

Table 1

Q.1 Where, if anywhere, do you typically get your information about news and current affairs from?

Base: All respondents

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used.
 Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Television	17398	1442	1645	1508	1624	1599	1677	1707	1361	1556	1555	1723	1381	
	79	72	82	75	81	80	83	84	68	77	78	86	69	
Online newspapers or news websites or apps	bdim	im	abdijkm	bim	abdijkm	bdim	abdfijkm	abdefijkm		bim	bim	abcdefgijkm		
	13918	1241	1017	1038	1338	1393	1320	1267	1310	1430	1307	1257	1034	
	63	62	51	52	67	69	65	62	65	71	65	63	51	
Social media	cdm	cdm			abcdhlm	abcdghiklr	cdm	cdm	cdm	abcdeghikl	abcdhm	cdm		
	12166	1038	824	843	1052	1014	1141	1237	1035	1373	1358	1252	1087	
	55	52	41	42	53	51	56	61	51	68	68	62	54	
The radio	bcdefi	cd			cd	cd	bcdefi	abcdefgim	cd	abcdeghilr	abcdeghilr	abcdeghim	cdf	
	11400	1018	1122	1134	1196	1089	916	902	876	908	1220	1018	766	
	52	51	56	56	60	54	45	44	44	45	61	51	38	
Colleagues, friends or family face-to-face	ghijm	ghijm	abghijlm	abghijlm	abcdfghijlm	abghijlm	m	m	m	m	abcdfghijlm	ghijm		
	8079	716	698	627	637	752	751	817	755	725	914	685	729	
	37	36	35	31	32	38	37	40	38	36	46	34	36	
Colleagues, friends or family via private messages e.g. SMS, WhatsApp, Facebook Messenger	del	de	de			del	de	abcdegilm	del	de	abcdfghijlm		de	
	6396	423	301	439	504	642	678	752	354	648	967	689	397	
	29	21	15	22	25	32	33	37	18	32	48	34	20	
Printed newspapers	bcdeim	ci		ci	bcdim	abcdeim	abcdeim	abcdefgijm		abcdeim	abcdfghijl	abcdeim	c	
	6268	641	573	766	493	651	648	513	610	412	509	451	498	
	28	32	29	38	25	32	32	25	30	21	25	22	25	
Video sharing websites online	ehjklm	acehjklm	ehjklm	abcefghijklj		acehjklm	acehjklm	jl	ehjklm		jl		j	
	3370	202	206	212	170	193	254	310	181	540	372	731	286	
	15	10	10	11	9	10	12	15	9	27	19	36	14	
Magazines	bcdefgi		e			bcefi	bcdefgi		abcdeghik	abcdfghin	abcdfghijk	bcdefi		
	3300	202	373	428	285	201	356	214	321	229	469	221	293	
	15	10	19	21	14	10	18	11	16	11	23	11	15	
Online blogs or forums	bfhjl		abefhilm	abcefghijlm	bfhjl		abefhilm		bfhjl		abcefghijlm		bfhjl	
	2766	173	108	131	81	154	285	208	188	680	369	391	252	

	13	9	5	7	4	8	14	10	9	34	18	19	13
	bcdefhi	cde	e		ce	abcdefhi	cdef	cde	abcde	bcdefghik	bcdefghin	bcdefghin	bcdefhi
Other, please specify	212	25	10	24	16	28	21	20	21	1	18	27	40
	1	1	1	1	1	1	1	1	1	0	1	1	2
I don't get any information about news and current affairs	cj	cj	j	cj	j	acj	j	j	j	j	cj	aceghijk	
	161	39	17	29	12	9	13	15	8	6	4	10	50
	1	2	1	1	1	0	1	1	0	0	0	0	2
Don't know	jk	acefghijkl	jk	aefghijkl	k	k	k	k				acdefghijkl	
	132	9	13	20	11	7	18	11	10	12	15	6	27
	1	0	1	1	1	0	1	1	0	1	1	0	1
			abfl			fl						abcefhijl	

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Table 2

Q.2 Below is a list of statements about how you usually think about news and current affairs. Please indicate to what extent you agree or disagree with each of the following statements
Base: All respondents

	Total	Strongly ag	Tend to ag	Neither ag	Tend to dis	Strongly di	Don't know	Agree	Disagree	Net Agree	Mean
You tend to believe the news and current affairs information that you see	22115	1034	8886	7028	3949	1061	157	9920	5010	4910	0.22
		5	40	32	18	5	1	45	23	22	
You are sceptical towards the news and current affairs information you see	22115	2030	8021	7063	4009	810	182	10050	4819	5231	0.29
		9	36	32	18	4	1	45	22	24	
You always do further research on news and current affairs information before you believe it	22115	4834	9398	4576	2366	799	142	14232	3165	11067	0.69
		22	42	21	11	4	1	64	14	50	

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Table 3

Q.2 Below is a list of statements about how you usually think about news and current affairs. Please indicate to what extent you agree or disagree with each of the following statements:
You tend to believe the news and current affairs information that you see
Base: All respondents

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Strongly agree (+2)	1034	66	64	97	90	95	79	91	138	53	93	169	130	
	5	3	3	5	4	5	4	4	7	3	5	8	6	
Tend to agree (+1)	bcj		bcj	cj	bcj	j	cj	bcdefghjk		bcj	bcdefghjk	bcdefghjk	bcdefghjk	
	8886	825	803	808	946	887	651	794	830	572	802	966	668	
	40	41	40	40	47	44	32	39	41	28	40	48	33	
Neither agree or disagree (0)	gjm	gjm	gjm	gjm	abcdghijklm	acdghjkm	j	gjm	gjm	gjm	gjm	abcdghijklr	j	
	7028	625	673	612	599	682	839	667	506	817	682	326	640	
	32	31	34	30	30	34	41	33	25	41	34	16	32	
Tend to disagree (-1)	il	il	deil	il	il	adeil	bcdefhiklr	il	l	bcdefhiklr	adeil		il	
	3949	376	344	364	296	259	382	375	416	403	321	413	396	
	18	19	17	18	15	13	19	18	21	20	16	21	20	
Strongly disagree (-2)	efk	efk	ef	ef		efk	ef	acefk	acefk	f	acefk	efk	efk	
	1061	93	101	104	57	76	74	104	104	157	95	96	157	
	5	5	5	5	3	4	4	5	5	8	5	5	8	
Don't know/not sure	efg	e	eg	efg			efg	eg	abcdefghik	e	e	abcdefghikl		
	157	17	16	22	12	8	6	5	18	6	7	40	18	
	1	1	1	1	1	0	0	0	1	0	0	2	1	
Agree	ghj	ghj	gh	afghjk			gh	gh				abcdefghijkl	ghjk	
	9920	891	867	905	1036	981	731	885	968	625	895	1135	798	
	45	45	43	45	52	49	36	43	48	31	45	56	40	
Disagree	gjm	gjm	gjm	gjm	abcdghijklm	abcdghjkm	j	gjm	acghjm	gjm	abcdefghijkl	gj		
	5010	469	445	468	353	335	457	479	520	560	416	509	553	
	23	23	22	23	18	17	22	24	26	28	21	25	28	
Net Agree	efk	efk	ef	ef		ef	efk	acefgk	abcdefghk	ef	acefgk	abcdefghk	abcdefghk	
	4910	422	423	437	683	647	274	406	448	65	479	626	244	
	22	21	21	22	34	32	13	20	22	3	24	31	12	
Mean	ghjm	gjm	gjm	gjm	abcdghijkln	abcdghijklm	j	gjm	gjm		bcghjm	abcdghijklr	j	
	0.22	0.2	0.19	0.22	0.36	0.33	0.14	0.19	0.24	-0.02	0.24	0.35	0.11	
	gjm	gjm	jm	gjm	abcdghijklm	abcdghijklr	j	jm	gjm		gjm	abcdghijklr	j	

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Table 4

Q.2 Below is a list of statements about how you usually think about news and current affairs. Please indicate to what extent you agree or disagree with each of the following statements: You are sceptical towards the news and current affairs information you see
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Strongly agree (+2)	2030	188	126	157	122	107	110	119	215	465	159	260	310	
	9	9	6	8	6	5	5	6	11	23	8	13	15	
	cdefghk	cefg	efgh						cdefghk	abcdeghik	efgh	abcdeghk	abcdeghikl	
Tend to agree (+1)	8021	811	687	650	644	496	687	564	858	941	734	949	806	
	36	41	34	32	32	25	34	28	43	47	37	47	40	
	defgh	acdeghk	fh	fh	fh	fh	f	acdeghk	abcdeghik	defh	abcdeghik	acdeghk		
Neither agree or disagree (0)	7063	596	714	621	686	721	934	781	510	475	679	346	540	
	32	30	36	31	34	36	46	38	25	24	34	17	27	
	bijlm	ijl	abdijlm	ijlm	abdijlm	abdijlm	abcdeghijkl	abdeijklm	l	l	abdijlm	jl		
Tend to disagree (-1)	4009	355	389	453	425	529	255	474	317	108	358	346	267	
	18	18	19	23	21	26	13	23	16	5	18	17	13	
	gijm	gjm	gijm	abcgijklm	abgijklm	abcdeghijklj	abcgijklm	gj	gjm	gjm	j			
Strongly disagree (-2)	810	30	67	111	105	144	35	88	87	15	56	73	63	
	4	1	3	6	5	7	2	4	4	1	3	4	3	
	bgjk	j	bgj	abcgijklm	abgijklm	abcdeghijklj	bgjk	bgjk	bgj	bgj	bgj			
Don't know/not sure	182	20	19	17	17	9	10	10	24	4	14	36	23	
	1	1	1	1	1	0	1	0	1	0	1	2	1	
	j	fj	j	j	j			fghj	j	abcdeghjk	fghj			
Agree	10050	1000	813	806	766	603	797	684	1073	1406	893	1209	1117	
	45	50	41	40	38	30	39	34	53	70	45	60	56	
	cdefgh	acdeghk	fh	fh	fh	fh	f	acdeghk	abcdeghik	cdefgh	abcdeghik	abcdeghk		
Disagree	4819	385	456	564	530	673	290	562	404	123	413	419	330	
	22	19	23	28	27	34	14	28	20	6	21	21	16	
	bgjm	gjm	bgjm	abcgijklm	abgijklm	abcdeghijklj	abcgijklm	gjm	gjm	gjm	j			
Net Agree	5231	615	357	242	236	-70	507	122	669	1284	480	790	787	
	24	31	18	12	12	-4	25	6	33	64	24	39	39	
	cdefh	acdeghk	defh	fh	fh		cdefh	f	acdeghk	abcdeghik	cdefh	abcdeghik	abcdeghk	
Mean	0.29	0.39	0.21	0.14	0.13	-0.05	0.29	0.08	0.4	0.87	0.29	0.49	0.52	
	cdefh	acdeghk	defh	fh	f		cdefh	f	acdeghk	abcdeghik	cdefh	abcdeghik	abcdeghk	

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Table 5

Q.2 Below is a list of statements about how you usually think about news and current affairs. Please indicate to what extent you agree or disagree with each of the following statements:

You always do further research on news and current affairs information before you believe it
Base: All respondents

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

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Strongly agree (+2)	4834	257	259	159	243	212	665	647	331	599	451	1012	430	
	22	13	13	8	12	11	33	32	16	30	23	50	21	
	bcdefi	df	df	d	d	abcdefikm	abcdefikm	bcdef	abcdefikm	bcdefi	abcdefghijk	bcdefi		
Tend to agree (+1)	9398	798	892	641	796	815	947	932	906	897	1034	740	893	
	42	40	45	32	40	41	47	46	45	45	52	37	44	
	bdel	dl	bdefl	d	dl	abdefl	abdefl	bdefl	bdefl	abcdefghijl	d	bdefl		
Neither agree or disagree (0)	4576	522	467	592	516	561	291	310	443	374	332	167	391	
	21	26	23	29	26	28	14	15	22	19	17	8	19	
	ghjkl	acghijklm	aghijklm	abceghijkln	aghijklm	acghijklm	l	l	ghjkl	ghl	l	ghkl		
Tend to disagree (-1)	2366	339	247	411	315	330	100	105	218	104	136	60	191	
	11	17	12	20	16	16	5	5	11	5	7	3	9	
	ghjkl	acghijklm	aghijklm	abcefgijkl	acghijklm	acghijklm	l	l	ghjkl	l	ghjl	ghjkl		
Strongly disagree (-2)	799	69	122	185	107	81	20	35	96	24	38	20	76	
	4	3	6	9	5	4	1	2	5	1	2	1	4	
	ghjkl	ghjkl	abfghijklm	abcefgijkl	abghijklm	ghjkl		aghjkl		gl	ghjkl			
Don't know/not sure	142	15	14	20	23	6	9	7	19	9	8	12	29	
	1	1	1	1	1	0	0	0	1	0	0	1	1	
	f		afghk	afghjk		fh						acfgijkl		
Agree	14232	1055	1151	800	1039	1027	1611	1579	1237	1496	1485	1752	1323	
	64	53	58	40	52	51	79	78	61	75	74	87	66	
	bcdefi	d	bdef	d	d	abcdefijkm	abcdefijkm	bcdef	abcdefim	abcdefim	abcdefghijk	bcdefi		
Disagree	3165	409	369	596	422	411	120	140	314	128	175	80	266	
	14	20	18	30	21	21	6	7	16	6	9	4	13	
	ghjkl	aghijklm	aghijklm	abcefgijkl	acghijklm	aghijklm	l	l	ghjkl	l	ghjl	ghjkl		
Net Agree	11067	646	781	204	617	616	1492	1439	923	1368	1310	1672	1057	
	50	32	39	10	31	31	73	71	46	68	65	83	53	
	bcdefi	d	bdef	d	d	abcdefijkm	abcdefikm	bcdef	abcdefim	abcdefim	abcdefghijk	abcdefi		
Mean	0.69	0.42	0.46	0.09	0.38	0.37	1.06	1.01	0.58	0.97	0.86	1.33	0.71	
	bcdefi	d	def	d	d	abcdefijkm	abcdefikm	bcdef	abcdefikm	abcdefim	abcdefghijk	bcdefi		

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Table 6

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between
Base: All respondents

	Total	Very easy (Somewhat	Neither ea:	Somewhat	Very difficu	Don't know	Easy	Difficult	Net Easy	Mean
What information is true and what is false	22115	753	5619	8722	5941	763	318	6372	6703	-331	-0.02
		3	25	39	27	3	1	29	30	-1	
What information is fact and what is opinion	22115	1702	8671	6521	4325	596	300	10373	4921	5452	0.3
		8	39	29	20	3	1	47	22	25	
What content is intended to be taken literally and what is satire (humour used to criticize or make fun of something or someone)	22115	3173	9780	5908	2405	403	447	12952	2808	10144	0.6
		14	44	27	11	2	2	59	13	46	
What content is independent and what is advertising	22115	2745	8494	6083	3535	809	449	11239	4344	6895	0.41
		12	38	28	16	4	2	51	20	31	
What content is independent and what has a political motive or agenda	22115	2245	7236	6596	4484	1085	469	9481	5569	3911	0.23
		10	33	30	20	5	2	43	25	18	

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Table 7

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between what information is true and what is false
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Very easy (+2)	753	69	37	63	46	47	53	51	77	88	83	140	136	
	3	3	2	3	2	2	3	3	4	4	4	7	7	
	ce fgh	cef	c						ce fh	ace fgh	ce fgh	abcde fghij	abcde fghij	
Somewhat easy (+1)	5619	559	386	399	475	645	532	576	564	505	438	540	648	
	25	28	19	20	24	32	26	28	28	25	22	27	32	
	cdk	acdek		cd	abcde fghij	cdk	acdejk	acdek	cdk		cdek	abcde fghij	cdk	
Neither easy or difficult (0)	8722	627	799	717	808	834	856	599	806	838	821	1016	563	
	39	31	40	36	40	42	42	29	40	42	41	51	28	
	bdhm	m	bdhm	bhm	bdhm	abdhm	abdhm		bdhm	abdhm	bdhm	abcde fghij	cdk	
Somewhat difficult (-1)	5941	613	681	627	595	420	530	698	489	511	501	276	530	
	27	31	34	31	30	21	26	34	24	25	25	14	26	
	fil	afgijklm	abefgijklm	afgijklm	afgijklm	l	fl	abdefgijkln	fl	fl	fl		fl	
Very difficult (-2)	763	92	63	169	52	32	41	80	54	53	102	24	97	

	3	5	3	8	3	2	2	4	3	3	5	1	5
Don't know/not sure	efgl 318	acefgijl 41	fgl 35	abcefg hijkl 32	fl 24	l 28	efgijl 19	fl 32	fl 23	acefgijl 13	acefgijl 54	acefgijl 16	acefgijl 35
	1	2	2	2	1	1	1	2	1	1	3	1	2
Easy	jl 6372	aegijl 628	gjl 423	jl 462	j 521	j 692	jl 585	jl 627	jl 641	acdefghijl 592	acdefghijl 521	acdefghijl 680	acdefghijl 784
	29	31	21	23	26	34	29	31	32	30	26	34	39
Difficult	cdek 6703	acdek 705	cd 744	cd 797	abcdeghjk 647	cd 452	cdek 571	acdek 778	cdek 543	cd 564	acdeghjk 603	abcdeghjk 299	abcdeghjk 627
	30	35	37	40	32	23	28	38	27	28	30	15	31
Net Easy	fgijl -331	afgijklm -78	aefgijklm -322	abefgijklm -334	afgijl -125	l 240	fl 14	aefgijklm -151	fl 98	fl 29	fl -82	fgil 381	fgil 158
	-1	-4	-16	-17	-6	12	1	-7	5	1	-4	19	8
Mean	-0.02	-0.05	-0.18	-0.22	-0.07	0.13	0.01	-0.09	0.06	0.03	-0.05	0.25	0.1
#page	cdeh	cd		cd	abcdeghijk	bcdehk	cd	abcdehk	abcdehk	cd	abcdeghijk	abcdeghjk	abcdeghjk

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Table 8

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between what information is fact and what is opinion
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Very easy (+2)	1702	150	63	103	90	158	103	243	171	235	204	181	292
	8	8	3	5	4	8	5	12	9	12	10	9	15
Somewhat easy (+1)	cdeg 8671	cdeg 814	c 742	c 547	cdeg 819	c 954	abcdeghijk 784	cdeg 808	abcdeghijk 813	abcdeghijk 905	abcdeghijk 736	abcdeghijk 749	abcdeghijk 757
	39	41	37	27	41	48	39	40	40	45	37	37	38
Neither easy or difficult (0)	cdk 6521	cdkl 450	d 648	cdklm 641	abcdeghijkl 599	d 556	d 691	dk 481	abcdeghijkl 549	d 534	d 592	d 780	d 397
	29	22	32	32	30	28	34	24	27	27	30	39	20
Somewhat difficult (-1)	bhjm 4325	m 482	abfhijm 462	abfhijm 549	bhjm 430	bhm 287	abefhijkm 396	m 422	bhm 411	bhm 278	bhjm 352	abcdeghijk 256	abcdeghijk 411
	20	24	23	27	21	14	20	21	20	14	18	13	20

	fjkl	afghijklm	afgjkl	abcefg hijkl	afijkl		fjl	fjkl	fjl		fjl		fjkl
Very difficult (-2)	596	73	51	126	39	26	42	57	46	31	71	33	115
	3	4	3	6	2	1	2	3	2	2	4	2	6
	efjl	aefgijl	fjl	abcefg hijkl			fjl	f		aefgijl		abcefg hijkl	
Don't know/not sure	300	32	34	42	23	25	16	25	20	26	45	12	37
	1	2	2	2	1	1	1	1	1	1	2	1	2
	gl	gl	gl	aefghil			l			aefghijl		gl	
Easy	10373	964	805	650	909	1113	887	1051	985	1140	939	930	1050
	47	48	40	32	45	55	44	52	49	57	47	46	52
	cdg	cdg	d	cd	abcdeghikl	cd	abcdegkl	cdg	abcdeghikl	cdg	cd	abcdegkl	
Difficult	4921	555	514	676	468	313	438	479	458	309	423	289	525
	22	28	26	34	23	16	22	24	23	15	21	14	26
	fjl	aefghijkl	afgjkl	abcefg hijkl	fjl		fjl	fjl		fjl		afgijkl	
Net Easy	5452	409	291	-26	441	800	449	572	527	831	516	640	524
	25	20	15	-1	22	40	22	28	26	41	26	32	26
	bcdeg	cd	d	cd	abcdeghikl	cd	abcdeg	bcdeg	abcdeghikl	bcdeg	abcdeghikr	bcdeg	
Mean	0.3	0.25	0.15	-0.03	0.25	0.47	0.25	0.38	0.33	0.52	0.33	0.39	0.36
	bcdeg	cd	d	cd	abcdeghikl	cd	abcdeg	bcdeg	abcdeghikl	bcdeg	abcdegk	abcdeg	

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Table 9

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between what content is intended to be taken literally and what is satire (humour used to criticize or make fun of something or someone)
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Very easy (+2)	3173	290	163	197	231	271	243	302	317	447	303	409	388
	14	14	8	10	12	14	12	15	16	22	15	20	19
	cdeg	cdeg		c	cd	cd	cdeg	cdeg	abcdeghik	cdeg	abcdeghik	abcdeghik	
Somewhat easy (+1)	9780	911	711	773	930	1068	973	884	976	942	813	798	844
	44	46	36	38	47	53	48	43	48	47	41	40	42
	cdkl	cdklm		acdklm	abcdeghijkl	acdhlkm	cdl	acdhlkm	acdhlkm	c	c	cd	
Neither easy or difficult (0)	5908	462	667	616	546	477	565	501	479	429	582	582	443
	27	23	33	31	27	24	28	25	24	21	29	29	22

Somewhat difficult (-1)	bfhijm	abefghijkln	abefghijm	bfijm	bfhijm	j	abfhijm	abfhijm					
	2405	244	340	281	226	142	196	277	179	143	206	171	236
	11	12	17	14	11	7	10	14	9	7	10	9	12
Very difficult (-2)	fijl	afgijl	abdefghijkl	aefgijklm	fijl	fj	aefgijkl	fj	fgijl				
	403	43	48	88	28	14	36	33	18	23	42	30	51
	2	2	2	4	1	1	2	2	1	1	2	1	3
Don't know/not sure	fij	fij	efijl	abcefgijkl	f	fi	f	fij	f	aefijl			
	447	51	73	54	39	33	19	38	43	24	53	22	47
	2	3	4	3	2	2	1	2	2	1	3	1	2
Easy	gjl	gjl	abefghijlm	afgjl	gl	gl	gjl	afgjl	gjl				
	12952	1201	874	969	1161	1340	1216	1187	1293	1388	1117	1207	1232
	59	60	44	48	58	67	60	58	64	69	56	60	61
Difficult	cdk	cdk	c	cd	abcdeghklr	cdk	cd	abcdeghkl	abcdeghkl	cd	cdk	acdek	
	2808	287	387	369	254	156	232	310	197	167	248	201	287
	13	14	19	18	13	8	11	15	10	8	12	10	14
Net Easy	fijl	afgijl	abefghijkln	abefghijkln	fijl	fj	aefgijkl	fijl	f	fgijl			
	10144	914	487	601	907	1184	983	876	1095	1222	869	1006	945
	46	46	24	30	45	59	48	43	54	61	43	50	47
Mean	cdhk	cd	c	cd	abcdeghklr	acdhk	cd	abcdeghklr	abcdeghkl	cd	abcdehk	cdhk	
	0.6	0.6	0.31	0.36	0.57	0.73	0.59	0.57	0.71	0.83	0.58	0.7	0.65
#page	cd	cd	cd	cd	abcdeghkr	cd	cd	abcdeghk	abcdeghk	cd	abcdeghk	acdehk	

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Table 10

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between what content is independent and what is advertising
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Very easy (+2)	2745	225	138	163	178	190	181	311	272	455	306	327	282	
	12	11	7	8	9	9	9	15	14	23	15	16	14	
Somewhat easy (+1)	cdefg	cdeg	c	c	c	abcdefg	cdefg	abcdeghik	abcdefg	abcdefgi	bcdefg			
	8494	721	697	696	814	902	732	712	825	882	770	740	755	
	38	36	35	35	41	45	36	35	41	44	39	37	38	
	bcdgh	abcdghl	abcdeghiklm	bcdghl	abcdghklm	cdh								

Neither easy or difficult (0)	6083	476	594	591	572	560	655	510	503	424	551	647	467
	28	24	30	29	29	28	32	25	25	21	28	32	23
	bhijm		abhijm	abhijm	bhijm	bhijm	abefhijkm	j			bjm	abefhijkm	
Somewhat difficult (-1)	3535	423	435	400	318	272	358	365	307	179	258	219	349
	16	21	22	20	16	14	18	18	15	9	13	11	17
	fjkl	aefghijklm	aefghijklm	aefijkl	fjkl	jl	afijkl	afijkl	jl		j	j	fjkl
Very difficult (-2)	809	101	75	111	73	47	76	100	61	53	60	51	98
	4	5	4	6	4	2	4	5	3	3	3	3	5
	fjl	acefgijkl	fl	acefgijkl	f		fl	afijkl					afijkl
Don't know/not sure	449	54	62	47	44	35	29	38	44	15	54	28	58
	2	3	3	2	2	2	1	2	2	1	3	1	3
	jl	afgil	afghjl	gil	jl	j	j	j	j		afgil		afghjl
Easy	11239	946	835	859	993	1092	914	1023	1097	1337	1077	1066	1037
	51	47	42	43	50	54	45	50	55	67	54	53	52
	bcdg	cd			cdg	abcdegh	c	cdg	abcdegh	abcdeghik	abcdegh	abcdeg	bcdg
Difficult	4344	525	509	511	391	319	434	465	368	232	318	270	447
	20	26	25	25	20	16	21	23	18	12	16	13	22
	fjkl	aefghijklm	aefgijklm	aefgijklm	fjkl	jl	afijkl	aefijkl	jl		jl		aefijkl
Net Easy	6895	422	326	348	602	772	479	558	729	1105	759	796	590
	31	21	16	17	30	38	24	27	36	55	38	40	29
	bcdgh	cd			bcdg	abcdeghm	cd	bcdg	abcdeghm	abcdeghik	abcdeghm	abcdeghm	bcdg
Mean	0.41	0.28	0.2	0.2	0.36	0.46	0.29	0.39	0.48	0.76	0.52	0.54	0.4
	bcdeg	cd			bcdg	abcdegh	cd	bcdg	abcdeghm	abcdeghik	abcdeghm	abcdeghm	bcdg

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Table 11

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between

What content is independent and what has a political motive or agenda

Base: All respondents

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

Overlap formulae used.

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Very easy (+2)	2245	164	90	107	129	99	158	353	184	394	293	275	330	
	10	8	4	5	6	5	8	17	9	20	15	14	16	
	bcdefg	cdef			cf		cdf	abcdefgikl	cdef	abcdefgiklr	abcdefgi	abcdefgi	abcdefgil	
Somewhat easy (+1)	7236	590	598	507	634	688	695	693	728	725	705	673	660	

	33	29	30	25	32	34	34	34	36	36	35	33	33
Neither easy or difficult (0)	bcd d	d	d	d	bcd	bcd	bcd	abcde	abcde	abcde	bcd	bd	
	6596	500	643	651	664	736	647	431	549	518	550	708	437
	30	25	32	32	33	37	32	21	27	26	27	35	22
Somewhat difficult (-1)	bhijkm hm	abhijkm	abhijkm	abhijkm	abcdeghijkl	abhijkm		hm	hm	hm	abcghijklm		
	4484	509	507	539	451	386	405	387	432	292	305	272	392
	20	25	25	27	23	19	20	19	21	15	15	14	20
Very difficult (-2)	jkl	aefghijklm	aefghijklm	aefghijklm	afhjklm	jkl	jkl	jkl	jkl			jkl	
	1085	171	104	150	82	55	102	139	80	66	88	47	136
	5	9	5	7	4	3	5	7	4	3	4	2	7
Don't know/not sure	fjl	acefgijkl	fjl	acefgijkl	fl		fjl	acefgijkl	l	fl		acefgijkl	
	469	68	60	53	40	42	24	34	40	13	60	36	54
	2	3	3	3	2	2	1	2	2	1	3	2	3
Easy	gj	aefghijl	aghjl	ghj	gj	gj		j	j		aghjl	j	ghj
	9481	754	688	615	763	787	854	1045	911	1119	998	948	990
	43	38	34	31	38	39	42	51	45	56	50	47	49
Difficult	bcdef	cd	d		cd	cd	bcde	abcdefgil	bcdef	abcdefghik	abcdefgi	abcdefg	abcdefgi
	5569	680	611	689	533	442	508	526	512	358	393	319	528
	25	34	31	34	27	22	25	26	25	18	20	16	26
Net Easy	fjkl	acefgijklm	aefghijklm	acefgijklm	fjkl	jl	fjkl	fjkl	fjkl	l		fjkl	
	3911	74	77	-74	230	345	346	519	399	761	605	629	462
	18	4	4	-4	11	17	17	26	20	38	30	31	23
Mean	bcde	d		bcd	bcde	bcde	bcde	abcdefgi	abcdeg	abcdefghik	abcdefghin	abcdefghin	abcdefgi
	0.23	0.03	0.03	-0.06	0.14	0.2	0.2	0.37	0.26	0.55	0.42	0.43	0.34
	bcde	d	d	bcd	bcd	bcd	bcd	abcdefgi	bcde	abcdefghik	abcdefgim	abcdefgim	abcdefgi

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Table 12
Q.5 Still thinking about all the different types of information about news and current affairs that are seen online,

how easy or difficult do you think it is for the average person in to tell the difference between:
Base: All respondents

	Total	Very easy	Somewhat	Neither ea:	Somewhat	Very difficu	Don't know	Easy	Difficult	Net easy	Mean
What information is true and What is false	22115	784	4520	7600	7288	1562	361	5304	8849	-3545	-0.2
		4	20	34	33	7	2	24	40	-16	
What information is fact and what is opinion	22115	1007	5672	6945	6584	1532	375	6679	8116	-1438	-0.09
		5	26	31	30	7	2	30	37	-7	
What content is intended to be taken literally and what is satire (humour used to criticize or make fun of something or someone)	22115	1699	6825	7233	4779	1119	459	8525	5898	2627	0.15
		8	31	33	22	5	2	39	27	12	
What content is independent and what is advertising	22115	1404	5835	6839	5728	1783	526	7239	7511	-272	-0.03
		6	26	31	26	8	2	33	34	-1	
What content is independent and what has a political motive or agenda	22115	1422	5046	6313	6274	2544	516	6469	8818	-2349	-0.16

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Table 13
Q.5 Still thinking about all the different types of information about news and current affairs that are seen online,

how easy or difficult do you think it is for the average person in to tell the difference between:
What information is true and what is false
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Very easy (+2)	784	44	40	58	39	54	67	60	69	112	101	139	133	
	4	2	2	3	2	3	3	3	3	6	5	7	7	
	bcef					bce	e	bce	abcdeghi	abcdeghi	abcdeghik	abcdeghik	abcdeghik	
Somewhat easy (+1)	4520	361	335	393	386	456	373	479	387	487	415	448	445	
	20	18	17	20	19	23	18	24	19	24	21	22	22	
	bcg		c	c	abcdegi	abcdegi	abcdegi	bc	abcdegi	bc	abcdegi	bceg		
Neither easy or difficult (0)	7600	544	651	708	741	779	654	599	680	748	673	822	463	
	34	27	33	35	37	39	32	29	34	37	34	41	23	
	bghm	m	bhm	bghm	abcghkm	abcdghikm	bm	m	bhm	abcghkm	bhm	abcdghikm		
Somewhat difficult (-1)	7288	775	797	639	695	608	718	698	727	556	575	499	690	
	33	39	40	32	35	30	35	34	36	28	29	25	34	
	fjkl	adefghijklm	adefghijkln	ijkl	fjkl	l	adfjkl	fjkl	adfjkl	l		fjkl		
Very difficult (-2)	1562	222	135	171	106	81	200	164	121	85	187	89	232	
	7	11	7	9	5	4	10	8	6	4	9	4	12	
	efjl	acdefhijl	fjl	acefijl		acefijl	efijl	fjl		acefijl		acdefhijkl		
Don't know/not sure	361	54	44	39	33	28	18	36	27	19	49	14	46	
	2	3	2	2	2	1	1	2	1	1	2	1	2	
	gjl	aefgijl	gjl	gjl	gl	l	gjl		afgijl		gjl			
Easy	5304	405	375	451	425	510	441	539	456	599	516	587	579	
	24	20	19	22	21	25	22	26	23	30	26	29	29	
	bceg		c		bcdeg	c	abcdegi	c	abcdeghik	bcdegi	abcdeghik	bcdegi	abcdeghik	
Difficult	8849	998	931	810	801	689	919	862	849	641	762	588	922	
	40	50	47	40	40	34	45	42	42	32	38	29	46	
	fjl	acdefghijkl	adefhijkl	fjl	fjl	l	adfjkl	afjkl	fjkl	fjl		adefhijkl		
Net easy	-3545	-592	-556	-359	-375	-179	-478	-323	-393	-42	-246	-1	-343	

	-16	-30	-28	-18	-19	-9	-24	-16	-20	-2	-12	0	-17
Mean	-0.2	-0.4	-0.33	-0.24	-0.22	-0.1	-0.3	-0.21	-0.22	-0.01	-0.17	0.02	-0.22
	bcg	b	bcg	bcg	abcdeghikr b		bcg	bcg	abcdeghik bcdg		abcdeghik bcg		

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Table 14
Q.5 Still thinking about all the different types of information about news and current affairs that are seen online,

how easy or difficult do you think it is for the average person in to tell the difference between:
What information is fact and what is opinion
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Very easy (+2)	1007	71	41	70	54	74	69	131	68	188	116	126	171	
	5	4	2	4	3	4	3	6	3	9	6	6	9	
	bcdegi	c		c		c	c	abcdeghi	c	abcdeghik	abcdeghi	abcdeghi	abcdeghikl	
Somewhat easy (+1)	5672	395	471	465	467	579	445	630	478	713	536	493	478	
	26	20	24	23	23	29	22	31	24	36	27	25	24	
	bcdeg		b	b	b	abcdegilm		abcdegiklm	b	abcdeghik	bcdegm	b	b	
Neither easy or difficult (0)	6945	476	640	615	691	689	648	548	540	628	646	824	413	
	31	24	32	31	35	34	32	27	27	31	32	41	21	
	bhim	m	bhim	bhim	abdhijm	abdhim	bhim	bm	m	bhim	bhim	abcdeghijklm		
Somewhat difficult (-1)	6584	773	691	637	650	545	664	562	723	392	489	458	650	
	30	39	35	32	32	27	33	28	36	20	24	23	32	
	fhjkl	acdeghijklr	afhjkl	afhjkl	afhjkl	jl	afhjkl	jkl	adehijklm		j	j	afhjkl	
Very difficult (-2)	1532	237	110	180	105	89	189	129	166	73	166	89	253	
	7	12	5	9	5	4	9	6	8	4	8	4	13	
	cefjl	acdeghijkl	j	acefhjl	j		acefhjl	fjl	cefhjl		acefhjl		acdeghijkl	
Don't know/not sure	375	49	49	40	34	30	18	36	36	14	47	21	44	
	2	2	2	2	2	1	1	2	2	1	2	1	2	
	gjl	afgjl	afgjl	gjl	gj	j		gj	gj		agjl		gjl	
Easy	6679	466	512	535	521	653	514	761	546	901	651	619	649	
	30	23	26	27	26	33	25	37	27	45	33	31	32	
	bcdegi		b	b		abcdegi		abcdeghikln	b	abcdeghik	abcdegi	bcdegi	bcdegi	
Difficult	8116	1010	801	817	754	634	853	691	890	465	655	547	903	

Easy	8525	620	561	675	711	817	701	899	772	1149	797	823	757
	39	31	28	34	36	41	34	44	38	57	40	41	38
	bcdeg	c	c	bc	abcdeg	bc	abcdefgikln	bcdg	abcdefghik	bcdeg	abcdegm	bcdg	
Difficult	5898	737	684	592	598	426	616	544	519	292	503	385	720
	27	37	34	30	30	21	30	27	26	15	25	19	36
	fjl	adefghijkl	adefghijkl	afijkl	afhijkl	j	afhijkl	fjl	fjl	fjl	j	adefghijkl	
Net easy	2627	-117	-123	83	113	391	84	354	252	857	293	438	37
	12	-6	-6	4	6	19	4	17	13	43	15	22	2
	bcdegm		m	dgm	abcdegikm	m	abcdegikm	bcdegm	abcdefghik	abcdegm	abcdeghikm		
Mean	0.15	-0.09	-0.07	0.03	0.07	0.23	0.05	0.21	0.16	0.57	0.18	0.29	0.02
	bcdegm		bc	bc	abcdegm	bc	abcdegm	bcdegm	abcdefghik	bcdegm	abcdeghikr	bc	

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Table 16

Q.5 Still thinking about all the different types of information about news and current affairs that are seen online,

how easy or difficult do you think it is for the average person in to tell the difference between:

What content is independent and what is advertising

Base: All respondents

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

Overlap formulae used.

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Very easy (+2)	1404	81	58	95	67	93	89	177	104	309	176	155	170	
	6	4	3	5	3	5	4	9	5	15	9	8	8	
	bcdefg		ce		ce	c	abcdefgi	ce	abcdefghik	abcdefgi	abcdefgi	abcdefgi	abcdefgi	
Somewhat easy (+1)	5835	411	457	506	519	543	457	572	526	739	587	518	511	
	26	21	23	25	26	27	22	28	26	37	29	26	25	
	bcg		bg	bcg	bcg		bcdg	bcg	abcdefghik	abcdegm	bcg	bg		
Neither easy or difficult (0)	6839	508	640	640	666	700	626	506	614	571	617	753	462	
	31	25	32	32	33	35	31	25	31	28	31	37	23	
	bhjm		bhjm	bhjm	abhjm	abdghijkm	bhm		bhm	bhm	bhm	abcdeghijkm		
Somewhat difficult (-1)	5728	641	640	547	549	513	583	551	552	292	430	428	562	
	26	32	32	27	27	26	29	27	27	15	21	21	28	
	jkl	adefghijkln	adefghijkln	jkl	jkl	jkl	afjkl	jkl	jkl	j	j	jkl		
Very difficult (-2)	1783	285	143	160	155	120	235	189	159	75	138	124	239	
	8	14	7	8	8	6	12	9	8	4	7	6	12	
	fjl	acdefghijklj	fjl	fj	j	acdefghijkl	acfjkl	fj		j	j	acdefghijkl		

Don't know/not sure	526	75	63	60	44	37	42	42	56	23	52	32	63
	2	4	3	3	2	2	2	2	3	1	3	2	3
Easy	7239	493	515	602	586	636	545	749	630	1048	763	673	681
	33	25	26	30	29	32	27	37	31	52	38	33	34
Difficult	7511	926	783	706	704	634	819	740	712	367	568	552	802
	34	46	39	35	35	32	40	36	35	18	28	27	40
Net easy	-272	-433	-269	-105	-118	2	-273	9	-82	681	195	121	-121
	-1	-22	-13	-5	-6	0	-13	0	-4	34	10	6	-6
Mean	-0.03	-0.33	-0.18	-0.09	-0.11	-0.01	-0.21	0	-0.07	0.46	0.12	0.08	-0.1
#page	bcdegm	b	bcg	bcg	bcdegm	b	bcdegm	bcg	bcdefghik	bcdefghilm	bcdeg	bcdeg	

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Table 17
Q.5 Still thinking about all the different types of information about news and current affairs that are seen online,

how easy or difficult do you think it is for the average person in to tell the difference between:
What content is independent and what has a political motive or agenda
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Very easy (+2)	1422	82	54	78	73	65	112	215	97	304	178	166	197	
	6	4	3	4	4	3	6	11	5	15	9	8	10	
Somewhat easy (+1)	5046	339	409	408	426	431	454	530	436	620	504	490	461	
	23	17	20	20	21	21	22	26	22	31	25	24	23	
Neither easy or difficult (0)	6313	458	596	594	586	697	562	444	538	544	577	717	421	
	29	23	30	30	29	35	28	22	27	27	29	36	21	
Somewhat difficult (-1)	6274	658	713	622	646	596	561	557	657	372	455	438	563	
	28	33	36	31	32	30	28	27	33	19	23	22	28	
	ijkl	afghjklm	defghjklm	aghjkl	aghjklm	ijkl	ijkl	ijkl	aghjklm	j	j	ijkl		

Very difficult (-2)	2544	398	171	246	219	177	309	243	235	144	226	175	307
	12	20	9	12	11	9	15	12	12	7	11	9	15
Don't know/not sure	cfjl	acdefghijklm	cfjl	cfjl		acdefhijkl	cfjl	cfjl		cfjl		acdefhijkl	
	516	66	58	61	50	41	34	48	49	24	59	27	60
	2	3	3	3	2	2	2	2	2	1	3	1	3
Easy	gjl	afgjl	gjl	afgjl	jl	j	jl	jl		gjl		gjl	
	6469	421	463	486	499	495	566	745	533	923	682	655	657
	29	21	23	24	25	25	28	37	26	46	34	33	33
Difficult	bcdefi		b	b	b	bcdef	bcdefgilm	bc	bcdefghik	bcdefgi	bcdefgi	bcdefgi	bcdefgi
	8818	1056	883	868	865	773	870	799	892	517	682	612	871
	40	53	44	43	43	39	43	39	44	26	34	30	43
Net easy	jkl	acdefghijkl	afhijkl	afhijkl	afhijkl	jkl	afhijkl	jkl	afhijkl	jl	j	afhijkl	
	-2349	-635	-420	-382	-366	-278	-304	-55	-359	407	0	43	-213
	-11	-32	-21	-19	-18	-14	-15	-3	-18	20	0	2	-11
Mean	-0.16	-0.49	-0.28	-0.28	-0.26	-0.2	-0.25	-0.04	-0.25	0.29	-0.02	0.02	-0.17
	bcdegi	b	b	b	bcd	b	bcdefgim	b	bcdefghik	bcdefgim	bcdefgim	bcdegi	bcdegi

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Table 18
Q.6 Thinking about the different types of news and current affairs information available online compared to five years ago, do you think it is easier or more difficult today to tell the difference between what is true and what is false?
Base: All respondents

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Much easier (+2)	1641	96	61	76	82	86	154	176	116	300	192	301	147	
	7	5	3	4	4	4	8	9	6	15	10	15	7	
Somewhat easier (+1)	bcdefi	c			c	bcdef	bcdefi	cde	bcdefghik	bcdefgim	bcdefghik	bcdef	bcdef	
	4089	247	309	247	269	240	439	475	203	747	406	505	299	
	18	12	15	12	13	12	22	23	10	37	20	25	15	
The same (0)	bcdefim	bdfi		i		bcdefim	bcdefikm		bcdefghik	bcdefim	bcdefgikr	bdfi		
	5032	445	480	526	514	475	500	366	412	402	432	477	417	
	23	22	24	26	26	24	25	18	20	20	22	24	21	
Somewhat more difficult (-1)	hj	h	hijm	abhijkm	abhijkm	hijm	ahijkm			h	hijm	h		
	7560	749	863	831	779	768	701	685	726	435	550	473	665	

	34	37	43	41	39	38	34	34	36	22	28	24	33
Much more difficult (-2)	3223	401	226	253	310	400	188	301	499	95	328	221	416
Don't know/not sure	570	62	61	75	47	37	50	32	55	28	90	33	65
Easier	5729	344	370	323	350	326	593	652	320	1047	599	807	446
More difficult	10783	1150	1089	1083	1089	1168	889	986	1225	530	879	694	1082
Net easier	-5054	-806	-720	-760	-739	-842	-296	-335	-906	517	-280	112	-636
Mean	-0.31	-0.57	-0.46	-0.48	-0.5	-0.59	-0.17	-0.23	-0.66	0.36	-0.22	0.1	-0.47

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Table 19
Q.7 To what extent are you worried about the spreading of false or misleading information online around news and current affairs?
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely worried (+2)	5604	414	678	304	453	225	784	925	248	631	499	443	508	
Somewhat worried (+1)	10947	975	1076	1064	1124	1154	776	904	934	882	921	1138	923	
Not very worried (-1)	4372	459	175	502	329	530	378	154	666	394	448	337	392	
Not at all worried (-2)	673	80	27	68	52	61	50	30	108	75	69	53	100	

	3	4	1	3	3	3	2	1	5	4	3	3	5
Don't know/not sure	ch	aceghl	ch	ch	ch	ch	ch	acdefghjkl	cgh	ch	ch	ch	acdefghkl
	519	73	46	71	42	36	45	23	56	26	62	39	85
	2	4	2	4	2	2	2	1	3	1	3	2	4
Extremely worried / Somewhat worried	hj	acefghjl	hj	acefghjl	h	hj	hj	hj	afhjl	h	acefghijl		
	16551	1389	1754	1367	1577	1379	1559	1829	1182	1513	1421	1581	1431
	75	69	88	68	79	69	77	90	59	75	71	79	71
Not very/Not at all worried	bdfikm	i	abdefgijkln	i	abdfijkm	i	abdfikm	abcdefgijklm	bdfikm	di	abdfijkm	di	
	5045	539	202	569	381	591	428	184	774	469	517	390	493
	23	27	10	28	19	29	21	9	38	23	26	19	25
Net worried	cehl	aceghjl	aceghjlm	ch	aceghjklm	ch	abcdefghjk	cehl	aceghl	ch	ceghl		
	11506	849	1552	798	1196	788	1131	1644	408	1044	903	1191	939
	52	42	78	40	60	39	56	81	20	52	45	59	47
Mean	bdfikm	fi	abdefgijkln	i	abdfgijkm	i	abdfijkm	abcdefgijklm	bdfikm	dfi	abdfgijkm	bdfi	
	0.76	0.61	1.13	0.53	0.82	0.48	0.94	1.26	0.28	0.81	0.69	0.8	0.7
	bdfikm	dfi	abdefgijkln	i	abdfikm	i	abdefgijklm	abcdefgijklm	bdfikm	dfi	bdfikm	bdfi	

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Table 20
Q.8 And what do you think the main consequences of the spreading of false or misleading information around news and current affairs online are, if any?
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Don't know	6003	514	515	814	529	535	553	360	648	401	633	501	508
	27	26	26	41	26	27	27	18	32	20	32	25	25
	hjl	hj	hj	abcefhijkl	hj	hj	hj	abcefhjlm	abcefhjlm	hj	hj	hj	hj

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Table 21
Q.9 Please indicate to what extent you agree or disagree with each of the following statements
Base: All respondents

	Total	Strongly ag	Tend to ag	Neither ag	Tend to dis	Strongly di	Don't know	Agree	Disagree	Net agree	Mean
You pay more attention to the news that fits with your beliefs than news that doesn't	22115	1535	7719	7998	3222	1197	443	9254	4419	4835	0.24
		7	35	36	15	5	2	42	20	22	
False information online has a negative effect on your country's politics	22115	6005	9086	4517	1406	453	648	15091	1858	13233	0.88
		27	41	20	6	2	3	68	8	60	
False information online has a negative effect on your discussions with your family and friends	22115	2773	7746	6780	2955	1239	622	10519	4194	6325	0.37
		13	35	31	13	6	3	48	19	29	
You pay more attention to news stories that you find entertaining	22115	1794	7860	7667	3269	1167	358	9653	4437	5217	0.27
		8	36	35	15	5	2	44	20	24	
You pay more attention to news stories that have been shared by friends	22115	943	6350	8792	4008	1628	395	7293	5636	1657	0.04
		4	29	40	18	7	2	33	25	7	
People are entitled to express their opinions, even if these are based on false or misleading information	22115	1802	5850	5751	5055	3219	437	7652	8275	-623	-0.09
		8	26	26	23	15	2	35	37	-3	

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Table 22

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:

You pay more attention to the news that fits with your beliefs than news that doesn't

Base: All respondents

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

Overlap formulae used.

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Strongly agree (+2)	1535	111	85	126	98	93	96	231	140	145	156	254	184	
	7	6	4	6	5	5	5	11	7	7	8	13	9	
	bcefg		cfg				abcde	fgijk	cefg	bcefg	bcefg	abcde	fgijk	
Tend to agree (+1)	7719	737	735	647	680	709	517	740	619	689	745	900	667	
	35	37	37	32	34	35	25	36	31	34	37	45	33	
	dgi	dgim	dgim	g	g	dgi	dgi	g	gi	adegim	abcde	fgijk	g	
Neither agree or disagree (0)	7998	682	759	812	727	730	875	681	747	742	712	531	687	
	36	34	38	40	36	36	43	33	37	37	36	26	34	
	bhl	l	bhlm	abefh	ijklm	l	l	abce	fhijkl	hl	hl	l	l	

Tend to disagree (-1)	3222	336	288	265	340	317	386	236	260	312	271	211	312
	15	17	14	13	17	16	19	12	13	16	14	10	16
Strongly disagree (-2)	1197	81	91	87	116	109	125	126	185	109	80	90	115
	5	4	5	4	6	5	6	6	9	5	4	4	6
Don't know/not sure	443	53	43	72	39	48	33	21	61	11	36	26	43
	2	3	2	4	2	2	2	1	3	1	2	1	2
Agree	9254	849	820	773	778	802	614	971	758	834	901	1154	852
	42	42	41	38	39	40	30	48	38	42	45	57	42
Disagree	4419	418	379	351	456	426	510	363	445	421	351	301	427
	20	21	19	18	23	21	25	18	22	21	18	15	21
Net agree	4835	431	442	422	322	376	103	608	314	413	550	853	425
	22	22	22	21	16	19	5	30	16	21	28	42	21
Mean	0.24	0.24	0.22	0.24	0.15	0.18	0.04	0.35	0.14	0.22	0.32	0.51	0.25
	efgi	efgi	efgi	efgi	g	efgi		abcdeghijm g	efgi	abcdeghijm	efgi	abcdeghijm	efgi

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Table 23

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:
False information online has a negative effect on your country's politics
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Strongly agree (+2)	6005	684	468	431	377	328	621	779	601	637	515	564	897
	27	34	23	21	19	16	31	38	30	32	26	28	45
Tend to agree (+1)	9086	833	913	805	892	987	798	697	776	760	808	817	702
	41	42	46	40	45	49	39	34	39	38	40	41	35
Neither agree or disagree (0)	4517	324	411	476	451	447	435	363	389	419	440	364	268
	20	16	21	24	23	22	21	18	19	21	22	18	13

Tend to disagree (-1)	bhlm	m	bhm	abchijlm	abhilm	abhlm	bhlm	m	bm	bhlm	bhlm	m		
	1406	71	114	178	144	137	126	100	95	138	150	151	64	
	6	4	6	9	7	7	6	5	5	7	7	8	3	
Strongly disagree (-2)	bhim	bm	abcfghijm	bhim	bhim	bm	bm	m	bhim	abchim	abchim			
	453	33	43	48	52	31	30	45	42	25	34	69	36	
	2	2	2	2	3	2	1	2	2	1	2	3	2	
Don't know/not sure	j	j	fgj	bfgj			j				abcfghijkm			
	648	56	52	69	83	77	22	51	108	29	52	47	42	
	3	3	3	3	4	4	1	3	5	1	3	2	2	
Agree	gj	gj	gj	gilm	abcghjklm	acghjklm	gj	abcfghjklm	gj	g	g			
	15091	1517	1381	1236	1269	1314	1419	1477	1377	1397	1324	1381	1599	
	68	76	69	62	63	66	70	73	68	70	66	69	80	
Disagree	defk	acdefghijkl	def		d	defk	acdefikl	de	defk	d	def	abcdefghijk		
	1858	105	157	227	197	168	156	145	137	163	184	220	100	
	8	5	8	11	10	8	8	7	7	8	9	11	5	
Net agree	bhim	bm	abcfghijkm	abcghim	bm	bm	bm	m	bm	bhim	abcfghijm			
	13233	1412	1224	1009	1073	1146	1263	1332	1240	1234	1139	1161	1500	
	60	71	61	50	54	57	62	65	62	61	57	58	75	
Mean	defkl	acdefghijkl	defkl	d	de	adefkl	acdefgijkl	defkl	defkl	de	de	abcdefghijk		
	0.88	1.06	0.85	0.72	0.73	0.75	0.92	1.04	0.94	0.93	0.83	0.84	1.2	
#page	defk	acdefgijkl	def			acdefkl	acdefgijkl	acdefkl	acdefkl	def	def	abcdefghijk		

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Table 24

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:

False information online has a negative effect on your discussions with your family and friends
Base: All respondents

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Strongly agree (+2)	2773	205	231	229	177	129	217	411	274	368	186	345	316	
	13	10	12	11	9	6	11	20	14	18	9	17	16	
Tend to agree (+1)	befgk	f	efk	efk	f	f	abcdefgikln	befgk	abcdefgik	f	abcdefgik	abcdefgk		
	7746	669	709	668	734	690	729	776	629	825	616	701	749	
	35	33	35	33	37	34	36	38	31	41	31	35	37	
	ik		ik		bdik	k	ik	abdfikl		abcdefgiklm		ik	bdik	

Neither agree or disagree (0)	6780	634	624	614	669	723	707	583	609	550	631	436	560
	31	32	31	31	33	36	35	29	30	27	32	22	28
	h j l m	h j l m	j l m	j l	a h j l m	a b c d h i j k l m	a b c d h i j k l m	l	l	j l m	l		
Tend to disagree (-1)	2955	317	274	299	271	297	270	161	192	195	384	294	216
	13	16	14	15	14	15	13	8	10	10	19	15	11
	h i j m	a e g h i j m	h i j m	a h i j m	h i j m	h i j m	h i j m			a b c d e f g h i j l	h i j m	h	
Strongly disagree (-2)	1239	97	115	128	92	85	86	69	191	47	130	199	108
	6	5	6	6	5	4	4	3	9	2	7	10	5
	e f g h j	h j	f g h j	b e f g h j	j	j	j		a b c d e f g h j k m	b e f g h j	a b c d e f g h j k	h j	
Don't know/not sure	622	80	48	69	57	81	23	35	117	24	53	35	59
	3	4	2	3	3	4	1	2	6	1	3	2	3
	g h j l	a c g h j k l	g j	g h j l	g h j l	a c e g h j k l			a b c d e f g h j k l m	g h j		g h j l	
Agree	10519	874	940	897	911	820	947	1187	903	1193	802	1047	1065
	48	44	47	45	46	41	47	58	45	59	40	52	53
	b d f k	k	b f k	f k	f k		f k	a b c d e f g i k l n	f k	a b c d e f g i k l m	a b c d e f g i k	a b c d e f g i k	a b c d e f g i k
Disagree	4194	414	389	428	363	382	356	231	383	242	514	493	324
	19	21	19	21	18	19	18	11	19	12	26	25	16
	h j m	a e g h j m	h j m	a e g h j m	h j	h j m	h j		h j m		a b c d e f g h i j r	a b c d e f g h i j r	h j
Net agree	6325	460	550	469	548	437	591	957	520	951	288	553	741
	29	23	28	23	27	22	29	47	26	47	14	28	37
	b d f i k	k	b d f k	k	b d f k	k	b d f k	a b c d e f g i k l n	f k	a b c d e f g i k l m	b d f k	a b c d e f g i k l	
Mean	0.37	0.3	0.34	0.29	0.33	0.25	0.36	0.65	0.32	0.64	0.18	0.35	0.49
	b d f k	k	f k	k	f k	k	f k	a b c d e f g i k l n	k	a b c d e f g i k l m	f k	a b c d e f g i k l	

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Table 25

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:
You pay more attention to news stories that you find entertaining
Base: All respondents

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Strongly agree (+2)	1794	198	73	114	115	193	73	305	196	146	153	229	227	
	8	10	4	6	6	10	4	15	10	7	8	11	11	
	c d e g	a c d e g i k	c g	c g	a c d e g i k	a b c d e f g i k l	a c d e g i k	a b c d e f g i k l	a c d e g i k	c g	c d e g	a c d e g i k	a c d e g i k	
Tend to agree (+1)	7860	889	645	559	731	915	528	823	682	547	779	761	781	
	36	44	32	28	37	46	26	40	34	27	39	38	39	

Neither agree or disagree (0)	cdgj	acdeghijkln	dgj	cdgj	acdeghijklm	acdegij	dgj	acdgiij	acdgiij	acdgiij	acdgiij	acdgiij	acdgiij
	7667	571	755	703	699	586	919	622	666	803	727	616	614
	35	29	38	35	35	29	45	31	33	40	36	31	31
Tend to disagree (-1)	bfhlm	abfhilm	bfhlm	bfhlm	bfhlm	abcdefhijklm	bf	abdefhiklm	bfhlm	bfhlm	bfhlm	bfhlm	bfhlm
	3269	242	355	410	304	217	375	191	293	369	244	268	255
	15	12	18	20	15	11	18	9	15	18	12	13	13
Strongly disagree (-2)	bfhkm	h	abefhiklm	abcefghijkl	bfhkm	abefhiklm	fh	abefhiklm	h	fh	h	h	h
	1167	66	131	179	110	65	114	78	130	133	47	114	95
	5	3	7	9	6	3	6	4	6	7	2	6	5
Don't know/not sure	bfhk	abfhkm	abcefghijkl	bfhk	bfhk	k	bfhkm	abfhkm	bfhk	bfhk	bfhk	bfk	bfk
	358	34	41	44	41	31	22	16	45	11	51	23	38
	2	2	2	2	2	2	1	1	2	1	3	1	2
Agree	hj	hj	ghjl	aghjl	ghjl	hj	ghjl	afghjl	j	hj	hj	hj	hj
	9653	1087	718	673	846	1107	601	1128	879	692	932	990	1007
	44	54	36	34	42	55	30	55	44	34	47	49	50
Disagree	cdgj	acdegijklm	g	g	cdgj	acdegijklm	acdegijklm	cdgj	g	acdegij	acdegij	acdegij	acdegij
	4437	309	486	589	415	282	489	270	422	502	291	382	350
	20	15	24	29	21	14	24	13	21	25	15	19	17
Net agree	bfhkm	abefhiklm	abcefghijkl	bfhkm	abefhiklm	bfhkm	abefhiklm	bfhkm	abefhiklm	bfhk	fhk	fhk	fhk
	5217	778	232	84	431	825	112	858	456	190	641	609	657
	24	39	12	4	22	41	6	42	23	9	32	30	33
Mean	cdegj	acdegijklm	dgj	cdgj	acdegijklm	abcdegijkln	cdgj	dg	acdegij	acdegij	acdegij	acdegij	acdegij
	0.27	0.46	0.09	0.01	0.22	0.48	0.04	0.54	0.27	0.1	0.38	0.36	0.4
	cdgj	acdegijkl	d	cdgj	acdegijklm	abcdegijkln	cdgj	dg	acdegij	acdegij	acdegij	acdegij	acdegij

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Table 26

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:

You pay more attention to news stories that have been shared by friends

Base: All respondents

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

Overlap formulae used.

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Strongly agree (+2)	943	73	42	93	45	52	77	95	97	107	148	113	134	
	4	4	2	5	2	3	4	5	5	5	7	6	7	
Tend to agree (+1)	cef	ce	cef	cef	cef	cef	cef	cef	abcefg	abcdefghijl	abcefg	abcdefghi	abcdefghi	
	6350	568	503	484	515	602	496	694	472	572	817	627	674	

	29	28	25	24	26	30	24	34	23	28	41	31	34
Neither agree or disagree (0)	cdegi 8792 40	cdgi 796 40	cdgi 900 45	cdgi 801 40	cdgi 833 42	cdgi 845 42	cdgi 933 46	cdgi 822 40	cdgi 679 34	cdgi 823 41	cdgi 664 33	cdgi 695 35	cdgi 725 36
Tend to disagree (-1)	iklm 4008 18	iklm 388 19	abdehijklm 334 17	iklm 427 21	iklm 394 20	aiklm 365 18	abdefhijklm 387 19	iklm 300 15	iklm 369 18	iklm 365 18	iklm 282 14	iklm 398 20	iklm 313 16
Strongly disagree (-2)	hkm 1628 7	chkm 125 6	k 171 9	acfhijkm 160 8	chkm 173 9	hkm 105 5	hkm 115 6	hk 112 6	hkm 342 17	hkm 126 6	achkm 56 3	achkm 141 7	achkm 116 6
Don't know/not sure	bfgghkm 395 2	k 50 3	abfghijkm 52 3	bfgghkm 43 2	abfghijkm 39 2	k 37 2	k 23 1	k 12 1	abcdeghjk 53 3	k 15 1	fk 33 2	k 36 2	k 48 2
Agree	ghj 7293 33	aghj 641 32	aghj 545 27	ghj 577 29	ghj 560 28	hj 654 33	hj 573 28	aghj 789 39	aghj 569 28	hj 679 34	hj 965 48	ghj 741 37	ghj 808 40
Disagree	cdegi 5636 25	cdegi 513 26	cdegi 504 25	cdegi 586 29	cdegi 567 28	cdegi 470 23	abcdeghij 503 25	abcdeghij 413 20	cdegi 711 35	cdegi 491 24	abcdeghijkl 338 17	abcdeghij 539 27	abcdeghij 428 21
Net agree	fhkm 1657 7	hkm 129 6	hkm 40 2	abcfghijkm -9 0	acfhijkm -6 0	hk 184 9	hkm 70 3	k 376 18	abcdeghijk -143 -7	hkm 188 9	fhkm 626 31	hkm 202 10	hkm 380 19
Mean	cdegi 0.04	cdeg 0.04	de -0.05	de -0.04	de -0.07	abcdegi 0.07	cde 0.02	abcdeghij 0.18	abcdegi -0.2	abcdeghijkl 0.08	abcdeghij 0.36	abcdeghij 0.09	abcdeghij 0.2
#page	cdei	cdei	i	i	i	cdei	cei	abcdeghij	cdegi	abcdeghijkl	acdegi	abcdeghij	

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Table 27

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:
 People are entitled to express their opinions, even if these are based on false or misleading information
 Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used.
 Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Strongly agree (+2)	1802	120	109	181	115	96	110	196	274	227	150	225	224	
	8	6	5	9	6	5	5	10	14	11	7	11	11	

	bcefg		bcefg				abcefgk	abcdefghkl	abcdefgk	cefg	abcdefgk	abcdefgk	
Tend to agree (+1)	5850	608	561	573	517	534	440	478	501	455	595	588	652
	26	30	28	29	26	27	22	23	25	23	30	29	32
	ghj	aefghij	ghj	aghij	gj	ghj		g		aefghij	aeghij	acdefghijl	
Neither agree or disagree (0)	5751	539	514	629	535	588	529	470	499	507	599	343	505
	26	27	26	31	27	29	26	23	25	25	30	17	25
	hl	hl	l	abceghijlm	hl	acghijlm	hl	l	l	abceghijlm	l		
Tend to disagree (-1)	5055	490	517	379	528	505	528	417	406	433	393	460	377
	23	24	26	19	26	25	26	20	20	22	20	23	19
	dhikm	dhikm	adhijklm		adhijklm	adhikm	adhijklm		dm		dkm		
Strongly disagree (-2)	3219	195	249	177	259	236	395	451	290	370	227	372	209
	15	10	12	9	13	12	19	22	14	18	11	18	10
	bcdefkm		bd		bdm	bd	abcdefikm	abcdefgijkl	bdfkm	abcdefikm	d	abcdefikm	
Don't know/not sure	437	50	51	69	46	46	30	25	42	17	36	25	43
	2	3	3	3	2	2	1	1	2	1	2	1	2
	hjl	ghjl	ghjl	aefghijklm	hjl	hjl		j		j		hjl	
Agree	7652	728	670	755	632	630	550	674	775	682	745	813	876
	35	36	33	38	32	31	27	33	39	34	37	40	44
	efg	efgh	g	acefghj	g	g	g	acefghj	g	acefghj	abcefgghjk	abcdefghijk	
Disagree	8275	684	766	555	787	742	923	867	697	803	620	831	586
	37	34	38	28	39	37	45	43	35	40	31	41	29
	bdikm	dkm	bdikm		bdikm	dkm	abcdefijklr	abcdefikm	dkm	abdikm	d	abdfikm	
Net agree	-623	43	-96	199	-155	-112	-373	-193	79	-121	125	-19	290
	-3	2	-5	10	-8	-6	-18	-9	4	-6	6	-1	14
	l		bcefhijkl					bl		bcfijl		bcefhijkl	
Mean	-0.09	-0.02	-0.12	0.11	-0.15	-0.13	-0.33	-0.22	0.03	-0.13	0.02	-0.08	0.16
	egh	acefghj	gh	abcefgghjkl	g	gh	g	acefghj	gh	acefghj	gh	abcefgghjkl	

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Table 28
Q.10 To what extent do you feel familiar or unfamiliar with the following terms?
Base: All respondents

	Total	Extremely f	Somewhat	Not very fa	Never hear	Don't know	Familiar	Unfamiliar	Net familia	Mean
Deepfake	22115	2352	5211	6255	6900	1397	7563	13155	-5592	-0.49
		11	24	28	31	6	34	59	-25	
Misinformation	22115	6203	10111	4087	1084	631	16314	5170	11144	0.76
		28	46	18	5	3	74	23	50	
Fake news	22115	9137	9245	2734	478	521	18382	3212	15170	1.1
		41	42	12	2	2	83	15	69	
Political bias	22115	5885	9816	4560	1109	745	15701	5669	10032	0.69
		27	44	21	5	3	71	26	45	
Disinformation	22115	7384	9124	3912	1066	628	16508	4979	11529	0.83
		33	41	18	5	3	75	23	52	
Hate speech	22115	6512	8336	4543	2071	652	14848	6615	8234	0.59

		29	38	21	9	3	67	30	37		
Confirmation bias	22115	2262	6726	7432	4507	1188	8988	11939	-2951	-0.25	
		10	30	34	20	5	41	54	-13		
Post truth	22115	1714	5614	7386	6087	1314	7328	13472	-6144	-0.51	
		8	25	33	28	6	33	61	-28		
Media literacy	22115	3323	8172	6993	2799	827	11495	9792	1703	0.1	
		15	37	32	13	4	52	44	8		

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Table 29

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Deepfake
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely familiar (+2)	2352	185	179	139	169	177	373	297	235	229	154	214	255	
	11	9	9	7	8	9	18	15	12	11	8	11	13	
	bcdefk	d	d			d	abcdehijkl	abcdehijkl	bcdefk	bcdefk		dek	abcdefk	
Somewhat familiar (+1)	5211	340	417	333	399	439	615	583	390	557	594	543	471	
	24	17	21	17	20	22	30	29	19	28	30	27	23	
	bcdei		bd		bd	bd	abcdefilm	abcdefim	d	abcdefim	abcdefim	abcdefim	bdei	
Not very familiar (-1)	6255	547	625	579	599	587	602	603	577	530	249	757	497	
	28	27	31	29	30	29	30	30	29	26	12	38	25	
	km	k	abjkm	km	jkm	km	jkm	jkm	km	k		abcdehijkl	k	
Never heard of (-2)	6900	816	680	829	752	725	352	434	670	569	674	399	660	
	31	41	34	41	38	36	17	21	33	28	34	20	33	
	ghjl	acefghijklm	aghjl	acefghijklm	acghijklm	aghjlm		g	ghjl	ghl	aghjl	g	ghjl	
Don't know/not sure	1397	113	100	127	80	77	91	119	139	123	328	99	125	
	6	6	5	6	4	4	4	6	7	6	16	5	6	
	cefgl	ef		efg			ef	cefgl	efg	abcdehijklm		efg		
Familiar	7563	525	596	473	569	616	988	880	625	786	749	757	726	
	34	26	30	24	28	31	49	43	31	39	37	38	36	
	bcdefi	d	bd		d	bd	abcdehijkl	abcdehijklm	bd	abcdefi	abcdefi	abcdefi	bcdefi	
Unfamiliar	13155	1363	1305	1408	1351	1313	954	1037	1247	1099	923	1156	1157	
	59	68	65	70	68	65	47	51	62	55	46	57	58	
	ghjk	aghijklm	aghijklm	acfghijklm	aghijklm	aghijklm		gk	ghijklm	ghk		ghk	ghk	
Net familiar	-5592	-837	-709	-935	-782	-697	34	-156	-622	-314	-174	-399	-431	

	-25	-42	-35	-47	-39	-35	2	-8	-31	-16	-9	-20	-21
Mean	-0.49	-0.78	-0.64	-0.86	-0.71	-0.65	0.03	-0.15	-0.56	-0.35	-0.41	-0.31	-0.44
	bcdef	bd		d	bd	abcdehijkl	abcdehijklr	bde	abcdehijkl	abcdehijkl	abcdehijkl	abcdehijkl	bcdefi

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Table 30

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Misinformation
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely familiar (+2)	6203	646	623	601	436	344	251	637	765	828	355	717	844	
	28	32	31	30	22	17	12	31	38	41	18	36	42	
	efgk	aefgk	aefgk	efgk	fgk	g		aefgk	abcdehghk	abcdehghkl	g	abcdehghk	abcdehghkl	
Somewhat familiar (+1)	10111	990	1006	1023	1036	980	550	950	859	870	869	977	866	
	46	49	50	51	52	49	27	47	43	43	43	49	43	
	gijklm	agijklm	agijklm	agijklm	agijklm	agijklm		gijklm	g	g	g	agijklm	g	
Not very familiar (-1)	4087	249	272	282	380	496	713	355	296	245	547	252	180	
	18	12	14	14	19	25	35	17	15	12	27	13	9	
	bcdijlm	m	m	m	bcdijlm	abcdehijlm	abcdehijkl	bcdijlm	m	m	abcdehijlm	m		
Never heard of (-2)	1084	55	49	40	105	149	428	46	43	42	81	45	55	
	5	3	2	2	5	7	21	2	2	2	4	2	3	
	bcdhijlm				bcdhijlm	abcdehijklr	abcdehijklm				bcdhijlm			
Don't know/not sure	631	61	51	62	43	38	90	47	50	23	147	19	63	
	3	3	3	3	2	2	4	2	2	1	7	1	3	
	efjl	fjl	jl	fjl	jl	l	abcdehijl	jl	jl		abcdehijlm		fjl	
Familiar	16314	1636	1629	1624	1472	1324	801	1587	1623	1699	1225	1694	1710	
	74	82	81	81	74	66	39	78	81	85	61	84	85	
	fgk	aefghk	aefghk	aefghk	fgk	gk		aefgk	aefgk	abcdehghk	g	abcdehghk	abcdehghkl	
Unfamiliar	5170	304	321	322	485	644	1141	401	339	287	628	298	235	
	23	15	16	16	24	32	56	20	17	14	31	15	12	
	bcdhijlm	m	m	m	bcdhijlm	abcdehijlm	abcdehijkl	bcdijlm	m	m	abcdehijlm	m		
Net familiar	11144	1332	1308	1302	987	680	-340	1186	1285	1412	596	1396	1475	
	50	67	65	65	49	34	-17	58	64	70	30	69	73	
	fgk	aefghk	aefghk	aefghk	fgk	gk		aefgk	aefghk	abcdehghk	g	acdehghk	abcdehghkl	
Mean	0.76	0.99	0.97	0.96	0.67	0.44	-0.27	0.89	1.02	1.11	0.47	1.04	1.16	

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Table 31

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Fake news
Base: All respondents

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

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely familiar (+2)	9137	867	915	761	701	744	1215	830	817	882	388	1017	1053	
	41	43	46	38	35	37	60	41	41	44	19	51	52	
	defk	defk	adehik	k	k	k	abcdehijkl	efk	ek	adehik		abcdehijkl	abcdehijkl	
Somewhat familiar (+1)	9245	883	764	899	969	1015	567	838	846	840	839	785	734	
	42	44	38	45	48	51	28	41	42	42	42	39	37	
	cglm	acglm	g	acghlm	abcdghijkl	abcdghijkl	gm	cgm	cgm	cgm	g	g		
Not very familiar (-1)	2734	172	211	262	236	203	179	286	251	228	542	164	154	
	12	9	11	13	12	10	9	14	12	11	27	8	8	
	bcfglm	blm	bcfglm	bglm	lm		abcefgilm	bfglm	bglm	bcdehijklm				
Never heard of (-2)	478	33	62	35	61	18	46	37	50	36	74	27	13	
	2	2	3	2	3	1	2	2	2	2	4	1	1	
	flm	fm	abdfhilm	fm	abdfhilm	flm	fm	flm	fm	abdfhilm	m			
Don't know/not sure	521	46	49	51	33	26	25	45	48	22	157	18	55	
	2	2	2	3	2	1	1	2	2	1	8	1	3	
	efgijl	fgijl	fgijl	fgijl	l		fgijl	fgijl		bcdehijklm		efgijl		
Familiar	18382	1750	1679	1660	1670	1759	1782	1668	1663	1722	1227	1802	1787	
	83	87	84	83	84	88	88	82	83	86	61	90	89	
	k	acdehik	k	k	k	acdehik	acdehik	k	k	adhik		acdehik	acdehik	
Unfamiliar	3212	205	273	297	296	221	225	323	301	263	616	191	167	
	15	10	14	15	15	11	11	16	15	13	31	9	8	
	bfglm	m	bfglm	bfglm	bfglm	m	m	bfgilm	bfglm	blm	bcdehijklm			
Net familiar	15170	1544	1406	1363	1374	1538	1557	1345	1362	1459	611	1611	1621	
	69	77	70	68	69	77	77	66	68	73	31	80	81	
	hk	acdehijk	hk	k	k	acdehijk	acdehijk	k	k	adehik		bcdehijkl	bcdehijkl	
Mean	1.1	1.22	1.16	1.07	1.02	1.14	1.36	1.07	1.08	1.16	0.5	1.31	1.36	
	ek	adehik	adehk	k	k	dehk	bcdehijk	k	k	adehk		bcdehijk	bcdehijk	

Table 32

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Political bias
 Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used.
 Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely familiar (+2)	5885	693	550	454	458	407	599	377	635	617	455	639	851	
	27	35	28	23	23	20	29	19	32	31	23	32	42	
	defhk	acdefghjk	defhk	h	fh		adefhk		acdefhk	acdefhk	h	acdefhk	abcdefghijk	
Somewhat familiar (+1)	9816	930	942	995	1021	1102	890	670	774	847	718	927	819	
	44	46	47	50	51	55	44	33	38	42	36	46	41	
	hikm	ahijkm	aghijkm	aghijklm	abcghijklm	abcdeghijkl	hik		h	hik		hijkm	hk	
Not very familiar (-1)	4560	229	376	413	369	367	418	625	428	386	574	373	210	
	21	11	19	21	18	18	21	31	21	19	29	19	10	
	bceflm		bm	bm	bm	bm	bm	abcdeghijkl	bfm	bm	abcdeghijkl	bm		
Never heard of (-2)	1109	82	68	81	95	90	81	260	99	104	112	37	63	
	5	4	3	4	5	4	4	13	5	5	6	2	3	
	cdglm	l	l	l	clm	lm	l	abcdeghijkl	clm	clm	bcdglm		l	
Don't know/not sure	745	65	64	65	56	40	45	104	76	54	141	34	66	
	3	3	3	3	3	2	2	5	4	3	7	2	3	
	fgl	fgl	fl	fgl	l			abcdeghijkl	fgl	l	abcdeghijkl		fl	
Familiar	15701	1624	1493	1448	1479	1509	1489	1047	1409	1464	1173	1567	1670	
	71	81	75	72	74	75	73	51	70	73	59	78	83	
	hk	acdefghijkl	ahik	hk	ahik	adhik	ahk	hk	hk	h	acdefghijkl	acdefghijkl		
Unfamiliar	5669	312	444	495	465	457	498	885	527	490	686	411	273	
	26	16	22	25	23	23	25	43	26	24	34	20	14	
	bceflm		bm	blm	blm	bm	blm	abcdeghijkl	bceflm	blm	abcdeghijkl	bm		
Net familiar	10032	1312	1049	954	1014	1052	991	162	882	974	487	1156	1397	
	45	66	52	47	51	52	49	8	44	49	24	57	70	
	hk	acdefghijkl	adghijk	ahik	adhik	adghijk	ahik	hk	ahik	h	acdefghijkl	abcdeghijkl		
Mean	0.69	0.99	0.79	0.68	0.71	0.7	0.76	0.14	0.73	0.76	0.45	0.89	1.12	
	hk	acdefghijkl	adefhk	hk	hk	hk	adhk	hk	ahk	h	acdefghijkl	abcdeghijkl		

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Table 33

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Disinformation

Base: All respondents

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

Overlap formulae used.

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely familiar (+2)	7384	430	663	664	452	312	1121	783	605	964	385	1005	566	
	33	21	33	33	23	16	55	38	30	48	19	50	28	
	befikm	f	befkm	befkm	fk		abcdefhijkl	abcdefikm	befk	abcdefhikn	f	abcdefhikn	befk	
Somewhat familiar (+1)	9124	836	911	997	889	874	643	855	746	795	784	795	801	
	41	42	46	50	44	44	32	42	37	40	39	40	40	
	gi	gi	abghijklm	abcefhijkl	agijklm	agijklm		gi	g	g	g	g	g	
Not very familiar (-1)	3912	469	316	266	451	554	206	318	406	201	558	168	368	
	18	23	16	13	23	28	10	16	20	10	28	8	18	
	cdghjl	acdghijlm	dgjl	gjl	acdghjlm	abcdceghijlm		dgjl	acdghjl		abcdceghijlm		cdghjl	
Never heard of (-2)	1066	187	65	38	149	217	35	41	163	28	120	23	175	
	5	9	3	2	7	11	2	2	8	1	6	1	9	
	cdghjl	acdceghjkl	dghjl		acdghjl	acdceghijklm		l	acdghjkl		acdghjl		acdghjkl	
Don't know/not sure	628	79	47	43	59	50	27	39	92	20	153	20	99	
	3	4	2	2	3	2	1	2	5	1	8	1	5	
	ghjl	acdceghjl	gjl	gjl	ghjl	gjl		jl	acdceghjl		abcdceghijlm		acdceghjl	
Familiar	16508	1266	1574	1661	1341	1186	1764	1638	1351	1759	1169	1800	1367	
	75	63	79	83	67	59	87	80	67	88	58	90	68	
	befikm	fk	abefikm	abcefhikm	bfk		abcdcefhikn	abefikm	bfk	abcdcefhikm		abcdcefhikn	bfk	
Unfamiliar	4979	656	381	304	600	770	242	359	569	229	678	191	543	
	23	33	19	15	30	38	12	18	28	11	34	9	27	
	cdghjl	acdghijlm	dgjl	gjl	acdghjl	abcdceghijkl		dgjl	acdghjl		acdceghijlm		acdghjl	
Net familiar	11529	610	1193	1357	741	416	1522	1278	783	1530	490	1609	824	
	52	30	60	68	37	21	75	63	39	76	25	80	41	
	befikm	fk	abefikm	abcefhikm	bfk		abcdcefhikn	abcefhikm	bfk	abcdcefhikn	f	abcdcefhikn	befk	
Mean	0.83	0.44	0.92	1.01	0.54	0.26	1.3	1.01	0.64	1.24	0.41	1.3	0.64	
	befikm	f	abefikm	abcefhikm	bfk		abcdcefhikn	abcefhikm	befk	abcdcefhikn	f	abcdcefhikn	befk	

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Table 34

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Hate speech

Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used.
 Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely familiar (+2)	6512	633	239	569	309	497	958	706	667	634	501	800	886	
	29	32	12	28	15	25	47	35	33	32	25	40	44	
	cefk	acdefk		cefk	c	ce	abcdefghijkl	abcdefk	acdefk	cdefk	ce	abcdefghijkl	abcdefhijkl	
Somewhat familiar (+1)	8336	862	485	952	571	859	711	777	864	701	654	900	747	
	38	43	24	47	29	43	35	38	43	35	33	45	37	
	cegjk	aceghjkm		abcefhijklr	c	aceghjkm	ce	cegjk	aceghjkm	ce	ce	aceghjkm	cek	
Not very familiar (-1)	4543	308	600	362	536	299	269	426	367	494	633	250	225	
	21	15	30	18	27	15	13	21	18	25	32	12	11	
	bdfgilm	lm	abdefghijln	bfglm	abdfghilm	lm	bdfglm	bfglm	abdfghilm	abdefghijlm				
Never heard of (-2)	2071	131	592	63	518	306	57	74	63	124	99	43	85	
	9	7	30	3	26	15	3	4	3	6	5	2	4	
	bdghijklm	dghiklm	abdefghijklm		abdfghijkln	abdghijklm			dghilm	dghil		gl		
Don't know/not sure	652	68	85	62	65	45	37	54	51	55	112	18	65	
	3	3	4	3	3	2	2	3	3	3	6	1	3	
	gl	fgl	afghijl	gl	gl	l	l	l	l	l	abdefghijlm	gl		
Familiar	14848	1495	724	1521	880	1356	1669	1483	1531	1335	1156	1700	1633	
	67	75	36	76	44	68	82	73	76	66	58	85	81	
	cek	acefjk		acefhjk	c	cek	abcdefghijkl	acefjk	acefhjk	cek	ce	abcdefghijkl	abcdefhijk	
Unfamiliar	6615	438	1192	425	1055	605	326	499	430	618	732	293	311	
	30	22	60	21	53	30	16	25	21	31	37	15	15	
	bdghilm	glm	abdefghijkl	glm	abdfghijkln	bdghilm		dgilm	glm	bdghilm	abdfghijlm			
Net familiar	8234	1056	-468	1095	-175	751	1342	984	1101	717	423	1408	1323	
	37	53	-23	55	-9	37	66	48	55	36	21	70	66	
	cek	acefhjk		acefhjk		cek	abcdefghijkl	acefjk	acefhjk	cek	e	abcdefghijkl	abcdefhijk	
Mean	0.59	0.81	-0.43	0.82	-0.2	0.48	1.12	0.82	0.87	0.63	0.44	1.09	1.09	
	cefk	acefjk		acefjk	c	ce	abcdefghijkl	acefjk	acefjk	cefk	ce	abcdefghijkl	abcdefhijk	

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Table 35
 Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Confirmation bias
 Base: All respondents

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

Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely familiar (+2)	2262	268	104	183	154	168	267	193	187	275	193	270	345	
	10	13	5	9	8	8	13	9	9	14	10	13	17	
	cef	acdefhik		c	c	c	acdefhik	c	c	acdefhik	ce	acdefhik	abcdefghijk	
Somewhat familiar (+1)	6726	548	406	598	601	723	592	595	370	726	869	698	646	
	30	27	20	30	30	36	29	29	18	36	43	35	32	
	bci	ci		ci	ci	abcdeghim	ci	ci		abcdeghim	abcdeghij	abcdeghi	bci	
Not very familiar (-1)	7432	607	760	780	730	695	759	708	585	652	395	761	563	
	34	30	38	39	37	35	37	35	29	32	20	38	28	
	bikm	k	abfhijkm	abfhijkm	abijkm	bikm	abijkm	bikm	k	km		abfhijkm	k	
Never heard of (-2)	4507	479	618	339	421	345	326	427	708	287	319	237	349	
	20	24	31	17	21	17	16	21	35	14	16	12	17	
	dfgijklm	adefghijklm	abdefghijklr	jl	dfgijklm	jl	l	dfgijklm	abcdeghijk	l			jl	
Don't know/not sure	1188	99	113	108	93	75	88	113	163	68	223	45	106	
	5	5	6	5	5	4	4	6	8	3	11	2	5	
	fgjl	jl	fjl	fjl	l	l	l	fjl	abcdeghjlr	l	abcdeghijlm	fjl		
Familiar	8988	816	510	781	755	890	859	788	557	1001	1062	968	991	
	41	41	25	39	38	44	42	39	28	50	53	48	49	
	cei	ci		ci	ci	abcdehi	cdehi	ci		abcdeghij	abcdeghilr	abcdeghij	abcdeghij	
Unfamiliar	11939	1086	1378	1118	1152	1041	1085	1135	1293	939	715	998	912	
	54	54	69	56	58	52	53	56	64	47	36	50	45	
	ijklm	ijklm	abdefghijkl	fijklm	abfgijklm	jkm	ijklm	fijklm	abdefghijklr	k	km	k		
Net familiar	-2951	-270	-868	-337	-397	-150	-226	-347	-736	62	347	-30	79	
	-13	-13	-43	-17	-20	-8	-11	-17	-37	3	17	-2	4	
									l	bdefghijlm		l		
Mean	-0.25	-0.25	-0.73	-0.26	-0.35	-0.17	-0.15	-0.3	-0.68	0.03	0.12	0	0.04	
	cei	cei		cei	ci	acdehi	abcdehi	ci		abcdeghij	abcdeghijl	abcdeghij	abcdeghij	

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Table 36

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Post truth
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely familiar (+2)	1714	142	131	140	99	64	276	206	98	167	159	231	195	
	8	7	7	7	5	3	14	10	5	8	8	11	10	
	cefi	efi	ef	efi	f		abcdehijkl	abcdefik	f	efi	efi	abcdefijk	abcdefi	
Somewhat familiar (+1)	5614	500	407	465	369	256	688	546	264	615	809	695	480	
	25	25	20	23	18	13	34	27	13	31	40	35	24	
	cdefi	cefi	fi	cefi	fi		abcdehijm	cdefim		abcdehijm	abcdehijkl	abcdehijm	cefi	
Not very familiar (-1)	7386	651	817	754	726	600	720	700	625	669	320	805	616	
	33	33	41	38	36	30	35	34	31	33	16	40	31	
	fkm	k	abdefghijkl	abfhiijkm	abfikm	k	fikm	fkm	k	fk		abefghijklm	k	
Never heard of (-2)	6087	598	534	514	719	990	279	455	864	481	436	217	576	
	28	30	27	26	36	49	14	22	43	24	22	11	29	
	dghjkl	acdghjkl	ghkl	ghkl	abcdghjklm	abcdehijkl	l	gl	abcdehijkl	gl	gl		dghjkl	
Don't know/not sure	1314	109	111	135	88	96	69	129	160	76	276	63	141	
	6	5	6	7	4	5	3	6	8	4	14	3	7	
	efgjl	gjl	gjl	efgjl	l	gl		efgjl	abcefgjl		abcdehijlm		efgjl	
Familiar	7328	643	539	605	467	320	964	753	363	782	968	926	675	
	33	32	27	30	23	16	47	37	18	39	48	46	34	
	cdefi	cefi	efi	cefi	fi		abcdehijm	abcdefim		abcdefim	abcdehijm	abcdehijm	cdefi	
Unfamiliar	13472	1249	1351	1268	1445	1590	999	1155	1489	1150	756	1022	1192	
	61	62	68	63	72	79	49	57	74	57	38	51	59	
	ghjkl	ghjkl	abdehijklm	aghijklm	abcdghijklm	abcdehijkl	k	gkl	abcdghijklm	gkl	k		gkl	
Net familiar	-6144	-606	-812	-663	-978	-1269	-35	-402	-1127	-367	212	-97	-517	
	-28	-30	-41	-33	-49	-63	-2	-20	-56	-18	11	-5	-26	
									gl					
Mean	-0.51	-0.56	-0.64	-0.55	-0.84	-1.15	-0.02	-0.34	-1.02	-0.35	-0.04	-0.04	-0.48	
	cefi	efi	efi	cefi	fi		abcdehijm	abcdefim	f	abcdefim	abcdehijm	abcdehijm	cefi	

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Table 37

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Media literacy
Base: All respondents

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Extremely familiar (+2)	3323	203	195	412	214	163	491	191	361	194	523	374	292
	15	10	10	21	11	8	24	9	18	10	26	19	15
	bcefhj	f		abcefhjm	f		abcdefhijlm		abcefhjm		abcdefhijlm	abcefhjm	bcefhj
Somewhat familiar (+1)	8172	688	614	982	744	748	836	593	782	585	722	877	789
	37	34	31	49	37	37	41	29	39	29	36	44	39
	bchj	chj		abcefhijkl	chj	chj	abcefhjk		bchj		chj	abcefhijkm	bchj
Not very familiar (-1)	6993	680	741	478	683	694	499	706	626	661	619	605	574
	32	34	37	24	34	35	25	35	31	33	31	30	29
	dgm	adgklm	adgijklm		adgklm	adgiklm		adgiklm	dg	dgm	dg	dg	dg
Never heard of (-2)	2799	339	369	76	301	338	153	436	151	477	45	114	250
	13	17	18	4	15	17	8	21	8	24	2	6	12
	dgikl	adgiklm	adegiklm	k	adgiklm	adgiklm	d	abcdfgikln	d	abcdfgiklm		dk	dgikl
Don't know/not sure	827	91	81	60	58	63	53	110	91	90	90	40	104
	4	5	4	3	3	3	3	5	5	5	4	2	5
	egl	defgl	gl					adefgl	degl	defgl	defgl		adefgl
Familiar	11495	891	810	1394	958	911	1328	784	1143	779	1245	1251	1081
	52	45	40	69	48	45	65	39	57	39	62	62	54
	bcefhj	chj		abcefhijkl	bchj	chj	abcefhijklm		abcefhj		abcefhijm	abcefhijm	bcefhj
Unfamiliar	9792	1019	1110	554	983	1032	652	1142	778	1138	665	719	823
	44	51	55	28	49	51	32	56	39	57	33	36	41
	dgiklm	adgiklm	abdefgiklm		adgiklm	adgiklm	d	abdefgiklm	dgk	abdefgiklm	d	dg	dgkl
Net familiar	1703	-128	-300	839	-25	-121	676	-358	366	-359	580	532	258
	8	-6	-15	42	-1	-6	33	-18	18	-18	29	26	13
	bcefhj			abcefhijklm			abcefhijklm		abcefhjm		abcefhijm	abcefhijm	abef
Mean	0.1	-0.14	-0.25	0.6	-0.06	-0.15	0.51	-0.31	0.3	-0.33	0.55	0.4	0.16
	bcefhj	chj		abcefhijln	cfhj	chj	abcefhijlm		abcefhjm		abcefhijlm	abcefhijm	bcefhj

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Table 38

Q.11 Which, if any, of the following things have you personally felt concerned about when accessing news or current affairs information online?

Base: All respondents

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

EMEA Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
a	b	c	d	e	f	g	h	i	j	k	l	m

Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Seeing a story, video or photo where real events were shown in a misleading context	10873	1091	1047	815	972	882	811	1142	965	1193	911	1044	1224
	49	55	52	41	49	44	40	56	48	59	46	52	61
	dfgk	adefgik	adefgik	dfg	dg		acdefgikl	dfg	abcdefghik	dg	adefgik	abcdefghikl	
Reading a news story that was completely fake	10798	952	891	640	878	751	1179	1234	626	1314	1018	1315	1097
	49	48	45	32	44	37	58	61	31	65	51	65	55
	cdefi	defi	dfi	dfi	di		abcdefikm	abcdefikm	abcdefghik	bcdefi	abcdefghik	abcdefik	
Seeing a video or photo that had been altered to show something that didn't in fact occur	10549	900	1132	793	884	709	1021	1240	801	1150	907	1012	1115
	48	45	57	40	44	35	50	61	40	57	45	50	55
	bdefik	dfi	abdefgikl	f	dfi		abdefik	abcdefgijkl	f	abdefgikl	dfi	abdefik	abdefgikl
Seeing a story where the headline did not reflect the content of the article	9384	1028	588	623	762	709	747	955	984	1014	889	1083	1034
	42	51	29	31	38	35	37	47	49	51	44	54	51
	cdefg	acdefghk		cd	cd	cd	acdefg	acdefgk	acdefghk	cdefg	acdefghijk	acdefghk	
Sharing content that was false with colleagues, friends or family	6246	456	447	409	537	412	501	875	274	818	771	747	654
	28	23	22	20	27	21	25	43	14	41	39	37	33
	bcdfigi	i	i	i	bcdfi	i	dfi	abcdefgiklm	abcdefgilm	abcdefgim	abcdefgim	abcdefgim	abcdefgi
None of the above	3540	411	359	566	371	510	216	145	454	104	278	126	300
	16	21	18	28	19	25	11	7	23	5	14	6	15
	ghjkl	acghjklm	aghjklm	abceghijkln	aghjklm	abceghijklm	hjl	j	aceghijklm	ghjl		ghjl	

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Table 39

Q.12 Thinking about the news and current affairs information you get online, which of the following factors, if any, are the most important in making you trust information is true?
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Knowing the website or app on which it appears is independent and unbiased	10160	1028	762	919	875	1058	763	1002	1025	1088	770	870	968
	46	51	38	46	44	53	38	49	51	54	38	43	48
	cegkl	acdegkl	cgk	cgk	acdeghklm	acdegkl	acdegkl	acdeghklm	cgk	cegkl			
Recognising the person or organization that wrote or created it	9526	946	766	718	939	852	936	1029	771	1061	643	866	935
	43	47	38	36	47	42	46	51	38	53	32	43	47
	cdik	acdfikl	k	k	acdfikl	cdik	acdfik	abcdefgikln	k	abcdefgiklm	cdik	acdfikl	

If you search for it, a lot of other websites give the same information	9457	819	635	894	728	620	1005	1033	932	1065	855	870	895
	43	41	32	45	36	31	49	51	46	53	43	43	45
Being familiar with the website or app on which it appears	8613	897	856	608	888	950	561	864	867	694	807	622	925
	39	45	43	30	44	47	28	42	43	35	40	31	46
It has accurate spelling and grammar	7640	747	933	697	897	825	548	561	801	490	521	620	659
	35	37	47	35	45	41	27	28	40	24	26	31	33
If it fits with your understanding of the issues reported	5349	626	552	405	399	361	235	362	932	592	399	486	567
	24	31	28	20	20	18	12	18	46	29	20	24	28
Knowing the website or app on which it appears is based in	3480	480	375	285	366	356	157	241	295	247	248	429	461
	16	24	19	14	18	18	8	12	15	12	12	21	23
The website or app on which it appears is near the top of internet search results	2580	198	241	152	225	165	256	242	164	340	210	387	253
	12	10	12	8	11	8	13	12	8	17	10	19	13
Seeing it has been shared by a friend or someone you know	2122	140	157	141	180	135	152	199	134	286	329	268	234
	10	7	8	7	9	7	8	10	7	14	16	13	12
Seeing it has a lot of shares, likes or comments next to it	1995	108	143	130	125	103	176	173	104	208	311	414	174
	9	5	7	6	6	5	9	9	5	10	16	21	9
Other, please specify	430	33	34	34	37	60	55	40	50	29	33	24	56
	2	2	2	2	2	3	3	2	2	1	2	1	3
Don't know	2214	241	251	312	223	235	172	149	192	76	222	142	220
	10	12	13	16	11	12	8	7	10	4	11	7	11
#page	ghjl	aghijl	aghijl	abcefg hijkl ghjl	aghjl	j	j	hjl	ghjl	j	ghjl		

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Table 40
Q.13 When you're unsure about whether a piece of news or information online is true or false, which of these, if any, are you most likely to do?
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	

	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	9460	912	658	705	792	802	744	1076	970	1088	957	755	845
Read how other media organizations have reported the story	43	46	33	35	40	40	37	53	48	54	48	38	42
	cdefgl	acdefglm		cd	cdg	c		abcdefgikln	acdefglm	abcdefgiklr	acdefglm	c	cdgl
Go back to the original source of the information	8610	733	833	795	739	804	984	652	865	949	627	629	818
	39	37	42	40	37	40	48	32	43	47	31	31	41
	bhkl	hkl	abehkl	hkl	hkl	behkl	abcdefhiklm		abehkl	abcdefhiklm			behkl
Do some research on the media organization that has reported the story	7144	495	594	551	479	404	544	1118	690	860	745	664	632
	32	25	30	27	24	20	27	55	34	43	37	33	31
	bcdefg	f	befg	ef	f		ef	abcdefgijkl	bcdefg	abcdefgiklr	abcdefglm	bcdefg	bdefg
Check the publication date	6352	530	741	533	614	346	513	615	556	646	578	679	555
	29	26	37	27	31	17	25	30	28	32	29	34	28
	bdfg	f	abdefghijkl	f	abdfgm		f	bdfg	f	abdfgikm	fg	abdefghikn	f
Read the comments	6016	486	448	473	480	512	407	515	435	718	802	740	450
	27	24	22	24	24	26	20	25	22	36	40	37	22
	bcdegim	g		g	g	cgim		cgim		abcdefghin	abcdefghijl	abcdefghim	
Use a fact-checking website	5917	424	546	632	471	455	784	506	585	416	507	591	694
	27	21	27	31	24	23	39	25	29	21	25	29	35
	befj		befj	abcefhjk	j		abcdefhijkl	bj	befhjk		bj	abefhjk	abcefhijkl
Check whether the headline accurately reflects the rest of the story	5868	656	453	377	506	445	500	510	517	682	519	703	696
	27	33	23	19	25	22	25	25	26	34	26	35	35
	cdfg	acdefghik	d		df	d	d	df	df	acdefghik	cdf	acdefghik	acdefghik
Look at the quality of the	5538	550	679	499	632	598	420	325	558	411	331	536	495
	25	27	34	25	32	30	21	16	28	20	17	27	25
	ghjk	aghjk	abdfghijkln	ghjk	abdghijklm	adghjklm	hk		aghjk	hk		ghjk	ghjk
Search online for key words to see if the story ranks among top searches	4845	331	383	349	385	360	475	382	483	720	484	494	373
	22	17	19	17	19	18	23	19	24	36	24	25	19
	bcdefhm		b		b		bcdefhm		bcdefhm	abcdefghik	abcdefhm	abcdefhm	
Talk to friends or family to check whether they have heard of the story	4603	411	354	453	329	314	258	476	367	586	570	485	476
	21	21	18	23	16	16	13	23	18	29	29	24	24
	cefgi	cefg	g	acefgi	g	g		abcefgi	g	abcdefghilr	abcdefghilr	abcefgi	abcefgi
If on social media, check the profile of the person who shared the story	3613	261	211	323	251	206	311	343	378	477	383	468	341
	16	13	11	16	13	10	15	17	19	24	19	23	17
	bcef	cf		bcef	f		bcef	bcef	abcefg	abcdefghik	abcdefg	abcdefghik	bcef
If on social media, check how many people have shared or liked the story	1501	97	95	88	108	114	125	128	110	159	201	274	163
	7	5	5	4	5	6	6	6	5	8	10	14	8
	bcdef						d	cd		bcdefgi	abcdefghijr	abcdefghijk	abcdefghi
Other, please specify	242	25	16	28	25	48	19	11	25	8	15	22	28
	1	1	1	1	1	2	1	1	1	0	1	1	1
	hj	hj		hj	hj	abcdeghijkl		hj			hj	hj	
I would not do anything to verify the piece of information	924	193	97	107	112	145	32	43	65	29	71	30	125
	4	10	5	5	6	7	2	2	3	1	4	2	6
	ghjl	acdefghijkl	ghjl	aghijkl	aghijkl	acdeghijkl		gjl		ghjl		aghijkl	
Don't know	1484	142	159	214	189	156	113	101	150	57	113	90	148
	7	7	8	11	9	8	6	5	7	3	6	4	7
	ghjl	ghjl	aghjkl	abcfgghijklr	abghjklm	aghjkl	j	j	ghjkl		j	j	ghjkl

Q.18 To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things?

Base: All respondents

	Total	Extremely	Somewhat	Neither ap	Somewhat	Extremely i	Don't know	Appropriat	Inappropri	Net approf	Mean
Display fact checking alongside advertising, news links, or user posts	22115	6076	8903	4604	1066	360	1105	14979	1427	13552	0.92
		27	40	21	5	2	5	68	6	61	
Work with the news industry to boost quality journalism	22115	7271	8755	3948	942	387	812	16026	1329	14697	1.01
		33	40	18	4	2	4	72	6	66	
Display the source of information shown	22115	10229	7539	2717	765	253	612	17768	1018	16751	1.24
		46	34	12	3	1	3	80	5	76	

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Table 42
Q.18 To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things?
Display fact checking alongside advertising, news links, or user posts
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely appropriate (+2)	6076	683	426	438	445	475	565	816	437	544	445	801	750	
	27	34	21	22	22	24	28	40	22	27	22	40	37	
	cdefik	acdefgijk				cdefik	abcdefgijk		cdefik		abcdefgijk	abcdefgijk		
Somewhat appropriate (+1)	8903	858	899	704	909	939	767	735	768	787	840	697	742	
	40	43	45	35	45	47	38	36	38	39	42	35	37	
	dghlm	adghijlm	adghijlm		adghijklm	abdghijklm	l		dl		dghilm			
Neither appropriate or inappropriate (0)	4604	302	407	533	394	372	470	328	452	465	498	382	332	
	21	15	20	27	20	19	23	16	22	23	25	19	17	
	bhlm		bhm	abcefgihjlr	bhm	b	abcefhlm		bhlm	abcefhlm	abcefhlm	bh		
Somewhat inappropriate (-1)	1066	56	110	124	104	94	106	74	121	119	93	66	56	
	5	3	5	6	5	5	5	4	6	6	5	3	3	
	bhlm		bhlm	abfhklm	bhlm	blm	bhlm		bhlm	abhlm	blm			
Extremely inappropriate (-2)	360	12	36	65	31	28	30	20	70	30	20	18	44	

	2	1	2	3	2	1	1	1	4	2	1	1	2
Don't know/not sure	bhkl 1105	bhkl 90	abcefgijkl 122	b 144	b 118	b 98	b 93	abcefgijklr 62	b 164	b 62	b 105	bhkl 47	bhkl 86
	5	5	6	7	6	5	5	3	8	3	5	2	4
Appropriate	hjl 14979	hjl 1541	abghjlm 1325	abfghjklm 1142	hjlm 1354	hjl 1414	hjl 1332	abcefgijklm 1551	hjl 1205	hjl 1331	hjl 1284	hjl 1498	hjl 1492
	68	77	66	57	68	70	66	76	60	66	64	75	74
Inappropriate	dgik 1427	acdefgijk 68	di 146	dik 189	acdijk 134	di 121	di 137	acdefgijk 95	di 191	di 150	di 112	acdefgijk 84	acdefgijk 99
	6	3	7	9	7	6	7	5	10	7	6	4	5
Net appropriate	bhlm 13552	bhklm 1473	abcefgijklr 1179	bhlm 953	bl 1219	bhlm 1293	b 1196	abcefgijklr 1456	bhklm 1014	bl 1181	bl 1172	b 1415	b 1393
	61	74	59	47	61	64	59	72	50	59	59	70	69
Mean	cdgijk 0.92	acdefgijklm 1.12	di 0.84	di 0.71	acdegijk 0.87	di 0.91	di 0.89	acdefgijk 1.14	di 0.75	di 0.87	di 0.84	acdefgijk 1.12	acdefgijk 1.09
#page	cdeijk 19-093934-01	acdefgijk	di	di	cdik	di	di	acdefgijk	di	di	di	acdefgijk	acdefgijk

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Table 43

Q.18 To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things?

Work with the news industry to boost quality journalism

Base: All respondents

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

Overlap formulae used.

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Extremely appropriate (+2)	7271	646	514	593	591	506	822	877	548	699	526	950	600	
	33	32	26	30	30	25	40	43	27	35	26	47	30	
Somewhat appropriate (+1)	cddefikm 8755	cfik 827	cfk 918	cfk 770	cfk 851	abcdefijkm 902	abcdefijkm 743	abcdefijkm 691	cddefikm 787	cddefikm 751	cddefikm 901	abcdeghijk 613	abcdeghijk 772	
	40	41	46	38	43	45	37	34	39	37	45	30	38	
Neither appropriate or inappropriate (0)	ghl 3948	ghjl 325	abdeghijlm 369	hl 408	adghjlm 353	abdeghijlm 375	l 338	hl 309	hl 381	hl 356	abdeghijlm 395	hl 340	hl 384	
	18	16	18	20	18	19	17	15	19	18	20	17	19	
Somewhat inappropriate (-1)	bh 942	h 86	abeghl 71	h 84	bh 95	bh 108	h 65	h 84	h 114	h 102	abghl 83	bh 50	bh 101	
	4	4	4	4	5	5	3	4	6	5	4	2	5	
	gl l	l	l	gl	acgl	l	acgl	cgj	l	cgj	l	cgj	cgj	

Extremely inappropriate (-2)	387	30	36	41	31	35	22	23	75	48	22	22	55
	2	2	2	2	2	2	1	1	4	2	1	1	3
Don't know/not sure	ghkl			ghkl					abcdeghjk	aghkl			abefghkl
	812	86	94	112	79	80	43	51	107	51	72	37	97
	4	4	5	6	4	4	2	3	5	3	4	2	5
Appropriate	ghjl	ghjl	aghjl	aefghjkl	ghjl	ghjl			aghjkl	gl			aghjl
	16026	1473	1432	1363	1442	1408	1565	1568	1335	1451	1427	1563	1371
	72	74	72	68	72	70	77	77	66	72	71	78	68
Inappropriate	dfim	dfim	dim		dim	i		abcdefijkm	abcdefijkm	dim	dim		abcdefijkm
	1329	117	107	125	126	143	87	108	189	150	106	72	156
	6	6	5	6	6	7	4	5	9	7	5	4	8
Net appropriate	gl	gl	l	gl	gl	acghkl		l	abcdeghkl	abcghkl	l		abcghkl
	14697	1357	1325	1238	1316	1265	1478	1460	1146	1301	1322	1491	1215
	66	68	66	62	66	63	73	72	57	65	66	74	60
Mean	dfim	dfim	dfim	i	dim	i		abcdefijkm	abcdefijkm	im	dim		abcdefijkm
	1.01	1.03	0.95	0.94	0.98	0.9	1.14	1.17	0.85	1	0.95	1.22	0.92
	cdfikm	cdfikm	i	i	fi		abcdefijkm	abcdefijkm	fim	i		abcdeghijklm	

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Table 44
Q.18 To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things?
Display the source of information shown
Base: All respondents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used.
Fieldwork Dates: 9 January 2020-

	EMEA Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Extremely appropriate (+2)	10229	925	844	869	771	768	1012	1094	1011	1091	802	1042	932
	46	46	42	43	39	38	50	54	50	54	40	52	46
Somewhat appropriate (+1)	cdefk	cefk	ef	efk			abcdefkm	abcdefgkm	abcdefkm	abcdefgikm		abcdefkm	cefk
	7539	723	814	642	811	815	644	553	635	562	738	602	689
	34	36	41	32	41	41	32	27	32	28	37	30	34
Neither appropriate or inappropriate (0)	dghjl	adghijl	abdghijklm	hj	abdghijklm	abdghijklm	hj		hj		adghijl		hjl
	2717	215	208	311	249	256	247	238	190	242	288	272	243
	12	11	10	15	12	13	12	12	9	12	14	14	12
Somewhat inappropriate (-1)	bci			abcefgghijm	ci	bci	i	i		i	abcghijm	bci	i
	765	58	58	80	72	67	77	90	71	58	85	49	53
	3	3	3	4	4	3	4	4	4	3	4	2	3

Extremely inappropriate (-2)	l			lm	l			l	abcjlm			abcjlm		
	253	15	19	25	25	29	20	27	23	20	32	18	25	
	1	1	1	1	1	1	1	1	1	1	2	1	1	
Don't know/not sure						b					b			
	612	65	57	81	72	72	32	34	82	35	55	27	65	
	3	3	3	4	4	4	2	2	4	2	3	1	3	
Appropriate	ghjl	ghjl	ghjl	acghjkl	aghjl	aghjl			aghjkl	ghjl		ghjl		
	17768	1648	1658	1511	1582	1583	1657	1647	1646	1653	1540	1645	1622	
	80	82	83	75	79	79	82	81	82	82	77	82	81	
Inappropriate	dk	adefk	adefk		d	d	dfk	dk	dk	adefk		defk	dk	
	1018	74	77	105	97	95	97	117	94	78	117	67	79	
	5	4	4	5	5	5	5	6	5	4	6	3	4	
Net appropriate	bl			bcl	l	l	l	abcjlm			abcjlm			
	16751	1574	1581	1406	1486	1488	1560	1530	1552	1574	1423	1577	1543	
	76	79	79	70	74	74	77	75	77	78	71	78	77	
Mean	dk	adefhk	adefhk		dk	dk	dk	dk	dk	adefhk		adefhk	dk	
	1.24	1.28	1.24	1.17	1.16	1.15	1.28	1.3	1.32	1.34	1.13	1.31	1.26	
	defk	adefk	defk				defk	acdefk	acdefk	abcdefgkm		acdefk	defk	

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Table 45

Q.19 Have you participated in any sort of learning programs about how to use online tools to distinguish between true and false information online?

Base: All respondents

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

Overlap formulae used.

Fieldwork Dates: 9 January 2020-

	EMEA Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009
Yes	1944	106	176	135	210	166	157	123	253	260	167	192	178
	9	5	9	7	10	8	8	6	13	13	8	10	9
No	bdh		bdh		abdfghk	bh	bh		abcdfghkl	abcdfghkl	bh	bdgh	bdh
	19372	1862	1776	1783	1707	1776	1787	1862	1661	1685	1723	1751	1758
	88	93	89	89	85	89	88	91	83	84	86	87	88
Don't know	eijk	acdefgijklm	eijk	eijk	i	eijk	eij	acdefgijklm			i	ij	ij
	799	32	49	90	83	65	88	51	98	63	111	69	72
	4	2	2	5	4	3	4	3	5	3	6	3	4
	bch		abcfhj	bch	b	bch	b	abcfhj	b	abcfhjlm	b	bc	bc

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Table 46

Q.21 How interested would you be to participate in any sort of learning about how to use tools to distinguish between true and false information online in the future?

Base: All respondents

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

Overlap formulae used.

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Very interested (+2)	4646	350	273	258	268	230	397	727	292	848	383	620	392	
	21	17	14	13	13	11	20	36	15	42	19	31	20	
	bcdefik	cdefi	f				cdefi	abcdefgiklnf		abcdefghik	cdefi	abcdefgikrn	cdefi	
Somewhat interested (+1)	8129	755	652	621	701	678	832	686	716	688	870	930	765	
	37	38	33	31	35	34	41	34	36	34	44	46	38	
	cdfhj	cdfhj		d		abcdefhij		d	d	abcdefhijm	abcdefghijr	cdfhj		
Neither interested or uninterested (0)	4700	426	488	490	512	513	435	387	476	305	468	202	402	
	21	21	24	24	26	26	21	19	24	15	23	10	20	
	hjl	jl	abghjlm	abghjlm	abghjlm	abghjlm	jl	jl	ahjlm	l	ahjlm		jl	
Somewhat uninterested (-1)	2054	194	232	290	236	216	191	104	240	73	128	149	171	
	9	10	12	14	12	11	9	5	12	4	6	7	9	
	hijkl	hijkl	aghijklm	abcefg hijkl	abghijklm	ahijklm	hijkl	j	aghijklm	j	hj	hjk		
Very uninterested (-2)	1667	211	258	259	178	258	110	67	173	36	64	52	206	
	8	11	13	13	9	13	5	3	9	2	3	3	10	
	ghijkl	aghijkl	abeghijklm	abeghijklm	aghijkl	abeghijklm	hijkl	j	ghijkl	j		aghijkl		
Don't know	920	65	98	90	105	112	68	65	116	57	87	57	72	
	4	3	5	4	5	6	3	3	6	3	4	3	4	
	bhjl		bghjl	bhjl	abghjlm	abghjlm		abghjlm		jl				
Interested	12775	1105	925	879	970	908	1228	1413	1007	1536	1253	1550	1158	
	58	55	46	44	48	45	60	69	50	76	63	77	58	
	bcdefi	cdefi		df		abcdefi	abcdefgikrn	cdf	abcdefghik	abcdefim	abcdefghik	cdefi		
Uninterested	3720	406	490	549	413	474	301	171	413	109	192	201	377	
	17	20	24	27	21	24	15	8	21	5	10	10	19	
	ghijkl	aghijkl	abeghijklm	abcefg hijkl	aghijkl	abeghijklm	hijkl	j	aghijkl	j	j	aghijkl		
Net interested	9055	699	435	330	556	434	927	1242	595	1426	1061	1349	781	
	41	35	22	16	28	22	46	61	30	71	53	67	39	
	bcdefi	cdefi	d		cdf	d	abcdefim	abcdefgikrn	cdf	abcdefghik	abcdefgim	abcdefghik	bcdefi	

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Table 47

Q.22a Below is a list of places where people could access free learning to help them distinguish between accurate and inaccurate information online.

Which, if any, of these places would you most consider attending?

Base: All respondents

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

Overlap formulae used.

Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Online	13514	1339	990	1009	1186	1229	1182	1311	1063	1419	1310	1478	1190	
	61	67	49	50	59	61	58	64	53	71	65	74	59	
	cdgi	acdefgim			cdi	cdi	cdi	acdefgim		abcdefghik	acdefgim	abcdefghik	cdi	
At a library	5775	640	626	365	488	513	478	598	689	522	431	425	712	
	26	32	31	18	24	26	24	29	34	26	22	21	35	
	dgkl	adefgjkl	adefgjkl		dkl	dkl	d	adefgjkl	adefghjkl	dkl	d	d	abcdefghjkl	
At a university	5010	401	410	454	459	315	429	462	496	797	365	421	460	
	23	20	20	23	23	16	21	23	25	40	18	21	23	
	bckf	f	f	fk	bfk		fk	bfk	bckfkl	abcdefghik	f	fk	bfk	
After work or after school at a school in your community	4554	397	328	536	344	319	318	401	507	444	522	439	399	
	21	20	16	27	17	16	16	20	25	22	26	22	20	
	cefg	cefg		abcefhjlm			cefg	abcefhjlm	cefg	abcefhjlm	cefg	cefg		
At an event hosted by a tech company	4159	338	235	282	259	197	394	519	312	658	418	548	346	
	19	17	12	14	13	10	19	26	16	33	21	27	17	
	bcdefi	cdef		cf	f		bcdefi	abcdefgikr	cef	abcdefghik	abcdefim	abcdefgikr	cdef	
At an event hosted by a newspaper or magazine publisher	3505	268	319	292	291	206	396	398	317	348	282	388	325	
	16	13	16	15	15	10	20	20	16	17	14	19	16	
	bfk	f	bf	f	f		abcdefikm	abcdefikm	f	bdefk	f	abcdefikm	bf	
None of the above	1711	198	222	283	165	229	141	105	172	47	109	39	227	
	8	10	11	14	8	11	7	5	9	2	5	2	11	
	hjkl	aghjkl	aeghijkl	abcdefghijkl	hjkl	aeghijkl	hjl	jl	hjkl		jl		aeghijkl	
Don't know	1982	143	285	218	211	170	209	170	219	67	192	98	174	
	9	7	14	11	11	8	10	8	11	3	10	5	9	
	bjl	jl	abdefghijkl	abfhjlm	abfhjl	jl	abhjl	jl	abfhjl		bjl	j	jl	

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Table 48

Q.22b Below is a list of channels through which people could learn more about how to distinguish between accurate and inaccurate information online.

Which, if any, of these would you most consider accessing?

Base: All respondents

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used.
 Fieldwork Dates: 9 January 2020-

	EMEA	Tota	UK	France	Germany	Belgium	Netherland	Italy	Spain	Sweden	Greece	Poland	Romania	US
	a	b	c	d	e	f	g	h	i	j	k	l	m	
Weighted Base	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Unweighted sample	22115	2001	2001	2008	2000	2006	2032	2036	2012	2008	2000	2011	2009	
Watch an online video	10684	1093	814	751	964	879	893	1122	812	1233	1059	1066	1068	
	48	55	41	37	48	44	44	55	40	61	53	53	53	
	cd fgi	acdefgi	d		cd fgi	d	cd	acdefgi		abcdefghik	acdefgi	acdefgi	acdefgi	
Take an online short-course	10432	1017	751	703	903	894	924	1107	799	1242	1044	1048	932	
	47	51	38	35	45	45	45	54	40	62	52	52	46	
	cd fi	acdefgim			cd i	cd i	cd i	abcdefgim	d	abcdefghik	acdefgim	acdefgim	cd i	
Take an online quiz or game	7088	903	689	459	671	558	513	835	313	763	583	799	711	
	32	45	34	23	34	28	25	41	16	38	29	40	35	
	dfgik	acdefghijkl	adfgik	i	dfgik	di	i	acdefgikm		acdefgik	dgi	acdefgikm	adfgik	
Attend a half hour workshop	6421	552	596	470	596	515	499	635	512	790	606	651	525	
	29	28	30	23	30	26	25	31	25	39	30	32	26	
	dfgim	dg	dfgim		dfgim		abdfgim		abcdefghik	dfgim	abdfgim			
Listen to a podcast	4923	579	404	353	375	349	340	631	482	399	565	446	608	
	22	29	20	18	19	17	17	31	24	20	28	22	30	
	cdefgj	acdefgijl	dfg				acdefgijl	cdefgj	g	acdefgijl	defg	acdefgijl		
Look at a poster	2991	355	318	171	244	221	134	363	186	342	364	293	245	
	14	18	16	9	12	11	7	18	9	17	18	15	12	
	dfgi	adefgilm	adefgim	g	dgi	dg	adefgilm	g	adefgilm	adefgilm	defgim	dgi		
None of the above	2016	203	233	346	194	285	189	98	252	67	95	56	244	
	9	10	12	17	10	14	9	5	13	3	5	3	12	
	h jkl	h jkl	agh jkl	abce fghijkl	h jkl	abce gh jkl	h jkl	jl	abeg h jkl	jl		ae gh jkl		
Don't know	2240	143	294	287	202	186	228	183	321	88	190	119	188	
	10	7	15	14	10	9	11	9	16	4	9	6	9	
	b j l	j	abefgh jklm	abefgh jklm	b j l	b j l	b j l	abefgh jklm	b j l	abefgh jklm	b j l	j	b j l	