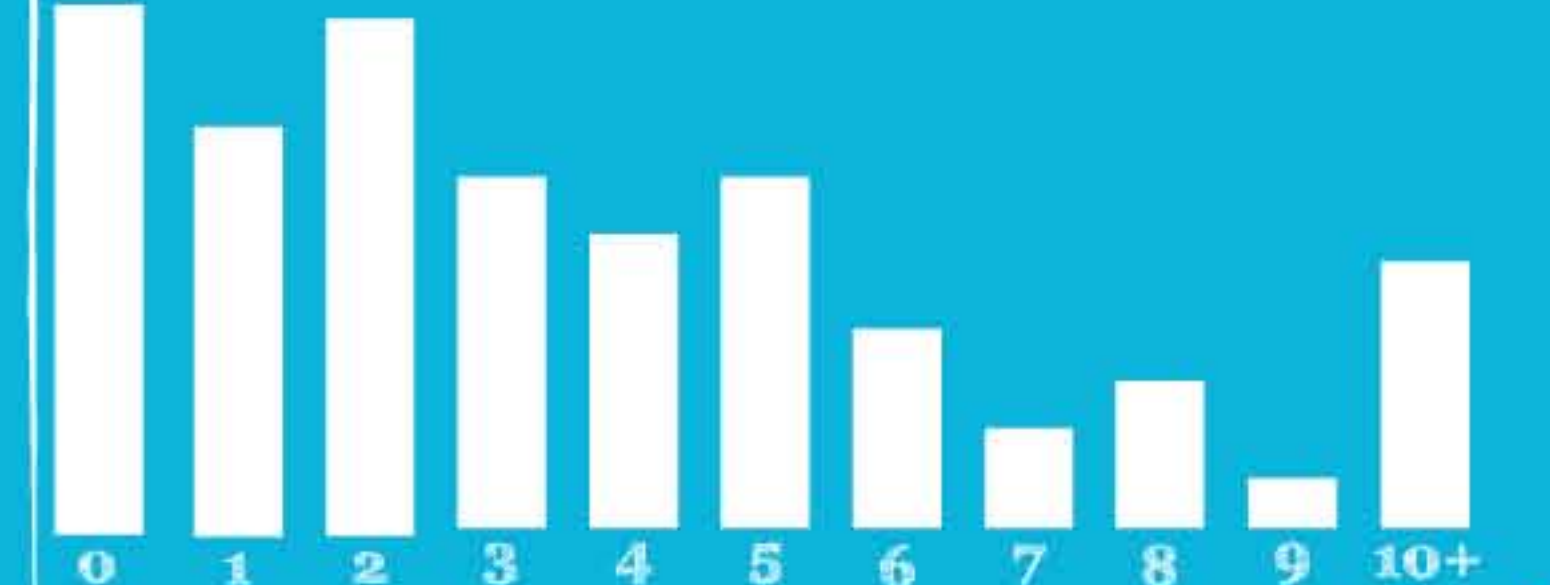


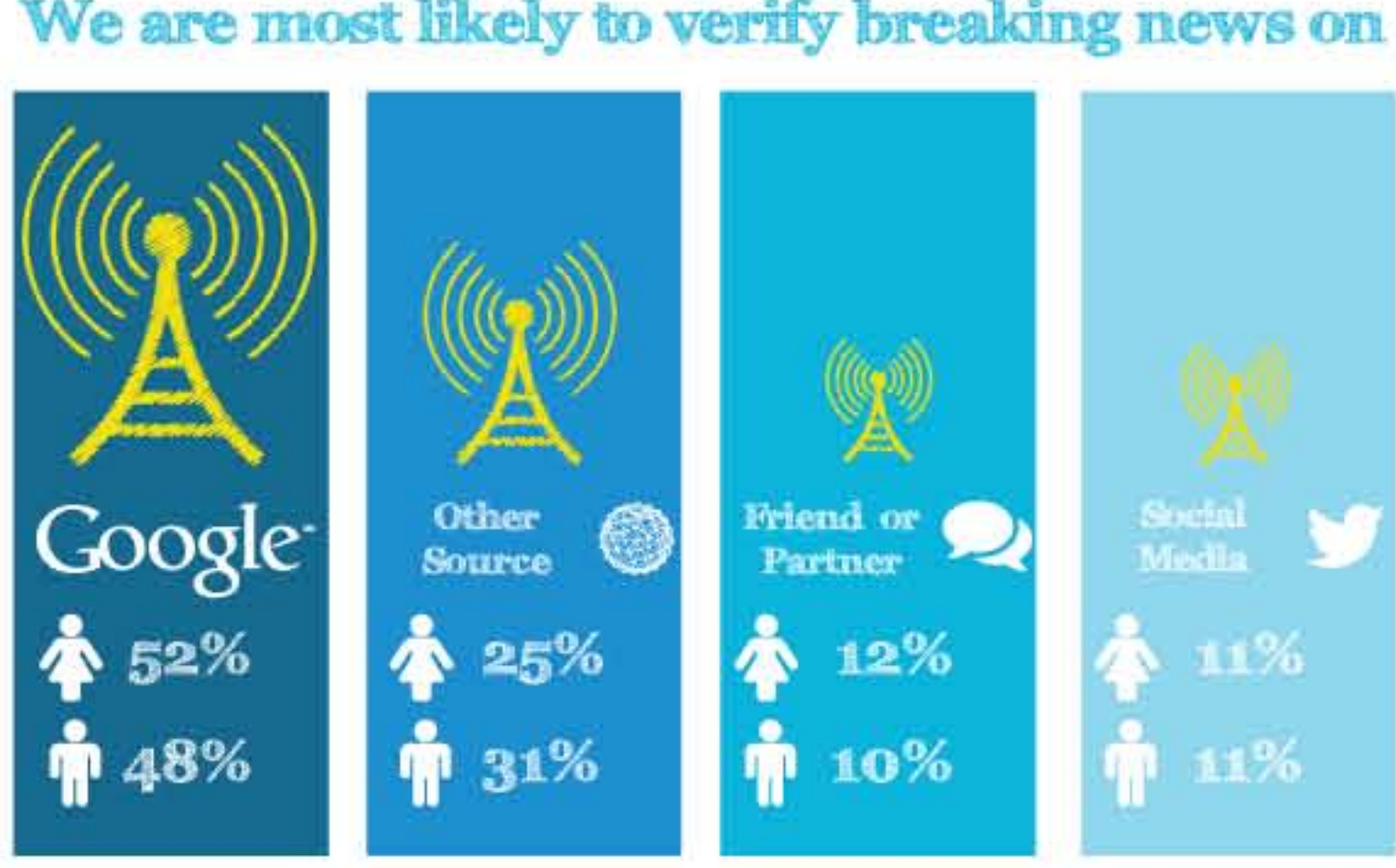
Need answers?  
Who do you  
trust the most...



How many times a day are  
you using Google to check  
facts & find answers at work?



We are most likely to verify breaking news on



Number of searches per day  
in your region



32.71% of people in **Yorkshire & the Humber** don't Google anything at all

**Scotland** has the highest amount of people who searched 10+ times a day (11.63%)

Girls vs Boys...

Who (or what) do you trust the most?

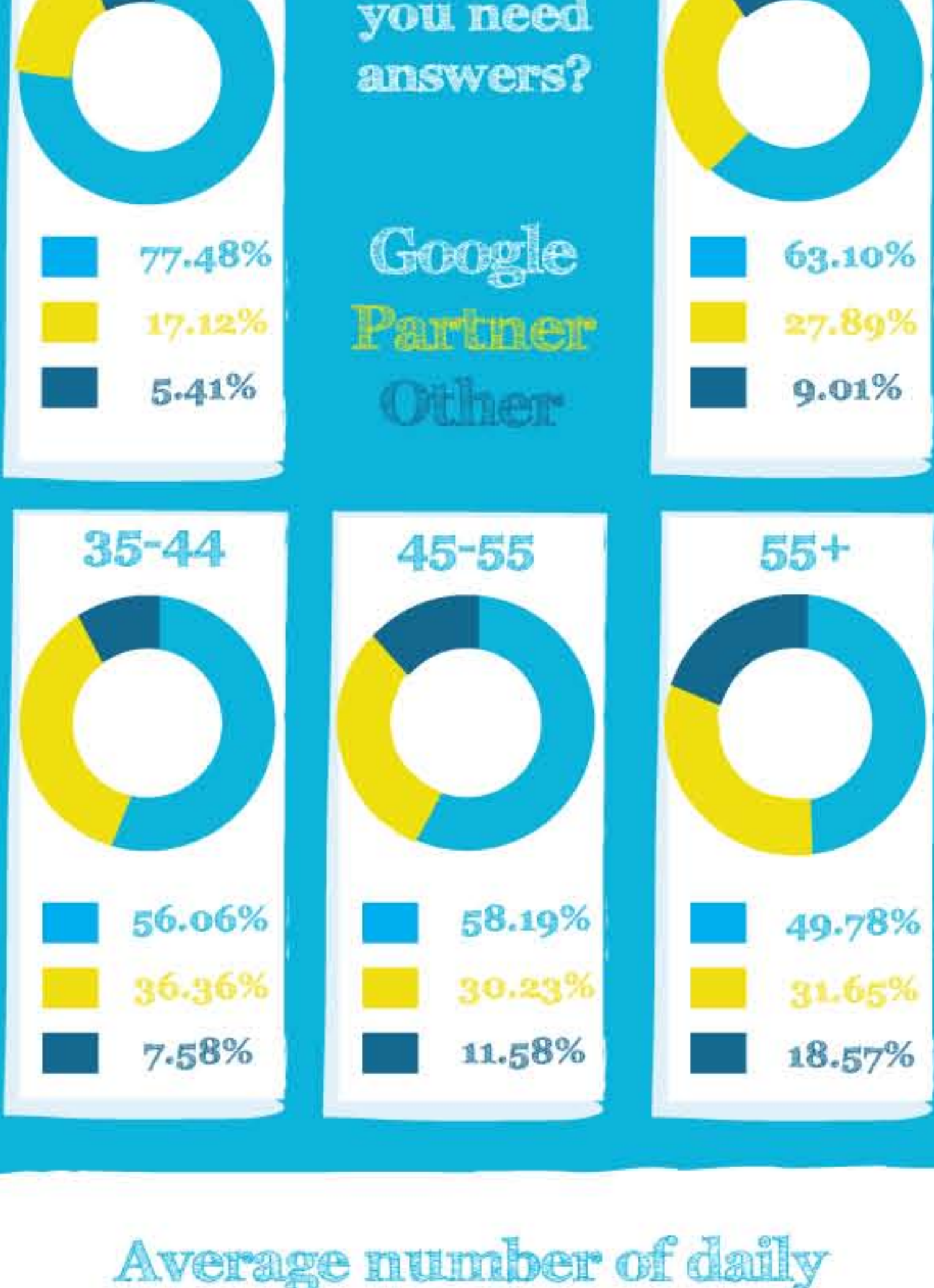


Average number of searches per day

Girls: 2.70 (3 girls icons)

Boys: 2.71 (3 boys icons)

Through the ages...



Average number of daily  
searches by age group

