 250 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 32 \% \end{aligned}$ | $\stackrel{3}{3} 1$ | $\begin{gathered} 233 \\ 24 \% \end{gathered}$ | $\begin{gathered} 121 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 29 \% \end{aligned}$ |
| 9 - least trust | $\begin{aligned} & 178 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 6 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% \mathrm{C} \end{aligned}$ |
| I didn't trust any of these sources | $\begin{aligned} & 63 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 5 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 57 \\ 6 \% \end{gathered}$ | $\begin{gathered} 28 \\ 6 \% \end{gathered}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ |

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 <br> (b) | Sometimes <br> (c) | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (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 | 6.41 c | 6.26 | 5.96 | 6.58 c | 7.10 | 5.88 | 6.22 C | 6.32 c | 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

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 | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $35-44$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & \text { (h) } \\ & \hline \end{aligned}$ | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{aligned} & 55+ \\ & (\mathrm{k}) \end{aligned}$ | $\begin{gathered} \mathrm{AB} \\ (\mathrm{I}) \\ \hline \end{gathered}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | Pri- <br> vate <br> (a) |
| 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 | $\begin{gathered} 384 \\ 30 \% \end{gathered}$ | $\begin{gathered} 200 \\ 31 \% \end{gathered}$ | $\begin{gathered} 184 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 35 \% C D E \end{aligned}$ | $\text { E } \quad \begin{aligned} & 56 \\ & 29 \% C \end{aligned}$ | $\begin{aligned} & 130 \\ & 42 \% \text { CDEG } \end{aligned}$ | $\begin{aligned} & 77 \\ & \text { EG } \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 29 \% \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 37 \% \mathrm{IJ} \end{aligned}$ | $\begin{gathered} 110 \\ 28 \% \end{gathered}$ | $\begin{gathered} 114 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 27 \% \end{aligned}$ |
| NET: Top 5 | $\begin{aligned} & 669 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 357 \\ & 56 \% B \end{aligned}$ | $\begin{aligned} & 312 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 49 \% e \end{aligned}$ | $\begin{aligned} & 81 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 53 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 98 \\ & 52 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 203 \\ & 65 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 175 \\ \text { EFG48\% } \end{gathered}$ | $\begin{aligned} & 193 \\ & 46 \% \end{aligned}$ | 301 60\%IJ | $\begin{aligned} & 199 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 247 \\ 47 \% \end{gathered}$ |
| 1 - most trust | $\begin{aligned} & 98 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 9 \% \mathrm{~B} \end{aligned}$ | $\stackrel{39}{6 \%}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\stackrel{16}{7 \%}$ | ${ }^{14} 7 \%$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{gathered} 24 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 42 \\ 8 \% \end{gathered}$ | $\begin{gathered} 32 \\ 8 \% \end{gathered}$ | $\stackrel{28}{7 \%}$ | $\begin{aligned} & 25 \\ & 11 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 10 \% \end{aligned}$ |
| 2 | $\begin{aligned} & 139 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \mathrm{cD} \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 14 \% C D \end{aligned}$ | $\begin{gathered} 24 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 12 \% 1 \end{aligned}$ | $\begin{aligned} & 65 \\ & 13 \% 1 \end{aligned}$ | $\begin{gathered} 35 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ |
| 3 | $\begin{aligned} & 146 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 12 \% e \end{aligned}$ | $\begin{aligned} & 18 \\ & 9 \% \end{aligned}$ | 61 19\%CDEF | $\mathrm{EFG}^{29} 89$ | $\begin{gathered} 38 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 16 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 44 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 45 \\ 9 \% \end{gathered}$ |
| 4 | $\begin{gathered} 161 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% C E f \end{aligned}$ | $\begin{aligned} & 45 \\ & 14 \% c e \end{aligned}$ | $\begin{aligned} & 44 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 40 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 15 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 50 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 15 \% n \end{aligned}$ | $\begin{gathered} 20 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 12 \% \\ & \end{aligned}$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 11 \% \end{aligned}$ |
| 5 | $\begin{aligned} & 125 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 10 \% \end{aligned}$ | ${ }^{58}$ | $\begin{aligned} & 26 \\ & 17 \% E F G 1 \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% G \end{aligned}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | ${ }^{15}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | ${ }^{28}$ | $\begin{aligned} & 53 \\ & 15 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 32 \\ 8 \% \end{gathered}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | ${ }_{9 \%}^{24}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 47 \\ 9 \% \end{gathered}$ |
| 6 | $\begin{gathered} 174 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \mathrm{dgH} \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | 44 <br> $21 \%$ DFGH | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 17 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 54 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 16 \% \end{aligned}$ |
| 7 | $\begin{gathered} 201 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 42 \\ & 19 \% \mathrm{fH} \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \mathrm{fH} \end{aligned}$ | $\begin{aligned} & 34 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 17 \% \end{aligned}$ |
| 8 | ${ }^{96}$ | ${ }^{41}$ | $\begin{gathered} 55 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{gathered} 13 \\ 4 \% \end{gathered}$ | $\stackrel{24}{7 \%}$ | $\begin{aligned} & 46 \\ & 11 \% \mathrm{iK} \end{aligned}$ | $\stackrel{25}{5 \%}$ | $\stackrel{29}{7 \%}$ | $\begin{gathered} 30 \\ 8 \% \end{gathered}$ | ${ }^{17} 7 \%$ | ${ }^{20} 7 \%$ | $\begin{gathered} 21 \\ 9 \% \end{gathered}$ | 35 $7 \%$ |
| 9 - least trust | $\begin{aligned} & 68 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 36 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 20 \\ & 9 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \mathrm{~h} \end{aligned}$ | $\stackrel{13}{6 \% \mathrm{H}}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 9 \% \mathrm{jK} \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% k \end{aligned}$ | ${ }_{3 \%}^{14}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | ${ }^{20} 8 \% L m$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ |
| I didn't trust any of these sources | $\begin{gathered} 78 \\ 6 \% \end{gathered}$ | $\begin{gathered} 37 \\ 6 \% \end{gathered}$ | $\begin{gathered} 41 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \mathrm{c} \end{gathered}$ | $\begin{aligned} & 23 \\ & 7 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\stackrel{37}{7 \%}$ | $\stackrel{26}{7 \%}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\stackrel{20}{7 \%}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | 35 $7 \%$ |
| Mean (excl. NA) Standard deviation | 4.90 2.32 | 4.76 2.34 | 5.03 a 2.29 | 5.48FGH 2.16 | ${ }_{2.33}^{5.24 \mathrm{gH}}$ | ${ }_{2.27}^{5.35 \mathrm{FGH}}$ | 4.79 H 2.48 | 4.78 H 2.34 | 4.19 2.10 | 5.34 K 2.26 | ${ }_{2.39}{ }^{5.07 \mathrm{~K}}$ | 4.41 2.21 | 4.92 2.26 | 4.83 2.23 | 4.85 2.55 | 5.00 2.32 | 5.22 2.32 | 5.02 2.36 |

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

Weighted base
Standard error

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\begin{gathered} \text { Male } \\ \text { (a) } \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{gathered} 65+ \\ (\mathrm{h}) \\ \hline \end{gathered}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { AB } \\ (1) \\ \hline \end{gathered}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \end{aligned}$ (a) |
| 1287 | 642 | 644 | 150 | 217 | 206 | 213 | 189 | 312 | 367 | 419 | 501 | 394 | 387 | 232 | 274 | 235 | 523 |
| 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.

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

## Unweighted base

Weighted base
NET: Top 3

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | NET: England (d) | $\begin{gathered} \substack{\text { North East } \\ \text { (e) }} \\ \hline \end{gathered}$ | $\begin{gathered} \text { North West } \\ \text { (f) } \end{gathered}$ |  <br> Humberside <br> $(\mathrm{g})$ | West Midlands (h) | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ (\mathrm{i}) \end{gathered}$ | London (k) | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | South West |
| 1298 | 110 | 63 | 1125 | 47 | 147 | 116 | 114 | 99 | 125 | 126 | 214 | 137 |
| 1287 | $112^{*}$ | $61^{*}$ | 1113 | 48* | 156 | 106* | $112^{*}$ | 98* | 120 | 163 | 188 | 124 |
| $\begin{gathered} 384 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 36 \% \mathrm{lkM} \end{aligned}$ | $\begin{aligned} & 22 \\ & 35 \% \mathrm{im} \end{aligned}$ | $\begin{gathered} 322 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 33 \% \mathrm{iM} \end{aligned}$ | $\begin{aligned} & 28 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 41 \% G H I K M \end{aligned}$ | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | 65 34\%IkM | $\begin{aligned} & 25 \\ & 20 \% \end{aligned}$ |
| $\begin{aligned} & 669 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 571 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 58 \% \text { gik } \end{aligned}$ | $\begin{aligned} & 62 \\ & 50 \% \end{aligned}$ |
| $\begin{gathered} 98 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 10 \% \mathrm{hm} \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 7 \% \end{aligned}$ | $\stackrel{7}{75 \% \mathrm{HM}}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \mathrm{hm} \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \mathrm{Hm} \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% h \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ |
| $\begin{gathered} 139 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 9 \\ 14 \% \end{gathered}$ | $\begin{gathered} 116 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 16 \% \mathrm{M} \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\stackrel{9}{7 \%}$ |
| $\begin{aligned} & 146 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 9 \\ 15 \% \mathrm{~h} \end{gathered}$ | $\begin{aligned} & 122 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% h \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | $\begin{aligned} & 22 \\ & 19 \% G H I K m \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \mathrm{Hi} \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ |
| $\begin{aligned} & 161 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 7 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ |
| $\begin{aligned} & 125 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 111 \\ 10 \% \end{gathered}$ | $\stackrel{7}{7} \mathrm{~F} \% \mathrm{j}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | ${ }_{7 \%}^{8}$ | $\begin{aligned} & 13 \\ & 14 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 15 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% A F G H J \end{aligned}$ |
| $\begin{gathered} 174 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 14 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 5 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 154 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \mathrm{bE} \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% E \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \mathrm{bE} \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \mathrm{e} \end{aligned}$ |
| $\begin{gathered} 201 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ |
| ${ }_{7 \%}^{96}$ | ${ }_{8 \%}^{9}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | ${ }^{81}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | ${ }^{11}$ | ${ }_{7 \%}^{6}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ |
| $\begin{gathered} 68 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 60 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & \text { 11\%GhJI } \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | ${ }_{6 \%}^{9}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ |
| $\begin{gathered} 78 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 71 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \mathrm{AjI} \end{aligned}$ |
| $\begin{aligned} & 4.90 \\ & 2.32 \end{aligned}$ | 4.64 2.38 | 4.82 2.41 | 4.93 2.31 | 4.81 2.49 | 4.84 2.38 | 5.00 2.34 | 5.00 2.23 | $\underset{2.38}{\text { 5.3aJL }}$ | 4.56 2.37 | 5.07 2.22 | 4.64 2.29 | $\begin{aligned} & 5.24 a \mathrm{JL} \\ & 2.17 \end{aligned}$ |

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

Weighted base
Standard error

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland (a) | Wales <br> (b) | $\underset{\text { NET: England }}{\text { (d) }}$ | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | West Midlands (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ | Eastern <br> (i) | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\underset{(\mathrm{m})}{\substack{\text { South West }}}$ |
| 1287 | 112* | $61^{*}$ | 1113 | $48^{*}$ | 156 | 106* | 112* | 98* | 120 | 163 | 188 | 124 |
| 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

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 R <br> (c) $\qquad$ $\qquad$ | Rarely (d) |  |  | NET: Ever <br> (g) $\qquad$ | NET: All/ Most of the time (h) | NET: <br> Rarely/ Never $\qquad$ |
| 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 | $\begin{gathered} 384 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 27 \% \mathrm{AH} \end{aligned}$ | $\begin{aligned} & 155 \\ & 35 \% \mathrm{ABGH} \end{aligned}$ | $\begin{aligned} & \mathrm{H} \quad \begin{array}{l} 61 \\ 39 \% A B G H \end{array} \end{aligned}$ | $\begin{aligned} & \mathrm{H} \quad \stackrel{18}{34 \% \mathrm{~A}} \end{aligned}$ | $\begin{gathered} 7 \\ 27 \% \end{gathered}$ | ${ }_{30 \% A H}^{359}$ | $\begin{aligned} & 143 \\ & 24 \% A \end{aligned}$ | $\begin{aligned} & 79 \\ & 37 \% A B G H \end{aligned}$ |
| NET: Top 5 | $\begin{aligned} & 669 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 53 \% \mathrm{AH} \end{aligned}$ | $\begin{aligned} & 247 \\ & 56 \% \mathrm{AgH} \end{aligned}$ | $\begin{aligned} & 85 \\ & 54 \% A \end{aligned}$ | $\begin{aligned} & 29 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 630 \\ & 52 \% \text { Ah } \end{aligned}$ | $\begin{aligned} & 298 \\ & 49 \% A \end{aligned}$ | $\begin{aligned} & 114 \\ & 54 \% \mathrm{~A} \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 98 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 9 \% \mathrm{aBgH} \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \mathrm{ABGH} \end{aligned}$ | $\begin{gathered} \\ \mathrm{H} \quad \stackrel{8}{16 \% A B G H} \end{gathered}$ | $\begin{array}{cc}  & 3 \\ G H \\ 10 \% \end{array}$ | ${ }^{87}$ | $\begin{array}{ll}  & 28 \\ H & 5 \% \end{array}$ | $\begin{aligned} & 27 \\ & 13 \% A B G H \end{aligned}$ |
| 2 | $\begin{aligned} & 139 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 12 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 25 \\ & 16 \% \mathrm{AbgH} \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 11 \% \mathrm{AH} \end{aligned}$ | $\begin{gathered} 54 \\ H \end{gathered}$ | $\begin{aligned} & 30 \\ & 14 \% \mathrm{AH} \end{aligned}$ |
| 3 | $\begin{aligned} & 146 \\ & 11 \% \end{aligned}$ | $\stackrel{14}{7 \%}$ | $\begin{aligned} & 47 \\ & 12 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 62 \\ & \text { 14\%Agh } \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\stackrel{4}{7 \%}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 12 \% A \end{aligned}$ | $\begin{aligned} & 61 \\ & 10 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ |
| 4 | $\begin{gathered} 161 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 15 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 55 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 9 \\ 17 \% \end{gathered}$ | $\begin{gathered} 3 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \mathrm{~d} \end{aligned}$ |
| 5 | $\begin{aligned} & 125 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \mathrm{cdl} \end{aligned}$ | $\begin{aligned} & 46 \\ & 11 \% i \end{aligned}$ | $\begin{gathered} 37 \\ 8 \% \end{gathered}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 10 \% i \end{aligned}$ | $\begin{aligned} & 73 \\ & 12 \% \mathrm{cgl} \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ |
| 6 | $\begin{gathered} 174 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 36 \% \end{gathered}$ | $\begin{gathered} 159 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ |
| 7 | $\begin{gathered} 201 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 20 \% \mathrm{cDgi} \end{aligned}$ | $\begin{array}{ll}  & 65 \\ \text { Dgi } & 16 \% \end{array}$ | $\begin{aligned} & 63 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 20 \% \end{aligned}$ | ${ }_{7 \%}^{2}$ | $\begin{aligned} & 189 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 18 \% \mathrm{dg} \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ |
| 8 | ${ }^{96}$ | $\begin{aligned} & 23 \\ & 11 \% \text { Cegi } \end{aligned}$ | $\begin{aligned} & \quad 30 \\ & \text { egi } \quad 7 \% \end{aligned}$ | $\stackrel{28}{6 \%}$ | ${ }^{11} 7 \%$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 8 \% \end{aligned}$ | ${ }_{9 \%}^{54}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ |
| 9 - least trust | $\begin{aligned} & 68 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | ${ }^{31}{ }_{7 \% \mathrm{Bh}}$ | $\begin{aligned} & { }_{8 \%}^{2} \\ & 8 \% \text { bh } \end{aligned}$ | ${ }_{3 \%}^{2}$ | - | $\begin{aligned} & 67 \\ & 6 \% \mathrm{bH} \end{aligned}$ | 24 4\% | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ |
| I didn't trust any of these sources | $\begin{gathered} 78 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 3 \\ 11 \% \end{gathered}$ | $\begin{gathered} 71 \\ 6 \% \end{gathered}$ | ${ }^{35}$ | $\begin{aligned} & 18 \\ & 9 \% \end{aligned}$ |

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 <br> (c) | Rarely (d) | Never (e) | Don't know or not applicable (f) | NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: Rarely/ Never $\qquad$ |
| Weighted base | 1287 | 205 | 403 | 443 | 158 | $52^{*}$ | $25^{* *}$ | 1210 | 608 | 210 |
| Mean (excl. NA) | 4.90 | 5.53 BC | EGHI 4.96i | 4.73 | 4.58 | 4.36 | 4.69 | 4.92 cdl | 5.15BCDEG | Gl 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

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
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 | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{array}{r} 65+ \\ (\mathrm{h}) \\ \hline \end{array}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & (1) \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \mathrm{DE} \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \end{aligned}$ (a) |
| 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 | $\begin{gathered} 188 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 27 \% \text { O } \end{aligned}$ | $\begin{aligned} & 35 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 23 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 460 \\ 52 \% \end{gathered}$ | $\begin{gathered} 215 \\ 51 \% \end{gathered}$ | $\begin{gathered} 245 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 53 \% \end{aligned}$ | 96 <br> 58\%h | $\begin{aligned} & 73 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 104 \\ 59 \% \end{gathered}$ | $\begin{gathered} 213 \\ 54 \% \end{gathered}$ |
| 1 - most trust | $\begin{gathered} 25 \\ 3 \% \end{gathered}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & 2 \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ |
| 2 | $\begin{gathered} 47 \\ 5 \% \end{gathered}$ | $\stackrel{28}{7 \%}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | ${ }^{11} 7 \%$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \mathrm{lnO} \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ |
| 3 | $\begin{gathered} 116 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 15 \% \end{aligned}$ |
| 4 | $\begin{gathered} 142 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 18 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 21 \% \mathrm{fh} \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 22 \% m \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 16 \% \end{aligned}$ |
| 5 | $\begin{aligned} & 130 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 20 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 19 \% 1 \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \text { i } \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 15 \% \end{aligned}$ |
| 6 | $\begin{gathered} 147 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 16 \% \end{aligned}$ |
| 7 | $\begin{aligned} & 96 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% g \end{aligned}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\stackrel{22}{9 \%}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 30 \\ 8 \% \end{gathered}$ |
| 8 | $\begin{gathered} 71 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 31 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 13 \% e G \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 22 \\ 7 \% \end{gathered}$ | $\stackrel{19}{7 \%}$ | $\stackrel{25}{9 \%}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | $\stackrel{12}{7 \%}$ | $\begin{gathered} 33 \\ 9 \% \end{gathered}$ |
| 9 - least trust | $\begin{gathered} 57 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 8 \% \end{aligned}$ | $\stackrel{24}{5 \%}$ | $\begin{aligned} & 13 \\ & 10 \% \text { FH } \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% f \end{aligned}$ | $\begin{gathered} 12 \\ 7 \% f \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 11 \\ & 9 \% F H \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\stackrel{26}{9 \% j}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\stackrel{16}{7 \%}$ | $\begin{aligned} & 16 \\ & 10 \% 0 \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\stackrel{28}{7 \%}$ |
| I didn't trust any of these sources | $\begin{gathered} 50 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 30 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\frac{8}{7 \%}$ | $\begin{aligned} & 14 \\ & 9 \% \mathrm{C} \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% 1 \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 23 \\ & 6 \% p \end{aligned}$ |
| Mean (excl. NA) Standard deviation | 5.20 2.04 | 5.26 2.13 | 5.14 1.96 | 5.33 2.36 | 5.20 2.07 | 5.14 1.97 | 5.06 1.96 | 5.20 1.98 | 5.27 1.96 | 5.26 2.20 | 5.10 1.96 | 5.24 1.96 | 5.28 2.05 | 5.02 2.16 | 5.15 2.08 | 5.36 1.84 | 5.08 2.06 | 5.11 2.10 |

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.
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

|  |  |  |  |  |  |  |  | Age |  |  |  |  |  |  |  |  | Employ | t Sector |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (e) } \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{gathered} 65+ \\ (\mathrm{h}) \\ \hline \end{gathered}$ | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \\ & \hline \end{aligned}$ | $\begin{gathered} C 1 \\ (\mathrm{~m}) \\ \hline \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \end{gathered}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \end{aligned}$ (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.

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 <br> (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\mathrm{NET}:$ England (d) | $\begin{gathered} \begin{array}{c} \text { North East } \\ \text { (e) } \end{array} \\ \hline \end{gathered}$ | $\begin{gathered} \text { North West } \\ \text { (f) } \end{gathered}$ | $\begin{aligned} & \text { Yorkshire \& } \\ & \text { Humberside } \\ & \text { (g) } \end{aligned}$ | $\begin{gathered} \text { West Midlands } \\ \text { (h) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ (\mathrm{i}) \end{gathered}$ | London (k) | $\begin{gathered} \substack{\text { South East } \\ \text { (I) }} \\ \hline \end{gathered}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 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 | $\begin{gathered} 188 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | 23\% | $\begin{aligned} & 169 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 27 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 460 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 421 \\ & 54 \% A \end{aligned}$ | $\begin{aligned} & 19 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 51 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 44 \\ & 54 \% A \end{aligned}$ | $\begin{aligned} & 44 \\ & 52 \% A \end{aligned}$ | $\begin{aligned} & 42 \\ & 58 \% A \end{aligned}$ | $\begin{aligned} & 40 \\ & 56 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 74 \\ & 63 \% \mathrm{Al} \end{aligned}$ | $\begin{aligned} & 60 \\ & 50 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 47 \\ & 52 \% A \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 25 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 20 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 4 \\ & 4 \% g \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ |
| 2 | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ |
| 3 | $\begin{gathered} 116 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 8 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 9 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 8 \\ 11 \% \end{gathered}$ | $\begin{gathered} 8 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \mathrm{a} \end{aligned}$ |
| 4 | $\begin{aligned} & 142 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 17 \% \mathrm{~A} \end{aligned}$ | $\begin{gathered} 5 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% A \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 26 \% A F h l \end{aligned}$ | $\begin{aligned} & 15 \\ & 21 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \mathrm{~A} \end{aligned}$ |
| 5 | $\begin{gathered} 130 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% M \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \mathrm{M} \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% M \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \mathrm{AM} \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% m \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ |
| 6 | $\begin{aligned} & 147 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 5 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 21 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ |
| 7 | $\begin{aligned} & 96 \\ & 11 \% \end{aligned}$ | 14 21\%DfgiKL | $\begin{aligned} & 2 \\ & 5 \% \\ & \end{aligned}$ | $\begin{aligned} & 79 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ | $\stackrel{9}{9} 11 \%$ | $\begin{aligned} & 6 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 8 \\ 12 \% \end{gathered}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | ${ }_{9 \%}^{11}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ |
| 8 | $\begin{gathered} 71 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 14 \% \mathrm{dhIM} \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 60 \\ 8 \% \end{gathered}$ | $\begin{gathered} 4 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 12 \% \mathrm{~lm} \end{aligned}$ | $\begin{aligned} & 7 \\ & 8 \% \text { i } \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% 1 \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \mathrm{hlm} \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ |
| 9 - least trust | $\stackrel{57}{6 \%}$ | $\stackrel{9}{14 \% \text { DFKIm }}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 46 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \mathrm{f} \end{gathered}$ | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% f \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ |
| I didn't trust any of these sources | $\begin{gathered} 50 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \end{aligned}$ | $\stackrel{45}{6 \%}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \end{aligned}$ | ${ }_{7 \%}^{6}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\stackrel{9}{10 \% \text { L }}$ |
| Mean (excl. NA) Standard deviation | 5.20 2.04 | 6.10DFgHIJKLM 2.25 | 4.96 1.92 | 5.13 2.01 | 4.97 2.34 | 5.19 1.94 | 5.38 2.00 | 5.05 2.11 | 5.04 2.01 | 5.11 1.91 | 4.97 1.99 | 5.35 2.00 | 4.93 2.06 |

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

Weighted base
Star

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland <br> (a) | Wales <br> (b) | $\underset{\text { NET: England }}{\text { (d) }}$ | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | $\begin{gathered} \text { West Midlands } \\ \text { (h) } \\ \hline \end{gathered}$ | $\underset{(\mathrm{i})}{\substack{\text { East Midands } \\ \hline}}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | London (k) | $\begin{gathered} \substack{\text { South East }} \\ \hline \end{gathered}$ | $\begin{gathered} \begin{array}{c} \text { South West } \\ (\mathrm{m}) \end{array} \\ \hline \end{gathered}$ |
| 881 | 69* | $37^{* *}$ | 775 | 36** | 102* | 82* | 84* | $72^{*}$ | 71* | 118* | 119 | $90^{*}$ |
| 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

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.
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 <br> (a) | Most of the time <br> (b) | Sometimes <br> (c) | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (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 | $\begin{aligned} & 188 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 24 \% \text { Ah } \end{aligned}$ | $\begin{aligned} & 63 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 21 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 90 \\ & 21 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \mathrm{~A} \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 460 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 9 \\ 58 \% \end{gathered}$ | $\begin{gathered} 426 \\ 52 \% \end{gathered}$ | $\begin{gathered} 219 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 59 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 25 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | ${ }_{4 \%}^{11}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | - | - | $\begin{aligned} & 25 \\ & 3 \% \mathrm{a} \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \mathrm{a} \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |
| 2 | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \mathrm{Cg} \end{aligned}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | - | $\begin{gathered} 45 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\stackrel{12}{9 \% \mathrm{c}}$ |
| 3 | $\begin{gathered} 116 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 27 \% \end{aligned}$ | $\underset{11 \%}{2}$ | $\begin{aligned} & 104 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 13 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \mathrm{D} \end{aligned}$ |
| 4 | $\begin{aligned} & 142 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% b h \end{aligned}$ | $\begin{aligned} & 33 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 6 \\ 14 \% \end{gathered}$ | $\begin{gathered} 5 \\ 34 \% \end{gathered}$ | $\begin{gathered} 131 \\ 16 \% \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 64 \\ & 15 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ |
| 5 | $\begin{gathered} 130 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\underset{13 \%}{2}$ | $\begin{gathered} 122 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ |
| 6 | $\begin{gathered} 147 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 23 \% \mathrm{BgHi} \end{aligned}$ | $\begin{array}{ll}  & 39 \\ \mathrm{yHi} & 14 \% \end{array}$ | $\begin{aligned} & 52 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 17 \% B \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ |
| 7 | $\begin{aligned} & 96 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ |
| 8 | $\begin{gathered} 71 \\ 8 \% \end{gathered}$ | ${ }^{11} 7 \%$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 23 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 2 \\ 12 \% \end{gathered}$ | $\begin{gathered} 67 \\ 8 \% \end{gathered}$ | ${ }_{9 \%}^{39}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ |
| 9 - least trust | $\begin{gathered} 57 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $54$ | $\stackrel{29}{7 \%}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ |
| I didn't trust any of these sources | $\begin{gathered} 50 \\ 6 \% \end{gathered}$ | ${ }^{11} 7 \%$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 45 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ |

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 <br> (c) | Rarely <br> (d) |  | Don't know or not applicable (f) | NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: <br> Rarely/ Never (i) |
| Weighted base | 881 | 161 | 276 | 295 | 95* | 39** | $16^{* *}$ | 826 | 436 | 134 |
| Mean (excl. NA) | 5.20 | 5.30 i | 5.30 i | 5.20 | 4.88 | 4.69 | 5.45 | 5.22 i | 5.30 i | 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

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 <br> (a) | Female <br> (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $55-64$ (g) | $65+$ <br> (h) | $\begin{gathered} 18-34 \\ \text { (i) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\underset{(k+}{55+}$ | $\begin{aligned} & \text { AB } \\ & (1) \end{aligned}$ | $\begin{aligned} & \mathrm{C}_{1} \\ & (\mathrm{~m}) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Pri- <br> vate <br> (a) |
| 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 | $\begin{gathered} 453 \\ 43 \% \end{gathered}$ | $\begin{gathered} 207 \\ 41 \% \end{gathered}$ | $\begin{gathered} 246 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 52 \% \mathrm{CDEH} \end{aligned}$ | $\begin{aligned} & 81 \\ & 50 \% C d e h \end{aligned}$ | $\begin{aligned} & 84 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 46 \% 1 \end{aligned}$ | $\begin{aligned} & 165 \\ & 45 \% 1 \end{aligned}$ | $\begin{gathered} 136 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 41 \% \end{aligned}$ |
| NET: Top 5 | $\begin{aligned} & 792 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 378 \\ 74 \% \end{gathered}$ | $\begin{gathered} 414 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 77 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 135 \\ & 83 \% \mathrm{CDH} \end{aligned}$ | $\begin{gathered} 149 \\ 73 \% \end{gathered}$ | $\begin{gathered} 234 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 274 \\ & 77 \% 1 \end{aligned}$ | $\begin{aligned} & 284 \\ & 77 \% 1 \end{aligned}$ | $\begin{aligned} & 248 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 226 \\ 73 \% \end{gathered}$ | $\begin{gathered} 141 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 336 \\ 73 \% \end{gathered}$ |
| 1 - most trust | $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | $\begin{gathered} 38 \\ 7 \% \end{gathered}$ | $\begin{gathered} 45 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ | $\begin{gathered} 30 \\ 8 \% \end{gathered}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ | $\stackrel{28}{9 \%}$ | $\stackrel{20}{6 \%}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 32 \\ 7 \% \end{gathered}$ |
| 2 | $\begin{gathered} 141 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 18 \% \mathrm{cE} \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% e \end{aligned}$ | $\begin{aligned} & 41 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% n \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 12 \% \end{aligned}$ |
| 3 | $\begin{gathered} 229 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 127 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 29 \% c D H \end{aligned}$ | $\begin{aligned} & 42 \\ & 26 \% h \end{aligned}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 100 \\ 22 \% \end{gathered}$ |
| 4 | $\begin{gathered} 199 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 106 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 23 \% F g \end{aligned}$ | $\begin{aligned} & 65 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 19 \% \end{aligned}$ |
| 5 | $\begin{aligned} & 140 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 15 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 62 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \mathrm{DH} \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \mathrm{dH} \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \mathrm{dH} \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 14 \% \end{aligned}$ |
| 6 | ${ }^{95}$ | $\stackrel{44}{9 \%}$ | $\begin{gathered} 51 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 11 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \mathrm{EFG} \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 46 \\ & 13 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | ${ }^{18}$ | $\stackrel{18}{9 \%}$ | $\begin{gathered} 41 \\ 9 \% \end{gathered}$ |
| 7 | $\begin{gathered} 60 \\ 6 \% \end{gathered}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \mathrm{dEg} \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{gathered} 17 \\ 5 \% \end{gathered}$ | $\begin{gathered} 20 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% 1 \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ |
| 8 | ${ }_{39}^{39}$ | $\begin{gathered} 21 \\ 4 \% \end{gathered}$ | $\begin{gathered} 18 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% G h \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% G H \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | ${ }_{5 \% \mathrm{~K}}^{17}$ | $\stackrel{17}{5 \% \mathrm{~K}}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | ${ }^{10}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 20 \\ 4 \% \end{gathered}$ |
| 9 - least trust | $\begin{gathered} 26 \\ 2 \% \end{gathered}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{gathered} 12 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ |
| I didn't trust any of these sources | $\begin{gathered} 54 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 24 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\stackrel{18}{7 \%}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ |
| Mean (excl. NA) Standard deviation | $\begin{aligned} & 4.03 \\ & 1.95 \end{aligned}$ | $\begin{aligned} & 4.13 \\ & 1.98 \end{aligned}$ | $\begin{aligned} & 3.95 \\ & 1.93 \end{aligned}$ | $\begin{aligned} & \text { 4.44FGH } \\ & 1.93 \end{aligned}$ | $\begin{aligned} & 4.24 \mathrm{G} \\ & 2.05 \end{aligned}$ | $\begin{aligned} & 4.12 \mathrm{G} \\ & 2.06 \end{aligned}$ | $\begin{aligned} & 3.84 \\ & 1.96 \end{aligned}$ | $\begin{aligned} & 3.62 \\ & 1.72 \end{aligned}$ | $\begin{aligned} & 3.96 \mathrm{~g} \\ & 1.89 \end{aligned}$ | $\begin{aligned} & 4.33 \mathrm{jK} \\ & 2.00 \end{aligned}$ | $\begin{aligned} & 3.98 \\ & 2.01 \end{aligned}$ | $\begin{aligned} & 3.81 \\ & 1.82 \end{aligned}$ | $\begin{aligned} & 3.95 \\ & 1.90 \end{aligned}$ | $\begin{aligned} & 4.10 \\ & 1.91 \end{aligned}$ | $\begin{aligned} & 4.15 \\ & 1.98 \end{aligned}$ | $\begin{aligned} & 3.97 \\ & 2.06 \end{aligned}$ | $\begin{aligned} & 4.04 \\ & 2.01 \end{aligned}$ | $\begin{aligned} & 4.13 \\ & 1.97 \end{aligned}$ |

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

Weighted base
Standard error

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male (a) | $\begin{gathered} \text { Female } \\ \text { (b) } \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { 25-34 } \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (e) } \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | 65+ <br> (h) | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \end{aligned}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Public } \\ & \text { (p) } \\ & \hline \end{aligned}$ | Private <br> (a) |
| 1066 | 510 | 556 | 139 | 202 | 181 | 177 | 163 | 205 | 341 | 358 | 368 | 319 | 310 | 192 | 246 | 199 | 458 |
| 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.

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

Unweighted base
Weighted base
NET: Top 3
NET: Top 5
1 - most trust
2
3
4
$5 \longrightarrow$
6
8

9 - least trust
I didn't trust any of
these sources
Mean (excl. NA)
Standard deviation

|  | Region |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland <br> (a) | Wales <br> (b) | NET: England | $\underset{(\mathrm{e})}{\substack{\text { North East }}} \xrightarrow{\text { North }}$ | rth West (f) | Yorkshire \& Humberside <br> (g) | West Midlands <br> (h) |  | st Midlands <br> (i) | Eastern <br> (i) | London <br> (k) | South East <br> (I) | South West (m) |
| 1068 | 91 | 52 | 925 | 42 | 125 | 102 | 94 |  | 81 | 97 | 107 | 164 | 113 |
| 1066 | $90^{*}$ | $52^{*}$ | 925 | $41^{*}$ | 136* | 94* | 96* |  | 85* | $93^{*}$ | $140^{*}$ | 136 | 104* |
| $\begin{gathered} 453 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 42 \% \mathrm{e} \end{aligned}$ | 28 <br> 54\%EGHM | $\begin{gathered} \\ \text { IM } \end{gathered} \begin{gathered} 387 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 25 \% \end{aligned}$ | 67 <br> 49\%EgHM | $\begin{aligned} & 33 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ |  | $\begin{aligned} & 38 \\ & 44 \% e \end{aligned}$ | 45 48\%Ehm | 72 <br> $51 \% E G H M$ | $\begin{aligned} & 57 \\ & 42 \% e \end{aligned}$ | $\begin{aligned} & 35 \\ & 33 \% \end{aligned}$ |
| $\begin{gathered} 792 \\ 74 \% \end{gathered}$ | 73 <br> 81\%EHM | 45 <br> 86\%dEHM | $\begin{array}{ll}  & 675 \\ M & 73 \% \end{array}$ | $\begin{aligned} & 21 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 79 \% \text { EHM } \end{aligned}$ | $\begin{aligned} & 74 \\ & 79 \% \text { EHM } \end{aligned}$ | $\begin{aligned} & 61 \\ & 64 \% \end{aligned}$ |  | 66 78\%EhM | $\begin{aligned} & \text { 68 } 73 \% E m \end{aligned}$ | $\begin{aligned} & 109 \\ & 78 \% \mathrm{EhM} \end{aligned}$ | $\begin{aligned} & \text { 105 } 77 \% \text { EhM } \end{aligned}$ | $\begin{aligned} & 63 \\ & 60 \% \end{aligned}$ |
| $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 12 \% \mathrm{hlM} \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | ${ }^{69}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \mathrm{hIM} \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \mathrm{HIM} \end{aligned}$ | $\begin{aligned} & 12 \\ & 9 \% \mathrm{im} \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \end{aligned}$ |
| $\begin{gathered} 141 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & \text { 21\%AhL } \end{aligned}$ | $\begin{gathered} 124 \\ 13 \% \end{gathered}$ | $\begin{gathered} 5 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 18 \% \mathrm{Al} \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ |  | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% a \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ |
| $\begin{gathered} 229 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 23 \% e \end{aligned}$ | $\begin{aligned} & 14 \\ & 27 \% \mathrm{E} \end{aligned}$ | $\begin{gathered} 195 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ |  | $\begin{aligned} & 23 \\ & 27 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 24 \\ & 26 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 28 \\ & 20 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 31 \\ & 23 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ |
| $\begin{gathered} 199 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 9 \\ 18 \% \end{gathered}$ | $\begin{gathered} 169 \\ 18 \% \end{gathered}$ | $\begin{gathered} 5 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 26 \% e k m \end{aligned}$ | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ |  | $\begin{aligned} & 18 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ |
| $\begin{gathered} 140 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{gathered} 119 \\ 13 \% \end{gathered}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\stackrel{12}{9 \%}$ | $\begin{aligned} & 16 \\ & 17 \% f \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ |  | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% f \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ |
| ${ }^{95}{ }_{9 \%}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 25 \% A B F G I J K L \end{aligned}$ | $\begin{array}{ll} \mathrm{K} \quad & 5 \\ 4 \% \end{array}$ | $\stackrel{8}{9 \%}^{6}$ | $\begin{aligned} & 13 \\ & 14 \% \mathrm{aFi} \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | ${ }^{10} 7 \%$ | $\begin{aligned} & 14 \\ & 10 \% f \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \mathrm{AFI} \end{aligned}$ |
| $\begin{gathered} 60 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 51 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 15 \% \mathrm{bFGKIM} \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ |  | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ |
| ${ }^{39}$ | $\begin{aligned} & 2 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \mathrm{~L} \end{aligned}$ |  | $\begin{aligned} & 3 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & { }_{6 \%}^{6} \mathrm{~L} \end{aligned}$ |
| $\begin{gathered} 26 \\ 2 \% \end{gathered}$ | - | - | $\begin{gathered} 26 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \end{aligned}$ |  | - | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | ${ }_{6 \% \mathrm{AbII}}^{7}$ |
| $\begin{gathered} 54 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 50 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ |  | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ |
| $\begin{aligned} & 4.03 \\ & 1.95 \end{aligned}$ | $\begin{aligned} & 3.86 \\ & 1.79 \end{aligned}$ | $\begin{aligned} & 3.52 \\ & 1.58 \end{aligned}$ | $\begin{aligned} & 4.08 \mathrm{~b} \\ & 1.99 \end{aligned}$ | $\begin{aligned} & 4.86 \text { ABFGIJKL } \\ & 2.07 \end{aligned}$ | $\begin{aligned} & 3.76 \\ & 1.93 \end{aligned}$ | $\begin{aligned} & 4.05 \\ & 1.78 \end{aligned}$ | ${ }_{2.03}^{4.58 \mathrm{ABFg}}$ | ijKL | $\begin{aligned} & 3.96 \\ & 1.70 \end{aligned}$ | $\begin{aligned} & 3.99 \\ & 2.13 \end{aligned}$ | $\begin{aligned} & 3.67 \\ & 2.05 \end{aligned}$ | $\begin{aligned} & 3.99 \\ & 1.82 \end{aligned}$ | $\begin{aligned} & \text { 4.64ABFgljKL } \\ & 2.14 \end{aligned}$ |

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

Weighted base
Standard error

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland <br> (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\frac{\text { NET: England }}{\text { (d) }}$ | North East (e) | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | $\xrightarrow[(\mathrm{h})]{\text { West Midlands }}$ | $\underset{\text { (i) }}{\text { East Midlands }}$ | Eastern (i) | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{m})} \\ \hline \end{gathered}$ |
| 1066 | 90* | $52^{*}$ | 925 | 41* | 136* | 94* | 96* | 85* | $93^{*}$ | $140^{*}$ | 136 | 104* |
| 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/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 <br> ONLINE Fieldwork: 15th to 16th May 2019

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 of | ften do you doub | uble chec | ormation | bout health and | ellbein | NET: |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | All the time (a) | Most of the time (b) | Sometimes <br> (c) $\qquad$ | Rarely (d) | Never (e) | Don't know or not applicable $\qquad$ f) | NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: Rarely/ Never $\qquad$ |
| 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 | $\begin{gathered} 453 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 48 \% \mathrm{cgl} \end{aligned}$ | $\begin{aligned} & 141 \\ & \quad 40 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 39 \% 1 \end{aligned}$ | $\begin{gathered} 7 \\ 19 \% \end{gathered}$ | $\begin{gathered} 6 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 440 \\ & 43 \% \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 46 \% \mathrm{gl} \end{aligned}$ | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 792 \\ 74 \% \end{gathered}$ | $\begin{gathered} 159 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 266 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 257 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 757 \\ & 75 \% 1 \end{aligned}$ | $\begin{aligned} & 425 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 66 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 82 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 10 \% \mathrm{DI} \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \mathrm{DI} \end{aligned}$ | $\stackrel{22}{6 \% d}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 7 \% \end{aligned}$ | - | $\begin{aligned} & 80 \\ & 8 \% \mathrm{DI} \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \mathrm{cDGI} \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \mathrm{~d} \end{aligned}$ |
| 2 | $\begin{aligned} & 141 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 15 \% \text { i } \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 23 \% \end{gathered}$ | $\begin{gathered} 136 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ |
| 3 | $\begin{aligned} & 229 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 28 \% \mathrm{cl} \end{aligned}$ | $\begin{aligned} & 3 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 2 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 22 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 129 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 22 \% \end{aligned}$ |
| 4 | $\begin{aligned} & 199 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 2 \\ 10 \% \end{gathered}$ | $\begin{gathered} 187 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ |
| 5 | $\begin{gathered} 140 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 15 \% \text { bh } \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{gathered} 6 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 13 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 62 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ |
| 6 | ${ }^{95}$ | $\stackrel{12}{6 \%}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 13 \% \mathrm{a} \end{aligned}$ | $\begin{gathered} 8 \\ 22 \% \end{gathered}$ | - | $\begin{aligned} & 87 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 45 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 15 \% \mathrm{ACGH} \end{aligned}$ |
| 7 | $\begin{gathered} 60 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | ${ }_{8 \% \mathrm{bGH}}^{27}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 8 \% \end{aligned}$ | ${ }_{9 \%}^{2}$ | $\stackrel{55}{5 \%}$ | $\begin{aligned} & 24 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ |
| 8 | ${ }_{39}^{49}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & \text { 16 } \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | * $1 \%$ | 3\% | $\begin{gathered} 38 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ |
| 9 - least trust | $\begin{gathered} 26 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | - | $\begin{gathered} 25 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ |
| I didn't trust any of these sources | $\begin{gathered} 54 \\ 5 \% \end{gathered}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 6 \% \end{aligned}$ | $\stackrel{49}{5 \%}$ | ${ }_{25}^{25}$ | $\begin{aligned} & 12 \\ & 8 \% \mathrm{bg} \end{aligned}$ |

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 <br> (b) | Sometimes <br> (c) | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (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 | 4.29 h | 4.66 | 4.12 | 4.01 H | 3.88 | 4.38 ABg |
| 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

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 <br> (a) | Female <br> (b) | $\begin{gathered} \text { 18-24 } \\ \text { (c) } \end{gathered} \begin{gathered} 25-34 \\ \text { (d) } \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (e) } \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \end{array}$ | $\begin{aligned} & \text { AB } \\ & (1) \end{aligned}$ | $\begin{gathered} \mathrm{C} 1 \\ (\mathrm{~m}) \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Pri- vate <br> vate <br> (q) |
| Unweighted base | 870 | 398 | 472 | $126 \quad 136$ | 152 | 142 | 129 | 185 | 262 | 294 | 314 | 296 | 250 | 137 | 187 | 156 | 360 |
| Weighted base | 881 | 420 | 461 | 130166 | 175 | 148 | 111 | 152 | 295 | 323 | 263 | 265 | 249 | 165 | 201 | 174 | 399 |
| NET: Top 3 | $\begin{gathered} 81 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 12 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{array}{ll} 19 & 16 \\ 15 \% \mathrm{GH} & 9 \% \mathrm{gH} \end{array}$ | $\begin{aligned} & 27 \\ & 15 \% \mathrm{GH} \end{aligned}$ | ${ }^{14} 9 \% \mathrm{gH}$ | ${ }_{3 \%}^{4}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 41 \\ & 13 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 14 \\ 9 \% \end{gathered}$ | $\stackrel{17}{9 \%}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ |
| NET: Top 5 | $\begin{aligned} & 137 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 19 \% B \end{aligned}$ | $\begin{aligned} & 58 \\ & 13 \% \end{aligned}$ | $\begin{array}{ll} 32 & 24 \\ 25 \% \mathrm{dfGH} & 15 \% \mathrm{H} \end{array}$ | 41 24\%dfGH | $\begin{aligned} & \quad 21 \\ & H \quad 14 \% H \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 63 \\ & 19 \% \mathrm{~K} \end{aligned}$ | ${ }^{17} 7 \%$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 18 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 23 \\ 3 \% \end{gathered}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{array}{ll} 3 & 4 \\ 2 \% h & 2 \% h \end{array}$ | $\begin{aligned} & 9 \\ & 5 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \mathrm{~N} \end{aligned}$ |  | $\begin{aligned} & 7 \\ & 4 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ |
| 2 | $\begin{gathered} 34 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 6 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{array}{ll} 3 & 8 \\ 3 \% & 5 \% \mathrm{H} \end{array}$ | $\begin{aligned} & 15 \\ & 9 \% \mathrm{cGH} \end{aligned}$ | $\begin{aligned} & \quad 5 \\ & +\quad 3 \% h \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | ${ }_{*}$ | ${ }_{4 \% \mathrm{~K}}^{11}$ | ${ }_{6 \% \mathrm{~K}}^{20}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 12 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ |
| 3 | $\begin{gathered} 24 \\ 3 \% \end{gathered}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 10 \% \text { DEFGH } 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | * | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ |
| 4 | $\begin{aligned} & 22 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{array}{ll} 6 & 3 \\ 4 \% & 2 \% \end{array}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ |
| 5 | $\begin{gathered} 33 \\ 4 \% \end{gathered}$ | ${ }^{15}$ | $\begin{aligned} & 18 \\ & 4 \% \end{aligned}$ | $\begin{array}{ll} 7 & 5 \\ 5 \% & 3 \% \end{array}$ | ${ }^{10} 6 \%$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | ${ }^{11} 4 \%$ | $\stackrel{9}{6 \%}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\stackrel{11}{6 \%}$ | ${ }_{3 \%}^{12}$ |
| 6 | $\stackrel{51}{6 \%}$ | $\stackrel{25}{6 \%}$ | $\stackrel{25}{6 \%}$ | $\begin{array}{ll} 6 & 14 \\ 5 \% & 8 \% \end{array}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | ${ }_{6 \%}^{9}$ | ${ }^{20} 7 \%$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 13 \\ 5 \% \end{gathered}$ | $\stackrel{16}{7 \%}$ | ${ }^{11} 7 \%$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ |
| 7 | $\begin{aligned} & 107 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 14 \% \end{aligned}$ | $\begin{array}{ll} 19 & 28 \\ 15 \% \mathrm{~h} & 17 \% \mathrm{EH} \end{array}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 16 \% j k \end{aligned}$ | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 12 \% \end{aligned}$ |
| 8 | $\begin{gathered} 207 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 102 \\ 22 \% \end{gathered}$ | $\begin{array}{ll} 22 & 38 \\ 17 \% & 23 \% \end{array}$ | $\begin{aligned} & 35 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 31 \% \mathrm{Ce} \end{aligned}$ | $\begin{aligned} & 43 \\ & 28 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 29 \% \text { J } \end{aligned}$ | $\begin{aligned} & 64 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 21 \% \end{aligned}$ |
| 9 - least trust | $\begin{gathered} 326 \\ 37 \% \end{gathered}$ | $\begin{gathered} 147 \\ 35 \% \end{gathered}$ | $\begin{gathered} 179 \\ 39 \% \end{gathered}$ | $\begin{array}{ll} 47 & 50 \\ 36 \% & 30 \% \end{array}$ | $\begin{aligned} & 69 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 43 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 97 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 106 \\ 40 \% \end{gathered}$ | $\begin{gathered} 110 \\ 42 \% 0 \end{gathered}$ | $\begin{aligned} & 95 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 35 \% \end{aligned}$ |
| I didn't trust any of these sources | $\begin{gathered} 54 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 32 \\ 7 \% \end{gathered}$ | $\begin{array}{ll} 4 & 10 \\ 3 \% & 6 \% \end{array}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \mathrm{C} \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% i \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 6 \% \end{aligned}$ |
| Mean (excl. NA) <br> Standard deviation | $\begin{aligned} & 7.33 \\ & 2.16 \end{aligned}$ | $\begin{aligned} & 7.12 \\ & 2.37 \end{aligned}$ | $\begin{aligned} & \text { 7.52A } \\ & 1.94 \end{aligned}$ | $\begin{array}{ll} 6.94 & 7.16 \\ 2.34 & 2.13 \end{array}$ | $\begin{aligned} & 6.95 \\ & 2.62 \end{aligned}$ | $\begin{aligned} & 7.30 \\ & 2.23 \end{aligned}$ | $\begin{aligned} & 7.75 \mathrm{CDE} \\ & 1.68 \end{aligned}$ | $\begin{aligned} & 8.04 \text { CDEF } \\ & 1.31 \end{aligned}$ | $\begin{aligned} & 7.06 \\ & 2.23 \end{aligned}$ | $\begin{aligned} & 7.11 \\ & 2.45 \end{aligned}$ | $\begin{aligned} & 7.91 \mathrm{IJ} \\ & 1.48 \end{aligned}$ | $\begin{aligned} & 7.51 \\ & 2.11 \end{aligned}$ | $\begin{aligned} & 7.20 \\ & 2.29 \end{aligned}$ | $\begin{aligned} & 7.36 \\ & 2.00 \end{aligned}$ | $\begin{aligned} & 7.21 \\ & 2.21 \end{aligned}$ | $\begin{aligned} & 7.06 \\ & 2.42 \end{aligned}$ | 7.11 2.34 |

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

|  | Total | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male <br> (a) | Female <br> (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | 25-34 (d) | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ (h) | $\begin{gathered} 18-34 \\ (\text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{gathered} \text { AB } \\ (1) \end{gathered}$ | $\begin{gathered} \mathrm{C} 1 \\ (\mathrm{~m}) \end{gathered}$ | C2 | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \end{aligned}$ (a) |
| 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.

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) | $\stackrel{\substack{\text { Wales } \\(\mathrm{b})}}{ }$ | $\begin{aligned} & \text { ET: England } \\ & \text { (d) } \end{aligned}$ | North East (e) | $\begin{gathered} \text { North West } \\ \text { (f) } \end{gathered}$ | Yorkshire \& Humberside (g) | West Midlands (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ (\mathrm{i}) \end{gathered}$ | $\begin{gathered} \substack{\text { London } \\ (\mathrm{k})} \\ \hline \end{gathered}$ | $\begin{gathered} \substack{\text { South East } \\ \text { (I) }} \\ \hline \end{gathered}$ | 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 | $\begin{gathered} 81 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 10 \% \end{aligned}$ | $\stackrel{8}{83 \%}$ | $\begin{aligned} & 16 \\ & 15 \% \text { AJLM } \end{aligned}$ | $\stackrel{9}{11 \% \mathrm{jM}}$ | $\begin{aligned} & 13 \\ & 15 \% A J L M \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% m \end{aligned}$ | ${ }_{3 \%}^{2}$ | $\begin{aligned} & 15 \\ & 12 \% \mathrm{JIM} \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |
| NET: Top 5 | $\begin{aligned} & 137 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 9 \\ 14 \% \end{gathered}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \mathrm{Jlm} \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \text { biJLM } \end{aligned}$ | $\begin{gathered} 9 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% j \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 23 \\ 3 \% \end{gathered}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 23 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \% \text { ajm } \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% j \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\div$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | * |
| 2 | $\begin{gathered} 34 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 32 \\ 4 \% \end{gathered}$ | $\begin{gathered} 5 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 8 \% \mathrm{IM} \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
| 3 | $\stackrel{24}{3 \%}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | - | $\begin{gathered} 23 \\ 3 \% \end{gathered}$ | ${ }_{7 \%}^{2}$ | $\begin{aligned} & 6 \\ & 5 \% j \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% j \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \end{aligned}$ | - | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
| 4 | ${ }_{3 \%}^{22}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | - | $\begin{gathered} 20 \\ 3 \% \end{gathered}$ | - | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \mathrm{~h} \end{aligned}$ |
| 5 | $\begin{aligned} & 33 \\ & 4 \% \end{aligned}$ | $\frac{5}{7 \% \mathrm{jk}}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \end{aligned}$ | $\stackrel{27}{3 \%}$ | $\begin{aligned} & 2 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 11 \% F g i J K I m \end{aligned}$ | $\text { Im } \quad \begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ |
| 6 | $\stackrel{51}{6 \%}$ | $\begin{aligned} & 6 \\ & 9 \% \text { L } \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 44 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% 1 \end{aligned}$ | ${ }_{7 \% 1}^{6}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 6 \\ & 9 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \text { L } \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ |
| 7 | $\begin{aligned} & 107 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 100 \\ 13 \% \end{gathered}$ | $\begin{gathered} 7 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% f \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% f \end{aligned}$ |
| 8 | $\begin{gathered} 207 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 8 \\ 21 \% \end{gathered}$ | $\begin{gathered} 187 \\ 24 \% \end{gathered}$ | $\stackrel{8}{22 \%}$ | $\begin{aligned} & 26 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \end{aligned}$ |
| 9 - least trust | $\begin{gathered} 326 \\ 37 \% \end{gathered}$ | $30$ <br> 47\%dfHM | $\begin{aligned} & 22 \\ & 56 \% \text { DFgHIkM } \end{aligned}$ | $\begin{aligned} & \quad 274 \\ & M \end{aligned}$ | $\begin{gathered} 7 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 41 \% h \end{aligned}$ | $\begin{aligned} & 42 \\ & 35 \% \end{aligned}$ | 59 <br> 49\%FHikM | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ |
| I didn't trust any of these sources | $\stackrel{54}{6 \%}$ | $\begin{aligned} & 3 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \end{aligned}$ | $\begin{gathered} 49 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | ${ }_{7 \%}^{6}$ | $\begin{aligned} & 5 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% 1 \end{aligned}$ |
| Mean (excl. NA) Standard deviation | 7.33 2.16 | 7.67 fH 1.79 | 8.02 1.78 | 7.26 2.20 | 6.31 2.62 | 6.90 2.53 | 7.27 2.25 | 6.64 2.47 | 7.35 2.08 | $\begin{aligned} & 7.75 \mathrm{FH} \\ & \hline 1.59 \end{aligned}$ | 7.15 2.41 | $7.87 \mathrm{FgHK}$ $1.80$ | $\begin{aligned} & 7.51 \mathrm{H} \\ & 1.67 \end{aligned}$ |

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

Weighted base
Standard error

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland <br> (a) | Wales <br> (b) | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \\ & \hline \end{aligned}$ | North East (e) | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | $\underset{(\mathrm{h})}{\substack{\text { West Midlands } \\ \hline}}$ | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \\ \hline \end{gathered}$ | London (k) | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 881 | $64^{*}$ | 39* | 778 | $36^{* *}$ | $106{ }^{*}$ | 82* | 85* | 69* | 74* | $117^{*}$ | 120 | 89* |
| 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

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 <br> time <br> (b) | $\xrightarrow{\substack{\text { Sometimes } \\ \text { (c) }}}$ | Rarely <br> (d) | Never (e) |  | NET: Ever <br> (g) | Most of the time (h) | Rarely/ Never (i) |
| Unweighted base | 870 | 164 | 260 | 303 | 95 | 36 | 12 | 822 | 424 | 131 |
| Weighted base | 881 | 161 | 267 | 301 | $10{ }^{*}$ | $38^{* *}$ | 15** | 828 | 428 | 138 |
| NET: Top 3 | $\begin{gathered} 81 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 12 \% \mathrm{Ag} \end{aligned}$ | $\mathrm{gH} \quad \begin{aligned} & 28 \\ & 9 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 4 \\ 10 \% \end{gathered}$ | $\underset{14 \%}{2}$ | $\begin{aligned} & 75 \\ & 9 \% \mathrm{~A} \end{aligned}$ | $\stackrel{39}{9 \% A}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 137 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 6 \\ 16 \% \end{gathered}$ | $\begin{gathered} 2 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 23 \\ 3 \% \end{gathered}$ | - | $\begin{aligned} & 16 \\ & 6 \% A C \end{aligned}$ | $\begin{array}{l\|l}  & 5 \\ \mathrm{CdGHi} & \\ \hline \end{array}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | - | $\begin{gathered} 22 \\ 3 \% \mathrm{a} \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% A g \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |
| 2 | $\begin{aligned} & 34 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 8 \% \end{aligned}$ | $\div$ | $\begin{gathered} 31 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ |
| 3 | ${ }_{3 \%}^{24}$ | - | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \mathrm{AgH} \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% A \end{aligned}$ |  | $\begin{gathered} 2 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 3 \% \mathrm{aH} \end{aligned}$ | $\begin{array}{ll}  & 6 \\ H & 1 \% \end{array}$ | $\begin{aligned} & 4 \\ & 3 \% \mathrm{a} \end{aligned}$ |
| 4 | $\begin{gathered} 22 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |  |  | $\begin{gathered} 22 \\ 3 \% \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ |
| 5 | $\begin{gathered} 33 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \mathrm{dg} \end{aligned}$ | * | $\begin{aligned} & 2 \\ & 5 \% \end{aligned}$ | $\square$ | $\begin{aligned} & 31 \\ & 4 \% \mathrm{~d} \end{aligned}$ | $\begin{gathered} 14 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \mathrm{D} \end{aligned}$ |
| 6 | $\begin{gathered} 51 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{gathered} 22 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 6 \% \end{aligned}$ | $\div$ | $\stackrel{49}{6 \%}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \end{aligned}$ |
| 7 | $\begin{aligned} & 107 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | 19 $19 \% b c g h$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{gathered} 2 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \mathrm{gh} \end{aligned}$ |
| 8 | $\begin{gathered} 207 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 9 \\ 22 \% \end{gathered}$ | $\begin{gathered} 5 \\ 33 \% \end{gathered}$ | $\begin{gathered} 194 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ |
| 9 - least trust | $\begin{gathered} 326 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 111 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 5 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 309 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 32 \% \end{aligned}$ |
| I didn't trust any of these sources | ${ }^{54}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 4 \\ 11 \% \end{gathered}$ | ${ }_{7 \%}^{1}$ | $\stackrel{49}{6 \%}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ |

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 <br> (c) | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (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 | 7.34 b | 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

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 | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ (\mathrm{~d}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (e) } \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ |  | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \\ & \hline \end{aligned}$ | C1 (m) | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | Public (p) | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (a) } \end{aligned}$ |
| 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 | $\begin{aligned} & 630 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 323 \\ 53 \% \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 307 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 61 \% \text { CDEF } \end{aligned}$ | $\text { F }{ }^{166}$ | $\text { EF }{ }^{162}$ | $\begin{aligned} & 194 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 274 \\ & 59 \% \text { JJ } \end{aligned}$ | $\begin{aligned} & 188 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 189 \\ 52 \% \end{gathered}$ | $\begin{gathered} 111 \\ 48 \% \end{gathered}$ | $\begin{gathered} 142 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 253 \\ 49 \% \end{gathered}$ |
| NET: Top 5 | $\begin{aligned} & 955 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 459 \\ 76 \% \end{gathered}$ | $\begin{gathered} 496 \\ 77 \% \end{gathered}$ | $\begin{gathered} 115 \\ 73 \% \end{gathered}$ | $\begin{gathered} 157 \\ 72 \% \end{gathered}$ | $\begin{gathered} 154 \\ 73 \% \end{gathered}$ | $\begin{gathered} 150 \\ 75 \% \end{gathered}$ | $\begin{gathered} 141 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 237 \\ & 83 \% \text { CDEf } \end{aligned}$ | $\begin{gathered} 273 \\ =f \quad 72 \% \end{gathered}$ | $\begin{gathered} 304 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 378 \\ & 82 \% \mathrm{JJ} \end{aligned}$ | $\begin{gathered} 286 \\ 77 \% \end{gathered}$ | $\begin{gathered} 282 \\ 77 \% \end{gathered}$ | $\begin{gathered} 168 \\ 72 \% \end{gathered}$ | $\begin{gathered} 220 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 384 \\ 75 \% \end{gathered}$ |
| 1 - most trust | $\begin{gathered} 177 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 20 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\stackrel{27}{9 \%}$ | $\begin{aligned} & 60 \\ & 16 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 69 \\ & 17 \% K \end{aligned}$ | $\begin{aligned} & 48 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 16 \% \end{aligned}$ |
| 2 | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $\begin{gathered} 114 \\ 19 \% \end{gathered}$ | $\begin{gathered} 112 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 12 \% d \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 46 \\ & 26 \% \text { CDEF } \end{aligned}$ | $\stackrel{89}{31 \% C D E F}$ | $\text { EF } \quad \begin{gathered} 33 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 14 \% i \end{aligned}$ | $\begin{aligned} & 135 \\ & 29 \% \mathrm{JJ} \end{aligned}$ | $\begin{aligned} & 71 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 16 \% p \end{aligned}$ |
| 3 | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 20 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 103 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 23 \% \mathrm{cf} \end{aligned}$ | $\begin{aligned} & 50 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 17 \% \end{aligned}$ |
| 4 | $\begin{aligned} & 168 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% G \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 12 \% \end{aligned}$ |
| 5 | $\begin{gathered} 157 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 15 \% A \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% G \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\stackrel{16}{9 \%}$ | $\begin{aligned} & 35 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 68 \\ & 13 \% \end{aligned}$ |
| 6 | $\stackrel{112}{9 \%}$ | $\begin{aligned} & 61 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 51 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\stackrel{19}{9 \%}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\stackrel{20}{7 \%}$ | $\begin{gathered} 34 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | ${ }^{39} 8$ | ${ }_{9 \%}^{34}$ | $\stackrel{28}{8 \%}$ | $\begin{aligned} & 30 \\ & 13 \% \mathrm{mo} \end{aligned}$ | ${ }^{20} 7 \%$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | ${ }_{47}{ }_{9 \%}$ |
| 7 | $\begin{aligned} & 64 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 6 \% \end{aligned}$ | $\stackrel{29}{5 \%}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 8 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\stackrel{27}{7 \% k}$ | $\begin{gathered} 17 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | ${ }^{17}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 12 \\ 5 \% \end{gathered}$ | $\begin{gathered} 36 \\ 7 \% \end{gathered}$ |
| 8 | ${ }_{3 \%}^{36}$ | $\stackrel{18}{3 \%}$ | ${ }_{3 \%}^{19}$ | $\begin{aligned} & 7 \\ & 4 \% G \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% G h \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \mathrm{~g} \end{aligned}$ | $\stackrel{10}{10}{ }_{5 \% G H}$ | - | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | ${ }_{4 \% \mathrm{~K}}$ | ${ }_{4 \% \mathrm{~K}}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | ${ }^{16}{ }_{7 \% Q}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ |
| 9 - least trust | $\begin{aligned} & 27 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% F G H \end{aligned}$ | $\mathrm{H} \quad \stackrel{9}{4 \% \mathrm{fGH}}$ | $\begin{aligned} & 6 \\ & 3 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | - | $\stackrel{1}{*}$ | $\begin{aligned} & 19 \\ & 5 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% K \end{aligned}$ | ${ }_{*}^{*}$ | $\begin{aligned} & 15 \\ & 4 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ |
| I didn't trust any of these sources | ${ }_{56}^{4 \%}$ | ${ }_{4 \%}^{24}$ | $\begin{gathered} 32 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | ${ }^{17}$ | $\begin{gathered} 24 \\ 5 \% \end{gathered}$ | ${ }^{17}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 25 \\ 5 \% \end{gathered}$ |
| Mean (excl. NA) Standard deviation | 3.70 2.06 | 3.66 2.05 | 3.74 2.07 | ${ }_{2.41}^{3.97 \mathrm{GH}}$ | 4.17fGH 2.16 | 3.84 GH 2.20 | 3.73 GH 2.06 | 3.29 1.72 | 3.32 1.73 | 4.08 K 2.27 | 3.79 K 2.13 | 3.31 1.73 | 3.68 2.13 | 3.68 2.06 | 3.85 2.10 | 3.64 1.94 | 4.08 2.33 | 3.75 2.10 |

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

Weighted base
Standard error


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.

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 <br> (a) | Wales (b) | $\frac{\text { NET: England }}{\text { (d) }}$ | North East (e) | North West (f) | Yorkshire \& Humberside <br> (g) | West Midlands | $\underset{\text { (i) }}{\text { East Midlands }} \quad$ Ea | $\begin{aligned} & \text { Eastern } \\ & \text { (i) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\frac{\substack{\text { South West } \\(\mathrm{m})}}{}$ |
| 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 | $\begin{aligned} & 630 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 57 \% \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 30 \\ & 51 \% 1 \end{aligned}$ | $\begin{gathered} 544 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 47 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 76 \\ & 47 \% 1 \end{aligned}$ | $\begin{aligned} & 56 \\ & 52 \% 1 \end{aligned}$ | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 52 \% 1 \end{aligned}$ | 98 60\%fHIM | $\begin{aligned} & 104 \\ & 58 \% \mathrm{fHIM} \end{aligned}$ | $\begin{aligned} & 53 \\ & 46 \% 1 \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 955 \\ 76 \% \end{gathered}$ | 84 85\%dlkM | $\begin{aligned} & 48 \\ & 83 \% 1 \end{aligned}$ | $\begin{aligned} & 823 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 80 \% i \end{aligned}$ | $\begin{aligned} & 123 \\ & 76 \% 1 \end{aligned}$ | $\begin{aligned} & 80 \\ & 75 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 85 \\ & 74 \% \text { i } \end{aligned}$ | $\begin{aligned} & 58 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 80 \% 1 \end{aligned}$ | $\begin{gathered} 119 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 82 \% \mathrm{lkM} \end{aligned}$ | $\begin{aligned} & 82 \\ & 71 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 177 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 18 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 153 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% 1 \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% i \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ |
| 2 | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 200 \\ 18 \% \end{gathered}$ | $\begin{gathered} 8 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & \text { 19\%i } \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 20 \% 1 \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \text { i } \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \mathrm{hl} \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \mathrm{i} \end{aligned}$ |
| 3 | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $28$ <br> 28\%DbfHiJM | $\begin{gathered} 9 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 9 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ |
| 4 | $\begin{gathered} 168 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 17 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 146 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 24 \% \mathrm{gjK} \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 14 \% k \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ |
| 5 | $\begin{gathered} 157 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 14 \% \mathrm{~K} \end{aligned}$ | $\stackrel{9}{15 \% \mathrm{~K}}$ | $\begin{aligned} & 134 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 12 \% k \end{aligned}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 20 \% \mathrm{gKL} \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% k \end{aligned}$ |
| 6 | $\stackrel{112}{9 \%}$ | $\begin{aligned} & 8 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 103 \\ 9 \% \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 4 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \mathrm{aBGHjL} \end{aligned}$ | ${ }_{8 \%}^{9}$ | $\begin{aligned} & 19 \\ & 11 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \mathrm{BhL} \end{aligned}$ |
| 7 | $\begin{aligned} & 64 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% e \end{aligned}$ | $\begin{gathered} 57 \\ 5 \% \end{gathered}$ | - | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \mathrm{ej} \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | 8 9\%aej | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ |
| 8 | $\begin{gathered} 36 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 32 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% 1 \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ |
| 9 - least trust | $\begin{aligned} & 27 \\ & 2 \% \end{aligned}$ | - | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 27 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 6 5\%AgLM | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \mathrm{alm} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | * |
| I didn't trust any of these sources | $\begin{gathered} 56 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 51 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \end{aligned}$ |
| Mean (excl. NA) Standard deviation | $\begin{aligned} & 3.70 \\ & 2.06 \end{aligned}$ | $\begin{aligned} & 3.45 \\ & 1.75 \end{aligned}$ | $\begin{aligned} & 3.52 \\ & 2.03 \end{aligned}$ | $\begin{aligned} & 3.73 \\ & 2.09 \end{aligned}$ | $\begin{aligned} & 3.69 \\ & 1.87 \end{aligned}$ | $\begin{aligned} & 3.771 \\ & 2.02 \end{aligned}$ | $\begin{aligned} & 3.75 \\ & 2.13 \end{aligned}$ | $\begin{aligned} & 4.11 \mathrm{AL} \\ & 2.23 \end{aligned}$ | $\begin{aligned} & \text { 4.50ABEFGJKLI } \\ & 1.94 \end{aligned}$ | $\begin{aligned} \\ \hline \end{aligned} .57$ | $\begin{aligned} & 3.57 \\ & 2.29 \end{aligned}$ | $\begin{aligned} & 3.32 \\ & 1.88 \end{aligned}$ | $\begin{aligned} & 3.761 \\ & 1.98 \end{aligned}$ |

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

Weighted base
Standard error

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { NET: England } \\ \text { (d) } \\ \hline \end{gathered}$ | North East (e) | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ | $\begin{aligned} & \text { Yorkshire \& } \\ & \text { Humberside } \end{aligned}$ (g) | $\xrightarrow[(\mathrm{h})]{\text { West Midlands }}$ | ${ }^{\text {East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \\ \hline \end{gathered}$ | London (k) | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{aligned} & \text { South West } \\ & (\mathrm{m}) \end{aligned}$ |
| 1251 | 99* | $58^{*}$ | 1093 | $46^{*}$ | 161 | $107 *$ | 114* | $93^{*}$ | 116 | 164 | 178 | 115 |
| 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

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 <br> time <br> (a) | Most of the time (b) | Sometimes <br> (c) | $\square$ | Never (e) | $\begin{gathered} \text { Don't know } \\ \text { or not } \\ \text { applicable } \\ \text { (f) } \end{gathered}$ | NET: Ever <br> (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 | $\begin{aligned} & 630 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 63 \% \mathrm{ABCeGH} \end{aligned}$ | $\begin{gathered} 25 \\ \mathrm{GHi} 47 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 592 \\ & 50 \% \mathrm{H} \end{aligned}$ | $\begin{gathered} 286 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 58 \% A B e G H \end{aligned}$ |
| NET: Top 5 | $\begin{gathered} 955 \\ 76 \% \end{gathered}$ | $\begin{gathered} 148 \\ 72 \% \end{gathered}$ | $\begin{gathered} 310 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 318 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 82 \% a e h l \end{aligned}$ | $\begin{aligned} & 37 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 91 \% \end{aligned}$ | $\begin{aligned} & 898 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 458 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 79 \% \end{aligned}$ |
| 1 - most trust | $\begin{gathered} 177 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 16 \% \mathrm{abH} \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% A B G H \end{aligned}$ | $\begin{gathered} 9 \\ 16 \% \end{gathered}$ | $\begin{gathered} 5 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 14 \% \mathrm{abH} \end{aligned}$ | $\begin{array}{ll}  & 65 \\ H & 11 \% \end{array}$ | 41 <br> 20\%ABGH |
| 2 | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 24 \% \mathrm{AgH} \end{aligned}$ | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 3 \\ 14 \% \end{gathered}$ | $\begin{gathered} 213 \\ 18 \% \end{gathered}$ | $\begin{gathered} 101 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 23 \% \text { ah } \end{aligned}$ |
| 3 | $\begin{gathered} 227 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 23 \% \mathrm{cgi} \end{aligned}$ | $\begin{array}{ll}  & 74 \\ \mathrm{gi} & 18 \% \end{array}$ | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 5 \\ 23 \% \end{gathered}$ | $\begin{gathered} 215 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ |
| 4 | $\begin{aligned} & 168 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 17 \% \mathrm{cg} \end{aligned}$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 3 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ |
| 5 | $\begin{gathered} 157 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 13 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 56 \\ & 13 \% \mathrm{~d} \end{aligned}$ | $\begin{gathered} 10 \\ 7 \% \end{gathered}$ | $\begin{gathered} 8 \\ 14 \% \end{gathered}$ | $\begin{gathered} 4 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 12 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 79 \\ & 13 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 18 \\ & 9 \% \end{aligned}$ |
| 6 | $\stackrel{112}{9 \%}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 37 \\ 9 \% \end{gathered}$ | $\stackrel{38}{9 \%}$ | ${ }^{10} 7 \%$ | $\begin{aligned} & 3 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | ${ }_{9 \%}^{108}$ | $\begin{aligned} & 60 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ |
| 7 | $\begin{aligned} & 64 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\stackrel{22}{5 \%}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ |  | $\begin{aligned} & 60 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ |
| 8 | $\begin{gathered} 36 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 6 \\ 10 \% \mathrm{aB} \end{gathered}$ | 3cDGHI | $\begin{gathered} 31 \\ 3 \% \end{gathered}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \mathrm{D} \end{aligned}$ |
| 9 - least trust | $\begin{aligned} & 27 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & { }_{3 \% \mathrm{dl}}^{6} \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \mathrm{DI} \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ |  |  | 2\% | $\begin{aligned} & 27 \\ & 2 \% \mathrm{di} \end{aligned}$ | $\begin{aligned} & 20 \\ & 3 \% \mathrm{DgI} \end{aligned}$ | - |
| I didn't trust any of these sources | $\begin{gathered} 56 \\ 4 \% \end{gathered}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{gathered} 17 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 51 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ |

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

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 <br> (b) | Sometimes <br> (c) | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (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 | 3.95Dgl | 3.86D | 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

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 <br> (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { 25-34 } \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & (\mathrm{h}) \\ & \hline \end{aligned}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { AB } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \end{aligned}$ (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 | $\begin{gathered} 282 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 17 \% A \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 17 \% \mathrm{cf} \end{aligned}$ | $\begin{aligned} & 56 \\ & 17 \% \text { CF } \end{aligned}$ | $\begin{aligned} & 38 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 105 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 15 \% n \end{aligned}$ | $\begin{aligned} & 43 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 111 \\ 13 \% \end{gathered}$ |
| Most of the time | $\begin{gathered} 568 \\ 28 \% \end{gathered}$ | $\begin{gathered} 280 \\ 28 \% \end{gathered}$ | $\begin{gathered} 288 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 104 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 122 \\ 26 \% \end{gathered}$ | $\begin{gathered} 175 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 200 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 31 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 170 \\ & 30 \% n \end{aligned}$ | $\begin{aligned} & 99 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 233 \\ 27 \% \end{gathered}$ |
| Sometimes | $\begin{aligned} & 656 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 340 \\ & 34 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 316 \\ 30 \% \end{gathered}$ | 88 39\%dEf | $\begin{aligned} & 104 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 36 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 159 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 267 \\ & 35 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 192 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 106 \\ 33 \% \end{gathered}$ | $\begin{gathered} 282 \\ 33 \% \end{gathered}$ |
| Rarely | $\begin{gathered} 277 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 15 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 127 \\ & 12 \% \end{aligned}$ | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 17 \% C D \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 16 \% C D \end{aligned}$ | ${ }^{54} 9$ | $\begin{aligned} & 109 \\ & 16 \% \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 16 \% \text { olo } \end{aligned}$ | $\begin{aligned} & 71 \\ & 17 \% L O \end{aligned}$ | $\begin{aligned} & 54 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 117 \\ 14 \% \end{gathered}$ |
| Never | $\begin{gathered} 125 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 61 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\stackrel{24}{7 \% c}$ | $\stackrel{20}{6 \%}$ | ${ }^{27}$ | ${ }_{6 \% \mathrm{c}}^{19}$ | $\underset{6 \% \mathrm{c}}{29}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\stackrel{46}{7 \%}$ | $\begin{gathered} 48 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 31 \\ 5 \% \end{gathered}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 9 \% L M \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 63 \\ 7 \% \end{gathered}$ |
| Don't know or not applicable | $\begin{gathered} 133 \\ 7 \% \end{gathered}$ | $\begin{gathered} 59 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 19 \\ 8 \% \end{gathered}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\underset{8 \% \mathrm{~K}}{47}$ | $\stackrel{47}{7 \%}$ | $\begin{gathered} 39 \\ 5 \% \end{gathered}$ | $\begin{gathered} 26 \\ 5 \% \end{gathered}$ | $\begin{gathered} 28 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 9 \% L M \end{aligned}$ | $\begin{aligned} & 42 \\ & 8 \% L M \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 51 \\ 6 \% \end{gathered}$ |
| NET: Ever | $\begin{gathered} 1783 \\ 87 \% \end{gathered}$ | $\begin{gathered} 874 \\ 88 \% \end{gathered}$ | $\begin{gathered} 909 \\ 87 \% \end{gathered}$ | $\begin{gathered} 202 \\ 89 \% \end{gathered}$ | $\begin{gathered} 301 \\ 85 \% \end{gathered}$ | $\begin{gathered} 288 \\ 88 \% \end{gathered}$ | $\begin{gathered} 306 \\ 85 \% \end{gathered}$ | $\begin{gathered} 269 \\ 89 \% \end{gathered}$ | $\begin{gathered} 418 \\ 89 \% \end{gathered}$ | $\begin{gathered} 502 \\ 87 \% \end{gathered}$ | $\begin{gathered} 595 \\ 86 \% \end{gathered}$ | $\begin{gathered} 686 \\ 89 \% \end{gathered}$ | $\begin{aligned} & 508 \\ & 91 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 514 \\ & 90 \% \text { no } \end{aligned}$ | $\begin{gathered} 352 \\ 85 \% \end{gathered}$ | $\begin{aligned} & 409 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 283 \\ 89 \% \end{gathered}$ | $\begin{gathered} 743 \\ 87 \% \end{gathered}$ |
| NET: All/ Most of the time | $\begin{gathered} 850 \\ 42 \% \end{gathered}$ | $\begin{gathered} 384 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 466 \\ & 45 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 93 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 46 \% \mathrm{fh} \end{aligned}$ | $\begin{aligned} & 153 \\ & 47 \% \text { FH } \end{aligned}$ | $\begin{gathered} 136 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 182 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 256 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 289 \\ 42 \% \end{gathered}$ | $\begin{gathered} 305 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 253 \\ & 45 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 248 \\ & 43 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 143 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 41 \% n \end{aligned}$ | $\begin{gathered} 140 \\ 44 \% \end{gathered}$ | $\begin{gathered} 344 \\ 40 \% \end{gathered}$ |
| NET: Rarely/ Never | $\begin{aligned} & 402 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 21 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 189 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 20 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 89 \\ & 25 \% C D g \end{aligned}$ | $\begin{array}{ll}  & 56 \\ g & 19 \% \mathrm{c} \end{array}$ | $\begin{aligned} & 106 \\ & 22 \% \mathrm{Cd} \end{aligned}$ | $\begin{aligned} & 85 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 23 \% 1 \end{aligned}$ | $\begin{aligned} & 162 \\ & 21 \% 1 \end{aligned}$ | $\begin{aligned} & 86 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 21 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 97 \\ & 23 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 99 \\ & \text { 20\% } \end{aligned}$ | $\begin{aligned} & 55 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 21 \% \end{aligned}$ |

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.

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

|  |  | Region |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Scotland <br> (a) | $\underset{(\mathrm{b})}{\substack{\text { Wales }}} \xrightarrow{\text { NET: } 1}$ | England <br> (d) | North East <br> (e) | North West (f) | Yorkshire \& Humberside (g) |  | st Midlands <br> (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(1)}{\substack{\text { South East }}}$ | South West |
| 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 | $\begin{gathered} 282 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \mathrm{gl} \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 237 \\ 13 \% \end{gathered}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | $\stackrel{15}{9 \%}$ |  | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | 30 <br> $20 \%$ eGKL | $\begin{aligned} & 33 \\ & 17 \% \mathrm{GI} \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \mathrm{~g} \end{aligned}$ |
| Most of the time | $\begin{aligned} & 568 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 505 \\ 29 \% \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 26 \% \end{aligned}$ |  | $\begin{aligned} & 56 \\ & 31 \% b e \end{aligned}$ | $\begin{aligned} & 38 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 38 \% A B E F \end{aligned}$ | $79$ <br> FGIJLM 28\% | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ |
| Sometimes | $\begin{aligned} & 656 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 561 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 34 \% \end{aligned}$ |  | $\begin{aligned} & 54 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 104 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 34 \% \end{aligned}$ |
| Rarely | $\underset{14 \%}{277}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 246 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 21 \% \mathrm{BhK} \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ |  | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \mathrm{~b} \end{aligned}$ |
| Never | $\begin{gathered} 125 \\ 6 \% \end{gathered}$ | $\begin{gathered} 12 \\ 7 \% \end{gathered}$ | 11 <br> 11\%dHjLM | $\begin{gathered} 102 \\ 6 \% \end{gathered}$ | 10 <br> 12\%HijLM | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 12 \% \mathrm{fH} \end{aligned}$ |  | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ |
| Don't know or not applicable | $\begin{gathered} 133 \\ 7 \% \end{gathered}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \text { DaGIKLM } \end{aligned}$ | $\begin{gathered} 110 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 11 \% \mathrm{KKm} \end{aligned}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ |  | $\begin{aligned} & 19 \\ & 10 \% G i K I m \end{aligned}$ | $\begin{array}{ll}  & 7 \\ m & 5 \% \end{array}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{gathered} 17 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \\ & \hline \end{aligned}$ |
| NET: Ever | $\begin{gathered} 1783 \\ 87 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 88 \% \mathrm{Be} \end{aligned}$ | $\begin{aligned} & 78 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 1549 \\ 88 \% \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 66 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 86 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 144 \\ 84 \% \end{gathered}$ |  | $\begin{aligned} & 156 \\ & 86 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 135 \\ & 91 \% \mathrm{BE} \end{aligned}$ | $\begin{aligned} & 172 \\ & 88 \% \mathrm{Be} \end{aligned}$ | 249 $90 \% B E g$ | 258 <br> 90\%BEg | $\begin{aligned} & 168 \\ & 92 \% \text { BEFGh } \end{aligned}$ |
| NET: All/ Most of the time | $\begin{aligned} & 850 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 742 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 35 \% \end{aligned}$ |  | $\begin{aligned} & 81 \\ & 45 \% \mathrm{bE} \end{aligned}$ | $\begin{aligned} & 69 \\ & 46 \% \mathrm{bEg} \end{aligned}$ | $\begin{aligned} & 86 \\ & 44 \% e \end{aligned}$ | 136 <br> 49\%BEGL | $\begin{gathered} 110 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 42 \% e \end{aligned}$ |
| NET: Rarely/ Never | $\begin{gathered} 402 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 348 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 33 \% \mathrm{AbFHI} \end{aligned}$ | $\stackrel{47}{\text { HIJKLM }}$ | $\begin{aligned} & 47 \\ & 27 \% \mathrm{Hij} \end{aligned}$ |  | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ |

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

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


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

## ONLINE Fieldwork: 15th to 16th May 2019

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 $\qquad$ 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 |  | $\begin{aligned} & 1452 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 1487 \\ 73 \% \end{gathered}$ | $\begin{gathered} 598 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 1013 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 649 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 349 \\ 17 \% \end{gathered}$ |
| Strongly agree | (4) | $\begin{gathered} 366 \\ 18 \% \end{gathered}$ | $\begin{gathered} 435 \\ 21 \% \end{gathered}$ | $\begin{gathered} 73 \\ 4 \% \end{gathered}$ | $\begin{gathered} 162 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 1 \% \end{aligned}$ |
| Somewhat agree | (3) | $\begin{aligned} & 1085 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 1052 \\ 52 \% \end{gathered}$ | $\begin{gathered} 525 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 851 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 557 \\ 27 \% \end{gathered}$ | $\begin{gathered} 320 \\ 16 \% \end{gathered}$ |
| Somewhat disagree | (2) | $\begin{gathered} 290 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 597 \\ 29 \% \end{gathered}$ | $\begin{gathered} 587 \\ 29 \% \end{gathered}$ | $\begin{gathered} 778 \\ 38 \% \end{gathered}$ | $\begin{gathered} 719 \\ 35 \% \end{gathered}$ |
| Strongly disagree | (1) | $\begin{aligned} & 93 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 32 \\ 2 \% \end{gathered}$ | $\begin{gathered} 350 \\ 17 \% \end{gathered}$ | $\begin{gathered} 252 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 412 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 816 \\ & 40 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 383 \\ 19 \% \end{gathered}$ | $\begin{gathered} 230 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 947 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 839 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 1191 \\ 58 \% \end{gathered}$ | $\begin{gathered} 1535 \\ 75 \% \end{gathered}$ |
| Don't know or not applicable |  | $\begin{gathered} 206 \\ 10 \% \end{gathered}$ | $\begin{gathered} 324 \\ 16 \% \end{gathered}$ | $\begin{gathered} 496 \\ 24 \% \end{gathered}$ | $\begin{gathered} 190 \\ 9 \% \end{gathered}$ | $\begin{gathered} 202 \\ 10 \% \end{gathered}$ | $\begin{gathered} 158 \\ 8 \% \end{gathered}$ |
| Mean |  | 2.94 | 3.10 | 2.21 | 2.50 | 2.18 | 1.77 |
| Standard deviation Standard error |  | $\begin{aligned} & 0.75 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.66 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.84 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.84 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.83 \\ & 0.82 \end{aligned}$ | $\begin{aligned} & 0.78 \\ & 0.02 \end{aligned}$ |

Table 82
Q. 4 To what extent do you agree or disagree with the following statements?

Summary: NET Agree
Base: All respondents

Unweighted base
Weighted base
think that each media
channel has its own
genda and will promote
ealth stories which
elieves
often hear
contradictory health
advice through the
know what to believe
find it difficult to now what health
now what heath

$$
\begin{array}{cccccccccccccc}
1013 & 511 & 501 & 129 & 179 & 180 & 174 & 138 & 213 & 308 & 353 & 351 & 261 & 300 \\
50 \% & 51 \% & 48 \% & 57 \% \mathrm{fGH} & 51 \% & 55 \% \mathrm{GH} & 48 \% & 46 \% & 45 \% & 53 \% \mathrm{~K} & 51 \% \mathrm{~K} & 45 \% & 47 \% & 52 \% \\
50 & 50 \% & 243 & 160 & 459 \\
50 \% & 50 \% & 54 \%
\end{array}
$$

apply to my own life
News reporting makes me worried about my health

If a friend or contact
hares a health story
on their social
likely to believe it
than if I were to read
t directly
I make decisions about my health and lifestyle based on what's
reported in the media


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.

Table 83
Q. 4 To what extent do you agree or disagree with the following statements?

Summary: NET Agree
Base: All respondents

|  | Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{aligned} & \text { Scotland } \\ & \text { (a) } \end{aligned}$ | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\frac{\text { NET: England }}{\text { (d) }}$ | $\begin{gathered} \begin{array}{c} \text { North East } \\ \text { (e) } \end{array} \\ \hline \end{gathered}$ | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | $\begin{aligned} & \text { Yorkshire \& } \\ & \text { Humberside } \\ & \text { (g) } \end{aligned}$ | West Midlands (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\underset{(\mathrm{i})}{\substack{\text { Eastern }}}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \begin{array}{c} \text { South West } \\ (\mathrm{m}) \end{array} \\ \hline \end{gathered}$ |
| 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 | $\begin{gathered} 1487 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 1289 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 131 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 201 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 76 \% \end{aligned}$ |
| 1 often hear contradictory health advice through the media and I struggle to know what to believe | $\begin{gathered} 1452 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 1249 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 65 \% \end{aligned}$ | $\stackrel{182}{77 \% \text { eKL }}$ | $\begin{aligned} & 122 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 78 \% \mathrm{eKI} \end{aligned}$ | $\begin{aligned} & 137 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 182 \\ 66 \% \end{gathered}$ | $\begin{gathered} 195 \\ 68 \% \end{gathered}$ | $\begin{gathered} 131 \\ 72 \% \end{gathered}$ |
| I find it difficult to know what health information I should apply to my own life | $\begin{aligned} & 1013 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 885 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 60 \% A B \end{aligned}$ | $\begin{gathered} 82 \\ \text { EGhijkLm 48\% } \end{gathered}$ | $\begin{aligned} & 91 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 51 \% \end{aligned}$ |
| News reporting makes me worried about my health | $\begin{gathered} 649 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 558 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ |
| 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 | $\begin{gathered} 598 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 529 \\ & 30 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 21 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 35 \% A \mathrm{AJ} \end{aligned}$ | $\begin{aligned} & 50 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 31 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 38 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 32 \% \mathrm{~A} \end{aligned}$ | 63 $35 \% A i J$ |
| I make decisions about my health and lifestyle | $\begin{gathered} 349 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 307 \\ 17 \% \end{gathered}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \mathrm{j} \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% j \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 19 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% A E f J \end{aligned}$ |

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

## ONLINE Fieldwork: 15th to 16th May 2019

Table 84
Q. 4 To what extent do you agree or disagree with the following statements?

Summary: NET Agree
Base: All respondents

Unweighted base
Weighted base
think that each media
channel has its own
health stories which it
elieves
often hear
contradictory health
media and I struggle to
know what to believe
find it difficult to know what health
information I should
apply to my own life
News reporting makes me
f a friend or contact hares a health story
on their social
channels, I am more
likely to believe it
than if I were to read
it directly
make decisions about my health and lifestyle reported in the media

| Total | All the time (a) | $\begin{aligned} & \text { Most of the } \\ & \text { time } \\ & \text { (b) } \end{aligned} \text { Sor }$ | $\underset{(\mathrm{c})}{\substack{\text { Sometimes }}}$ | $\begin{aligned} & \text { Rarely } \\ & \text { (d) } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Never } \\ & \text { (e) } \\ & \hline \end{aligned}$ | Don't know or not applicable $\qquad$ <br> (1) |  | NET: All/ <br> Most of the <br> time <br> (h) Na <br>   | NET: Rarely/ Never (i) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2041 | 296 | 560 | 654 | 281 | 125 | 125 | 1791 | 856 | 406 |
| 2041 | 282 | 568 | 656 | 277 | $125 *$ | $133^{*}$ | 1783 | 850 | 402 |
| $\begin{gathered} 1487 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 240 \\ & 85 \% \mathrm{bCL} \end{aligned}$ | $\stackrel{451}{\text { CDEFGhII\%CDEF }}$ | $\stackrel{477}{\text { DEFgI } 73 \% \text { EFI }}$ | $\begin{aligned} & 194 \\ & \quad 70 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 69 \\ & 56 \% F \end{aligned}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 1362 \\ & 76 \% \text { CDEFI } \end{aligned}$ | $\text { EFI } \quad \stackrel{691}{81 \% \mathrm{bCDEF}}$ | $\stackrel{263}{\text { EFGlib6EFF }}$ |
| $\begin{aligned} & 1452 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 77 \% \mathrm{dEF} \end{aligned}$ | $\begin{array}{ll}  & 434 \\ \text { EFI } & 76 \% \text { DEFI } \end{array}$ | $\begin{array}{ll}  & 481 \\ \text { EFI } & 73 \% \mathrm{eFi} \end{array}$ | $\begin{aligned} & 190 \\ & 69 \% F \end{aligned}$ | $\begin{aligned} & 80 \\ & 64 \% F \end{aligned}$ | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 1320 \\ & 74 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & \quad 649 \\ 76 \% \mathrm{DEFgI} \end{array}$ | $\begin{aligned} & \text { gl } \quad 270 \\ & 67 \% F \end{aligned}$ |
| $\begin{aligned} & 1013 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 50 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 291 \\ & 51 \% F \end{aligned}$ | $\begin{aligned} & 351 \\ & 54 \% F \end{aligned}$ | $\begin{aligned} & 134 \\ & 49 \% F \end{aligned}$ | $\begin{aligned} & 58 \\ & 47 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 918 \\ & 51 \% F \end{aligned}$ | $\begin{aligned} & 433 \\ & 51 \% F \end{aligned}$ | $\begin{aligned} & 193 \\ & 48 \% F \end{aligned}$ |
| $\begin{gathered} 649 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 41 \% \text { CD } \end{aligned}$ | $\begin{gathered} 203 \\ \text { DEFGI 36\%DEFI } \end{gathered}$ | $\begin{gathered} \\ \mathrm{EFI} \\ 23 \% \mathrm{BeFI} \end{gathered}$ | $\begin{aligned} & 71 \\ & \text { 25\%F } \end{aligned}$ | $\begin{aligned} & 28 \\ & 23 \% f \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 604 \\ & 34 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & 318 \\ \text { FI } & 37 \% \text { DEFGI } \end{array}$ | $\text { GI } \quad \begin{aligned} & 95 \% \\ & \hline \end{aligned}$ |
| $\begin{gathered} 598 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 32 \% F \end{aligned}$ | $\begin{aligned} & 182 \\ & 32 \% F \end{aligned}$ | $\begin{aligned} & 199 \\ & 30 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 73 \\ & 26 \% F \end{aligned}$ | $\begin{aligned} & 42 \\ & 34 \% F \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 543 \\ & 30 \% \mathrm{~F} \end{aligned}$ | $\begin{gathered} 271 \\ 32 \% F \end{gathered}$ | $\begin{aligned} & 115 \\ & 29 \% F \end{aligned}$ |
| 349 | 42 | 100 | 138 | 42 | 18 | 9 | 322 | 141 |  |
| 17\% | 15\%F | 18\%F | 21\%AdFGh | Ghl 15\%F | 14\%f | 7\% | 18\%F | 17\%F | 15\%F |

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

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

|  |  |  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Male <br> (a) | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (e) } \end{gathered}$ | $\begin{gathered} \text { 45-54 } \\ \hline(\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & \text { (h) } \end{aligned}$ | $\begin{gathered} 18-34 \\ (\text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{aligned} & 55+ \\ & (\mathrm{k}) \end{aligned}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{gathered} C 1 \\ (\mathrm{~m}) \\ \hline \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \end{aligned}$ | $\begin{array}{r} \mathrm{DE} \\ \text { (0) } \\ \hline \end{array}$ | Public <br> (p) | Pri- <br> vate <br> (a) |
| 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 |  | $\begin{gathered} 1452 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 705 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 746 \\ & 71 \% \end{aligned}$ | $145$ | $\begin{gathered} 232 \\ 66 \% \end{gathered}$ | $\stackrel{251}{77 \% C D f}$ | $\begin{gathered} 253 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 233 \\ & 77 \% C D f h \end{aligned}$ | $\begin{aligned} & 338 \\ & \mathrm{n} \\ & \hline 72 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 377 \\ & \quad 65 \% \end{aligned}$ | $\begin{aligned} & 504 \\ & 73 \% 1 \end{aligned}$ | $\begin{aligned} & 571 \\ & 74 \% 1 \end{aligned}$ | $\begin{gathered} 400 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 412 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 294 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 345 \\ 70 \% \end{gathered}$ | $\begin{gathered} 234 \\ 73 \% \end{gathered}$ | $\begin{gathered} 614 \\ 72 \% \end{gathered}$ |
| Strongly agree | (4) | $\begin{gathered} 366 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 201 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 135 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & \text { 20\%1 } \end{aligned}$ | $\begin{aligned} & 99 \\ & 20 \% 1 \end{aligned}$ | $\begin{aligned} & 63 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 17 \% \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 1085 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 540 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 545 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 56 \% \mathrm{cD} \end{aligned}$ | $\begin{aligned} & 193 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 58 \% \text { CD } \end{aligned}$ | $\begin{aligned} & 260 \\ & 55 \% \mathrm{cD} \end{aligned}$ | $\begin{gathered} 272 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 377 \\ & 55 \% \% \end{aligned}$ | $\begin{aligned} & 436 \\ & 56 \% \% \end{aligned}$ | $\begin{aligned} & 314 \\ & 56 \% 0 \end{aligned}$ | $\begin{gathered} 314 \\ 55 \% \end{gathered}$ | $\begin{gathered} 210 \\ 51 \% \end{gathered}$ | $\begin{gathered} 246 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 466 \\ & 54 \% \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{gathered} 290 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 140 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 17 \% G \end{aligned}$ | $\begin{aligned} & 61 \\ & 17 \% G \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 16 \% G \end{aligned}$ | $\stackrel{29}{9 \%}$ | $\begin{aligned} & 64 \\ & 14 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 99 \\ & 17 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 98 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 15 \% \end{aligned}$ |
| Strongly disagree | (1) | $\begin{aligned} & 93 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \mathrm{e} \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \mathrm{E} \end{aligned}$ | ${ }_{6 \% \mathrm{E}}^{17}$ | $\underset{6 \% \mathrm{dE}}{29}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 24 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 6 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 4 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 383 \\ 19 \% \end{gathered}$ | $\begin{gathered} 193 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 22 \% \mathrm{Eg} \end{aligned}$ | $\begin{aligned} & 72 \\ & 20 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 45 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 22 \% \mathrm{Eg} \end{aligned}$ | $\begin{aligned} & 46 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 20 \% \mathrm{E} \end{aligned}$ | $\begin{gathered} 121 \\ 21 \% \end{gathered}$ | $\begin{gathered} 122 \\ 18 \% \end{gathered}$ | $\begin{gathered} 140 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 107 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 19 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 206 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 14 \% \text { FGH } \end{aligned}$ | $\begin{array}{ll}  & 49 \\ H & 14 \% \mathrm{fGH} \end{array}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 31 \\ 9 \% \end{gathered}$ | $\begin{gathered} 23 \\ 8 \% \end{gathered}$ | $\begin{gathered} 40 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 14 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 61 \\ 9 \% \end{gathered}$ | $\begin{gathered} 63 \\ 8 \% \end{gathered}$ | $\begin{gathered} 45 \\ 8 \% \end{gathered}$ | $\begin{gathered} 54 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 10 \% \end{aligned}$ |
| 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 Standard error |  | 0.75 0.02 | 0.73 0.02 | 0.76 0.02 | 0.78 0.06 | 0.75 0.05 | 0.66 0.04 | 0.76 0.04 | 0.75 0.04 | 0.77 0.03 | 0.76 0.04 | 0.72 0.03 | 0.76 0.03 | 0.72 0.03 | 0.74 0.03 | 0.77 0.04 | 0.77 0.04 | 0.73 0.04 | 0.72 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.

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) | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | $\frac{\substack{\text { North East } \\ (\mathrm{e})}}{} \begin{aligned} & \text { Nor } \\ & \hline \end{aligned}$ | North West | $\begin{aligned} & \text { Yorkshire \& } \\ & \text { Humberside } \end{aligned}$ $(\mathrm{g})$ | $\begin{gathered} \text { West Midlands } \\ \text { (h) } \end{gathered}$ | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{m})} \\ \hline \end{gathered}$ |
| 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 |  | $\begin{gathered} 1452 \\ 71 \% \end{gathered}$ | $\begin{gathered} 127 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 1249 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 77 \% \mathrm{KL} \end{aligned}$ | $\begin{aligned} & 122 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 78 \% \mathrm{eKI} \end{aligned}$ | $\begin{aligned} & 137 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 182 \\ 66 \% \end{gathered}$ | $\begin{gathered} 195 \\ 68 \% \end{gathered}$ | $\begin{gathered} 131 \\ 72 \% \end{gathered}$ |
| Strongly agree | (4) | $\begin{gathered} 366 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 21 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 308 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% k \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% k \end{aligned}$ | $\begin{aligned} & 38 \\ & 21 \% \mathrm{~K} \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 1085 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 940 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 46 \% \end{aligned}$ | 141 <br> 60\%aehL | $\begin{aligned} & 94 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 151 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 51 \% \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{gathered} 290 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 253 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \mathrm{FI} \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ |
| Strongly disagree | (1) | $\begin{aligned} & 93 \\ & 5 \% \end{aligned}$ | ${ }_{7 \% \mathrm{H}}^{12}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | ${ }_{8 \% \mathrm{bfH}}^{12}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \mathrm{H} \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 383 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 333 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 206 \\ 10 \% \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 12 \% i \end{aligned}$ | $\begin{gathered} 180 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 19 \% A F g H I j M \end{aligned}$ | $\begin{gathered} \\ M \end{gathered} \quad 8 \%$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \mathrm{i} \end{aligned}$ | 39 <br> 14\%aflm | $\begin{aligned} & 33 \\ & 12 \% 1 \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ |
| 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 Standard error |  | 0.75 0.02 | $\begin{aligned} & 0.82 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.66 \\ & 0.07 \end{aligned}$ | 0.74 0.02 | $\begin{aligned} & 0.73 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 0.67 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.77 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.71 \\ & 0.06 \end{aligned}$ | 0.80 0.07 | $\begin{aligned} & 0.75 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.71 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.77 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.80 \\ & 0.06 \end{aligned}$ |

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

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

Unweighted base
Weighted base
NET: Agree
Strongly agree
Somewhat agree
Somewhat disagree
(2) 2

Strongly disagree
NET: Disagree
Don't know or not
applicable
Mean
Standard deviation
Standard error

|  | Total | All the time (a) | $\begin{aligned} & \text { Most of the } \\ & \text { time } \\ & \text { (b) } \end{aligned}$ | $\begin{aligned} & \text { Sometimes } \\ & \text { (c) } \end{aligned}$ | $\begin{aligned} & \text { Rarely } \\ & \text { (d) } \\ & \hline \end{aligned}$ | Never (e) | $\begin{gathered} \text { Don't know } \\ \text { or not } \\ \text { applicable } \\ \text { (f) } \end{gathered}$ | NET: Ever <br> (g) | NET: All/ <br> Most of the <br> time <br> (h) | NET: Rarely/ Never (i) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2041 | 296 | 560 | 654 | 281 | 125 | 125 | 1791 | 856 | 406 |
|  | 2041 | 282 | 568 | 656 | 277 | $125^{*}$ | 133* | 1783 | 850 | 402 |
|  | $\begin{aligned} & 1452 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 77 \% \mathrm{dEFI} \end{aligned}$ | $=\quad \begin{aligned} & 434 \\ & =16 \% \text { DEFI } \end{aligned}$ | $\begin{aligned} & \quad 481 \\ & \text { EFI } \quad 73 \% \mathrm{eFi} \end{aligned}$ | $\begin{aligned} & 190 \\ & 69 \% F \end{aligned}$ | $\begin{aligned} & 80 \\ & 64 \% F \end{aligned}$ | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 1320 \\ & 74 \% \text { DEFI } \end{aligned}$ | $\begin{array}{ll}  & 649 \\ 76 \% \mathrm{DEFgI} \end{array}$ | $\begin{aligned} & 270 \\ & \text { gI } \quad 67 \% \mathrm{~F} \end{aligned}$ |
| (4) | $\begin{gathered} 366 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 26 \% \mathrm{BCD} \end{aligned}$ | $\stackrel{109}{\text { DEFGHHI\%di }}$ | $\begin{gathered} 109 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 328 \\ & 18 \% \text { DI } \end{aligned}$ | $\begin{aligned} & 182 \\ & 21 \% \mathrm{bCDGI} \end{aligned}$ | $\begin{gathered} 56 \\ \text { GI } \\ 14 \% \end{gathered}$ |
| (3) | $\begin{gathered} 1085 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 51 \% F \end{aligned}$ | $\begin{aligned} & 324 \\ & 57 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 372 \\ & 57 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 154 \\ & 55 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 61 \\ & 49 \% F \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 993 \\ & 56 \% \mathrm{aF} \end{aligned}$ | $\begin{aligned} & 467 \\ & 55 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 215 \\ & 53 \% \mathrm{~F} \end{aligned}$ |
| (2) | $\begin{gathered} 290 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 259 \\ 15 \% \end{gathered}$ | $\begin{gathered} 119 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 14 \% \end{aligned}$ |
| (1) | $\begin{aligned} & 93 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \mathrm{bh} \end{aligned}$ | $\begin{gathered} 19 \\ 3 \% \end{gathered}$ | $\begin{gathered} 24 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | ${ }_{7 \% \mathrm{~b}}^{9}$ | $\begin{aligned} & 8 \\ & 6 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 76 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 4 \% \mathrm{~b} \end{aligned}$ | $\stackrel{25}{6 \% \mathrm{bcg}}$ |
|  | $\begin{gathered} 383 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 101 \\ 18 \% \end{gathered}$ | $\begin{gathered} 126 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & \text { 122 } \\ & 16 \% \end{aligned}$ | $\begin{gathered} 335 \\ 19 \% \end{gathered}$ | $\begin{gathered} 155 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 20 \% \end{aligned}$ |
|  | $\begin{aligned} & 206 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 34 \\ 6 \% \end{gathered}$ | $\begin{gathered} 49 \\ 8 \% \mathrm{a} \end{gathered}$ | $\begin{aligned} & 33 \\ & 12 \% \mathrm{ABcGH} \end{aligned}$ | $\begin{aligned} & 18 \\ & \mathrm{GH} \\ & 15 \% \mathrm{AB} \end{aligned}$ | $\begin{array}{ll}  & 60 \\ 3 C G H & 45 \% A B \end{array}$ | ${ }_{\text {BCDEGHI\%AH }}^{128}$ | $\begin{gathered} 46 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 13 \% \mathrm{ABCGH} \end{aligned}$ |
|  | 2.94 | 3.00d | 2.98 dl | 2.93 | 2.86 | 2.85 | 2.85 | 2.95 dl | 2.99 Dgl | 2.86 |
|  | $\begin{aligned} & 0.75 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.82 \\ & 0.05 \end{aligned}$ | 0.71 0.03 | 0.71 0.03 | 0.74 0.05 | 0.81 0.08 | 0.95 0.11 | 0.73 0.02 | 0.75 0.03 | 0.76 0.04 |

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

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

|  |  | Gender |  |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { 45-54 } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & (\mathrm{h}) \\ & \hline \end{aligned}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { AB } \\ (1) \\ \hline \end{gathered}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | Private (g) |
| 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 |  | $\begin{gathered} 1487 \\ 73 \% \end{gathered}$ | $\begin{gathered} 718 \\ 72 \% \end{gathered}$ | $\begin{gathered} 768 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 245 \\ 69 \% \end{gathered}$ | $\begin{gathered} 241 \\ 74 \% \end{gathered}$ | $\begin{gathered} 259 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 250 \\ & 83 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 330 \\ \text { FH70\% } \end{gathered}$ | $\begin{aligned} & 407 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 500 \\ 73 \% \end{gathered}$ | $\stackrel{579}{75 \% i}$ | $\begin{gathered} 394 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 432 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 301 \\ 73 \% \end{gathered}$ | $\begin{gathered} 359 \\ 72 \% \end{gathered}$ | $\begin{gathered} 243 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 637 \\ & 74 \% \end{aligned}$ |
| Strongly agree | (4) | $\begin{gathered} 435 \\ 21 \% \end{gathered}$ | $\begin{gathered} 218 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 24 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 85 \\ & 23 \% H \end{aligned}$ | $\begin{aligned} & 76 \\ & 25 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 75 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 121 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 24 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 151 \\ 20 \% \end{gathered}$ | $\begin{gathered} 117 \\ 21 \% \end{gathered}$ | $\begin{gathered} 128 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 110 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 22 \% \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 1052 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 500 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 552 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 174 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 57 \% \text { deF } \end{aligned}$ | $\begin{aligned} & 255 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 287 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 337 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 428 \\ & 55 \% \mathrm{iJ} \end{aligned}$ | $\begin{aligned} & 277 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 304 \\ 53 \% \end{gathered}$ | $\begin{gathered} 221 \\ 53 \% \end{gathered}$ | $\begin{gathered} 249 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 446 \\ 52 \% \end{gathered}$ |
| Somewhat disagree | (2) | $\begin{aligned} & 198 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 12 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 81 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 11 \% G \end{aligned}$ | $\begin{aligned} & 44 \\ & 12 \% G h \end{aligned}$ | $\begin{aligned} & 37 \\ & 11 \% G \end{aligned}$ | $\begin{aligned} & 38 \\ & 10 \% G \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 39 \\ 8 \% \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 69 \\ & 12 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 75 \\ & 11 \% \mathrm{~K} \end{aligned}$ | ${ }^{55}$ | $\begin{aligned} & 68 \\ & 12 \% m o \end{aligned}$ | $\begin{gathered} 50 \\ 9 \% \end{gathered}$ | $\begin{gathered} 37 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 10 \% \end{aligned}$ |
| Strongly disagree | (1) | $\begin{gathered} 32 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{gathered} 230 \\ 11 \% \end{gathered}$ | $\begin{gathered} 134 \\ 13 \% \mathrm{~B} \end{gathered}$ | $\begin{gathered} 96 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 13 \% G \end{aligned}$ | $\begin{aligned} & 49 \\ & 14 \% G \end{aligned}$ | $\begin{aligned} & 45 \\ & 14 \% G \end{aligned}$ | $\begin{aligned} & 43 \\ & 12 \% G \end{aligned}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 10 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 78 \\ & 13 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 88 \\ & 13 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 64 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 12 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 324 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 180 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 16 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 20 \% E G \end{aligned}$ | $\begin{aligned} & 94 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 130 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 14 \% \end{aligned}$ |
| 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 Standard error |  | 0.66 0.02 | 0.68 0.02 | 0.63 0.02 | 0.67 0.05 | 0.68 0.05 | 0.72 0.05 | 0.68 0.04 | 0.58 0.03 | 0.61 0.03 | 0.68 0.03 | 0.70 0.03 | 0.60 0.02 | 0.68 0.03 | 0.66 0.03 | 0.63 0.04 | 0.66 0.03 | 0.69 0.04 | 0.67 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.

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 |  | n |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Scotland (a) | $\begin{gathered} \text { Wales } \\ (\mathrm{b}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | $\underset{\text { (e) }}{\substack{\text { North East }}}$ | $\underset{(f)}{\substack{\text { North West }}}$ | $\begin{gathered} \text { Yorkshire \& } \\ \text { Humberside } \\ \text { (g) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { West Midlands } \\ \text { (h) } \end{gathered}$ | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(1)}{\substack{\text { South East }}}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \\ \hline \end{gathered}$ |
| 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 |  | $\begin{gathered} 1487 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 1289 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 131 \\ 76 \% \end{gathered}$ | $\begin{gathered} 129 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 194 \\ 71 \% \end{gathered}$ | $\begin{gathered} 201 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 76 \% \end{aligned}$ |
| Strongly agree | (4) | $\begin{gathered} 435 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 373 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 1052 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 915 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 101 \\ 52 \% \end{gathered}$ | $\begin{gathered} 144 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 53 \% \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{aligned} & 198 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & \text { 12 } \\ & 11 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 168 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ | $\stackrel{21}{9 \% j}$ | $\begin{aligned} & 20 \\ & 12 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & \text { 19 } \\ & 11 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 12 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ |
| Strongly disagree | (1) | $\begin{gathered} 32 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 26 \\ 2 \% \end{gathered}$ | $\div$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 230 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 13 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% j \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% j \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & \text { 15\%Jm } \end{aligned}$ | $\begin{aligned} & 32 \\ & 11 \% j \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 324 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 20 \% g \end{aligned}$ | $\begin{gathered} 279 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 22 \% G \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 19 \% G \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ |
| Mean |  | 3.10 | 3.09 | 3.07 | 3.10 | 3.16 | 3.16k | 3.07 | 3.05 | 3.06 | 3.20 hK | 3.01 | 3.12 | 3.14 |
| Standard deviation <br> Standard error |  | $\begin{aligned} & 0.66 \\ & 0.02 \end{aligned}$ | 0.72 0.06 | $\begin{aligned} & 0.65 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 0.65 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.61 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 0.66 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.62 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.67 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.65 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.63 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.69 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.65 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.64 \\ & 0.05 \end{aligned}$ |

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

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
Q. 3 How often do you double check information about health and wellbeing is correct?

Unweighted base
Weighted base
NET: Agree
Strongly agree
Somewhat agree
Somewhat disagree

Strongly disagree
NET: Disagree
Don't know or not
applicable
Mean
Standard deviation
Standard error


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

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

|  | Gender |  |  |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Male (a) | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ (\mathrm{~d}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & \text { (h) } \end{aligned}$ | $\begin{gathered} 18-34 \\ (\text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (k) } \end{aligned}$ | $\begin{aligned} & \mathrm{AB} \\ & \text { (I) } \end{aligned}$ | $\begin{array}{r} C 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 2 \\ (\mathrm{n}) \\ \hline \end{array}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Public } \\ & \text { (p) } \end{aligned}$ | Pri- <br> vate <br> (a) |
| 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 |  | $\begin{aligned} & 598 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 271 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 327 \\ & 31 \% a \end{aligned}$ | $\begin{aligned} & 86 \\ & 38 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & \quad 119 \\ & H \quad 34 \% G H \end{aligned}$ | $\begin{aligned} & 116 \\ & 36 \% f G H \end{aligned}$ | $\begin{aligned} & 99 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 109 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 205 \\ 35 \% K \end{gathered}$ | $\begin{aligned} & 215 \\ & 31 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 177 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 32 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 167 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 282 \\ 33 \% \end{gathered}$ |
| Strongly agree | (4) | $\begin{gathered} 73 \\ 4 \% \end{gathered}$ | $\begin{gathered} 34 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \mathrm{fgH} \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \mathrm{gH} \end{aligned}$ | ${ }_{6 \% \mathrm{fgH}}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 6 \% \mathrm{~K} \end{aligned}$ | ${ }_{4 \% \mathrm{~K}}^{28}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 4 \% \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 525 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 237 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 288 \\ & 28 \% a \end{aligned}$ | $\begin{aligned} & 73 \\ & 32 \% \mathrm{fGH} \end{aligned}$ | $\begin{aligned} & 100 \\ & 28 \% G h \end{aligned}$ | $\begin{aligned} & 97 \\ & 30 \% G H \end{aligned}$ | $\begin{aligned} & 90 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 104 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 30 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 187 \\ & 27 \% K \end{aligned}$ | $\begin{aligned} & 164 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 29 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 151 \\ & 26 \% 0 \end{aligned}$ | $\begin{aligned} & 112 \\ & 27 \% 0 \end{aligned}$ | $\begin{aligned} & 103 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 244 \\ 28 \% \end{gathered}$ |
| Somewhat disagree | (2) | $\begin{gathered} 597 \\ 29 \% \end{gathered}$ | $\begin{gathered} 292 \\ 29 \% \end{gathered}$ | $\begin{gathered} 305 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 210 \\ 31 \% \end{gathered}$ | $\begin{gathered} 219 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 121 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 33 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 99 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 255 \\ 30 \% \end{gathered}$ |
| Strongly disagree | (1) | $\begin{gathered} 350 \\ 17 \% \end{gathered}$ | $\begin{gathered} 170 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 136 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 21 \% q \end{aligned}$ | $\begin{gathered} 134 \\ 16 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{aligned} & 947 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 462 \\ 46 \% \end{gathered}$ | $\begin{gathered} 485 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 167 \\ 47 \% \end{gathered}$ | $\begin{gathered} 150 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 51 \% \text { Ch } \end{aligned}$ | $\begin{aligned} & 146 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 208 \\ 44 \% \end{gathered}$ | $\begin{gathered} 260 \\ 45 \% \end{gathered}$ | $\begin{gathered} 333 \\ 48 \% \end{gathered}$ | $\begin{gathered} 354 \\ 46 \% \end{gathered}$ | $\begin{gathered} 243 \\ 44 \% \end{gathered}$ | $\begin{gathered} 265 \\ 46 \% \end{gathered}$ | $\begin{gathered} 196 \\ 47 \% \end{gathered}$ | $\begin{gathered} 244 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 389 \\ 45 \% \end{gathered}$ |
| Don't know or not applicable |  | $\begin{gathered} 496 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 263 \\ & 26 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 233 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 29 \% \mathrm{C} \end{aligned}$ | $\begin{gathered} 154 \\ =F \quad 33 \% C \end{gathered}$ | $\begin{gathered} 114 \\ E F \quad 20 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 31 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 134 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 187 \\ 22 \% \end{gathered}$ |
| Mean |  | 2.21 | 2.18 | 2.23 | 2.36FGH | 2.28 fGH | 2.31FGH | 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 Standard error |  | 0.84 0.02 | 0.84 0.03 | 0.85 0.03 | 0.88 0.07 | 0.86 0.06 | 0.86 0.06 | 0.83 0.05 | 0.83 0.05 | 0.79 0.04 | 0.87 0.04 | 0.85 0.04 | 0.81 0.03 | 0.84 0.04 | 0.86 0.04 | 0.84 0.05 | 0.84 0.05 | 0.86 0.06 | 0.84 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.

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 |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | $\begin{gathered} \text { Scotland } \\ \text { (a) } \end{gathered}$ | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | $\begin{gathered} \begin{array}{c} \text { North East } \\ \text { (e) } \end{array} \\ \hline \end{gathered}$ | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | $\begin{aligned} & \hline \text { Yorkshire \& } \\ & \text { Humberside } \\ & \text { (g) } \\ & \hline \end{aligned}$ | West Midlands (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(1)}{\substack{\text { South East }}}$ | $\frac{\substack{\text { South West } \\(\mathrm{m})}}{}$ |
| 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 |  | $\begin{aligned} & 598 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 529 \\ & 30 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 21 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 35 \% A i J \end{aligned}$ | $\begin{aligned} & 50 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 31 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 38 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 32 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 63 \\ & 35 \% A i J \end{aligned}$ |
| Strongly agree | (4) | $\begin{gathered} 73 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & \text { 6\%ajM } \end{aligned}$ | $\begin{aligned} & 64 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% m \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \mathrm{M} \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% M \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \mathrm{jM} \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | 16 6\%ajM | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 525 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 466 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 31 \% A e \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 29 \% \mathrm{a} \end{aligned}$ | 61 34\%ABEgIJK |
| Somewhat disagree | (2) | $\begin{gathered} 597 \\ 29 \% \end{gathered}$ | 63 <br> $36 \% \mathrm{dFkM}$ | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 502 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ |
| Strongly disagree | (1) | $\begin{gathered} 350 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 304 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 20 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 54 \\ & 20 \% f \end{aligned}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% f \end{aligned}$ |
| NET: Disagree |  | $\begin{aligned} & 947 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 53 \% \mathrm{FI} \end{aligned}$ | $\begin{aligned} & 48 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 806 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 51 \% F \end{aligned}$ | $\begin{aligned} & 74 \\ & 50 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 104 \\ & 53 \% \mathrm{FI} \end{aligned}$ | $\begin{gathered} 127 \\ 46 \% \end{gathered}$ | $\begin{gathered} 124 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 44 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{aligned} & 496 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 427 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 31 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 64 \\ & 27 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 45 \\ & 26 \% h \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 21 \% \end{aligned}$ |
| Mean |  | 2.21 | 2.09 | 2.24 | 2.22 | 2.14 | 2.38AIJm | 2.23 | 2.23 | 2.14 | 2.08 | 2.20 | $2.25 a j$ | 2.20 |
| Standard deviation Standard error |  | 0.84 0.02 | 0.77 0.07 | 0.88 0.10 | 0.85 0.02 | 0.90 0.12 | 0.84 0.07 | 0.87 0.07 | 0.86 0.07 | 0.81 0.08 | 0.80 0.07 | 0.91 0.07 | 0.82 0.05 | $\begin{aligned} & 0.82 \\ & 0.06 \end{aligned}$ |

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

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

Unweighted base
Weighted base
NET: Agree
Strongly agree
(4)


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

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

|  |  |  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employ | Sector |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | Female (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $25-34$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $65+$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{array}{r} \text { AB } \\ (I) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{C} 2 \\ (\mathrm{n}) \\ \hline \end{array}$ | $\begin{array}{r} \text { DE } \\ (0) \\ \hline \end{array}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (q) } \end{aligned}$ |
| 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 |  | $\begin{aligned} & 1013 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 511 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 501 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 57 \% \mathrm{fGH} \end{aligned}$ | $\begin{aligned} & 179 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 55 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 174 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 308 \\ & 53 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 353 \\ & 51 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 351 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 261 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 300 \\ & 52 \% 1 \end{aligned}$ | $\begin{aligned} & 209 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 459 \\ & 54 \% \end{aligned}$ |
| Strongly agree | (4) | $\begin{gathered} 162 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \text { DEF } \end{aligned}$ | $\begin{gathered} 32 \\ =G H ~ \\ 9 \% H \end{gathered}$ | $\begin{gathered} 30 \\ 9 \% \mathrm{H} \end{gathered}$ | $\begin{aligned} & 22 \\ & 6 \% \end{aligned}$ | ${ }^{19} 6 \%$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 12 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 52 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 31 \\ 6 \% \end{gathered}$ | $\begin{gathered} 45 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 11 \% \text { Ln } \end{aligned}$ | $\stackrel{28}{9 \%}$ | $\begin{gathered} 70 \\ 8 \% \end{gathered}$ |
| Somewhat agree | (3) | $\begin{gathered} 851 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 443 \\ & 44 \% B \end{aligned}$ | $\begin{gathered} 408 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 147 \\ 42 \% \end{gathered}$ | $\begin{gathered} 150 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 119 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 240 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 302 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 308 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 44 \% 0 \end{aligned}$ | $\begin{aligned} & 179 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 132 \\ 41 \% \end{gathered}$ | $\begin{gathered} 389 \\ 45 \% \end{gathered}$ |
| Somewhat disagree | (2) | $\begin{gathered} 587 \\ 29 \% \end{gathered}$ | $\begin{gathered} 285 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 302 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 32 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 159 \\ & 34 \% \text { CDef } \end{aligned}$ | $\begin{aligned} & 142 \\ & \text { of } 24 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 33 \% \text { IJ } \end{aligned}$ | $\begin{aligned} & 179 \\ & 32 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 154 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 25 \% \end{aligned}$ |
| Strongly disagree | (1) | $\begin{gathered} 252 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 141 \\ 13 \% \end{gathered}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 17 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% C E \end{aligned}$ | $\begin{aligned} & 70 \\ & 15 \% \mathrm{CdE} \end{aligned}$ | $\begin{aligned} & 51 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 13 \% i \end{aligned}$ | $\begin{aligned} & 113 \\ & 15 \% \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 112 \\ 13 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{gathered} 839 \\ 41 \% \end{gathered}$ | $\begin{gathered} 396 \\ 40 \% \end{gathered}$ | $\begin{gathered} 443 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 125 \\ 35 \% \end{gathered}$ | $\begin{gathered} 117 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 44 \% C d e \end{aligned}$ | $\begin{aligned} & 140 \\ & 46 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 229 \\ & 49 \% \mathrm{CDE} \end{aligned}$ | $\text { E } \begin{gathered} 193 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 276 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 369 \\ & 48 \% \mathrm{JJ} \end{aligned}$ | $\begin{aligned} & 257 \\ & 46 \% \mathrm{MN} \end{aligned}$ | $\begin{gathered} 219 \\ 38 \% \end{gathered}$ | $\begin{gathered} 161 \\ 39 \% \end{gathered}$ | $\begin{gathered} 202 \\ 41 \% \end{gathered}$ | $\begin{gathered} 133 \\ 41 \% \end{gathered}$ | $\begin{gathered} 326 \\ 38 \% \end{gathered}$ |
| Don't know or not applicable |  | $\begin{gathered} 190 \\ 9 \% \end{gathered}$ | $\begin{gathered} 89 \\ 9 \% \end{gathered}$ | $\begin{gathered} 101 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 13 \% \mathrm{fgH} \end{aligned}$ | $\begin{aligned} & 49 \\ & 14 \% F G H \end{aligned}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{gathered} 30 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 14 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 58 \\ 8 \% \end{gathered}$ | ${ }_{7 \%}^{54}$ | $\begin{gathered} 39 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 11 \% \mid \end{aligned}$ | $\begin{aligned} & 51 \\ & 10 \% 1 \end{aligned}$ | $\begin{gathered} 28 \\ 9 \% \end{gathered}$ | $\begin{gathered} 73 \\ 9 \% \end{gathered}$ |
| Mean |  | 2.50 | 2.52 | 2.48 | 2.74 dFGH | 2.58FGH | 2.61 FGH | 2.41 | 2.41 | 2.38 | 2.65 JK | 2.50 K | 2.39 | 2.41 | 2.54L | 2.521 | 2.53L | 2.52 | 2.53 |
| Standard deviation Standard error |  | 0.84 0.02 | 0.80 0.03 | 0.86 0.03 | 0.86 0.06 | $\begin{aligned} & 0.82 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.79 \\ & 0.05 \end{aligned}$ | 0.86 0.05 | 0.83 0.05 | $\begin{aligned} & 0.81 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.84 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.83 \\ & 0.03 \end{aligned}$ | 0.82 0.03 | 0.81 0.03 | 0.82 0.04 | 0.82 0.05 | $\begin{aligned} & 0.88 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.83 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.85 \\ & 0.03 \end{aligned}$ |

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.

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 |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | $\begin{gathered} \text { Scotland } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | $\begin{gathered} \text { North East } \\ \text { (e) } \end{gathered}$ | $\begin{gathered} \text { North West } \\ \text { (f) } \end{gathered}$ | $\begin{gathered} \text { Yorkshire \& } \\ \text { Humberside } \\ \text { (g) } \end{gathered}$ | West Midlands <br> (h) | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \hline(i) \end{gathered}$ | $\begin{gathered} \text { London } \\ \hline \end{gathered}$ | $\underset{\text { (I) }}{\substack{\text { Sousth East }}}$ | $\underset{(\mathrm{m})}{\text { South West }}$ |
| Unweighted base |  | 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| Weighted base |  | 2041 | 178 | $102^{*}$ | 761 | $86^{*}$ | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| NET: Agree |  | $\begin{aligned} & 1013 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 885 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 44 \% \end{aligned}$ | 140 60\%A | $\begin{gathered} 82 \\ \text { GhijkLm 48\% } \end{gathered}$ | $\begin{aligned} & 91 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 49 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 97 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 50 \% \end{aligned}$ | ${ }_{47 \%}^{135}$ | $\begin{aligned} & 92 \\ & 51 \% \end{aligned}$ |
| Strongly agree | (4) | ${ }_{8 \%}^{162}$ | $\begin{aligned} & 20 \\ & 11 \% \mathrm{fL} \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | ${ }_{8 \%}^{135}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | ${ }^{16}$ | $\begin{aligned} & 22 \% \mathrm{fLm} \end{aligned}$ | ${ }_{9 \%}^{14}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | ${ }^{11}$ |
| Somewhat agree | (3) | 851 | $\begin{aligned} & 64 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | ${ }_{43 \%}^{750}$ | $\begin{aligned} & 33 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 54 \% \mathrm{~A} \end{aligned}$ | $\stackrel{66}{\text { GHIJKLm9\% }}$ | ${ }_{38 \%}^{69}$ | ${ }_{40 \%}^{59}$ | $\begin{aligned} & 81 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 118 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 45 \% \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{gathered} 587 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 33 \% F \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \text { F } \end{aligned}$ | ${ }_{28 \%}^{496}$ | $\begin{aligned} & 19 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 20 \% \end{aligned}$ | ${ }_{29 \% f}^{49}$ | ${ }_{280}^{50}$ | $\begin{aligned} & 42 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 59 \% f \\ & 29 \end{aligned}$ | ${ }_{32 \%}^{87}$ | ${ }_{32 \%}^{92}$ | ${ }_{29 \%}^{53}$ |
| Strongly disagree | (1) | ${ }^{252}$ | $\begin{aligned} & 22 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\underset{12 \%}{218}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{aligned} & 839 \\ & 41 \% \end{aligned}$ | ${ }_{45 \%}^{80}$ | $\begin{aligned} & 45 \\ & 44 \% \mathrm{f} \end{aligned}$ | $\begin{gathered} 714 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 40 \% \end{aligned}$ | ${ }_{42 \% \mathrm{f}}^{77}$ | $\begin{aligned} & 60 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 44 \% F \end{aligned}$ | ${ }_{40 \%}^{111}$ | ${ }_{44 \% \mathrm{~F}}^{126}$ | $\begin{gathered} 73 \% F \end{gathered}$ |
| Don't know or not applicable |  | ${ }^{190}$ | ${ }_{7 \%}^{13}$ | $\begin{aligned} & 14 \\ & 14 \% \mathrm{jM} \end{aligned}$ | ${ }_{9 \%}^{163}$ | $\begin{aligned} & 16 \\ & 19 \% \text { AF } \end{aligned}$ | $\text { iJkLM } \quad \begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}^{13}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | ${ }^{25}$ | ${ }_{6 \%}^{11}$ |
| 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 Standard error |  | 0.84 0.02 | $\begin{gathered} 0.88 \\ 0.07 \end{gathered}$ | 0.82 0.09 | $\begin{aligned} & 0.83 \\ & 0.02 \\ & 0 . \end{aligned}$ | $\begin{aligned} & 0.87 \\ & 0.10 \end{aligned}$ | $\begin{aligned} & 0.80 \\ & 0.06 \\ & 0 \end{aligned}$ | 0.85 0.07 | $\begin{aligned} & 0.91 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 0.86 \\ & 0.07 \\ & 0.6 \end{aligned}$ | $\begin{aligned} & 0.87 \\ & 0.06 \\ & 0.87 \end{aligned}$ | $\begin{aligned} & 0.78 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.80 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.83 \\ & 0.06 \\ & 0 \end{aligned}$ |

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

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

Unweighted base
Weighted base
NET: Agree

|  | Total | All the time (a) | Most of the time (b) | $\xrightarrow{\substack{\text { Sometimes } \\ \text { (c) }}}$ | Rarely (d) | Never <br> (e) | Don't know or not applicable (f) | NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: Rarely/ Never (i) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2041 | 296 | 560 | 654 | 281 | 125 | 125 | 1791 | 856 | 406 |
|  | 2041 | 282 | 568 | 656 | 277 | $125 *$ | 133* | 1783 | 850 | 402 |
|  | $\begin{aligned} & 1013 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 50 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 291 \\ & 51 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 351 \\ & 54 \% F \end{aligned}$ | $\begin{aligned} & 134 \\ & 49 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 58 \\ & 47 \% F \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 918 \\ & 51 \% \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 433 \\ & 51 \% F \end{aligned}$ | $\begin{aligned} & 193 \\ & 48 \% \mathrm{~F} \end{aligned}$ |
| (4) | $\begin{gathered} 162 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 11 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & \quad 36 \\ & 3 \mathrm{DgHI} \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 9 \% \mathrm{bD} \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 142 \\ & 8 \% d \end{aligned}$ | $\begin{aligned} & 67 \\ & 8 \% B \end{aligned}$ | $\begin{gathered} 25 \\ 6 \% \end{gathered}$ |
| (3) | $\begin{aligned} & 851 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 40 \% F \end{aligned}$ | $\begin{aligned} & 254 \\ & 45 \% F \end{aligned}$ | $\begin{gathered} 290 \\ 44 \% \mathrm{~F} \end{gathered}$ | $\begin{aligned} & { }^{121} \\ & 43 \% F \end{aligned}$ | $\begin{aligned} & 47 \\ & 38 \% F \end{aligned}$ | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 776 \\ & 44 \% F \end{aligned}$ | $\begin{aligned} & 366 \\ & 43 \% F \end{aligned}$ | $\begin{aligned} & 168 \\ & 42 \% F \end{aligned}$ |
| (2) | $\begin{aligned} & 587 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 30 \% \mathrm{f} \end{aligned}$ | ${ }_{31 \%}^{177}$ | $\begin{aligned} & 184 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 31 \% F \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 530 \\ & 30 \% F \end{aligned}$ | $\begin{aligned} & 261 \\ & 31 \% F \end{aligned}$ | $\begin{aligned} & 115 \\ & 29 \% f \end{aligned}$ |
| (1) | $\begin{gathered} 252 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 17 \% \mathrm{~B} \end{aligned}$ | $\stackrel{61}{\text { CCDGHi11\% }}$ | $\begin{aligned} & 76 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 213 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 13 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 48 \\ & 12 \% \end{aligned}$ |
|  | $\begin{gathered} 839 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 46 \% \mathrm{c} \end{aligned}$ | $\begin{gathered} 238 \\ 42 \% \end{gathered}$ | $\begin{gathered} 260 \\ 40 \% \end{gathered}$ | $\begin{gathered} 114 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 743 \\ 42 \% \end{gathered}$ | $\begin{gathered} 369 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 41 \% \end{aligned}$ |
|  | $\begin{gathered} 190 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 7 \% \mathrm{Ah} \end{aligned}$ | ${ }_{7 \% \mathrm{~A}}^{45}$ | $\begin{aligned} & 29 \\ & 10 \% \mathrm{AGH} \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \mathrm{AB} \end{aligned}$ | $\begin{array}{ll}  & 50 \\ 3 \mathrm{CGH} & 38 \% \mathrm{AB} \end{array}$ | $\stackrel{122}{3 \text { CDEGHI\%Ah }}$ | $\begin{aligned} & 48 \\ & 6 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 46 \\ & 12 \% A B C G H \end{aligned}$ |
|  | 2.50 | 2.46 | 2.50 f | 2.55 F | 2.48 | 2.46 | 2.31 | 2.51 f | 2.49 | 2.48 |
|  | $\begin{aligned} & 0.84 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.91 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.79 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 0.84 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 0.77 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.91 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 0.96 \\ & 0.11 \end{aligned}$ | $\begin{aligned} & 0.82 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.83 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 0.81 \\ & 0.04 \end{aligned}$ |

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

## ONLINE Fieldwork: 15th to 16th May 2019

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

|  |  |  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Gr |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { 45-54 } \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & (\mathrm{h}) \end{aligned}$ | $\begin{gathered} \text { 18-34 } \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 2 \\ (\mathrm{n}) \\ \hline \end{array}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | Public <br> (p) | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (q) } \end{aligned}$ |
| 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 |  | $\begin{gathered} 649 \\ 32 \% \end{gathered}$ | $\begin{gathered} 303 \\ 30 \% \end{gathered}$ | $\begin{gathered} 346 \\ 33 \% \end{gathered}$ | 102 $45 \% \mathrm{eFGH}$ | $\begin{aligned} & 132 \\ & H \quad 37 \% f G H \end{aligned}$ | $\begin{aligned} & 117 \\ & 36 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 108 \\ & 30 \% \text { h } \end{aligned}$ | $\begin{aligned} & 80 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 40 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 225 \\ & 33 \% K \end{aligned}$ | $\begin{aligned} & 191 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 151 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 293 \\ & 34 \% \end{aligned}$ |
| Strongly agree | (4) | $\begin{aligned} & 92 \\ & 4 \% \end{aligned}$ | $\stackrel{45}{5 \%}$ | $\begin{aligned} & 47 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 22 \\ & 6 \% G H \end{aligned}$ | $\begin{aligned} & 25 \\ & 8 \% G H \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | ${ }^{35}$ | $\begin{aligned} & 42 \\ & 6 \% K \end{aligned}$ | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ | $\begin{gathered} 30 \\ 5 \% \end{gathered}$ | $\begin{gathered} 26 \\ 4 \% \end{gathered}$ | ${ }^{17} 4 \%$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 9 \% Q \end{aligned}$ | $\begin{gathered} 41 \\ 5 \% \end{gathered}$ |
| Somewhat agree | (3) | $\begin{gathered} 557 \\ 27 \% \end{gathered}$ | $\begin{gathered} 258 \\ 26 \% \end{gathered}$ | $\begin{gathered} 299 \\ 29 \% \end{gathered}$ | 89 39\%dEFG | $\begin{gathered} 109 \\ \mathrm{GH} 31 \% \mathrm{gH} \end{gathered}$ | $\begin{aligned} & 91 \\ & \text { 28\%h } \end{aligned}$ | $\begin{aligned} & 92 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 34 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 183 \\ 27 \% \end{gathered}$ | $\begin{gathered} 175 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 167 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 132 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 252 \\ 29 \% \end{gathered}$ |
| Somewhat disagree | (2) | $\begin{gathered} 778 \\ 38 \% \end{gathered}$ | $\begin{gathered} 391 \\ 39 \% \end{gathered}$ | $\begin{gathered} 387 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 40 \% \mathrm{cD} \end{aligned}$ | $\begin{aligned} & 132 \\ & 44 \% C D \end{aligned}$ | $\begin{aligned} & 205 \\ & 43 \% C D e \end{aligned}$ | $\begin{aligned} & 178 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 264 \\ & 38 \% 1 \end{aligned}$ | $\begin{aligned} & 337 \\ & 44 \% \text { j } \end{aligned}$ | $\begin{aligned} & 228 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 208 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 192 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 319 \\ 37 \% \end{gathered}$ |
| Strongly disagree | (1) | $\begin{gathered} 412 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 213 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 199 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 18 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 83 \\ & 23 \% C d \end{aligned}$ | $\begin{aligned} & 67 \\ & 22 \% C d \end{aligned}$ | $\begin{aligned} & 125 \\ & 27 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 79 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 25 \% \text { j } \end{aligned}$ | $\begin{aligned} & 112 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 19 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 1191 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 604 \\ & 61 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 586 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 164 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 55 \% \mathrm{Cd} \end{aligned}$ | $\begin{aligned} & 227 \\ & 63 \% \mathrm{CDe} \end{aligned}$ | $\begin{aligned} & 198 \\ & 66 \% C D E \end{aligned}$ | $\begin{aligned} & 330 \\ & 70 \% \text { CDEF } \end{aligned}$ | $\begin{gathered} 257 \\ \text { EF } 44 \% \end{gathered}$ | $\begin{aligned} & 405 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 68 \% \mathrm{JJ} \end{aligned}$ | $\begin{aligned} & 339 \\ & 61 \% \mathrm{M} \end{aligned}$ | $\begin{gathered} 311 \\ 54 \% \end{gathered}$ | $\begin{gathered} 244 \\ 59 \% \end{gathered}$ | $\begin{gathered} 296 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 485 \\ & 57 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 202 \\ 10 \% \end{gathered}$ | $\begin{gathered} 89 \\ 9 \% \end{gathered}$ | $\begin{gathered} 113 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 14 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 58 \\ & 16 \% E F G F \end{aligned}$ | $\begin{aligned} & 31 \\ & H \quad 10 \% \end{aligned}$ | $\begin{gathered} 27 \\ 7 \% \end{gathered}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{gathered} 31 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 15 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 58 \\ 8 \% \end{gathered}$ | $\stackrel{55}{7 \%}$ | $\begin{gathered} 44 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & \text { 12\%L } \end{aligned}$ | $\begin{aligned} & 39 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 79 \\ 9 \% \end{gathered}$ |
| Mean |  | 2.18 | 2.15 | 2.21 | 2.46 EFGH | 2.33FGH | 2.28FGH | 2.12 H | 2.08 | 1.99 | 2.38JK | 2.20 K | 2.02 | 2.18 | 2.23 | 2.15 | 2.15 | 2.29 | 2.21 |
| Standard deviation Standard error |  | 0.83 0.02 | 0.83 0.03 | 0.83 0.03 | 0.79 0.06 | 0.87 0.06 | $\begin{aligned} & 0.88 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.84 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.78 \\ & 0.04 \end{aligned}$ | 0.77 0.03 | $\begin{aligned} & 0.84 \\ & 0.04 \end{aligned}$ | 0.86 0.04 | 0.77 0.03 | 0.84 0.03 | 0.83 0.04 | 0.84 0.05 | 0.82 0.04 | 0.90 0.06 | $\begin{aligned} & 0.84 \\ & 0.03 \end{aligned}$ |

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.

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 |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | $\begin{gathered} \text { Scotland } \\ \text { (a) } \\ \hline \end{gathered}$ | Wales (b) | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | North East (e) | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | $\xrightarrow{\substack{\text { West Midlands } \\ \text { (h) }}}$ | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \end{gathered}$ | Eastern (i) | $\underset{(\mathrm{k})}{\substack{\text { London }}} \xrightarrow{\mathrm{S}}$ | South East | $\begin{gathered} \substack{\text { South West } \\ (\mathrm{m})} \\ \hline \end{gathered}$ |
| 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 |  | $\begin{gathered} 649 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 558 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ |
| Strongly agree | (4) | $\begin{aligned} & 92 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 5 \% \end{aligned}$ | - | $\begin{aligned} & 13 \\ & 6 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 8 \\ & 5 \% e \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% e \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\stackrel{19}{7 \% \mathrm{bE}}$ | ${ }^{16} 6 \% \mathrm{E}$ | $\begin{aligned} & 8 \\ & 5 \% e \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 557 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 474 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 29 \% \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{aligned} & 778 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 39 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 28 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 40 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 74 \\ & 43 \% A k \end{aligned}$ | $\begin{aligned} & 69 \\ & 38 \% \end{aligned}$ | 69 46\%AeK | $\begin{aligned} & 75 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 110 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 40 \% \mathrm{a} \end{aligned}$ |
| Strongly disagree | (1) | $\begin{aligned} & 412 \\ & 20 \% \end{aligned}$ | 47 26\%DghIK | $\begin{aligned} & 25 \\ & 24 \% 1 \end{aligned}$ | $\begin{gathered} 341 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & \text { 22\%i } \end{aligned}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 27 \% \text { GhIK } \end{aligned}$ | $\begin{aligned} & 47 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 20 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 1191 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 57 \% \end{aligned}$ | 64 62\%k | $\begin{aligned} & 1026 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 62 \% \mathrm{eK} \end{aligned}$ | $\begin{aligned} & 103 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 102 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 65 \% \text { EK } \end{aligned}$ | $\begin{aligned} & 140 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 108 \\ 60 \% \end{gathered}$ |
| Don't know or not applicable |  | $\begin{gathered} 202 \\ 10 \% \end{gathered}$ | $\begin{gathered} 15 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 178 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 23 \% \mathrm{~A} \end{aligned}$ | $\text { GHIJLM }{ }^{17} 7 \%$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | 41 <br> $15 \% \mathrm{aFhJLM}$ | $\begin{aligned} & \\ & M \end{aligned} \quad 83$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ |
| Mean |  | 2.18 | 2.13 | 2.07 | 2.19 | 2.12 | 2.15 | 2.19 | 2.25 J | 2.22j | 2.04 | 2.28 bJ | 2.20 j | 2.20 |
| Standard deviation Standard error |  | 0.83 0.02 | 0.88 0.07 | 0.80 0.08 | 0.83 0.02 | 0.75 0.09 | $\begin{aligned} & 0.85 \\ & 0.06 \end{aligned}$ | 0.80 0.06 | 0.83 0.06 | 0.73 0.06 | 0.83 0.06 | 0.88 0.07 | $\begin{aligned} & 0.85 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.82 \\ & 0.06 \end{aligned}$ |

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

## ONLINE Fieldwork: 15th to 16th May 2019

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
Q. 3 How often do you double check information about health and wellbeing is correct?

Unweighted base
Weighted base
NET: Agree
Strongly agree
Somewhat agree

Somewhat disagree
Strongly disagree
NET: Disagree
Don't know or not applicable

Mean
Standard deviation Standard error


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

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

|  |  |  | Gender |  | Age |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \end{gathered}$ | $\begin{gathered} \begin{array}{c} 18-24 \\ (\mathrm{c}) \end{array} \\ \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (e) } \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | 65+ | $\begin{gathered} \text { 18-34 } \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{gathered} \mathrm{C} 1 \\ (\mathrm{~m}) \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | Public (p) | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (g) } \end{aligned}$ |
| Unweighted base |  | 2041 | 975 | 1066 | $228 \quad 272$ | 286 | 344 | 350 | 561 | 500 | 630 | 911 | 662 | 570 | 348 | 461 | 281 | 773 |
| Weighted base |  | 2041 | 996 | 1045 | 227353 | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| NET: Agree |  | $\begin{gathered} 349 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 19 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 162 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 30 \% \text { DeFGH } 20 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 75 \\ & 23 \% F G H \end{aligned}$ | $\begin{aligned} & 44 \\ & -\quad 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 24 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 119 \\ 17 \% K \end{gathered}$ | $\begin{aligned} & 90 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 102 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 16 \% \end{aligned}$ | 85 $20 \% \text { O }$ | $\begin{aligned} & 71 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 22 \% \text { P } \end{aligned}$ |
| Strongly agree | (4) | ${ }_{1 \%}^{28}$ | $\begin{gathered} 18 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 1 \% \end{aligned}$ | $\begin{array}{ll} 4 & 10 \\ 2 \% & 3 \% \mathrm{fH} \end{array}$ | $\begin{aligned} & { }_{2 \% h}^{6} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 2 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & { }_{6}^{6} \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\stackrel{9}{2 \% m}$ | $\begin{aligned} & 10 \\ & 2 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 2 \% \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 320 \\ 16 \% \end{gathered}$ | $\begin{gathered} 168 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 29 \% \text { DeFGH } 17 \% \mathrm{fGH} \end{aligned}$ | $\begin{aligned} & 69 \\ & 21 \% \text { FGH } \end{aligned}$ | $\begin{aligned} & 41 \\ & -\quad 11 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 22 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 110 \\ 16 \% \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 85 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 17 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 87 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 18 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 61 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 20 \% \text { P } \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{gathered} 719 \\ 35 \% \end{gathered}$ | $\begin{gathered} 344 \\ 35 \% \end{gathered}$ | $\begin{gathered} 374 \\ 36 \% \end{gathered}$ | $\begin{array}{lc} 62 & 118 \\ 28 \% & 33 \% \end{array}$ | $\begin{gathered} 114 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 39 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 99 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 39 \% \mathrm{Cg} \end{aligned}$ | $\begin{gathered} 180 \\ 31 \% \end{gathered}$ | $\begin{gathered} 254 \\ 37 \% i \end{gathered}$ | $\begin{gathered} 285 \\ 37 \% i \end{gathered}$ | $\begin{gathered} 206 \\ 37 \% \end{gathered}$ | $\begin{gathered} 202 \\ 35 \% \end{gathered}$ | $\begin{gathered} 139 \\ 34 \% \end{gathered}$ | $\begin{gathered} 171 \\ 34 \% \end{gathered}$ | $\begin{gathered} 115 \\ 36 \% \end{gathered}$ | $\begin{gathered} 296 \\ 35 \% \end{gathered}$ |
| Strongly disagree | (1) | $\begin{gathered} 816 \\ 40 \% \end{gathered}$ | $\begin{gathered} 385 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 431 \\ & 41 \% \end{aligned}$ | $\begin{array}{lc} 63 & 122 \\ 28 \% & 34 \% \end{array}$ | $\begin{gathered} 114 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 43 \% \mathrm{CDe} \end{aligned}$ | $\begin{aligned} & 152 \\ & 50 \% \text { CDEh } \end{aligned}$ | $\begin{aligned} & 208 \\ & \mathrm{~h} 44 \% \text { CDE } \end{aligned}$ | $\begin{gathered} 185 \\ E \quad 32 \% \end{gathered}$ | $\begin{aligned} & 271 \\ & 39 \% \% \end{aligned}$ | $\begin{aligned} & 360 \\ & 47 \% 1 J \end{aligned}$ | $\begin{gathered} 210 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 235 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 157 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 214 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 43 \% q \end{aligned}$ | $\begin{gathered} 312 \\ 36 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{gathered} 1535 \\ 75 \% \end{gathered}$ | $\begin{gathered} 730 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 805 \\ & 77 \% a \end{aligned}$ | $\begin{array}{ll} 126 & 239 \\ 56 \% & 68 \% \mathrm{C} \end{array}$ | $\begin{aligned} & 228 \\ & 70 \% \mathrm{C} \end{aligned}$ | $\stackrel{297}{82 \% C D E}$ | $\stackrel{251}{83 \% C D E}$ | $\begin{aligned} & 394 \\ & 84 \% \mathrm{CDE} \end{aligned}$ | $\begin{gathered} 365 \\ E \quad 63 \% \end{gathered}$ | $\begin{aligned} & 525 \\ & 76 \% \text { I } \end{aligned}$ | $\begin{aligned} & 645 \\ & 83 \% 1 J \end{aligned}$ | $\begin{gathered} 416 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 437 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 296 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 386 \\ & \quad 78 \% n \end{aligned}$ | $\begin{aligned} & 253 \\ & 79 \% Q \end{aligned}$ | $\begin{aligned} & 608 \\ & 71 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 158 \\ 8 \% \end{gathered}$ | $\begin{gathered} 80 \\ 8 \% \end{gathered}$ | ${ }^{77} 7 \%$ | $\begin{array}{ll} 32 & 44 \\ 14 \% E F G H & 12 \% \mathrm{eFGH} \end{array}$ | $\text { H } \quad \stackrel{24}{7 \%}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 13 \% \mathrm{JK} \end{aligned}$ | $\begin{gathered} 44 \\ 6 \% \end{gathered}$ | $\begin{gathered} 38 \\ 5 \% \end{gathered}$ | $\begin{gathered} 39 \\ 7 \% \end{gathered}$ | $\begin{gathered} 46 \\ 8 \% \end{gathered}$ | $\begin{gathered} 34 \\ 8 \% \end{gathered}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | ${ }^{62} 7 \%$ |
| Mean |  | 1.77 | 1.80 b | 1.73 | 2.05deFGH 1.87FGH | 1.89FGH | 1.68 | 1.60 | 1.66 | 1.94JK | 1.78 K | 1.64 | 1.800 | 1.73 | 1.84mo | 1.71 | 1.71 | 1.87P |
| Standard deviation Standard error |  | 0.78 0.02 | $\begin{aligned} & 0.80 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 0.76 \\ & 0.02 \end{aligned}$ | $\begin{array}{ll} 0.86 & 0.84 \\ 0.06 & 0.05 \end{array}$ | $\begin{aligned} & 0.82 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.71 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.73 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.70 \\ & 0.03 \end{aligned}$ | $0.85$ | $\begin{aligned} & 0.77 \\ & 0.03 \end{aligned}$ | $0.71$ | $\begin{aligned} & 0.77 \\ & 0.03 \end{aligned}$ | $0.75$ | $\begin{aligned} & 0.83 \\ & 0.05 \\ & 0.0 \end{aligned}$ | $\begin{aligned} & 0.78 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.77 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.83 \\ & 0.03 \end{aligned}$ |

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.

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 | Scotland <br> (a) | $\begin{gathered} \text { Wales } \\ (\mathrm{b}) \\ \hline \end{gathered}$ | NET: England (d) | North Eas <br> (e) | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | $\frac{{ }^{\text {West Midlands }}}{\text { (h) }} \text { Ea }$ | $\underset{\text { (i) }}{\substack{\text { East Midlands } \\ \hline}}$ | $\begin{gathered} \text { Eastern } \\ (\mathrm{i}) \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(1)}{\substack{\text { South East }}}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 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 |  | $\begin{gathered} 349 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 307 \\ 17 \% \end{gathered}$ | $11 \%$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% j \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% j \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 53 \\ & 19 \% \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \text { AEfJ } \end{aligned}$ |
| Strongly agree | (4) | $\begin{gathered} 28 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | 4 4\%dJLm | $\stackrel{22}{1 \%}$ | - | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | ${ }_{3 \% \mathrm{JL}}^{4}$ | 8 <br> 5\%eiJKLM | $\begin{array}{ll}  & 1 \\ M & 1 \% \end{array}$ |  | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | * |
| Somewhat agree | (3) | $\begin{gathered} 320 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 285 \\ 16 \% \end{gathered}$ | 119 | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \text { aj } \end{aligned}$ | $\begin{aligned} & 52 \\ & 18 \% \mathrm{aJ} \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \mathrm{AEFgH} \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{gathered} 719 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 623 \\ & 35 \% \end{aligned}$ | 26 30 | $\begin{aligned} & 87 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 41 \% \mathrm{hM} \end{aligned}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ |
| Strongly disagree | (1) | $\begin{gathered} 816 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 46 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 697 \\ & 40 \% \end{aligned}$ | 35 | $\begin{aligned} & 89 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 42 \% 1 \end{aligned}$ | $\begin{aligned} & 63 \\ & 43 \% 1 \end{aligned}$ | $\begin{aligned} & 92 \\ & 47 \% \mathrm{fL} \end{aligned}$ | $\begin{aligned} & 107 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 40 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 1535 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 80 \% \mathrm{M} \end{aligned}$ | $\begin{aligned} & 72 \\ & 71 \% \end{aligned}$ | $\begin{array}{r} 1320 \\ 75 \% \end{array}$ | 61 71 | $\begin{gathered} 176 \\ 75 \% \end{gathered}$ | $\begin{gathered} 127 \\ 74 \% \end{gathered}$ | $\begin{gathered} 133 \\ 73 \% \end{gathered}$ | $\begin{gathered} 118 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 85 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 202 \\ \text { HKLM } 73 \% \end{gathered}$ | $\begin{gathered} 209 \\ 73 \% \end{gathered}$ | $\begin{gathered} 128 \\ 70 \% \end{gathered}$ |
| Don't know or not applicable |  | $\begin{gathered} 158 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \mathrm{JJ} \end{aligned}$ | $\begin{gathered} 134 \\ 8 \% \end{gathered}$ |  | $\begin{aligned} & \text { HIJKLM } \\ & 10 \% \text { IJ } \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% j \end{aligned}$ | $\begin{aligned} & 15 \\ & 8 \% \mathrm{ij} \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\stackrel{20}{7 \%}$ | $\begin{gathered} 24 \\ 8 \% \mathrm{ij} \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ |
| Mean |  | 1.77 | 1.65 | 1.85aJ | 1.77a | 1.63 | 1.77j | 1.78j | 1.79j | 1.75 | 1.63 | 1.80 J | 1.85AEJ | 1.84AeJ |
| Standard deviation Standard error |  | 0.78 0.02 | 0.75 0.06 | $\begin{aligned} & 0.85 \\ & 0.09 \end{aligned}$ | $\begin{aligned} & 0.78 \\ & 0.02 \end{aligned}$ | 0.71 0.08 | $\begin{aligned} & 0.77 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.82 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.88 \\ & 0.07 \end{aligned}$ | $\begin{aligned} & 0.77 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.68 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.79 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.74 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.81 \\ & 0.06 \end{aligned}$ |

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

## ONLINE Fieldwork: 15th to 16th May 2019

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

Unweighted base
Weighted base
NET: Agree
Strongly agree
(4)

Somewhat agree
(3)

Somewhat disagree
$\begin{array}{lll}\text { (2) } & 719 & 83 \\ 35 \% & 30 \% & 197 \\ & 35 \%\end{array}$
Strongly disagree
(1)

NET: Disagree
Don't know or not
applicable
Mean
tandard deviation
Standard error


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

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 <br> platforms such <br> as Facebook, <br> Instagram and <br> Twitter, should <br> do more to stop <br> health <br> misinformation <br> 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 | $\qquad$ | 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 |  | $\begin{gathered} 1683 \\ 82 \% \end{gathered}$ | $\begin{gathered} 1587 \\ 78 \% \end{gathered}$ | $\begin{gathered} 1374 \\ 67 \% \end{gathered}$ | $\begin{gathered} 1608 \\ 79 \% \end{gathered}$ | $\begin{gathered} 1596 \\ 78 \% \end{gathered}$ |
| Strongly agree | (4) | $\begin{aligned} & 996 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 856 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 408 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 900 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 767 \\ & 38 \% \end{aligned}$ |
| Somewhat agree | (3) | $\begin{aligned} & 687 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 731 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 966 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 708 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 829 \\ & 41 \% \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{aligned} & 94 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 119 \\ 6 \% \end{gathered}$ | $\begin{gathered} 258 \\ 13 \% \end{gathered}$ | $\begin{gathered} 144 \\ 7 \% \end{gathered}$ | $\begin{gathered} 179 \\ 9 \% \end{gathered}$ |
| Strongly disagree | (1) | $\begin{gathered} 32 \\ 2 \% \end{gathered}$ | $\begin{gathered} 48 \\ 2 \% \end{gathered}$ | $\begin{gathered} 68 \\ 3 \% \end{gathered}$ | $\begin{gathered} 50 \\ 2 \% \end{gathered}$ | $\begin{gathered} 47 \\ 2 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{gathered} 126 \\ 6 \% \end{gathered}$ | $\begin{gathered} 168 \\ 8 \% \end{gathered}$ | $\begin{gathered} 326 \\ 16 \% \end{gathered}$ | $\begin{gathered} 194 \\ 10 \% \end{gathered}$ | $\begin{gathered} 226 \\ 11 \% \end{gathered}$ |
| Don't know or not applicable |  | $\begin{gathered} 232 \\ 11 \% \end{gathered}$ | $\begin{gathered} 287 \\ 14 \% \end{gathered}$ | $\begin{gathered} 341 \\ 17 \% \end{gathered}$ | $\begin{gathered} 239 \\ 12 \% \end{gathered}$ | $\begin{gathered} 219 \\ 11 \% \end{gathered}$ |
| Mean |  | 3.46 | 3.36 | 3.01 | 3.36 | 3.27 |
| Standard deviation Standard error |  | $\begin{aligned} & 0.68 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.73 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.74 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.75 \\ & 0.02 \end{aligned}$ | 0.74 0.02 |

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

|  | Total | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male (a) | Female <br> (b) | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | 25-34 | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $55-64$ | $65+$ (h) | $\begin{gathered} 18-34 \\ \text { (i) } \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{j}) \\ \hline \end{gathered}$ | $55+$ | $\begin{gathered} \mathrm{AB} \\ \text { (I) } \\ \hline \end{gathered}$ | $\begin{aligned} & \mathrm{C} 1 \\ & (\mathrm{~m}) \end{aligned}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public (p) | Pri- <br> vate <br> (a) |
| 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, | $\begin{gathered} 1683 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 808 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 874 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 296 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 268 \\ 82 \% \end{gathered}$ | $\begin{gathered} 299 \\ 83 \% \end{gathered}$ | $\begin{gathered} 242 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 397 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 477 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 567 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 639 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 469 \\ & 84 \% 0 \end{aligned}$ | $\begin{aligned} & 484 \\ & 84 \% 0 \end{aligned}$ | $\begin{gathered} 335 \\ 81 \% \end{gathered}$ | $\begin{gathered} 395 \\ 80 \% \end{gathered}$ | $\begin{gathered} 263 \\ 82 \% \end{gathered}$ | $\begin{gathered} 710 \\ 83 \% \end{gathered}$ |

nstagram and Twitter,
hould do more to sto
ealth misinformation
spreading
The Government should introduce laws to
misinformation
spreading on socia
media
worry that inaccurate health information shared on social media will cause harm
I would prefer social media platforms to
filter out
misinformation about
health or specific
conditions
I would prefer to see
all content about
all content about
eath or specific
conditions and the
decide for myself what
I want to read

| 1608 | 788 | 819 | 172 | 276 | 258 | 279 | 234 | 389 | 448 | 537 | 623 | 436 | 461 | 325 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $79 \%$ | $79 \%$ | $78 \%$ | $76 \%$ | $78 \%$ | $79 \%$ | $77 \%$ | $78 \%$ | $82 \% \mathrm{cfg}$ | $77 \%$ | $78 \%$ | $81 \%$ | $78 \%$ | $80 \%$ | $78 \%$ |

$$
\begin{array}{ccccccccccccccccc}
1596 & 763 & 834 & 173 & 287 & 256 & 269 & 240 & 373 & 459 & 525 & 613 & 452 & 454 & 313 & 378 & 254 \\
78 \% & 77 \% & 80 \% & 76 \% & 81 \% \mathrm{f} & 78 \% & 74 \% & 79 \% & 79 \% & 79 \% & 76 \% & 79 \% & 81 \% n o & 79 \% & 76 \% & 76 \% & 79 \%
\end{array}
$$

$$
\begin{array}{rcccccccccccccc}
1374 & 653 & 721 & 133 & 218 & 222 & 245 & 218 & 338 & 350 & 467 & 557 & 365 & 382 & 289 \\
67 \% & 66 \% & 69 \% & 58 \% & 62 \% & 68 \% \mathrm{C} & 68 \% \mathrm{C} & 72 \% \mathrm{CD} & 72 \% \mathrm{CD} & 60 \% & 68 \% 1 & 72 \% & 65 \% & 67 \% & 70 \% \\
68 \% & 72 \% & 564 & 66 \%
\end{array}
$$

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

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) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | $\begin{gathered} \substack{\text { North East } \\ \text { (e) }} \\ \hline \end{gathered}$ | $\underset{\text { (f) }}{\substack{\text { North West }}}$ | Yorkshire \& Humberside $\qquad$ <br> (g) $\square$ | West Midlands (h) | $\underset{\text { (i) }}{\substack{\text { East Midlands }}}$ | $\begin{gathered} \text { Eastern } \\ (\mathrm{i}) \end{gathered}$ | London (k) | $\underset{\text { (I) }}{\substack{\text { South East }}}$ | $\frac{\substack{\text { South West } \\(\mathrm{m})}}{}$ |
| 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 | $\begin{gathered} 1683 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 83 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 78 \\ & 76 \% e \end{aligned}$ | $\begin{gathered} 1458 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 82 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 144 \\ & 84 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 151 \\ & 83 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 122 \\ & 82 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 163 \\ & 83 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 229 \\ & 83 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 250 \\ & 87 \% \text { BEf } \end{aligned}$ | $\begin{aligned} & 153 \\ & 84 \% \mathrm{E} \end{aligned}$ |
| The Government should introduce laws to prevent health misinformation spreading on social media | $\begin{gathered} 1608 \\ 79 \% \end{gathered}$ | $\begin{gathered} 129 \\ 72 \% \end{gathered}$ | 86 $85 \%$ AE | $\begin{gathered} 1393 \\ 79 \% \mathrm{a} \end{gathered}$ | $\begin{aligned} & 54 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 76 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 140 \\ & 82 \% \mathrm{aE} \end{aligned}$ | $\begin{aligned} & 147 \\ & 81 \% \mathrm{aE} \end{aligned}$ | $\begin{aligned} & 114 \\ & 77 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 152 \\ & 78 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 222 \\ & 81 \% \mathrm{aE} \end{aligned}$ | $\begin{aligned} & 237 \\ & 83 \% \text { AEf } \end{aligned}$ | $\begin{aligned} & 149 \\ & 82 \% A E \end{aligned}$ |
| I worry that inaccurate health information shared on social media will cause harm | $\begin{gathered} 1596 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 84 \% \text { BEFK } \end{aligned}$ | $\begin{aligned} & 73 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 1374 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 172 \\ 73 \% \end{gathered}$ | $143$ <br> 83\%BEFK | $\begin{array}{ll} \text { FK } & \quad 149 \\ 82 \% b E f k \end{array}$ | $\begin{aligned} & 114 \\ & 77 \% e \end{aligned}$ | $\begin{aligned} & 158 \\ & 81 \% \text { Ef } \end{aligned}$ | $\begin{aligned} & 203 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 82 \% b E F k \end{aligned}$ | $148$ <br> $81 \% b E f k$ |
| I would prefer social media platforms to filter out misinformation about health or specific conditions | $\begin{gathered} 1587 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 79 \% E \end{aligned}$ | $\begin{aligned} & 86 \\ & 84 \% E F \end{aligned}$ | $\begin{gathered} 1361 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 77 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 146 \\ & 80 \% \mathrm{Ef} \end{aligned}$ | $\begin{aligned} & 112 \\ & 75 \% e \end{aligned}$ | $\begin{aligned} & 153 \\ & 78 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 224 \\ & 81 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 227 \\ & 79 \% \mathrm{Ef} \end{aligned}$ | $\begin{aligned} & 144 \\ & 79 \% \mathrm{E} \end{aligned}$ |
| I would prefer to see all content about health or specific conditions and then decide for myself what | $\begin{gathered} 1374 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 69 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 69 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 1183 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 68 \% e \end{aligned}$ | $\begin{aligned} & 122 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 72 \% \mathrm{E} \end{aligned}$ | $\begin{gathered} 129 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 70 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 127 \\ & \quad 70 \% \mathrm{E} \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k//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
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 <br> (c) | Rarely (d) | Never (e) | Don't know or not applicable (f) | NET: Ever Mos <br> NET: Ever <br> (g) | NET: All/ Most of the time (h) | NET: <br> 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 | $\begin{gathered} 1683 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 253 \\ & 90 \% 0 \end{aligned}$ | $\begin{gathered} 500 \\ \text { DEFGI } 88 \% \text { CD } \end{gathered}$ | $\begin{gathered} 534 \\ \text { DEFGI } 81 \% \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 225 \\ & 81 \% F \end{aligned}$ | $\begin{aligned} & 99 \\ & 79 \% F \end{aligned}$ | $\begin{aligned} & 72 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 1512 \\ & 85 \% \text { CFI } \end{aligned}$ | $\begin{aligned} & 752 \\ & 89 \% \text { CDE } \end{aligned}$ | $\begin{gathered} 324 \\ \text { EFGI } 81 \% \text { F } \end{gathered}$ |
| The Government should introduce laws to prevent health misinformation spreading on social media | $\begin{gathered} 1608 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 80 \% F \end{aligned}$ | $\begin{aligned} & 474 \\ & 83 \% \mathrm{cE} \end{aligned}$ | $\begin{array}{ll}  & 519 \\ \mathrm{EFi} & 79 \% \mathrm{~F} \end{array}$ | $\begin{aligned} & 224 \\ & 81 \% F \end{aligned}$ | $\begin{aligned} & 92 \\ & 73 \% F \end{aligned}$ | $\begin{aligned} & 72 \\ & 54 \% \end{aligned}$ | 1444 $81 \% \mathrm{eF}$ | $\begin{aligned} & 701 \\ & 82 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 316 \\ & 79 \% F \end{aligned}$ |
| I worry that inaccurate health information shared on social media will cause harm | $\begin{gathered} 1596 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & 87 \% 0 \end{aligned}$ | $\stackrel{491}{\text { DEFGI } 86 \% \text { CD }}$ | $\begin{gathered} 500 \\ \text { DEFGI } 76 \% \text { EF } \end{gathered}$ | $\begin{aligned} & 211 \\ & 76 \% \mathrm{eFi} \end{aligned}$ | $\begin{aligned} & 82 \\ & 66 \% F \end{aligned}$ | $\begin{aligned} & 67 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 1447 \\ & 81 \% \text { CDEFI } \end{aligned}$ | $\begin{gathered} \\ 736 \\ \text { EFI } \quad 87 \% \text { CDE } \end{gathered}$ | $\begin{gathered} 293 \\ \text { EFGI } 73 \% \mathrm{eF} \end{gathered}$ |
| I would prefer social media platforms to filter out misinformation about health or specific conditions | $\begin{gathered} 1587 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 240 \\ & 85 \% \mathrm{C} \end{aligned}$ | $\begin{gathered} 479 \\ \text { dEFGI 84\%Cd } \end{gathered}$ | $\begin{gathered} 498 \\ \text { dEFGI } 76 \% \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 216 \\ & 78 \% \mathrm{eFi} \end{aligned}$ | $\begin{aligned} & 86 \\ & 69 \% F \end{aligned}$ | $\begin{aligned} & 67 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 1433 \\ & 80 \% \text { CEFI } \end{aligned}$ | $\begin{array}{ll}  & 719 \\ \text { FI } & 85 \% \mathrm{CDE} \end{array}$ | $\begin{gathered} 302 \\ \text { EFGI } 75 \% \mathrm{eF} \end{gathered}$ |
| I would prefer to see all content about health or specific conditions and then decide for myself what I want to read | $\begin{gathered} 1374 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 72 \% \text { F } \end{aligned}$ | $\begin{aligned} & 410 \\ & 72 \% C F \end{aligned}$ | $\begin{aligned} & \quad 432 \\ & F \quad 66 \% F \end{aligned}$ | $\begin{aligned} & 189 \\ & 68 \% F \end{aligned}$ | $\begin{aligned} & 83 \\ & 66 \% F \end{aligned}$ | $\begin{aligned} & 58 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 1233 \\ & 69 \% C F \end{aligned}$ | $\begin{aligned} & 612 \\ & 72 \% \text { CFG } \end{aligned}$ | $\begin{aligned} & 272 \\ & 68 \% \mathrm{~F} \end{aligned}$ |

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

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


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.

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


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

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

Unweighted base
Weighted base
NET: Agree
Strongly agree
Somewhat agree
Somewhat disagree

Strongly disagree
NET: Disagree
Don't know or not
applicable
Mean
Standard deviation
Standard error


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

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

|  |  |  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \end{gathered} \begin{array}{r} 25 \\ \hline \end{array}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{gathered} 65+ \\ (\mathrm{h}) \\ \hline \end{gathered}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{aligned} & \text { AB } \\ & (1) \\ & \hline \end{aligned}$ | $\begin{gathered} \mathrm{C} 1 \\ (\mathrm{~m}) \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \\ & \hline \end{aligned}$ | $\begin{array}{r} \mathrm{DE} \\ \text { (0) } \\ \hline \end{array}$ | $\begin{aligned} & \text { Public } \\ & (\mathrm{p}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \end{aligned}$ (a) |
| 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 |  | $\begin{gathered} 1587 \\ 78 \% \end{gathered}$ | $\begin{gathered} 760 \\ 76 \% \end{gathered}$ | $\begin{gathered} 827 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 76 \% \end{aligned}$ | $\underset{79 \%}{277}$ | $\begin{gathered} 262 \\ 80 \% \end{gathered}$ | $\stackrel{277}{77 \%}$ | $\begin{gathered} 239 \\ 79 \% \end{gathered}$ | $\begin{gathered} 360 \\ 76 \% \end{gathered}$ | $\begin{gathered} 449 \\ 77 \% \end{gathered}$ | $\begin{gathered} 539 \\ 78 \% \end{gathered}$ | $\begin{gathered} 599 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 457 \\ & 82 \% \mathrm{NO} \end{aligned}$ | $\begin{gathered} 451 \\ 79 \% \end{gathered}$ | $\begin{gathered} 311 \\ 75 \% \end{gathered}$ | $\begin{gathered} 368 \\ 74 \% \end{gathered}$ | $\begin{gathered} 260 \\ 81 \% \end{gathered}$ | $\begin{gathered} 668 \\ 78 \% \end{gathered}$ |
| Strongly agree | (4) | $\begin{aligned} & 856 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 416 \\ 42 \% \end{gathered}$ | $\begin{gathered} 440 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 41 \% \mathrm{c} \end{aligned}$ | $\begin{gathered} 130 \\ 40 \% \end{gathered}$ | $\begin{gathered} 141 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 45 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 229 \\ & 49 \% \text { CdEF } \end{aligned}$ | $\begin{gathered} 220 \\ \text { F } 38 \% \end{gathered}$ | $\begin{gathered} 271 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 365 \\ & 47 \% \mathrm{JJ} \end{aligned}$ | $\begin{gathered} 240 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 248 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 162 \\ 39 \% \end{gathered}$ | $\begin{gathered} 206 \\ 42 \% \end{gathered}$ | $\begin{gathered} 135 \\ 42 \% \end{gathered}$ | $\begin{gathered} 331 \\ 39 \% \end{gathered}$ |
| Somewhat agree | (3) | $\begin{gathered} 731 \\ 36 \% \end{gathered}$ | $\begin{gathered} 343 \\ 34 \% \end{gathered}$ | $\begin{gathered} 387 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 43 \% \mathrm{gh} \end{aligned}$ | $\begin{aligned} & 132 \\ & 37 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 132 \\ & 40 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 136 \\ & 38 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 103 \\ & 34 \% \mathrm{~h} \end{aligned}$ | $\begin{gathered} 131 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 229 \\ & 40 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 268 \\ & 39 \% K \end{aligned}$ | $\begin{gathered} 234 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 217 \\ & 39 \% 0 \end{aligned}$ | $\begin{gathered} 203 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 162 \\ 33 \% \end{gathered}$ | $\begin{gathered} 125 \\ 39 \% \end{gathered}$ | $\begin{gathered} 336 \\ 39 \% \end{gathered}$ |
| Somewhat disagree | (2) | $\begin{gathered} 119 \\ 6 \% \end{gathered}$ | $\stackrel{58}{6 \%}$ | $\begin{gathered} 62 \\ 6 \% \end{gathered}$ | ${ }^{16}{ }_{7 \% \mathrm{H}}$ | $\begin{aligned} & 22 \\ & 6 \% h \end{aligned}$ | $\stackrel{25}{25}$ | ${ }_{7 \% H}^{25}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 15 \\ 3 \% \end{gathered}$ | ${ }_{7 \% k}^{38}$ | ${ }_{7 \% \mathrm{~K}}$ | $\begin{gathered} 31 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | ${ }^{38}$ | $\begin{aligned} & 26 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 28 \\ 6 \% \end{gathered}$ | $\stackrel{19}{6 \%}$ | $\begin{gathered} 65 \\ 8 \% \end{gathered}$ |
| Strongly disagree | (1) | $\begin{gathered} 48 \\ 2 \% \end{gathered}$ | $\begin{gathered} 34 \\ 3 \% B \end{gathered}$ | $\begin{aligned} & 14 \\ & 1 \% \end{aligned}$ | 12 5\%dEGH | $\begin{aligned} & \quad \\ & H \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 3 \% \mathrm{~K} \end{aligned}$ | ${ }_{3 \% \mathrm{~K}}^{19}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 4 \% \mathrm{IM} \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 24 \\ 3 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{gathered} 168 \\ 8 \% \end{gathered}$ | ${ }_{92}^{92}$ | $\begin{gathered} 76 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 13 \% G H \end{aligned}$ | $\stackrel{29}{8 \% h}$ | ${ }_{9 \% H}^{30}$ | $\begin{aligned} & 39 \\ & 11 \% \mathrm{gH} \end{aligned}$ | ${ }^{19} 6 \%$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 10 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 69 \\ & 10 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 41 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 38 \\ 7 \% \end{gathered}$ | $\begin{gathered} 47 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 11 \% 1 \end{aligned}$ | $\begin{gathered} 38 \\ 8 \% \end{gathered}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 10 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{aligned} & 287 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | 89 <br> $19 \%$ CdEF | $\begin{aligned} & \quad 73 \\ & \text { F } \\ & \hline \end{aligned}$ | $\begin{aligned} & 80 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 17 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 62 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 18 \% \mathrm{LM} \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 12 \% \end{aligned}$ |
| Mean |  | 3.36 | 3.34 | 3.39 | $3.17 \quad 3$ | 3.35 C | 3.32 c | 3.28 | 3.45 CeF | 3.52CDEF | 3.28 | 3.30 | 3.49 J | 3.39 n | 3.39n | 3.28 | 3.39 | 3.36 | 3.29 |
| Standard deviation <br> Standard error |  | 0.73 0.02 | 0.78 0.03 | $\begin{aligned} & 0.68 \\ & 0.02 \\ & \hline \end{aligned}$ | $\begin{array}{ll}0.82 \\ 0.06 & 0.7\end{array}$ | 0.72 0.05 | $\begin{aligned} & 0.71 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.79 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.65 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.66 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 0.77 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.75 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 0.66 \\ & 0.02 \end{aligned}$ | $\begin{aligned} & 0.69 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 0.71 \\ & 0.03 \end{aligned}$ | $\begin{aligned} & 0.81 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.73 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.71 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.76 \\ & 0.03 \end{aligned}$ |

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.

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) | $\begin{gathered} \text { Wales } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \\ & \hline \end{aligned}$ | $\frac{\substack{\text { North East } \\ (\mathrm{e})}}{} \begin{aligned} & \text { Nor } \\ & \hline \end{aligned}$ |  | $\begin{aligned} & \text { Yorkshire \& } \\ & \text { Humberside } \\ & \text { (g) } \\ & \hline \end{aligned}$ | $\xrightarrow{\substack{\text { West Midlands } \\ \text { (h) }}}$ | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ (\mathrm{i}) \end{gathered}$ | $\begin{gathered} \begin{array}{c} \text { London } \\ (\mathrm{k}) \end{array} \\ \hline \end{gathered}$ | $\begin{gathered} \text { South East } \\ \text { (I) } \end{gathered}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 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 |  | $\begin{gathered} 1587 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 79 \% E \end{aligned}$ | $\begin{aligned} & 86 \\ & 84 \% E F \end{aligned}$ | $\begin{gathered} 1361 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 77 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 146 \\ & 80 \% \mathrm{Ef} \end{aligned}$ | $\begin{aligned} & 112 \\ & 75 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 153 \\ & 78 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 224 \\ & 81 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 227 \\ & 79 \% \mathrm{Ef} \end{aligned}$ | $\begin{aligned} & 144 \\ & 79 \% \mathrm{E} \end{aligned}$ |
| Strongly agree | (4) | $\begin{aligned} & 856 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 737 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 123 \\ 45 \% \end{gathered}$ | $\begin{gathered} 128 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 41 \% \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 731 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 624 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 42 \% e \end{aligned}$ | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 101 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 38 \% \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{gathered} 119 \\ 6 \% \end{gathered}$ | $\stackrel{13}{7 \% M}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 101 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | 26 <br> 11\%GJKLM | $\begin{array}{ll}  & 8 \\ M & 5 \% \end{array}$ | $\begin{aligned} & 11 \\ & 6 \% \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \mathrm{M} \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |
| Strongly disagree | (1) | $\begin{gathered} 48 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 2 \% \end{aligned}$ | ${ }_{7 \% \mathrm{bFHL}}^{6}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 7 \\ & 4 \% F \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% F \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 168 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | $\begin{gathered} 144 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \mathrm{jklm} \end{aligned}$ | ${ }^{15} 9$ | ${ }^{13}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | ${ }^{18}$ | ${ }^{20} 7 \%$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 287 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 257 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 24 \% A B g H i K L \end{aligned}$ | $\begin{array}{ll}  & 40 \\ \text { KL } \quad 17 \% \end{array}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ |
| Mean |  | 3.36 | 3.32 | 3.43 | 3.37 | 3.22 | 3.32 | 3.37 | 3.35 | 3.31 | 3.41 | 3.41 | 3.42 e | 3.36 |
| Standard deviation <br> Standard error |  | 0.73 0.02 | 0.74 0.06 | $\begin{aligned} & 0.68 \\ & 0.07 \end{aligned}$ | 0.73 0.02 | $\begin{aligned} & 0.93 \\ & 0.11 \end{aligned}$ | 0.72 0.05 | $\begin{aligned} & 0.79 \\ & 0.06 \end{aligned}$ | 0.67 0.05 | 0.76 0.07 | 0.72 0.06 | $\begin{aligned} & 0.71 \\ & 0.05 \end{aligned}$ | $\begin{aligned} & 0.69 \\ & 0.04 \end{aligned}$ | $\begin{aligned} & 0.75 \\ & 0.06 \end{aligned}$ |

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

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

Unweighted base
Weighted base
NET: Agree 1587
$78 \%$


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

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

|  |  |  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \end{gathered}$ | $\begin{aligned} & \text { Female } \\ & \text { (b) } \\ & \hline \end{aligned}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (e) } \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{array}{r} 65+ \\ (\mathrm{h}) \\ \hline \end{array}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{gathered} \mathrm{AB} \\ (\mathrm{I}) \end{gathered}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | $\begin{gathered} \text { Pri- } \\ \text { vate } \\ \text { (a) } \\ \hline \end{gathered}$ |
| 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 |  | $\begin{gathered} 1374 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 653 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 721 \\ 69 \% \end{gathered}$ | $\begin{gathered} 133 \\ 58 \% \end{gathered}$ | $\begin{gathered} 218 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 222 \\ & 68 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 245 \\ & 68 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 218 \\ & 72 \% \mathrm{CD} \end{aligned}$ | $\begin{aligned} & 338 \\ & 72 \% \mathrm{CD} \end{aligned}$ | $\begin{gathered} 350 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 467 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 557 \\ & 72 \% 1 \end{aligned}$ | $\begin{gathered} 365 \\ 65 \% \end{gathered}$ | $\begin{gathered} 382 \\ 67 \% \end{gathered}$ | $\begin{gathered} 289 \\ 70 \% \end{gathered}$ | $\begin{gathered} 339 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 231 \\ & 72 \% q \end{aligned}$ | $\begin{gathered} 564 \\ 66 \% \end{gathered}$ |
| Strongly agree | (4) | $\begin{aligned} & 408 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 190 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 218 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 24 \% C D \end{aligned}$ | $\begin{aligned} & 71 \\ & 20 \% C d \end{aligned}$ | $\begin{aligned} & 79 \\ & 26 \% \text { CDf } \end{aligned}$ | $\begin{aligned} & 109 \\ & 23 \% C D \end{aligned}$ | $\begin{aligned} & 72 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 22 \% 1 \end{aligned}$ | $\begin{aligned} & 188 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 105 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 162 \\ 19 \% \end{gathered}$ |
| Somewhat agree | (3) | $\begin{gathered} 966 \\ 47 \% \end{gathered}$ | $\begin{gathered} 463 \\ 46 \% \end{gathered}$ | $\begin{gathered} 504 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 170 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 139 \\ 46 \% \end{gathered}$ | $\begin{gathered} 230 \\ 49 \% \end{gathered}$ | $\begin{gathered} 278 \\ 48 \% \end{gathered}$ | $\begin{gathered} 319 \\ 46 \% \end{gathered}$ | $\begin{gathered} 369 \\ 48 \% \end{gathered}$ | $\begin{gathered} 257 \\ 46 \% \end{gathered}$ | $\begin{gathered} 263 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 212 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 234 \\ 47 \% \end{gathered}$ | $\begin{gathered} 160 \\ 50 \% \end{gathered}$ | $\begin{gathered} 402 \\ 47 \% \end{gathered}$ |
| Somewhat disagree | (2) | $\begin{gathered} 258 \\ 13 \% \end{gathered}$ | $\begin{gathered} 136 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 12 \% \end{aligned}$ | 45 $20 \% \mathrm{EfGH}$ | $\begin{aligned} & 50 \\ & H \quad 14 \% h \end{aligned}$ | $\begin{aligned} & 41 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 16 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 89 \\ & 13 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 74 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 16 \% \mathrm{mo} \end{aligned}$ | $\begin{aligned} & 70 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 47 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 123 \\ 14 \% \end{gathered}$ |
| Strongly disagree | (1) | $\begin{gathered} 68 \\ 3 \% \end{gathered}$ | $\begin{gathered} 36 \\ 4 \% \end{gathered}$ | $\begin{gathered} 32 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\stackrel{26}{5 \% \mathrm{~K}}$ | $\begin{aligned} & 28 \\ & 4 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 13 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{gathered} 20 \\ 3 \% \end{gathered}$ | $\begin{gathered} 17 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{gathered} 35 \\ 4 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{gathered} 326 \\ 16 \% \end{gathered}$ | $\begin{gathered} 172 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 15 \% \end{aligned}$ | 55 24\%EfGH | $\begin{aligned} & 65 \\ & \quad 19 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 53 \\ & 16 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 65 \\ & 18 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 21 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 117 \\ & 17 \% K \end{aligned}$ | $\begin{aligned} & 88 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 19 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 89 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 158 \\ 18 \% \end{gathered}$ |
| Don't know or not applicable |  | $\begin{gathered} 341 \\ 17 \% \end{gathered}$ | $\begin{gathered} 171 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 108 \\ 19 \% \end{gathered}$ | $\begin{gathered} 104 \\ 15 \% \end{gathered}$ | $\begin{gathered} 129 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 102 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 135 \\ 16 \% \end{gathered}$ |
| Mean |  | 3.01 | 2.98 | 3.04 | 2.78 | 2.88 | 3.04 CD | 2.97 C | 3.13CDF | 3.13CDF | 2.84 | 3.001 | 3.13 IJ | 2.97 | 3.02 | 2.98 | 3.061 | 3.02 | 2.96 |
| Standard deviation Standard error |  | 0.74 0.02 | 0.76 0.03 | 0.73 0.02 | 0.74 0.05 | 0.74 0.05 | 0.78 0.05 | 0.77 0.05 | 0.73 0.04 | 0.66 0.03 | 0.74 0.04 | 0.78 0.03 | 0.69 0.02 | 0.75 0.03 | 0.75 0.03 | 0.74 0.04 | 0.73 0.04 | 0.76 0.05 | 0.77 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.

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


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

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

Unweighted base
Weighted base
NET: Agree
Strongly agree
(4)


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

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

|  |  |  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{gathered} 65+ \\ (\mathrm{h}) \\ \hline \end{gathered}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \\ \hline \end{gathered}$ | Pri- vate <br> (g) |
| 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 |  | $\begin{gathered} 1608 \\ 79 \% \end{gathered}$ | $\begin{gathered} 788 \\ 79 \% \end{gathered}$ | $\begin{gathered} 819 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 276 \\ 78 \% \end{gathered}$ | $\begin{gathered} 258 \\ 79 \% \end{gathered}$ | $\begin{gathered} 279 \\ 77 \% \end{gathered}$ | $\begin{gathered} 234 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 389 \\ & 82 \% c f g \end{aligned}$ | $\begin{gathered} 448 \\ 77 \% \end{gathered}$ | $\begin{gathered} 537 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 623 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 436 \\ 78 \% \end{gathered}$ | $\begin{gathered} 461 \\ 80 \% \end{gathered}$ | $\begin{gathered} 325 \\ 78 \% \end{gathered}$ | $\begin{gathered} 386 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 264 \\ & 83 \% q \end{aligned}$ | $\begin{gathered} 655 \\ 76 \% \end{gathered}$ |
| Strongly agree | (4) | $\begin{gathered} 900 \\ 44 \% \end{gathered}$ | $\begin{gathered} 444 \\ 45 \% \end{gathered}$ | $\begin{gathered} 455 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 47 \% F \end{aligned}$ | $\begin{aligned} & 247 \\ & 52 \% \mathrm{CDEF} \end{aligned}$ | $\begin{array}{r} 233 \\ F \quad 40 \% \end{array}$ | $\begin{aligned} & 277 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 389 \\ & 50 \% \mathrm{JJ} \end{aligned}$ | $\begin{gathered} 252 \\ 45 \% \end{gathered}$ | $\begin{gathered} 253 \\ 44 \% \end{gathered}$ | $\begin{gathered} 174 \\ 42 \% \end{gathered}$ | $\begin{gathered} 221 \\ 45 \% \end{gathered}$ | $\begin{gathered} 140 \\ 44 \% \end{gathered}$ | $\begin{gathered} 337 \\ 39 \% \end{gathered}$ |
| Somewhat agree | (3) | $\begin{gathered} 708 \\ 35 \% \end{gathered}$ | $\begin{gathered} 344 \\ 35 \% \end{gathered}$ | $\begin{gathered} 364 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 38 \% \mathrm{gH} \end{aligned}$ | $\begin{gathered} 116 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 40 \% \mathrm{GH} \end{aligned}$ | $\begin{aligned} & 92 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 142 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 214 \\ & 37 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 260 \\ 38 \% \mathrm{~K} \end{gathered}$ | $\begin{gathered} 233 \\ 30 \% \end{gathered}$ | $\begin{gathered} 184 \\ 33 \% \end{gathered}$ | $\begin{gathered} 208 \\ 36 \% \end{gathered}$ | $\begin{gathered} 151 \\ 37 \% \end{gathered}$ | $\begin{gathered} 165 \\ 33 \% \end{gathered}$ | $\begin{gathered} 124 \\ 39 \% \end{gathered}$ | $\begin{gathered} 319 \\ 37 \% \end{gathered}$ |
| Somewhat disagree | (2) | $\begin{gathered} 144 \\ 7 \% \end{gathered}$ | $\begin{gathered} 72 \\ 7 \% \end{gathered}$ | $\begin{gathered} 72 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 12 \% \text { DH } \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 10 \% \text { DH } \end{aligned}$ | $\begin{aligned} & 33 \\ & 9 \% \mathrm{DH} \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \mathrm{DH} \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 37 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 9 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 42 \\ 5 \% \end{gathered}$ | $\stackrel{49}{9 \% 0}$ | $\begin{gathered} 37 \\ 6 \% \end{gathered}$ | $\stackrel{28}{7 \%}$ | $\stackrel{29}{6 \%}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 9 \% p \end{aligned}$ |
| Strongly disagree | (1) | $\begin{gathered} 50 \\ 2 \% \end{gathered}$ | $\begin{gathered} 31 \\ 3 \% \end{gathered}$ | $\begin{gathered} 20 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \mathrm{EH} \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \mathrm{eH} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \mathrm{eh} \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \mathrm{eH} \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 21 \\ 4 \% \end{gathered}$ | $\begin{gathered} 14 \\ 2 \% \end{gathered}$ | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \end{gathered}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 27 \\ 3 \% \end{gathered}$ |
| NET: Disagree |  | $\begin{gathered} 194 \\ 10 \% \end{gathered}$ | $\begin{gathered} 102 \\ 10 \% \end{gathered}$ | ${ }_{92}^{92}$ | $\begin{aligned} & 35 \\ & 15 \% \text { DH } \end{aligned}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 44 \\ & 12 \% \mathrm{DH} \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \mathrm{dH} \end{aligned}$ | $\stackrel{25}{5 \%}$ | $\begin{aligned} & 58 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 11 \% \mathrm{~K} \end{aligned}$ | ${ }^{58}$ | $\begin{aligned} & 62 \\ & 11 \% \end{aligned}$ | $\stackrel{53}{9 \%}$ | ${ }^{39} 9$ | $\begin{gathered} 40 \\ 8 \% \end{gathered}$ | ${ }^{25}{ }_{8 \%}$ | $\begin{aligned} & 108 \\ & 13 \% p \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 239 \\ 12 \% \end{gathered}$ | $\begin{gathered} 105 \\ 11 \% \end{gathered}$ | $\begin{gathered} 134 \\ 13 \% \end{gathered}$ | $\begin{gathered} 20 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 15 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 11 \% \end{aligned}$ |
| Mean |  | 3.36 | 3.35 | 3.38 | 3.24 | 3.35 | $3.36 f$ | 3.24 | 3.37f | 3.53 CDEFG | 3.31 | 3.30 | 3.47 IJ | 3.36 | 3.36 | 3.34 | 3.40 | 3.37 | 3.26 |
| Standard deviation Standard error |  | 0.75 0.02 | 0.77 0.03 | 0.72 0.02 | 0.83 0.06 | 0.74 0.05 | 0.71 0.04 | 0.78 0.04 | 0.79 0.05 | 0.65 0.03 | 0.78 0.04 | 0.75 0.03 | 0.71 0.03 | 0.76 0.03 | 0.75 0.03 | 0.74 0.04 | $\begin{aligned} & 0.73 \\ & 0.04 \end{aligned}$ | 0.72 0.05 | 0.79 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.

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) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | $\frac{\substack{\text { North East } \\ (\mathrm{e})}}{} \begin{aligned} & \text { Nor } \\ & \hline \end{aligned}$ | Vorth West |  <br> Humberside <br> (g) | West Midlands (h) | $\begin{gathered} \text { East Midlands } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} \begin{array}{c} \text { London } \\ (\mathrm{k}) \end{array} \\ \hline \end{gathered}$ | $\underset{(\mathrm{I})}{\substack{\text { South East }}}$ | $\begin{aligned} & \text { South West } \\ & (\mathrm{m}) \end{aligned}$ |
| 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 |  | $\begin{gathered} 1608 \\ 79 \% \end{gathered}$ | $\begin{gathered} 129 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 85 \% A E \end{aligned}$ | $\begin{gathered} 1393 \\ 79 \% \mathrm{a} \end{gathered}$ | $\begin{aligned} & 54 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 76 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 140 \\ & 82 \% \mathrm{aE} \end{aligned}$ | $\begin{aligned} & 147 \\ & 81 \% \mathrm{aE} \end{aligned}$ | $\begin{aligned} & 114 \\ & 77 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 152 \\ & 78 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 222 \\ & 81 \% \mathrm{aE} \end{aligned}$ | $\begin{aligned} & 237 \\ & 83 \% A E f \end{aligned}$ | $\begin{aligned} & 149 \\ & 82 \% A E \end{aligned}$ |
| Strongly agree | (4) | $\begin{aligned} & 900 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 778 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 47 \% e \end{aligned}$ | $\begin{aligned} & 77 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 50 \% \text { El } \end{aligned}$ | $\begin{aligned} & 120 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 51 \% \text { Efll } \end{aligned}$ |
| Somewhat agree | (3) | $\begin{gathered} 708 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 615 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 41 \% A e j K m \end{aligned}$ | $\begin{aligned} & 57 \\ & 32 \% \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{gathered} 144 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% B h J m \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 123 \\ 7 \% \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 7 \\ & 8 \% b \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \mathrm{BJ} \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \\ & \hline \end{aligned}$ | $17$ <br> 11\%BhJIm | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \mathrm{bj} \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ |
| Strongly disagree | (1) | $\begin{gathered} 50 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \mathrm{fL} \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \mathrm{~L} \end{aligned}$ | $\begin{gathered} 40 \\ 2 \% \end{gathered}$ | 6 8\%FghKLm | $\begin{array}{ll}  & 3 \\ m & 1 \% \end{array}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% 1 \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \mathrm{fkL} \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | ${ }_{*}$ | $\begin{aligned} & 4 \\ & 2 \% \text { L } \end{aligned}$ |
| NET: Disagree |  | $\begin{aligned} & 194 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & \text { 15\%DBgHjLm } \end{aligned}$ | $\begin{array}{ll}  & 5 \\ m & 4 \% \end{array}$ | $\begin{gathered} 163 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 16 \% \text { BghjLm } \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \mathrm{BgHjLm} \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 239 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 205 \\ 12 \% \end{gathered}$ | 18 <br> 22\%bGhIKLM | $\begin{array}{ll}  & 32 \\ \text { _M } \quad 13 \% \end{array}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 13 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ |
| Mean |  | 3.36 | 3.26 | 3.44 EI | 3.37 | 3.14 | 3.33 | 3.41 El | 3.38 ei | 3.21 | 3.38 ei | 3.43 aEl | 3.40aEl | 3.45 aEl |
| Standard deviation Standard error |  | 0.75 0.02 | 0.85 0.07 | 0.69 0.07 | 0.74 0.02 | 0.96 0.11 | 0.73 0.05 | 0.72 0.06 | 0.70 0.06 | 0.81 0.07 | 0.80 0.06 | 0.73 0.05 | 0.63 0.04 | $\begin{aligned} & 0.73 \\ & 0.05 \end{aligned}$ |

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

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

Unweighted base
Weighted base
NET: Agree
Strongly agree
(4)

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|}
\hline Total \& All the time (a) \& \begin{tabular}{l}
\begin{tabular}{c} 
Most of the \\
time \\
(b)
\end{tabular} \\
\hline
\end{tabular} \& \[
\begin{gathered}
\substack{\text { Sometimes } \\
\text { (c) }}
\end{gathered}
\] \& \[
\begin{gathered}
\text { Rarely } \\
\text { (d) }
\end{gathered}
\] \& \[
\begin{aligned}
\& \text { Never } \\
\& \text { (e) } \\
\& \hline
\end{aligned}
\] \& Don't know or not applicable (f) \& \[
\begin{aligned}
\& \text { NET: Ever } \\
\& (\mathrm{g})
\end{aligned}
\] \& NET: All/ Most of the time (h) \& \begin{tabular}{l}
NET: \\
Rarely/ \\
Never \\
(i)
\end{tabular} \\
\hline 2041 \& 296 \& 560 \& 654 \& 281 \& 125 \& 125 \& 1791 \& 856 \& 406 \\
\hline 2041 \& 282 \& 568 \& 656 \& 277 \& 125* \& 133* \& 1783 \& 850 \& 402 \\
\hline 1608 \& 227 \& 474 \& Fi

$79 \%$ \& 224
$81 \% \mathrm{~F}$ \& ${ }_{73 \%}^{92}$ \& 72
$54 \%$ \& 1444
$81 \% \mathrm{eF}$ \& ${ }_{801}^{70 \% \mathrm{EFF}}$ \& 316 <br>
\hline 79\% \& 80\% \& \& \& \& \& 54\% \& \& \& 79\%F <br>
\hline
\end{tabular}

Somewhat agree
Somewhat disagree 44\% 61\%BCDEFGHI\%C
$\begin{array}{lll}57 & 44 & 798 \\ 46 \% \mathrm{f} & 33 \% & 45 \% \text { CdF }\end{array}$ 436 166

Strongly disagree
NET: Disagree
Don't know or not applicable
Mean
Standard deviation Standard error

$\begin{array}{lllllllll}708 & 56 & 209 & 266 & 115 & 34 & 28 & 646 & 265 \\ 35 \% & 20 \% & 37 \% A e F H & 40 \% \text { AFFGH } & 42 \% \text { AFFgHI } & 27 \% & 21 \% & 36 \% \text { AeFH } & 31 \% \text { AF }\end{array}$
$\begin{array}{lllllllllll}\text { (1) } & 50 & 11 & 11 & 14 & 5 & 4 & 4 & 42 & 22 & 10 \\ & 2 \% & 4 \% \mathrm{bg} & 2 \% & 2 \% & 2 \% & 3 \% & 3 \% & 2 \% & 3 \% & 2 \%\end{array}$
$\begin{array}{llllllllll}194 & 33 & 53 & 69 & 17 & 10 & 11 & 172 & 86 & 28 \\ 10 \% & 12 \% \mathrm{Di} & 9 \% & 10 \% \mathrm{di} & 6 \% & 8 \% & 9 \% & 10 \% \mathrm{di} & 10 \% \mathrm{di} & 7 \%\end{array}$
$\begin{array}{lcclllllll}239 & 22 & 41 & 69 & 36 & 23 & 49 & 167 & 63 & 58 \\ 12 \% & 8 \% & 7 \% & 10 \% \mathrm{bh} & 13 \% \mathrm{aBgH} & 18 \% \text { ABCGH } & 37 \% \text { ABCDEGHI\%bH } & 7 \% & 15 \% \text { ABcGH }\end{array}$
$\begin{array}{llllllllll}3.36 & 3.49 \mathrm{bCdGh} & 3.38 \mathrm{c} & 3.29 & 3.36 & 3.42 & 3.35 & 3.36 \mathrm{C} & 3.42 \mathrm{CG} & 3.38\end{array}$

| 0.75 | 0.83 | 0.72 | 0.73 | 0.68 | 0.79 | 0.84 | 0.74 | 0.76 | 0.71 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 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

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

|  |  |  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Male <br> (a) | Female <br> (b) | 18-24 | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $55-64$ (g) | $\begin{aligned} & 65+ \\ & \text { (h) } \end{aligned}$ | $\begin{gathered} 18-34 \\ (\text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{aligned} & 55+ \\ & (\mathrm{k}) \end{aligned}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{gathered} C 1 \\ (\mathrm{~m}) \\ \hline \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & \text { (n) } \end{aligned}$ | $\begin{array}{r} \mathrm{DE} \\ \text { (0) } \\ \hline \end{array}$ | Public <br> (p) | Private <br> (a) |
| 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 |  | $\begin{gathered} 1596 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 763 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 834 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 81 \% f \end{aligned}$ | $\begin{gathered} 256 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 269 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 240 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 373 \\ & 79 \% \end{aligned}$ | $\begin{gathered} 459 \\ 79 \% \end{gathered}$ | $\begin{gathered} 525 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 613 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 452 \\ & 81 \% \text { no } \end{aligned}$ | $\begin{gathered} 454 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 313 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 378 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 254 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 660 \\ & 77 \% \end{aligned}$ |
| Strongly agree | (4) | $\begin{aligned} & 767 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 363 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 404 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 138 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 116 \\ 32 \% \end{gathered}$ | $\begin{gathered} 114 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 39 \% f \end{aligned}$ | $\begin{gathered} 226 \\ 39 \% \end{gathered}$ | $\begin{gathered} 244 \\ 35 \% \end{gathered}$ | $\begin{gathered} 297 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 41 \% \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 208 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 40 \% n \end{aligned}$ | $\begin{aligned} & 131 \\ & 41 \% q \end{aligned}$ | $\begin{gathered} 295 \\ 34 \% \end{gathered}$ |
| Somewhat agree | (3) | $\begin{gathered} 829 \\ 41 \% \end{gathered}$ | $\begin{gathered} 399 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 430 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 128 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 189 \\ 40 \% \end{gathered}$ | $\begin{gathered} 233 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 281 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 316 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 225 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & 43 \% 0 \end{aligned}$ | $\begin{aligned} & 178 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 123 \\ 38 \% \end{gathered}$ | $\begin{gathered} 365 \\ 43 \% \end{gathered}$ |
| Somewhat disagree | (2) | $\begin{gathered} 179 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 10 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 79 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 13 \% \text { DGH } \end{aligned}$ | $\begin{gathered} \quad 22 \\ H \quad 6 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 11 \% \mathrm{dgH} \end{aligned}$ | $\begin{aligned} & 49 \\ & 14 \% \text { DGH } \end{aligned}$ | $\stackrel{20}{6 \%}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\stackrel{52}{9 \% \mathrm{~K}}$ | $\begin{aligned} & 84 \\ & 12 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 43 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 50 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 12 \% 1 \end{aligned}$ | $\begin{gathered} 38 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 11 \% \end{aligned}$ |
| Strongly disagree | (1) | $\begin{gathered} 47 \\ 2 \% \end{gathered}$ | $\begin{gathered} 24 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | ${ }_{4}^{13}$ | $\begin{aligned} & 12 \\ & 3 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 1 \% \end{aligned}$ | $\stackrel{25}{4 \% \mathrm{KK}}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 15 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | 30 $3 \%$ |
| NET: Disagree |  | $\begin{gathered} 226 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 12 \% \mathrm{~b} \end{aligned}$ | $\begin{gathered} 102 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 14 \% \mathrm{DgH} \end{aligned}$ | $\begin{gathered} 29 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 15 \% \text { DGH } \end{aligned}$ | $\begin{aligned} & 61 \\ & 17 \% \text { DGH } \end{aligned}$ | $\begin{gathered} 27 \\ 9 \% \end{gathered}$ | $\stackrel{29}{6 \%}$ | $\begin{aligned} & 61 \\ & 10 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 109 \\ & 16 \% \mathrm{~K} \end{aligned}$ | $\stackrel{56}{7 \%}$ | $\stackrel{52}{9 \%}$ | $\begin{aligned} & 64 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 125 \\ 15 \% \end{gathered}$ |
| Don't know or not applicable |  | $\begin{gathered} 219 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 31 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 12 \% e \end{aligned}$ | $\begin{aligned} & 70 \\ & 15 \% \mathrm{cEF} \end{aligned}$ | $\begin{aligned} & 60 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 54 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 14 \% J \end{aligned}$ | $\begin{aligned} & 54 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 72 \\ 8 \% \end{gathered}$ |
| Mean |  | 3.27 | 3.24 | 3.30 | $3.26 f$ | 3.33F | 3.22 | 3.13 | 3.30F | 3.37EF | 3.30 J | 3.17 | 3.34 J | 3.33 N | 3.25 | 3.19 | 3.30 | 3.29q | 3.18 |
| Standard deviation Standard error |  | 0.74 0.02 | 0.76 0.03 | 0.72 0.02 | 0.74 0.05 | 0.70 0.04 | 0.81 0.05 | 0.79 0.04 | 0.72 0.04 | 0.66 0.03 | 0.72 0.03 | 0.80 0.03 | 0.69 0.02 | 0.70 0.03 | 0.74 0.03 | 0.74 0.04 | 0.77 0.04 | 0.76 0.05 | 0.79 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.

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

|  |  |  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Total | Scotland <br> (a) | $\underset{(\mathrm{b})}{\substack{\text { Wales }}}$ | England <br> (d) | $\frac{\substack{\text { North East } \\(\mathrm{e})}}{}$ | orth West (f) | Yorkshire \& Humberside $\qquad$ <br> (g) | $\xrightarrow{\text { West Midlands }}$ | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\underset{\substack{\text { London } \\(\mathrm{k})}}{ }$ | $\begin{gathered} \text { South East } \\ \hline \end{gathered}$ | $\frac{\substack{\text { South West } \\(\mathrm{m})}}{}$ |
| 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 |  | $\begin{gathered} 1596 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 84 \% \mathrm{BEFK} \end{aligned}$ | $\begin{aligned} & 73 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 1374 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 172 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 83 \% \text { BEF } \end{aligned}$ | $\begin{array}{ll}  & 149 \\ \text { FK } & 82 \% \text { bfk } \end{array}$ | $\begin{aligned} & 114 \\ & 77 \% e \end{aligned}$ | $\begin{aligned} & 158 \\ & 81 \% \mathrm{Ef} \end{aligned}$ | $\begin{gathered} 203 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 233 \\ & 82 \% b E F k \end{aligned}$ | $\begin{aligned} & 148 \\ & 81 \% b E f k \end{aligned}$ |
| Strongly agree | (4) | $\begin{aligned} & 767 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 33 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 34 \\ & 33 \% \mathrm{E} \end{aligned}$ | $\begin{gathered} 674 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 34 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 65 \\ & 38 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 63 \\ & 35 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 54 \\ & 36 \% \mathrm{E} \end{aligned}$ | 86 44\%AEfh | $\begin{aligned} & 126 \\ & 46 \% \mathrm{AbEFhl} \end{aligned}$ | $\begin{aligned} & 106 \\ & 37 \% E \end{aligned}$ | $\begin{aligned} & 79 \\ & 43 \% \mathrm{aEf} \end{aligned}$ |
| Somewhat agree | (3) | $\begin{aligned} & 829 \\ & 41 \% \end{aligned}$ | 90 51\%DbFiJKM | $\begin{array}{ll}  & 39 \\ \text { и } & 39 \% k \end{array}$ | $\begin{gathered} 700 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 47 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 91 \\ & 39 \% K \end{aligned}$ | $\begin{aligned} & 78 \\ & 45 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 86 \\ & 47 \% \mathrm{jKm} \end{aligned}$ | $\begin{aligned} & 60 \\ & 40 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 72 \\ & 37 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 77 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 44 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 69 \\ & 38 \% \mathrm{k} \end{aligned}$ |
| Somewhat disagree | (2) | $\begin{gathered} 179 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $15$ 14\%dAGHJLM | $\begin{gathered} 153 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 11 \% \mathrm{hj} \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \mathrm{hj} \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \mathrm{aGHJIM} \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 17 \% \text { AfGHJLM } \end{aligned}$ | $\begin{array}{ll}  & 19 \\ \text { LM } & 7 \% \end{array}$ | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ |
| Strongly disagree | (1) | $\begin{gathered} 47 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 42 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ |
| NET: Disagree |  | $\begin{gathered} 226 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \mathrm{aGHJIm} \end{aligned}$ | $\begin{aligned} & 195 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \mathrm{aGHj} \end{aligned}$ | $\begin{aligned} & 30 \\ & 13 \% G h \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% G h j \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | 53 <br> 19\%AGHJLM | $\begin{aligned} & \text { M } \quad 27 \\ & \hline 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ |
| Don't know or not applicable |  | $\begin{gathered} 219 \\ 11 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 11 \% \end{aligned}$ | 18 <br> 21\%AghljKLM | $\begin{array}{ll}  & 33 \\ 14 \% K \end{array}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ |
| Mean |  | 3.27 | 3.26 E | 3.17 | 3.28 | 2.96 | 3.22 E | 3.35 bE | 3.29 E | 3.24 E | 3.38 bEf | 3.26 E | 3.27 E | 3.35 E |
| Standard deviation Standard error |  | 0.74 0.02 | 0.66 0.05 | 0.77 0.08 | 0.75 0.02 | 0.76 0.09 | 0.77 0.06 | 0.63 0.05 | 0.67 0.05 | 0.73 0.06 | 0.74 0.06 | 0.84 0.06 | 0.73 0.04 | 0.76 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

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

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

Table 122
Gender
Base: All respondents

|  | Gender |  |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male <br> (a) | Female <br> (b) | $18-24$ | $25-34$ | $35-44$ (e) | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $55-64$ | 65+ <br> (h) | $\begin{gathered} \text { 18-34 } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | AB <br> (I) | $\begin{gathered} \mathrm{C} 1 \\ (\mathrm{~m}) \end{gathered}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Private (a) |
| 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 | $996$ | $\begin{aligned} & 996 \\ & 100 \% \mathrm{~B} \end{aligned}$ | - | $\begin{aligned} & 121 \\ & 53 \% D E \end{aligned}$ | $\begin{gathered} 151 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 54 \% \text { DEf } \end{aligned}$ | $\begin{aligned} & 255 \\ & 54 \% \text { DEf } \end{aligned}$ | $\begin{gathered} 272 \\ 47 \% \end{gathered}$ | $\begin{gathered} 307 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 417 \\ & 54 \% \mathrm{IJ} \end{aligned}$ | $\begin{aligned} & 320 \\ & 57 \% \mathrm{MNO} \end{aligned}$ | $\begin{aligned} & 279 \\ & \quad 49 \% 0 \end{aligned}$ | $\begin{aligned} & 199 \\ & 48 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 198 \\ & 40 \% \end{aligned}$ | 141 44\% | $\begin{aligned} & 457 \\ & 53 \% \mathrm{P} \end{aligned}$ |
| Female | $\begin{aligned} & 1045 \\ & 51 \% \end{aligned}$ | - | $\begin{aligned} & 1045 \\ & 100 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 106 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 57 \% \text { CGH } \end{aligned}$ | $\begin{aligned} & \quad 188 \\ & +\quad 58 \% \text { CGH } \end{aligned}$ | $\begin{aligned} & 193 \\ & -\quad 53 \% \mathrm{gh} \end{aligned}$ | $\begin{gathered} 139 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 217 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 308 \\ & 53 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 381 \\ & 55 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 356 \\ 46 \% \end{gathered}$ | $\begin{gathered} 237 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 295 \\ & 51 \% \mathrm{~L} \end{aligned}$ | $\begin{aligned} & 215 \\ & 52 \% \text { L } \end{aligned}$ | $\begin{aligned} & 298 \\ & 60 \% \mathrm{LMN} \end{aligned}$ | $\begin{array}{ll}  & 180 \\ N & 56 \% Q \end{array}$ | $\begin{aligned} & 400 \\ & 47 \% \end{aligned}$ |

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.

Table 123
Gender
Base: All respondents

Unweighted base
Weighted base
Male
Female

|  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Scotland <br> (a) | Wales <br> (b) | NET: England <br> (d) | North East <br> (e) | North West <br> (f) | Yorkshire \& Humberside <br> (a) | West Midlands <br> (h) | East Midlands | Eastern | London | South East | South West (m) |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | $86^{*}$ | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{aligned} & 996 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 50 \% 1 \end{aligned}$ | $\begin{aligned} & 45 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 861 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 58 \% \mathrm{JLM} \end{aligned}$ | $\begin{aligned} & 129 \\ & 55 \% \mathrm{JLM} \end{aligned}$ | 98 <br> 57\%bJLM | 91 50\%\| | $\begin{aligned} & 82 \\ & 55 \% \mathrm{JLM} \end{aligned}$ | $\begin{aligned} & 81 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 50 \% 1 \end{aligned}$ | $\begin{aligned} & 117 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 43 \% \end{aligned}$ |
| $\begin{aligned} & 1045 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 55 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 900 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 45 \% \end{aligned}$ | 114 $58 \% \mathrm{EFGI}$ | $\begin{gathered} 138 \\ 50 \% \end{gathered}$ | 169 $59 \%$ | Ghlk $\begin{gathered}104 \\ 57 \%\end{gathered}$ |

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

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 <br> (b) | $\underset{\text { (c) }}{\text { Sometimes }}$ | $\begin{aligned} & \text { Rarely } \\ & \text { (d) } \end{aligned}$ | Never <br> (e) | Dont know <br> or not applicable (f) | NET: Ever <br> (g) | Most of the time (h) | 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 | $\begin{aligned} & 996 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 104 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 280 \\ & 49 \% \mathrm{AH} \end{aligned}$ | $\begin{gathered} \\ \\ \\ \\ \\ \\ \\ 540 \\ 52 \% A H \end{gathered}$ | $\begin{aligned} & 150 \\ & 54 \% \mathrm{AgH} \end{aligned}$ | $\begin{aligned} & 63 \\ & 51 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 59 \\ & 44 \% \end{aligned}$ | 874 49\%A | $\begin{aligned} & \quad 384 \\ & H \quad 45 \% A \end{aligned}$ | $\begin{aligned} & 213 \\ & 53 \% \mathrm{AH} \end{aligned}$ |
| Female | $\begin{gathered} 1045 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 288 \\ \text { CDEGHI1\% } \end{gathered}$ | $\begin{gathered} 316 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 909 \\ & 51 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 466 \\ & 55 \% B \end{aligned}$ | $\begin{gathered} 189 \\ \text { PDGI } 47 \% \end{gathered}$ |

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


Table 126
Age
Base: All respondents

|  | Total |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Scotland <br> (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | NET: England (d) | $\xlongequal[(\mathrm{e})]{\substack{\text { North East }}} \xrightarrow{\text { No }}$ | $\underset{(f)}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) |  | $\begin{aligned} & \text { East Midlands } \\ & \text { (i) } \end{aligned}$ | $\begin{gathered} \text { Eastern } \\ \text { (i) } \end{gathered}$ | $\underset{\substack{\text { London } \\(\mathrm{k})}}{ }$ | outh East <br> (I) | $\frac{\substack{\text { South West } \\(\mathrm{m})}}{}$ |
| 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 | $\begin{gathered} 227 \\ 11 \% \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 12 \% a \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | ${ }^{21} 9 \%$ | $\begin{aligned} & 23 \\ & 13 \% \mathrm{Ai} \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% A \mathrm{Alj} \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 17 \% \text { AFIJI } \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \mathrm{a} \end{aligned}$ |
| 25-34 | $\begin{aligned} & 353 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 313 \\ 18 \% \end{gathered}$ | 22 <br> 26\%aBFgIJIM | $\begin{array}{ll}  & 34 \\ \text { IM } & 15 \% \end{array}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% b f i J m \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | 74 <br> 27\%ABFGIJLM | $\begin{array}{ll}  & \begin{array}{l} 45 \\ 16 \% \end{array} \end{array}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ |
| 35-44 | $\begin{gathered} 327 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 18 \% \mathrm{jM} \end{aligned}$ | $\begin{aligned} & 21 \\ & 21 \% J M \end{aligned}$ | $\begin{gathered} 273 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | 44 19\%JM | $\begin{aligned} & 27 \\ & 16 \% M \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% M \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% M \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 18 \% \mathrm{jM} \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \mathrm{jM} \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ |
| 45-54 | $\begin{gathered} 361 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 21 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \mathrm{~h} \end{aligned}$ | $\begin{gathered} 305 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | 54 23\%Hkm | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 23 \% \mathrm{Hk} \end{aligned}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% h \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ |
| 55-64 | $\begin{gathered} 302 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 18 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 259 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | 30 $20 \% \mathrm{bK}$ | $\begin{aligned} & 33 \\ & 17 \% \mathrm{~K} \end{aligned}$ | $\stackrel{26}{9 \%}$ | $\begin{aligned} & 47 \\ & 16 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \mathrm{k} \end{aligned}$ |
| $65+$ | $\begin{gathered} 471 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 22 \% k \end{aligned}$ | $\begin{aligned} & 26 \\ & 25 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 407 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% k \end{aligned}$ | $\begin{aligned} & 39 \\ & 23 \% K \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 40 \\ & 27 \% K \end{aligned}$ | $\begin{aligned} & 55 \\ & 28 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 39 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & \text { 23\%K } \end{aligned}$ | 62 <br> 34\%AEFGHKL |
| NET: 18-34 | $\begin{gathered} 580 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 517 \\ & 29 \% \mathrm{a} \end{aligned}$ | 33 $38 \%$ AbFIJIm | $\begin{aligned} & 56 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 29 \% \mathrm{i} \end{aligned}$ | 67 <br> 37\%ABFIJLM | $\begin{array}{ll}  & 29 \\ M & 20 \% \end{array}$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 43 \% A B F G I J L M \end{aligned}$ | $\begin{array}{ll}  & 74 \\ M & 26 \% \end{array}$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ |
| NET: 35-54 | $\begin{gathered} 688 \\ 34 \% \end{gathered}$ | 68 39\%hM | $\begin{aligned} & 41 \\ & 40 \% \mathrm{hM} \end{aligned}$ | $\begin{gathered} 578 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 30 \% \end{aligned}$ | 98 <br> 42\%egHM | $\begin{aligned} & 54 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 34 \% m \end{aligned}$ | 91 33\%m | $\begin{aligned} & 99 \\ & 35 \% \mathrm{M} \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ |
| NET: 55+ | $\begin{gathered} 774 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 40 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 666 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 32 \% \end{aligned}$ | 81 $35 \%$ K | $\begin{aligned} & 67 \\ & 39 \% K \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \mathrm{~K} \end{aligned}$ | $71$ <br> 47\%eFHK | 88 45\%efhK | $\begin{aligned} & 65 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 39 \% \mathrm{~K} \end{aligned}$ | 91 50\%aBEFgHKL |
| Average age | 47.99 | 49.26EHK | 48.34K | 47.84 | 44.50 | 48.34hK | 47.74K | 45.00 | 51.19EHK | 52.04EFGHKI | 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

Table 127
Age
Base: All respondents

|  | health and wellbeing is correct? |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | All the time (a) | Most of the time (b) | $\xrightarrow{\substack{\text { Sometimes } \\ \text { (c) }}}$ | Rarely <br> (d) | $\begin{aligned} & \text { Never } \\ & \text { (e) } \\ & \hline \end{aligned}$ | Don't know or not applicable (f) | NET: Ever <br> (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 | $\begin{gathered} 227 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 12 \% \mathrm{dEl} \end{aligned}$ | $\begin{aligned} & 88 \\ & 13 \% A D E g I \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \mathrm{dEI} \end{aligned}$ | $\begin{aligned} & 202 \\ & 11 \% \text { Del } \end{aligned}$ | $\begin{array}{ll}  & 93 \\ \text { el } & 11 \% \mathrm{ael} \end{array}$ | ${ }^{27}$ |
| 25-34 | $\begin{gathered} 353 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 21 \% \mathrm{DgI} \end{aligned}$ | $\begin{aligned} & 104 \\ & \text { 18\%D } \end{aligned}$ | $\begin{gathered} 104 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 28 \\ & 21 \% \mathrm{Di} \end{aligned}$ | $\begin{aligned} & 301 \\ & 17 \% \mathrm{D} \end{aligned}$ | $\begin{aligned} & 163 \\ & 19 \% \text { DGi } \end{aligned}$ | $\begin{aligned} & 58 \\ & 14 \% d \end{aligned}$ |
| 35-44 | $\begin{gathered} 327 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 20 \% \mathrm{Cg} \end{aligned}$ | $\begin{aligned} & 96 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 288 \\ & 16 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 153 \\ & 18 \% \mathrm{Cg} \end{aligned}$ | $\begin{aligned} & 66 \\ & 17 \% \end{aligned}$ |
| 45-54 | $\begin{gathered} 361 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & \text { 22\%AcGH } \end{aligned}$ | $\begin{aligned} & 27 \\ & \text { 22\%a } \end{aligned}$ | $\begin{aligned} & 28 \\ & 21 \% \mathrm{a} \end{aligned}$ | $\begin{gathered} 306 \\ 17 \% \end{gathered}$ | $\begin{gathered} 136 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & \text { 22\%AbCGH } \end{aligned}$ |
| 55-64 | $\begin{aligned} & 302 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 123 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 14 \% \end{aligned}$ |
| $65+$ | $\begin{gathered} 471 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 24 \% \end{aligned}$ | 77 28\%bfgh | $\begin{aligned} & 29 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 418 \\ & 23 \% h \end{aligned}$ | $\begin{gathered} 182 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 26 \% h \end{aligned}$ |
| NET: 18-34 | $\begin{gathered} 580 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 29 \% \text { DI } \end{aligned}$ | $\begin{aligned} & 175 \\ & 31 \% \mathrm{DI} \end{aligned}$ | $\begin{aligned} & 192 \\ & 29 \% \text { DI } \end{aligned}$ | $\begin{aligned} & 54 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \text { Del } \end{aligned}$ | $\begin{aligned} & 502 \\ & 28 \% \text { I } \end{aligned}$ | $\begin{aligned} & 256 \\ & 30 \% \text { II } \end{aligned}$ | $\begin{aligned} & 85 \\ & 21 \% \end{aligned}$ |
| NET: 35-54 | $\begin{aligned} & 688 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 39 \% \mathrm{CG} \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 595 \\ 33 \% \mathrm{C} \end{gathered}$ | $\begin{gathered} 289 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 39 \% \text { CG } \end{aligned}$ |
| NET: 55+ | $\begin{gathered} 774 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 200 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 267 \\ & 41 \% b F h \end{aligned}$ | $\begin{aligned} & 114 \\ & 41 \% F \end{aligned}$ | $\begin{aligned} & 48 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 38 \% \text { bfh } \end{aligned}$ | $\begin{gathered} 305 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 40 \% f \end{aligned}$ |
| Average age | 47.99 | 47.11 | 47.03 | 48.23f | 50.94ABcFGH | H9.86F | 44.87 | 48.09fH | 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

Table 128
Social Grade
Base: All respondents

Unweighted base
Weighted base
A
B
C1
C2
D
E
NET: AB
NET: ABC1
NET: C2DE
NET: DE

|  | Gender |  | Age |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male <br> (a) | Female (b) |  | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ (\mathrm{f}) \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ |  | $\begin{gathered} 18-34 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \end{gathered}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \\ & \hline \end{aligned}$ | $\begin{aligned} & \mathrm{DE} \\ & \text { (0) } \end{aligned}$ | Public <br> (p) | Private (a) |
| 2041 | 975 | 1066 | 228272 | 286 | 344 | 350 | 561 | 500 | 630 | 911 | 662 | 570 | 348 | 461 | 281 | 773 |
| 2041 | 996 | 1045 | $227 \quad 353$ | 327 | 361 | 302 | 471 | 580 | 688 | 774 | 557 | 574 | 414 | 496 | 320 | 858 |
| $\begin{gathered} 135 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 8 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 56 \\ 5 \% \end{gathered}$ | $\begin{array}{ll} 25 & 24 \\ 11 \% \text { FGG } & 7 \% \end{array}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\stackrel{37}{8 \% F}$ | $\begin{aligned} & 48 \\ & 8 \% \mathrm{~J} \end{aligned}$ | $\begin{gathered} 34 \\ 5 \% \end{gathered}$ | $\begin{gathered} 52 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 24 \% \mathrm{MNO} \end{aligned}$ |  | - | - | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{gathered} 51 \\ 6 \% \end{gathered}$ |
| $\begin{gathered} 422 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 241 \\ & 24 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 181 \\ 17 \% \end{gathered}$ | $\begin{array}{ll} 53 & 65 \\ 23 \% \text { EF } & 18 \% \end{array}$ | $\begin{aligned} & 49 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 29 \% \text { DEFG } \end{aligned}$ | $\begin{aligned} & \quad 118 \\ & =G \quad 20 \% j \end{aligned}$ | $\begin{aligned} & 106 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 26 \% \mathrm{JJ} \end{aligned}$ | $\begin{aligned} & 422 \\ & 76 \% \mathrm{MNO} \end{aligned}$ |  | - | $\div$ | $\begin{aligned} & 75 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 19 \% \end{aligned}$ |
| $\begin{gathered} 574 \\ 28 \% \end{gathered}$ | $\begin{gathered} 279 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 295 \\ & 28 \% \end{aligned}$ | $\begin{array}{ll} 72 & 112 \\ 32 \% & 32 \% \end{array}$ | $\begin{aligned} & 88 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 32 \% \mathrm{jk} \end{aligned}$ | $\begin{gathered} 181 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 27 \% \end{aligned}$ | - | 574 <br> 100\%LNO |  | - | $\begin{aligned} & 120 \\ & 38 \% q \end{aligned}$ | $\begin{gathered} 261 \\ 30 \% \end{gathered}$ |
| $\begin{gathered} 414 \\ 20 \% \end{gathered}$ | $\begin{gathered} 199 \\ 20 \% \end{gathered}$ | $\begin{gathered} 215 \\ 21 \% \end{gathered}$ | $\begin{array}{ll} 49 & 83 \\ 22 \% \mathrm{H} & 24 \% \mathrm{H} \end{array}$ | $\begin{aligned} & 71 \\ & 22 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 90 \\ & 25 \% \mathrm{gH} \end{aligned}$ | $\begin{aligned} & 57 \\ & 19 \% \text { h } \end{aligned}$ | $\begin{aligned} & 65 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 23 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 161 \\ & 23 \% K \end{aligned}$ | $\begin{aligned} & 122 \\ & 16 \% \end{aligned}$ | - | - | $\begin{aligned} & 414 \\ & 100 \% \text { LMO } \end{aligned}$ | - | $\begin{aligned} & 61 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 25 \% p \end{aligned}$ |
| $\begin{gathered} 269 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 16 \% \mathrm{~A} \end{aligned}$ | $\begin{array}{ll} 19 & 52 \\ 8 \% & 15 \% \mathrm{cH} \end{array}$ | $\begin{aligned} & 66 \\ & 20 \% \mathrm{CH} \end{aligned}$ | $\begin{aligned} & 62 \\ & 17 \% \text { CH } \end{aligned}$ | $\begin{aligned} & 46 \\ & 15 \% \mathrm{CH} \end{aligned}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 12 \% k \end{aligned}$ | $\begin{aligned} & 128 \\ & 19 \% \mathrm{IK} \end{aligned}$ | $\begin{gathered} 70 \\ 9 \% \end{gathered}$ | $\div$ | - |  | $\begin{aligned} & 269 \\ & 54 \% \mathrm{LMN} \end{aligned}$ | $\begin{aligned} & 37 \\ & \mathrm{~V} \\ & \hline 12 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 19 \% \mathrm{P} \end{aligned}$ |
| $\begin{aligned} & 227 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 91 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 13 \% A \end{aligned}$ | $\begin{array}{lc} 8 & 17 \\ 4 \% & 5 \% \end{array}$ | $\begin{aligned} & 34 \\ & 10 \% C D \end{aligned}$ | $\begin{aligned} & 45 \\ & 12 \% C D \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% C D \end{aligned}$ | $\begin{aligned} & 79 \\ & 17 \% \text { CDE } \end{aligned}$ | $\begin{gathered} 26 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 11 \% 1 \end{aligned}$ | $\begin{aligned} & 122 \\ & 16 \% \mathrm{IJ} \end{aligned}$ | $\div$ | - | - | $\begin{aligned} & 227 \\ & 46 \% \text { LMN } \end{aligned}$ | * | 3 |
| $\begin{aligned} & 557 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 320 \\ 32 \% \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 237 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 34 \% \text { DEFG } \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 37 \% \text { DEFG } \end{aligned}$ | $\begin{gathered} \quad 166 \\ =G \quad 29 \% J \end{gathered}$ | $\begin{gathered} 140 \\ 20 \% \end{gathered}$ | $\begin{gathered} 251 \\ 32 \% J \end{gathered}$ | $\begin{aligned} & 557 \\ & 100 \% \mathrm{MNO} \end{aligned}$ | - |  |  | $\begin{aligned} & 100 \\ & 31 \% q \end{aligned}$ | $\begin{gathered} 214 \\ 25 \% \end{gathered}$ |
| $\begin{gathered} 1131 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 599 \\ & 60 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 532 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & \left.66 \% \mathrm{dEFG} \quad \begin{array}{c} 201 \\ 57 \% \mathrm{eF} \end{array}\right) \end{aligned}$ | $\begin{aligned} & 156 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 303 \\ & 64 \% \mathrm{dEFG} \end{aligned}$ | $G^{351} \quad \begin{aligned} & 61 \% J \end{aligned}$ | $\begin{gathered} 320 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 460 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 557 \\ & 100 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 574 \\ & 100 \% \mathrm{NO} \end{aligned}$ | - | - | $\begin{aligned} & 220 \\ & 69 \% Q \end{aligned}$ | $\begin{gathered} 475 \\ 55 \% \end{gathered}$ |
| $\begin{aligned} & 910 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 397 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 513 \\ & 49 \% \mathrm{~A} \end{aligned}$ | $\begin{array}{ll} 76 & 152 \\ 34 \% & 43 \% c h \end{array}$ | $\begin{aligned} & 171 \\ & 52 \% \mathrm{CdH} \end{aligned}$ | $\begin{aligned} & 197 \\ & +\quad 54 \% \mathrm{CDH} \end{aligned}$ | $\begin{aligned} & \quad{ }^{145} \\ & H 8 \% C H \end{aligned}$ | $\begin{gathered} 168 \\ 36 \% \end{gathered}$ | $\begin{gathered} 229 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 368 \\ & 53 \% 1 \mathrm{~K} \end{aligned}$ | $\begin{gathered} 314 \\ 41 \% \end{gathered}$ | - | - | 414 <br> 100\%LM | $\begin{aligned} & 496 \\ & 100 \% \text { LM } \end{aligned}$ | $\begin{gathered} 100 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 383 \\ & 45 \% \mathrm{P} \end{aligned}$ |
| $\begin{aligned} & 496 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 298 \\ & \text { 29\%A } \end{aligned}$ | $\begin{array}{ll} 27 & 69 \\ 12 \% & 20 \% \mathrm{C} \end{array}$ | $\begin{aligned} & 100 \\ & 31 \% \mathrm{CDH} \end{aligned}$ | $\begin{aligned} & \quad 107 \\ & 30 \% C D H \end{aligned}$ | $\begin{array}{ll}  & 88 \\ H & 29 \% C D H \end{array}$ | $\begin{aligned} & 104 \\ & 22 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 97 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 30 \% 1 \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 192 \\ & 25 \% 1 \end{aligned}$ | - | - | - | $\begin{aligned} & 496 \\ & 100 \% \text { LMN } \end{aligned}$ | $\begin{aligned} & 39 \\ & \mathrm{~V} \\ & \hline 12 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 20 \% \mathrm{P} \end{aligned}$ |

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.

Table 129
Social Grade
Base: All respondents

Unweighted base
Weighted base
A

B

C1
C2
D
E
NET: AB
NET: ABC1
NET: C2DE
NET: DE

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland (a) | $\begin{gathered} \text { Wales } \\ \text { (b) } \\ \hline \end{gathered}$ | $\xrightarrow{\text { NET: England }}$ (d) | $\underset{\text { (e) }}{\substack{\text { North East }}}$ | $\underset{(\mathrm{f})}{\substack{\text { North West }}}$ | Yorkshire \& Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (i) | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(I)}{\substack{\text { South East }}}$ | $\begin{gathered} \text { South West } \\ (\mathrm{m}) \end{gathered}$ |
| 2041 | 175 | 100 | 1766 | 87 | 229 | 182 | 180 | 152 | 199 | 201 | 325 | 211 |
| 2041 | 178 | 102* | 1761 | $86^{*}$ | 235 | 171 | 182 | 149 | 196 | 276 | 286 | 182 |
| $\begin{gathered} 135 \\ 7 \% \end{gathered}$ | $\begin{gathered} 12 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 119 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\stackrel{26}{9 \% H}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\stackrel{11}{6 \%}$ |
| $\begin{gathered} 422 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 21 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 23 \\ & 23 \% \mathrm{E} \end{aligned}$ | $\begin{gathered} 361 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 18 \% e \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% e \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \mathrm{Ei} \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 71 \\ & 26 \% \text { EI } \end{aligned}$ | $\begin{aligned} & 62 \\ & \text { 22\%E } \end{aligned}$ | $\begin{aligned} & 39 \\ & 22 \% \mathrm{E} \end{aligned}$ |
| $\begin{gathered} 574 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 32 \% h i \end{aligned}$ | $\begin{gathered} 499 \\ 28 \% \end{gathered}$ | 31 <br> $36 \% \mathrm{aHI}$ | $\begin{aligned} & 59 \\ & 25 \% \end{aligned}$ | 51 $30 \%$ hi | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | 96 35\%AfHIj | $\begin{aligned} & 90 \\ & 31 \% \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 55 \\ & 30 \% h i \end{aligned}$ |
| $\begin{gathered} 414 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 369 \\ & 21 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 22 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% a B k M \end{aligned}$ | 45 30\%ABeGJKIM | $\begin{aligned} & \text { IM } 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ |
| $\begin{gathered} 269 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 14 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 232 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 16 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% K L \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \mathrm{KL} \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \mathrm{k} \end{aligned}$ | $\stackrel{17}{6 \%}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \mathrm{~K} \end{aligned}$ |
| $\begin{gathered} 227 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \text { DgIKL } \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \mathrm{KI} \end{aligned}$ | $\begin{gathered} 181 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 14 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 15 \% \mathrm{KI} \end{aligned}$ | $\stackrel{17}{6 \%}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 12 \% \mathrm{~K} \end{aligned}$ |
| $\begin{gathered} 557 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 28 \% e \end{aligned}$ | $\begin{aligned} & 27 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 480 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 29 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 97 \\ & 35 \% \text { EFG } \end{aligned}$ | $\begin{aligned} & 81 \\ & 28 \% \mathrm{e} \end{aligned}$ | $\begin{aligned} & 51 \\ & 28 \% \mathrm{e} \end{aligned}$ |
| $\begin{gathered} 1131 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 52 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 60 \\ & 58 \% 1 \end{aligned}$ | $\begin{aligned} & 979 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 54 \% \mathrm{i} \end{aligned}$ | $\begin{aligned} & 86 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 55 \% \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 70 \% \mathrm{AbEF} \end{aligned}$ | $\begin{gathered} 170 \\ \text { GGHIJLMi0\%FHI } \end{gathered}$ | $\begin{aligned} & 105 \\ & 58 \% \mathrm{hl} \end{aligned}$ |
| $\begin{aligned} & 910 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 48 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 42 \\ & 42 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 782 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 47 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 118 \\ & 50 \% \mathrm{KL} \end{aligned}$ | $\begin{aligned} & 80 \\ & 46 \% \mathrm{~K} \end{aligned}$ | 96 53\%KLm | 85 57\%BgJKLM | $\begin{aligned} & 89 \\ & 45 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 82 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 40 \% \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 76 \\ & 42 \% \mathrm{~K} \end{aligned}$ |
| $\begin{gathered} 496 \\ 24 \% \end{gathered}$ | 54 $31 \% d K L$ | $\begin{aligned} & 29 \\ & 28 \% \mathrm{KI} \end{aligned}$ | $\begin{gathered} 412 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 30 \% \mathrm{KI} \end{aligned}$ | 66 $28 \%$ KL | $\begin{aligned} & 46 \\ & 27 \% \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 40 \\ & 27 \% \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 51 \\ & 26 \% \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% k \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% \mathrm{KI} \end{aligned}$ |

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

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 <br> (c) | $\underset{\text { Rarely }}{\text { (d) }}$ | Never (e) | $\begin{aligned} & \text { Dourt know } \\ & \text { or not } \\ & \text { applicable NET } \end{aligned}$ | NET: Ever (g) $\qquad$ | NET: All Most of the time (h) | NET: Rarely/ Never $\qquad$ |
| 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 | $\begin{gathered} 135 \\ 7 \% \end{gathered}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{gathered} 38 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 123 \\ 7 \% \end{gathered}$ | ${ }^{59}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ |
| B | $\begin{gathered} 422 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 24 \% \mathrm{dEFI} \end{aligned}$ | $\begin{array}{ll}  & 144 \\ 22 \% \mathrm{efl} \end{array}$ | $\begin{aligned} & 47 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | 386 22\%defl | 194 23\%deFI | $\begin{aligned} & 65 \\ & 16 \% \end{aligned}$ |
| C1 | $\begin{gathered} 574 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 30 \% f \end{aligned}$ | $\begin{gathered} 177 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 32 \% F \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 514 \\ 29 \% \end{gathered}$ | $\begin{gathered} 248 \\ 29 \% \end{gathered}$ | $\begin{gathered} 120 \\ 30 \% \end{gathered}$ |
| C2 | $\begin{gathered} 414 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 21 \% \text { ah } \end{aligned}$ | 71 <br> 25\%ABGH | $\begin{aligned} & 26 \\ & +\quad 21 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \mathrm{ABgH} \end{aligned}$ | $\begin{aligned} & \quad 352 \\ & H \quad 20 \% a H \end{aligned}$ | $\begin{aligned} & 143 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 24 \% A B G H \end{aligned}$ |
| D | $\begin{gathered} 269 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ |  | $\begin{gathered} 19 \\ 3 C D f G H \\| 4 \% \end{gathered}$ | $\begin{gathered} 219 \\ 12 \% \end{gathered}$ | $\begin{gathered} 113 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 16 \% \mathrm{cDG} \end{aligned}$ |
| E | $\begin{aligned} & 227 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \text { BDGhI } \end{aligned}$ | $\begin{gathered} 190 \\ \text { inl } \quad 11 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 35 \\ 9 \% \end{gathered}$ |
| NET: AB | $\begin{gathered} 557 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 29 \% \mathrm{Efl} \end{aligned}$ | ${ }_{30 \% \mathrm{dEFI}}^{172}$ | $\begin{aligned} & \left.\mathrm{FFI} \quad \begin{array}{l} 192 \\ 29 \% \mathrm{dEfI} \end{array}\right) \end{aligned}$ | $\begin{aligned} & 64 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 508 \\ & 28 \% \text { DEfl } \end{aligned}$ | fl $\quad \begin{aligned} & 253 \\ & 30 \% \mathrm{dEFI}\end{aligned}$ | $\begin{aligned} & 86 \\ & 21 \% \end{aligned}$ |
| NET: ABC1 | $\begin{gathered} 1131 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 57 \% \text { EF } \end{aligned}$ | 341 <br> 60\%EFI | $\begin{aligned} & \quad 368 \\ & =1 \quad 56 \% \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 153 \\ & 55 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 53 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 1022 \\ & 57 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 501 \\ & 59 \% \text { EFI } \end{aligned}$ | $\begin{aligned} & 206 \\ & 51 \% \mathrm{Ef} \end{aligned}$ |
| NET: C2DE | $\begin{aligned} & 910 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 121 \\ 43 \% \end{gathered}$ | $\begin{gathered} 227 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 288 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 57 \% A E \end{aligned}$ | $\begin{gathered} 78 \\ 3 \text { CDGHI59\%ABCDG } \end{gathered}$ | $\begin{gathered} 761 \\ \text { DGHil3\% } \end{gathered}$ | $\begin{gathered} 349 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 49 \% \text { BDGH } \end{aligned}$ |
| NET: DE | $\begin{gathered} 496 \\ 24 \% \end{gathered}$ | $\begin{aligned} & { }_{27}^{77} \% \mathrm{Dg} \end{aligned}$ | $\begin{gathered} 129 \\ 23 \% \end{gathered}$ | $\begin{gathered} 150 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 36 \% \mathrm{BC} \end{aligned}$ | $\begin{gathered} \text { CDGHI } \\ 31 \% \mathrm{bcDg} \end{gathered}$ | $\begin{gathered} 409 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 25 \% \mathrm{D} \end{aligned}$ |

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

Table 131
GO Region
Base: All respondents

|  | Gender |  |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{aligned} & 65+ \\ & \text { (h) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { 18-34 } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \\ \hline \end{gathered}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{aligned} & \mathrm{C} 2 \\ & (\mathrm{n}) \end{aligned}$ | $\begin{aligned} & \text { DE } \\ & (0) \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Public } \\ (\mathrm{p}) \end{gathered}$ | $\begin{gathered} \text { Pri- } \\ \text { vate } \\ \text { (q) } \\ \hline \end{gathered}$ |
| 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 | $\begin{gathered} 178 \\ 9 \% \end{gathered}$ | ${ }^{89} 9 \%$ | $\begin{gathered} 88 \\ 8 \% \end{gathered}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{gathered} 27 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 10 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 37 \\ & 10 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 32 \\ & 11 \% \mathrm{C} \end{aligned}$ | $\begin{gathered} 38 \\ 8 \% \end{gathered}$ | ${ }^{39}$ | $\begin{aligned} & 68 \\ & 10 \% i \end{aligned}$ | $\begin{gathered} 70 \\ 9 \% \end{gathered}$ | $\begin{gathered} 50 \\ 9 \% \end{gathered}$ | $\begin{gathered} 42 \\ 7 \% \end{gathered}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 11 \% \mathrm{~m} \end{aligned}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 7 \% \end{aligned}$ |
| North East | $\begin{gathered} 86 \\ 4 \% \end{gathered}$ | $\begin{gathered} 50 \\ 5 \% \end{gathered}$ | $\begin{gathered} 36 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | ${ }^{11}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 33 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 4 \% \end{aligned}$ | ${ }_{28}^{28}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 31 \\ 5 \% \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 25 \\ 5 \% 1 \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\stackrel{39}{5 \%}$ |
| North West | $\begin{gathered} 235 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 13 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 106 \\ & 10 \% \end{aligned}$ | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 15 \% \mathrm{cdh} \end{aligned}$ | $\begin{aligned} & 31 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 14 \% \mathrm{k} \end{aligned}$ | $\begin{aligned} & 81 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 113 \\ 13 \% \end{gathered}$ |
| Yorkshire \& Humberside | $\begin{gathered} 171 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 10 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 74 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\stackrel{27}{8 \%}$ | $\stackrel{27}{8 \%}$ | ${ }^{27} 7 \%$ | $\stackrel{28}{9 \%}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | ${ }_{9 \%}^{50}$ | ${ }^{54} 8$ | $\begin{aligned} & 67 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 41 \\ 7 \% \end{gathered}$ | $\begin{gathered} 51 \\ 9 \% \end{gathered}$ | $\begin{gathered} 33 \\ 8 \% \end{gathered}$ | $\stackrel{46}{9 \%}$ | $\stackrel{29}{9 \%}$ | $\begin{gathered} 76 \\ 9 \% \end{gathered}$ |
| West Midlands | $\begin{gathered} 182 \\ 9 \% \end{gathered}$ | $\begin{gathered} 91 \\ 9 \% \end{gathered}$ | $\begin{gathered} 91 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 12 \% F \end{aligned}$ | $\begin{aligned} & 40 \\ & 11 \% F \end{aligned}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 12 \% \mathrm{Jk} \end{aligned}$ | ${ }^{51}$ | $\begin{gathered} 64 \\ 8 \% \end{gathered}$ | $\stackrel{49}{9 \%}$ | $\begin{gathered} 37 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 12 \% \mathrm{M} \end{aligned}$ | $\begin{aligned} & 48 \\ & 10 \% \mathrm{~m} \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 74 \\ 9 \% \end{gathered}$ |
| East Midlands | $\begin{gathered} 149 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 67 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | ${ }^{25}$ | $\begin{aligned} & 30 \\ & 10 \% \mathrm{Cd} \end{aligned}$ | $\begin{aligned} & 40 \\ & 9 \% \mathrm{c} \end{aligned}$ | $\stackrel{29}{5 \%}$ | $\stackrel{49}{7 \%}$ | $\begin{gathered} 71 \\ 9 \% 1 \end{gathered}$ | $\begin{gathered} 33 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 11 \% L M \end{aligned}$ | $\begin{gathered} 40 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | 66 $8 \%$ |
| Wales | $\begin{gathered} 102 \\ 5 \% \end{gathered}$ | $\begin{gathered} 45 \\ 5 \% \end{gathered}$ | $\begin{gathered} 57 \\ 5 \% \end{gathered}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | ${ }_{21}^{7 \%}$ | $\stackrel{20}{5 \%}$ | ${ }^{11}$ | $\stackrel{26}{6 \%}$ | $\begin{gathered} 24 \\ 4 \% \end{gathered}$ | $\begin{gathered} 41 \\ 6 \% \end{gathered}$ | $\begin{gathered} 37 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \end{gathered}$ | $\stackrel{29}{6 \%}$ | $\begin{gathered} 22 \\ 7 \% \end{gathered}$ | 35 $4 \%$ |
| Eastern | $\begin{aligned} & 196 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 81 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 11 \% a \end{aligned}$ | $\stackrel{17}{7 \%}$ | ${ }^{25}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 12 \% \mathrm{cdE} \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% e \end{aligned}$ | $\begin{aligned} & 55 \\ & 12 \% \mathrm{dE} \end{aligned}$ | $\begin{gathered} 42 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 11 \% 1 \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 51 \\ 9 \% \end{gathered}$ | $\begin{gathered} 38 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 9 \% \end{aligned}$ |
| London | $\begin{gathered} 276 \\ 14 \% \end{gathered}$ | $\begin{gathered} 137 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 13 \% \end{aligned}$ | 46 20\%FGH | $\begin{aligned} & 74 \\ & 21 \% \text { FGH } \end{aligned}$ | $\begin{array}{ll}  & 49 \\ \text { H } \quad 15 \% G H \end{array}$ | $\begin{aligned} & 41 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 39 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 21 \% \mathrm{JK} \end{aligned}$ | $\begin{aligned} & 91 \\ & 13 \% \mathrm{~K} \end{aligned}$ | $\begin{gathered} 65 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 17 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 96 \\ & 17 \% n 0 \end{aligned}$ | $\begin{aligned} & 49 \\ & 12 \% 0 \end{aligned}$ | $\begin{gathered} 34 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 18 \% \\ & \end{aligned}$ | $\begin{aligned} & 142 \\ & 17 \% \end{aligned}$ |
| South East | $\begin{gathered} 286 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 16 \% \mathrm{~A} \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 112 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 16 \% 0 \end{aligned}$ | $\begin{aligned} & 61 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 119 \\ 14 \% \end{gathered}$ |
| South West | $\begin{gathered} 182 \\ 9 \% \end{gathered}$ | $\begin{gathered} 77 \\ 8 \% \end{gathered}$ | $\begin{gathered} 104 \\ 10 \% \end{gathered}$ | $\stackrel{21}{9 \% e}$ | $\begin{gathered} 25 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 29 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \mathrm{E} \end{aligned}$ | $\begin{aligned} & 62 \\ & 13 \% \text { DEF } \end{aligned}$ | $\begin{gathered} 47 \\ 8 \% \end{gathered}$ | $\begin{gathered} 44 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & \text { 12\%iJ } \end{aligned}$ | $\begin{aligned} & 51 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 28 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 28 \\ 9 \% \end{gathered}$ | ${ }^{57} 7$ |

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.

Table 132
GO Region
Base: All respondents


100

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

Table 133
GO Region
Base: All respondents


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

Table 164
Do you work in any of the following occupations?
Base: All respondents who work

|  | Gender |  |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { Male } \\ \text { (a) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (b) } \\ \hline \end{gathered}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | $\begin{array}{r} 65+ \\ (\mathrm{h}) \\ \hline \end{array}$ | $\begin{gathered} 18-34 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{i}) \\ \hline \end{gathered}$ | $\begin{array}{r} 55+ \\ (\mathrm{k}) \\ \hline \end{array}$ | $\begin{array}{r} \text { AB } \\ (1) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 2 \\ (\mathrm{n}) \\ \hline \end{array}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | Public <br> (p) | $\begin{aligned} & \text { Pri- } \\ & \text { vate } \\ & \text { (a) } \end{aligned}$ |
| 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 | $\begin{gathered} 320 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 31 \% A \end{aligned}$ | $\begin{aligned} & 33 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 7 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 29 \% \mathrm{k} \end{aligned}$ | $\begin{gathered} 150 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 22 \% \\ & \end{aligned}$ | $\begin{aligned} & 100 \\ & 32 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 120 \\ & 32 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 61 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 320 \\ & 100 \% Q \end{aligned}$ | - |
| A nationalised industry/state corporation | $\begin{aligned} & 16 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \mathrm{dG} \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 5 \\ & 2 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & { }_{2 \% \mathrm{~g}}^{6} \end{aligned}$ | - |  | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\stackrel{11}{2 \% k}$ |  | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\stackrel{1}{*}$ | $\stackrel{12}{4 \% \mathrm{IMO}}$ | - | $\begin{aligned} & 16 \\ & 5 \% Q \end{aligned}$ | $\div$ |
| Central government or civil service (including Courts service and Bank of England) | $\begin{gathered} 34 \\ 3 \% \end{gathered}$ | $\begin{gathered} 17 \\ 3 \% \end{gathered}$ | $\begin{gathered} 18 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $1 \%$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | ${ }^{15}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \mathrm{mNO} \end{aligned}$ | $\begin{gathered} 10 \\ 3 \% 0 \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \\ & \hline \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 34 \\ & 11 \% Q \end{aligned}$ | $\div$ |
| Local government or council (including fire services, police and local authority controlled schools/colleges) | $\begin{aligned} & 113 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 56 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 33 \\ & 12 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 35 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \mathrm{NO} \end{aligned}$ | $\begin{aligned} & 56 \\ & 15 \% \mathrm{NO} \end{aligned}$ | ${ }^{11}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 35 \% Q \end{aligned}$ |  |
| A university, or other grant funded establishment (include opted-out schools) | $\begin{aligned} & 42 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 26 \\ 4 \% \end{gathered}$ | $\stackrel{16}{16}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 3 \\ & 7 \% \mathrm{C} \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \end{gathered}$ | ${ }_{4 \%}^{20}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \mathrm{O} \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 13 \% \mathrm{Q} \end{aligned}$ | - |
| A health authority or NHS Trust | $\begin{gathered} 80 \\ 7 \% \end{gathered}$ | $\begin{gathered} 21 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 10 \% A \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 31 \\ & 10 \% \mathrm{fG} \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 10 \% \mathrm{jK} \end{aligned}$ | $\begin{aligned} & 32 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\stackrel{29}{8 \% \mathrm{~L}}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% L m N \end{aligned}$ | $\begin{array}{ll}  & 80 \\ N & 25 \% Q \end{array}$ | - |
| The armed forces | ${ }_{*}^{*}$ | * | - | - | ${ }_{*}$ | * | - | - | - | ${ }_{*}$ | * | - | - | ${ }_{*}$ | - |  | * | - |
| Other public sector occupation (Please specify as much | $\begin{aligned} & 33 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 13 \\ 2 \% \end{gathered}$ | $\begin{gathered} 20 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 18 \\ 4 \% \end{gathered}$ | $\begin{gathered} 11 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% M \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \mathrm{Q} \end{aligned}$ | - |

Table 164
Do you work in any of the following occupations?
Base: All respondents who work

Weighted base
NET: Private Sector
A charity, voluntary organisation or trus

Self-employed
(Private sector)
None of the above/ work in the Private sector

|  | Gender |  | Age |  |  |  |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male <br> (a) | $\begin{aligned} & \text { Female } \\ & \text { (b) } \end{aligned}$ | $\begin{gathered} 18-24 \\ \text { (c) } \\ \hline \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (d) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-44 \\ (\mathrm{e}) \\ \hline \end{gathered}$ | $\begin{gathered} 45-54 \\ \text { (f) } \\ \hline \end{gathered}$ | $\begin{gathered} 55-64 \\ (\mathrm{~g}) \\ \hline \end{gathered}$ | 65+ <br> (h) | $\begin{gathered} 18-34 \\ (\text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (i) } \\ \hline \end{gathered}$ | $\begin{gathered} 55+ \\ (\mathrm{k}) \end{gathered}$ | $\underset{(I)}{\mathrm{AB}}$ | $\begin{array}{r} \mathrm{C} 1 \\ (\mathrm{~m}) \\ \hline \end{array}$ | $\begin{array}{r} \mathrm{C} 2 \\ (\mathrm{n}) \\ \hline \end{array}$ | $\begin{aligned} & \text { DE } \\ & \text { (0) } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { Public } \\ & \text { (p) } \end{aligned}$ | Private <br> (a) |
| 1178 | 598 | 580 | $128{ }^{*}$ | 303 | 255 | 279 | 173 | 40* | 431 | 533 | 213 | 314 | 381 | 276 | 206 | 320 | 858 |
| $\begin{gathered} 858 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 457 \\ & 76 \% \mathrm{~B} \end{aligned}$ | $\begin{gathered} 400 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 182 \\ 72 \% \end{gathered}$ | $\begin{gathered} 201 \\ 72 \% \end{gathered}$ | $\begin{gathered} 134 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 307 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 384 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 78 \% \text { i } \end{aligned}$ | $\begin{gathered} 214 \\ 68 \% \end{gathered}$ | $\begin{gathered} 261 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & \quad 78 \% \text { LM } \end{aligned}$ | $\begin{aligned} & 168 \\ & 81 \% \text { LM } \end{aligned}$ | - | $\begin{aligned} & 858 \\ & 100 \% \mathrm{P} \end{aligned}$ |
| $\begin{aligned} & 58 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 20 \\ 3 \% \end{gathered}$ | ${ }_{7 \% A}^{38}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% E F \end{aligned}$ | $\begin{gathered} 5 \\ 11 \% \mathrm{EF} \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 9 \% J \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | - | $\begin{aligned} & 58 \\ & 7 \% P \end{aligned}$ |
| $\begin{gathered} 159 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\stackrel{27}{9 \%}$ | $\begin{gathered} 21 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 21 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \text { CDE } \end{aligned}$ | $\begin{aligned} & 14 \\ & 35 \% C D \end{aligned}$ | $\begin{gathered} 35 \\ \text { EFG } 8 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 15 \% 1 \end{aligned}$ | $\begin{aligned} & 46 \\ & 22 \% \text { J } \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | - | $\begin{aligned} & 159 \\ & 19 \% \mathrm{P} \end{aligned}$ |
| $\begin{aligned} & 641 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 352 \\ & 59 \% B \end{aligned}$ | $\begin{gathered} 288 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 64 \% \mathrm{FgH} \end{aligned}$ | $\begin{aligned} & 167 \\ & 55 \% H \end{aligned}$ | $\begin{aligned} & 154 \\ & 60 \% \mathrm{FgH} \end{aligned}$ | $\begin{aligned} & 135 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 51 \% h \end{aligned}$ | $\begin{aligned} & 14 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 249 \\ 58 \% \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 290 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 102 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 59 \% \mathrm{M} \end{aligned}$ | $\begin{aligned} & 127 \\ & 62 \% \mathrm{IM} \end{aligned}$ | - | $\begin{aligned} & 641 \\ & \quad 75 \% \mathrm{P} \end{aligned}$ |

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

Table 165
Do you work in any of the following occupations?
Base: All respondents who work

Unweighted base
Weighted base
NET: Public Sector

A nationalised
industry/stat
Central government o
civil service
(including Courts
service and Bank of
England)
Local government or council (including fire services, police and local authority schools/colleges)
A university, or other grant funded establishment
(include opted schools)
A health authority or NHS Trust
The armed forces

Other public sector occupation (Please specify as much detail as possible)

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

Table 165
Do you work in any of the following occupations?
Base: All respondents who work

Weighted base
NET: Private Sector

A charity, voluntary organisation or trust

Self-employed
(Private sector)
None of the above/ I
work in the Private
sector

| Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland <br> (a) | Wales <br> (b) | $\begin{aligned} & \text { NET: England } \\ & \text { (d) } \end{aligned}$ | North East <br> (e) | North West (f) | Yorkshire \& Humberside (g) | West Midlands (h) | $\underset{\text { (i) }}{\text { East Midlands }}$ | $\begin{gathered} \text { Eastern } \\ (\mathrm{i}) \end{gathered}$ | $\begin{gathered} \text { London } \\ (\mathrm{k}) \end{gathered}$ | $\underset{(I)}{\substack{\text { South East }}}$ | $\frac{\substack{\text { South West } \\(\mathrm{m})}}{}$ |
| 1178 | 94* | $57^{*}$ | 1027 | $52^{*}$ | 144* | $105^{*}$ | 94* | 84* | 99* | 198 | 165 | 85* |
| $\begin{gathered} 858 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 759 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 78 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 76 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 78 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 66 \\ & 78 \% \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 73 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 142 \\ 72 \% \end{gathered}$ | $\begin{gathered} 119 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 67 \% \end{aligned}$ |
| $\begin{gathered} 58 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% h \end{aligned}$ | $\begin{aligned} & 4 \\ & 8 \% \mathrm{fH} \end{aligned}$ | $\begin{gathered} 50 \\ 5 \% \end{gathered}$ | 4 8\%fH | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \mathrm{H} \end{aligned}$ |  | $\begin{aligned} & 4 \\ & 5 \% h \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% F H \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% h \end{aligned}$ | $\begin{aligned} & 9 \\ & 6 \% \mathrm{H} \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \mathrm{H} \end{aligned}$ |
| $\begin{gathered} 159 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{gathered} 142 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 20 \% \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 20 \% \mathrm{Gk} \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ |
| $\begin{aligned} & 641 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 567 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 63 \% \text { BLM } \end{aligned}$ | $\begin{aligned} & 61 \\ & 58 \% \end{aligned}$ | 61 64\%BLM | 53 63\%bLm | $\begin{aligned} & 50 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 110 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 47 \% \end{aligned}$ |

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

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) | $\begin{aligned} & \text { Most of the } \\ & \text { time } \\ & \text { (b) } \\ & \hline \end{aligned}$ | $\begin{gathered} \substack{\text { Sometimes } \\ \text { (c) }} \end{gathered}$ | Rarely <br> (d) | Never <br> (e) | Don't know or not applicable NE (f) | NET: Ever <br> (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 | $\begin{gathered} 320 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 283 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 23 \% \end{aligned}$ |
| A nationalised industry/state corporation | $\begin{aligned} & 16 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% C \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | * | $\begin{aligned} & 4 \\ & 2 \% \mathrm{c} \end{aligned}$ |  |  | $\begin{aligned} & 16 \\ & 2 \% \mathrm{C} \end{aligned}$ | $\begin{aligned} & 11 \\ & 2 \% \mathrm{c} \end{aligned}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ |
| Central government or civil service (including Courts service and Bank of England) | $\begin{gathered} 34 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \mathrm{bGH} \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 3 \% \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ |
| Local government or council (including fire services, police and local authority controlled schools/colleges) | $\begin{gathered} 113 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 35 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% \end{aligned}$ | $\stackrel{21}{9 \%}$ |
| A university, or other grant funded establishment (include opted-out schools) | $\begin{aligned} & 42 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \text { aei } \end{aligned}$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ |  | $\begin{aligned} & 6 \\ & 8 \% A c E g I \end{aligned}$ | $\begin{gathered} \quad 36 \\ \text { Egl } \quad 4 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \mathrm{a} \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ |
| A health authority or NHS Trust | $\begin{gathered} 80 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 8 \% d \end{aligned}$ | ${ }_{9 \% \mathrm{D}}^{28}$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \mathrm{cDI} \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | ${ }_{6 \% \mathrm{~d}}^{66}$ | $\begin{aligned} & 41 \\ & 8 \% \mathrm{Dg} \end{aligned}$ | ${ }^{13} 6$ |
| The armed forces | * | * | * | - |  |  |  | * | * | - |
| Other public sector occupation (Please specify as much | $\begin{gathered} 33 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \mathrm{bh} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \mathrm{BH} \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \mathrm{~B} \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 3 \% \mathrm{BH} \end{aligned}$ | $\begin{aligned} & 8 \\ & \text { 2\%B } \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ |

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?

Weighted base
NET: Private Sector
A charity, voluntary organisation or trust
Self-employed
(Private sector)
None of the above/ l work in the Private
sector

| Total | All the time (a) | $\begin{aligned} & \text { Most of the } \\ & \text { time } \\ & \text { (b) } \\ & \hline \end{aligned}$ | $\frac{\substack{\text { Sometimes } \\ \text { (c) }}}{}$ | $\begin{gathered} \text { Rarely } \\ \text { (d) } \end{gathered}$ | $\begin{aligned} & \text { Never } \\ & \text { (e) } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { Don't know } \\ \text { or not } \\ \text { applicable } \\ \text { (f) } \end{gathered}$ | $\begin{aligned} & \text { NET: Ever } \\ & (\mathrm{g}) \end{aligned}$ | NET: All/ Most of the time (h) | NET: Rarely/ Never (i) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1178 | 154 | 330 | 388 | 154 | $81^{*}$ | 70* | 1026 | 484 | 235 |
| $\begin{gathered} 858 \\ 73 \% \end{gathered}$ | $\begin{gathered} 111 \\ 72 \% \end{gathered}$ | $\begin{gathered} 233 \\ 71 \% \end{gathered}$ | $\begin{gathered} 282 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 743 \\ 72 \% \end{gathered}$ | $\begin{gathered} 344 \\ 71 \% \end{gathered}$ | $\begin{gathered} 180 \\ 77 \% \end{gathered}$ |
| $\begin{gathered} 58 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 51 \\ 5 \% \end{gathered}$ | $\underset{6 \%}{29}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ |
| $\begin{gathered} 159 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{gathered} 7 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ |
| $\begin{gathered} 641 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 52 \% \\ & \end{aligned}$ | $\begin{gathered} 171 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 57 \% \end{aligned}$ | 53 <br> $65 \%$ bgh | $\begin{aligned} & 38 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 549 \\ 54 \% \end{gathered}$ | $\begin{gathered} 252 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 60 \% \mathrm{gh} \end{aligned}$ |

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


[^0]:    Proportions/Means: Columns Tested (5\%, 10\% risk level) - a/b/c/d/e/f/g/h/i

