

Accent search specific data tables

Note: table references

Q2a. How old are you?

Base: All Participants

<i>Weighted data</i>		Total
Total	(W) (U)	2,838.00 2,838
16 to 24	Sig	392 14%
25 to 34	Sig	494 17%
35 to 44	Sig	499 18%
45 to 54	Sig	448 16%
55 to 64	Sig	451 16%
65+	Sig	553 19%

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05
- c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q34r1. I give advice to friends and family on which technology products to buy

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W)	2,851.00	391.64	493.81	499.49	448.4	451.24	553.41	1,344.06	1,438.96	1,255.22	415.4	138.78	71.67	209.04	556.35	91.87	52.26	113.29	1,171.71	1,429.71	705.45	1,592.74	552.8
	(U)	2,851	221	565	591	482	480	499	1,335	1,450	1,346	425	131	74	137	518	99	56	112	1,117	1,484	702	1,593	556
Strongly disagree (1)		591	37	60	74	90	128	197	239	335	202	96	27	15	13	190	15	16	34	270	253	412	175	4
	Sig	21%	10%	12%	15%	20%	28%	36%	18%	23%	16%	23%	20%	22%	6%	34%	17%	30%	30%	23%	18%	58%	11%	1%
Tend to disagree (2)		487	55	76	87	87	77	103	189	286	205	76	23	15	25	111	19	6	21	203	240	200	279	7
	Sig	17%	14%	15%	17%	19%	17%	19%	14%	20%	16%	18%	17%	21%	12%	20%	20%	12%	19%	17%	17%	28%	18%	1%
Neither agree nor disagree (3)		799	119	140	141	115	135	145	348	429	329	118	49	23	67	147	24	18	27	320	407	83	646	71
	Sig	28%	30%	28%	28%	26%	30%	26%	26%	30%	26%	28%	35%	32%	32%	26%	26%	35%	24%	27%	28%	12%	41%	13%

Tend to agree (4)	492 17%	87 22%	105 21%	94 19%	79 18%	58 13%	68 12%	278 21%	204 14%	250 20%	66 16%	16 12%	7 9%	52 25%	70 13%	19 20%	4 7%	17 15%	177 15%	286 20%	7 1%	323 20%	161 29%
	Sig.	E F	E F	F				B		F				F						B		A	A B
Strongly agree (5)	483 17%	94 24%	113 23%	104 21%	77 17%	53 12%	40 7%	289 22%	185 13%	269 21%	59 14%	23 17%	11 16%	51 25%	37 7%	15 16%	8 15%	14 12%	201 17%	244 17%	3 0%	170 11%	310 56%
	Sig.	E F	E F	E F	F			B		B F	F	F		B F		F						A	A B
Mean	2.93	3.37	3.27	3.14	2.93	2.63	2.37	3.14	2.73	3.14	2.8	2.89	2.77	3.5	2.38	3	2.65	2.6	2.86	3.02	1.57	3.02	4.39
Std. Deviation	1.36	1.25	1.3	1.33	1.36	1.33	1.28	1.38	1.31	1.36	1.34	1.32	1.33	1.17	1.26	1.32	1.39	1.38	1.33	0.77	1.12	0.81	
Sig.		D E F	D E F	E F	E F	F		B		B F	F	F		A B C D F H		F			A B		A	A B	
Base	2,851	392	494	499	448	451	553	1,344	1,439	1,255	415	139	72	209	556	92	52	113	1,172	1,430	705	1,593	553

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Mean:a. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean. Significance level for upper case letters (A, B, C): .05

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Q34r2. I usually wait until a new technology is widely used and proven before I use it

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
Strongly disagree (1)		263 9%	30 8%	39 8%	51 10%	43 10%	47 10%	52 9%	119 9%	138 10%	105 8%	46 11%	20 14%	8 11%	10 5%	49 9%	9 10%	9 17%	13 12%	130 11%	103 7%	57 8%	123 8%	83 15%
	Sig.																		C				A B	
Tend to disagree (2)		383 13%	53 14%	75 15%	72 14%	84 19%	44 10%	54 10%	188 14%	188 13%	190 15%	61 15%	20 14%	8 12%	26 12%	61 11%	10 11%	5 10%	16 14%	151 13%	206 14%	76 11%	192 12%	115 21%
	Sig.				E F																		A B	
Neither agree nor disagree (3)		795 28%	106 27%	165 33%	157 31%	113 25%	125 28%	122 22%	341 25%	431 30%	359 29%	129 31%	46 33%	22 31%	53 26%	116 21%	26 28%	20 39%	32 28%	339 29%	380 27%	174 25%	444 28%	178 32%
	Sig.			F	F				A	F	F												A	
Tend to agree (4)		883 31%	142 36%	137 28%	140 28%	139 31%	149 33%	175 32%	456 34%	407 28%	399 32%	109 26%	31 22%	19 27%	86 41%	182 33%	31 34%	12 23%	26 23%	335 29%	485 34%	207 29%	546 34%	130 24%
	Sig.							B						B C						B		C		
Strongly agree (5)		527 18%	60 15%	77 16%	79 16%	71 16%	86 19%	150 27%	241 18%	275 19%	201 16%	71 17%	23 16%	14 19%	34 16%	148 27%	16 18%	5 10%	26 23%	217 18%	256 18%	192 27%	289 18%	46 8%
	Sig.						A B C D								A B						B C	C		
Mean	3.36	3.38	3.28	3.25	3.25	3.41	3.57	3.38	3.34	3.32	3.24	3.12	3.31	3.51	3.57	3.4	2.99	3.31	3.3	3.41	3.57	3.43	2.89	
Std. Deviation	1.19	1.13	1.14	1.19	1.2	1.2	1.25	1.19	1.2	1.16	1.22	1.26	1.24	1.06	1.24	1.18	1.21	1.29	1.23	1.15	1.22	1.15	1.17	
Sig.							B C D								A B C H					B C	C			
Base	2,851	392	494	499	448	451	553	1,344	1,439	1,255	415	139	72	209	556	92	52	113	1,172	1,430	705	1,593	553	

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Mean:a. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean. Significance level for upper case letters (A, B, C): .05

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Q34r3. I can generally find the answers to problems with digital devices by myself

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
Strongly disagree (1)	Sig	225 8%	23 6%	37 7%	40 8%	27 6%	39 9%	60 11%	101 8%	117 8%	83 7%	35 8%	12 8%	8 11%	9 4%	54 10%	13 15%	6 12%	15 13%	106 9%	90 6%	157 22%	68 4%	
Tend to disagree (2)	Sig	285 10%	28 7%	40 8%	38 8%	57 13%	44 10%	75 14%	111 8%	171 12%	111 9%	56 13%	15 11%	4 5%	13 6%	68 12%	6 7%	8 16%	17 15%	134 11%	121 8%	167 24%	116 7%	2 0%
Neither agree nor disagree (3)	Sig	555 19%	62 16%	76 15%	88 18%	92 21%	104 23%	129 23%	217 16%	326 23%	203 16%	91 22%	24 17%	23 32%	34 16%	138 25%	19 20%	7 14%	28 25%	231 20%	260 18%	241 34%	305 19%	8 1%
Tend to agree (4)	Sig	889 31%	128 33%	153 31%	170 34%	124 28%	142 31%	172 31%	413 31%	450 31%	389 31%	134 32%	42 30%	21 29%	68 33%	173 31%	28 30%	14 27%	24 21%	335 29%	494 35%	114 16%	696 44%	79 14%
Strongly agree (5)	Sig	897 31%	151 38%	188 38%	164 33%	149 33%	122 27%	118 21%	502 37%	376 26%	469 37%	99 24%	46 33%	16 23%	86 41%	123 22%	26 28%	16 30%	29 26%	366 31%	465 33%	26 4%	407 26%	464 84%
Mean		3.68	3.9	3.84	3.76	3.69	3.59	3.38	3.82	3.55	3.84	3.5	3.69	3.47	4	3.44	3.51	3.47	3.31	3.62	3.79	2.55	3.79	4.82
Std. Deviation		1.23	1.16	1.23	1.21	1.22	1.22	1.23	1.22	1.21	1.23	1.23	1.27	1.22	1.1	1.23	1.36	1.4	1.36	1.28	1.17	1.11	1.04	0.45
Sig.		E F	E F	E F	F	F		B			B F				B D F G				A	A B		A	A B	
Base		2,851	392	494	499	448	451	553	1,344	1,439	1,255	415	139	72	209	556	92	52	113	1,172	1,430	705	1,593	553

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Mean:a. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean. Significance level for upper case letters (A, B, C): .05

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Q34r4. I give advice to friends and family when they have problems with digital devices

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
Strongly disagree (1)	Sig	456 16%	35 9%	38 8%	49 10%	67 15%	96 21%	167 30%	173 13%	276 19%	136 11%	78 19%	26 19%	11 15%	11 5%	160 29%	15 17%	10 20%	30 27%	230 20%	173 12%	368 52%	88 5%	1 0%
Tend to disagree (2)		456 16%	27 7%	76 15%	75 15%	85 19%	84 19%	108 19%	196 15%	251 17%	192 15%	76 18%	22 16%	13 18%	14 7%	107 19%	16 17%	8 16%	22 20%	184 16%	227 16%	229 32%	226 14%	1 0%

Neither agree nor disagree (3)	Sig.	670	85	100	121	109	128	124	294	352	273	105	29	24	57	129	19	12	28	269	333	B C	C	27
		24%	22%	20%	24%	24%	28%	22%	22%	24%	22%	25%	21%	33%	27%	23%	20%	22%	25%	23%	23%	13%	35%	5%
Tend to agree (4)	Sig.	698	124	150	138	99	86	100	337	343	343	92	33	17	62	107	23	11	15	256	403	C	A C	133
		24%	32%	30%	28%	22%	19%	18%	25%	24%	27%	22%	24%	24%	30%	19%	25%	21%	13%	22%	28%	2%	35%	24%
Strongly agree (5)	Sig.	570	121	129	117	89	57	54	344	216	312	65	29	7	65	54	19	11	18	232	294	A B	A C	391
		20%	31%	28%	23%	20%	13%	10%	26%	15%	25%	16%	21%	10%	31%	10%	21%	21%	15%	20%	21%	0%	11%	71%
Mean		3.17	3.68	3.52	3.4	3.13	2.84	2.58	3.36	2.98	3.4	2.98	3.11	2.95	3.74	2.62	3.16	3.07	2.71	3.06	3.29	1.66	3.32	4.65
Std. Deviation		1.35	1.23	1.25	1.26	1.34	1.31	1.34	1.34	1.34	1.3	1.34	1.41	1.2	1.13	1.33	1.38	1.42	1.4	1.4	1.29	0.8	1.03	0.6
Sig.			C D E F	D E F	D E F	E F	F		B		B F	F	F		A B C D F G H		F		A	A B		A	A B	
Base		2,851	392	494	499	448	451	553	1,344	1,439	1,255	415	139	72	209	556	92	52	113	1,172	1,430	705	1,593	553

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Mean:a. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean. Significance level for upper case letters (A, B, C): .05

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Q34r5. I ask others for advice when I have problems with digital devices

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence									
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)							
Total	(W)	2,851.00	391.64	493.81	499.49	448.4	451.24	553.41	1,344.06	1,438.96	1,255.22	415.4	138.78	71.67	209.04	556.35	91.87	52.26	113.29	1,171.71	1,429.71	705.45	1,592.74	552.8						
	(U)	2,851	221	565	591	482	480	499	1,335	1,450	1,346	425	131	74	137	518	99	56	112	1,117	1,484	702	1,593	556						
Strongly disagree (1)		277	32	60	59	58	30	34	149	118	140	35	17	5	14	39	9	7	8	117	138	19	116	141						
	Sig.	10%	8%	12%	12%	13%	7%	6%	11%	8%	11%	8%	12%	7%	7%	10%	14%	7%	10%	10%	3%	7%	A	A B						
Tend to disagree (2)		523	69	122	91	78	72	89	296	218	287	64	19	7	36	84	11	10	13	208	288	32	296	195						
	Sig.	18%	18%	25%	18%	17%	16%	16%	22%	15%	23%	15%	13%	10%	17%	15%	12%	20%	11%	18%	20%	5%	19%	A	A B					
Neither agree nor disagree (3)		721	106	131	143	106	113	115	390	312	343	97	34	20	63	120	17	6	20	280	382	83	502	136						
	Sig.	25%	27%	27%	29%	24%	25%	21%	29%	22%	27%	23%	25%	28%	30%	22%	18%	12%	18%	24%	27%	12%	32%	A C	A					
Tend to agree (4)		776	121	122	134	119	123	155	323	429	306	123	34	25	71	161	29	15	25	298	425	269	449	58						
	Sig.	27%	31%	25%	27%	27%	27%	28%	24%	30%	24%	30%	25%	34%	34%	29%	31%	28%	22%	25%	30%	38%	28%	B	B C	C				
Strongly agree (5)		554	64	58	73	87	113	160	186	363	179	97	35	15	25	152	27	14	47	269	196	303	229	22						
	Sig.	19%	16%	12%	15%	20%	25%	29%	14%	25%	14%	23%	25%	20%	12%	27%	29%	26%	42%	23%	14%	43%	14%	A	A E	A E	A E	B C	C	B C
Mean		3.28	3.29	2.99	3.14	3.22	3.48	3.57	3.08	3.49	3.08	3.44	3.38	3.5	3.27	3.55	3.59	3.34	3.8	3.34	3.18	4.14	3.24	2.32						
Std. Deviation		1.24	1.17	1.21	1.22	1.3	1.21	1.23	1.21	1.24	1.22	1.24	1.32	1.15	1.09	1.23	1.29	1.41	1.29	1.28	1.19	0.97	1.13	1.09						
Sig.			B			B C D	A B C D		A		A				A	A		B C	C		B C	C								
Base		2,851	392	494	499	448	451	553	1,344	1,439	1,255	415	139	72	209	556	92	52	113	1,172	1,430	705	1,593	553						

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Mean:a. Results are based on two-sided tests assuming equal variances. For each significant pair, the key of the smaller category appears in the category with the larger mean. Significance level for upper case letters (A, B, C): .05

b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

c. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

Technical confidence

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence				
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)		
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556	
Unconfident < under 25th percentile	Sig.	705 25%	48 12%	65 13%	84 17%	108 24%	148 33%	252 45%	288 21%	404 28%	223 18%	117 28%	33 24%	16 22%	19 9%	244 44%	25 27%	17 32%	40 35%	317 27%	315 22%	705 100%	.a	.a	.a
Neither between 25th and 75th percentile	Sig.	1,593 56%	246 63%	292 59%	307 61%	247 55%	242 54%	251 45%	693 52%	856 59%	710 57%	232 56%	79 57%	51 72%	139 67%	262 47%	54 59%	22 42%	64 56%	644 55%	794 56%	.a	1,593 100%	.a	.a
Confident >75th percentile	Sig.	553 19%	97 25%	137 28%	109 22%	93 21%	62 14%	51 9%	362 27%	179 12%	323 26%	66 16%	27 19%	5 6%	51 25%	50 9%	13 14%	14 26%	10 9%	211 18%	321 22%	.a	.a	.a	553 100%

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q37. Based on this description, do you use an 'AI product'?

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
Yes	Sig.	1,094 38%	234 60%	240 49%	243 49%	170 38%	112 25%	90 16%	581 43%	489 34%	601 48%	138 33%	48 35%	12 17%	142 68%	88 16%	26 29%	22 42%	15 13%	391 33%	652 46%	175 25%	597 37%	322 58%
			BCDEF	DEF	DEF	EF	F		B		BDFG	F	F		ABCDFG H			F		A	AB		A	AB
No	Sig.	1,597 56%	140 36%	234 47%	240 48%	251 56%	305 67%	420 76%	716 53%	845 59%	617 49%	245 59%	84 60%	53 74%	52 25%	427 77%	57 62%	29 55%	87 77%	707 60%	722 50%	487 69%	896 56%	214 39%
			A	A	A	ABCD	ABCDE		A		E	AE	E	AE		ABCEH	E	E	BC	C		BC	C	
Don't know	Sig.	160 6%	18 5%	19 4%	17 3%	27 6%	35 8%	43 8%	47 4%	105 7%	37 3%	32 8%	7 5%	6 9%	14 7%	41 7%	8 9%	2 3%	11 10%	74 6%	56 4%	44 6%	99 6%	17 3%
							C	C		A		A				A			C	C		C	C	

W = Weighted Count

0.40654032

Perplexity AI		46 4%	9 4%	10 4%	9 4%	9 5%	7 5%	1 1%	24 4%	18 3%	22 4%	7 4%	4 6%	1 5%	9 6%				2 7%	10 2%	32 5%	4 2%	23 3%	19 6%
	Sig															.a	.a	.a						
You.com		11 1%	5 2%	3 1%	3 1%				5 1%	4 1%	3 0%	2 1%	2 3%		5 3%				1 3%	4 1%	5 1%		7 1%	4 1%
	Sig					.a	.a	.a						.a	A	.a	.a	.a				.a		
Other - write in		47 4%	11 4%	8 3%	6 2%	7 3%	8 5%	9 7%	24 4%	22 4%	19 3%	6 3%	1 2%	1 5%	8 5%	11 8%		2 8%	2 7%	22 5%	22 3%	7 3%	21 3%	19 6%
	Sig																.a							
None of the above		140 11%	9 4%	14 5%	14 6%	27 14%	32 22%	43 32%	43 7%	89 15%	29 5%	34 20%	8 15%	5 29%	7 4%	37 29%	7 21%	2 8%	10 39%	71 15%	44 6%	35 16%	94 14%	11 3%
	Sig					A B C	A B C	A B C D		A		A E	A	A E		A E	A E	B C	C		C	C		
Grok		11 1%		3 1%	3 1%	5 2%		1 1%	8 1%	3 0%	6 1%	1 1%	2 3%		1 1%	1 1%				4 1%	7 1%		4 1%	7 2%
	Sig		.a				.a								.a		.a	.a	.a			.a		B
Apple Intelligence		9 1%	2 1%	2 1%		2 1%	1 1%	2 2%	8 1%	1 0%	5 1%				2 1%	2 2%				3 1%	6 1%	1 1%	1 0%	6 2%
	Sig				.a				B			.a	.a	.a			.a	.a	.a					B
Deepseek		24 2%	7 3%	3 1%	6 2%	3 1%	2 1%	3 2%	22 3%	2 0%	9 1%	2 1%	3 5%	1 5%	5 3%	4 3%				13 3%	11 2%	2 1%	13 2%	9 3%
	Sig								B								.a	.a	.a					

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q38a. Which, if any, of the following AI products do you use?

Base: Those using an AI product, including back-coded

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	1,134.31 1,121	242.78 137	248.22 284	250.17 296	173.04 186	117.51 125	97.6 88	596.94 594	513.24 504	613.61 664	141.69 139	49.79 47	14.09 14	151.36 96	96.07 90	29.02 30	20.82 22	18.02 18	402.54 358	670.23 701	182.68 181	623.22 612	328.41 328
Brave Leo		7 1%		1 0%	1 0%	3 2%	2 2%	1 1%	5 1%	3 1%	3 0%	2 1%	1 2%			2 2%				3 1%	5 1%		4 1%	4 1%
	Sig		.a											.a	.a		.a	.a	.a			.a		
ChatGPT		870 77%	214 88%	204 82%	203 81%	130 75%	71 60%	45 47%	461 77%	394 77%	502 82%	103 73%	39 78%	4 32%	139 92%	40 42%	17 58%	13 61%	7 41%	287 71%	549 82%	139 76%	456 73%	275 84%
	Sig		D E F	E F	E F	F					D F G	D F	D F		B D F G H					A	A B			B
Claude		57 5%	11 4%	16 6%	14 6%	7 4%	6 5%	4 5%	44 7%	13 3%	31 5%	8 6%	5 11%	2 13%	4 3%	4 4%	1 3%	1 5%		10 2%	45 7%	5 3%	26 4%	26 8%
	Sig								B									.a		B				
Microsoft Copilot		282 25%	34 14%	57 23%	65 26%	62 36%	34 29%	29 30%	186 31%	94 18%	194 32%	20 14%	4 7%	4 25%	23 15%	25 26%	4 12%	6 27%	3 16%	79 20%	191 28%	42 23%	130 21%	109 33%
	Sig				A	A B	A	A	B		B C E									B			A B	
Google Gemini		289 25%	44 18%	53 21%	61 24%	60 34%	32 27%	37 37%	199 33%	82 16%	160 26%	25 17%	13 25%	6 45%	27 18%	39 41%	7 24%	10 48%	6 36%					

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q39. Which of the options below most closely describes how you search for a specific website? Please choose the method you use most often.

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
I use a search app (including a dedicated app or widet on	Sig	1,782 63%	227 58%	295 60%	295 59%	296 66%	303 67%	362 65%	877 65%	869 60%	800 64%	263 63%	73 53%	36 50%	121 58%	373 67%	53 58%	32 60%	56 50%	686 59%	977 68%	449 64%	966 61%	368 67%
I use a voice assistant	Sig	101 4%	14 4%	15 3%	26 5%	14 3%	19 4%	13 2%	38 3%	62 4%	38 3%	15 4%	7 5%	10 14%	3 2%	14 3%	6 7%	3 5%	8 7%	57 5%	24 2%	20 3%	66 4%	15 3%
I use an AI product (e.g. ChatGPT, Gemini, I use it directly to the website by entering the web address	Sig	151 5%	37 10%	34 7%	45 9%	21 5%	10 2%	3 1%	78 6%	68 5%	86 7%	15 4%	7 5%	1 1%	22 11%	4 1%	9 10%	4 8%	2 2%	60 5%	80 6%	25 4%	87 5%	39 7%
I use another method (please type in)	Sig	737 26%	103 26%	138 28%	123 25%	104 23%	109 24%	154 28%	325 24%	398 28%	308 25%	108 26%	49 35%	21 30%	57 27%	146 26%	21 23%	11 21%	38 34%	333 28%	329 23%	190 27%	424 27%	122 22%
I never search for a specific website	Sig	9 0%		1 0%	1 0%	1 0%	6 0%	7 1%	1 0%	3 0%		.a	.a	.a		6 1%	1 2%	1 1%	1 0%	6 0%	4 1%	3 0%	2 0%	
	Sig	70 2%	11 3%	11 2%	10 2%	12 3%	9 2%	16 3%	18 1%	40 3%	20 2%	14 3%	3 2%	4 5%	5 3%	13 2%	3 3%	2 3%	8 7%	34 3%	14 1%	17 2%	47 3%	6 1%

W = Weighted Count
U = Unweighted Count
Warning: please note that results would be unreliable for very small sample sizes
a. This category is not used in comparisons because its column proportion is equal to zero or one.
b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05
c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q40. When you want to purchase a product online, which of the options below most closely describes how you search the web for a product that you want to buy? Please choose the method you use most often.

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
I use a search app (including a dedicated app or widet on	Sig	1,530 54%	177 45%	250 51%	293 59%	257 57%	249 55%	299 54%	741 55%	758 53%	706 56%	222 53%	76 54%	37 52%	95 45%	300 54%	43 47%	27 51%	40 36%	580 49%	857 60%	357 51%	854 54%	319 58%
I use a voice assistant	Sig	50 2%	5 1%	10 2%	14 3%	7 2%	5 1%	9 2%	18 1%	32 2%	19 2%	8 2%	2 1%	6 9%	1 0%	8 1%	4 5%	1 2%	6 5%	26 2%	11 1%	12 2%	32 2%	6 1%
I use an AI product (e.g. ChatGPT, Gemini, Conislor)	Sig	85 3%	25 6%	16 3%	23 5%	14 3%	6 1%	2 0%	45 3%	37 3%	43 3%	12 3%	2 1%	3 4%	14 7%	2 0%	7 8%	2 3%	3 2%	32 3%	47 3%	5 1%	60 4%	20 4%
I use a shopping website or app	Sig	1,125 39%	175 45%	214 43%	164 33%	158 35%	181 40%	224 40%	518 39%	583 40%	477 38%	165 40%	57 41%	22 30%	91 44%	229 41%	36 39%	22 42%	58 51%	506 43%	503 35%	309 44%	607 38%	208 38%
I use another method (please type in)	Sig	9 0%	2 0%		1 0%	1 0%	1 0%	4 1%	5 0%	4 0%	1 0%				2 1%	4 1%	1 1%			2 0%	6 0%	3 0%	6 0%	
I never search the web for a product I want to buy	Sig	52 2%	7 2%	4 1%	4 1%	11 2%	9 2%	14 3%	17 1%	25 2%	9 1%	8 2%	3 2%	4 5%	6 3%	13 2%	1 1%	1 2%	7 6%	26 2%	6 0%	18 3%	33 2%	

W = Weighted Count
U = Unweighted Count
Warning: please note that results would be unreliable for very small sample sizes
a. This category is not used in comparisons because its column proportion is equal to zero or one.
b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05
c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q41. Which of the options below most closely describes how you search the web for simple information, such as the date of an event? Please choose the method you use most often.

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
I use a search app (including a dedicated app or widest on	Sig	2,502 88%	326 83%	427 87%	433 87%	393 88%	409 91%	506 91%	1,187 88%	1,264 88%	1,113 89%	367 88%	116 83%	55 76%	173 83%	515 92%	74 81%	42 81%	86 76%	1,016 87%	1,303 91%	640 91%	1,381 87%	482 87%
I use a voice assistant		154 5%	25 6%	23 5%	35 7%	27 6%	20 4%	23 4%	62 5%	89 6%	60 5%	25 6%	12 8%	9 12%	12 6%	21 4%	9 9%	3 5%	10 9%	76 6%	50 3%	31 4%	93 6%	30 5%

I use an AI product (e.g. ChatGPT, Gemini, Conilo)	Sig	118	32	31	25	15	8	7	66	49	61	9	6	3	19	6	6	4	8	44	59	16	66	36
		4%	8%	6%	5%	3%	2%	1%	5%	3%	5%	2%	4%	4%	9%	1%	7%	7%	7%	4%	4%	2%	4%	7%
I use another method (please type in)	Sig	8	2	2	2	1	1		1	7	4	1			1			2		4	4	2	3	3
		0%	0%	0%	0%	0%	0%		0%	1%	0%	0%			0%			3%		0%	0%	0%	0%	1%
I never search the web for simple information	Sig	68	7	10	6	13	13	.a	18	27	30	13	5	6	4	14	3	2	9	32	14	17	49	3
		2%	2%	2%	1%	3%	3%	3%	2%	2%	1%	3%	4%	8%	2%	3%	3%	3%	8%	3%	1%	2%	3%	0%
														A				B C	C		C	C		

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q42. Which of the options below most closely describes how you search the web for less simple information, for example, competing theories on why the dinosaurs became extinct? Please choose the method you use most often.

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W)	2,851.00	391.64	493.81	499.49	448.4	451.24	553.41	1,344.06	1,438.96	1,255.22	415.4	138.78	71.67	209.04	556.35	91.87	52.26	113.29	1,171.71	1,429.71	705.45	1,592.74	552.8
	(U)	2,851	221	565	591	482	480	499	1,335	1,450	1,346	425	131	74	137	518	99	56	112	1,117	1,484	702	1,593	556
I use a search app (including a dedicated app or widget on	Sig	2,189	266	364	364	342	372	471	1,010	1,134	940	344	103	50	125	480	70	34	85	892	1,119	587	1,226	375
		77%	68%	74%	73%	76%	82%	85%	75%	79%	75%	83%	74%	60%	86%	76%	66%	75%	76%	78%	83%	77%	68%	
I use a voice assistant	Sig	157	21	27	35	28	21	23	60	95	65	24	16	6	5	21	8	6	10	93	40	31	97	29
		6%	5%	5%	7%	6%	5%	4%	4%	7%	5%	6%	12%	9%	3%	4%	9%	12%	9%	8%	3%	4%	6%	5%
I use an AI product (e.g. ChatGPT, Gemini, Conilo)	Sig	378	94	89	84	55	31	23	220	147	212	34	15	4	68	20	10	8	6	134	229	48	194	136
		13%	24%	18%	17%	12%	7%	4%	16%	10%	17%	8%	11%	6%	33%	4%	11%	16%	6%	11%	16%	7%	12%	25%
I use another method (please type in)	Sig	17	2	3	3	3	2	4	9	8	6	1	2		3	4		3	2	12	4	9	4	
		1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%		1%	1%		3%	0%	1%	1%	1%	1%	
I never search the web for less simple information	Sig	111	9	10	14	20	25	31	46	55	31	12	3	.a	8	30	4	4	9	52	30	35	67	9
		4%	2%	2%	3%	5%	6%	6%	3%	4%	3%	3%	2%	15%	4%	5%	5%	7%	8%	4%	2%	5%	4%	2%
							B	B						A B C E F		A		C	C		C	C		

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q43r1. Even though it is not the method used most often, do you ever use an AI product for these types of search tasks? Search for a specific website

Base: Those who use an AI product but said an AI product would not be the method used most often to search for a specific website

Weighted data	Total	Age					Gender		Employment status								Education			Technical confidence		
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)

Total	(W) (U)	1,102.49	214.43	225.49	214.67	175.83	136.31	129.76	550.1	525.44	552.57	154.98	48.1	17.75	134.54	125.16	25.88	19.14	24.73	405.12	627.55	193.86	609.68	298.94
		1,090	121	258	254	189	145	117	546	518	596	152	46	18	86	117	27	21	24	368	651	192	600	298
		712	126	151	142	106	95	88	337	359	376	97	26	5	83	90	13	8	13	251	430	142	364	206
		65%	59%	67%	66%	60%	70%	68%	61%	68%	68%	63%	54%	31%	62%	72%	52%	43%	51%	62%	69%	73%	60%	69%
										A	D					D					B		B	
Yes - rarely	Sig.	177	46	31	30	29	19	23	112	60	79	23	11	6	30	19	1	5	3	64	99	18	112	47
		16%	21%	14%	14%	16%	14%	18%	20%	11%	14%	15%	22%	35%	22%	15%	3%	24%	11%	16%	16%	10%	18%	16%
Yes - sometimes	Sig.	156	27	31	30	33	17	16	77	74	74	26	10	4	15	13	5	4	7	62	74	18	100	37
		14%	12%	14%	14%	19%	12%	12%	14%	14%	13%	17%	20%	25%	11%	10%	21%	19%	27%	15%	12%	9%	16%	12%
Yes - frequently	Sig.	58	16	12	14	7	6	3	24	32	24	9	2	2	6	4	6	3	3	28	24	15	34	9
		5%	7%	5%	6%	4%	4%	3%	4%	6%	4%	6%	4%	10%	5%	3%	24%	14%	11%	7%	4%	8%	6%	3%
																	A E F							

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q43r2. Even though it is not the method used most often, do you ever use an AI product for these types of search tasks? Search for a product/service

Base: Those who use an AI product but said an AI product would not be the method used most often to search for a product/service

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	1,168.47 1,158	226.83 128	243.85 279	236.64 280	183.27 197	141.01 150	130.87 118	583.84 579	556.78 552	595.41 643	158.55 156	53.35 50	15.98 17	142.45 92	127.21 119	27.57 30	21.79 23	23.94 393	432.71 689	660.76 211	213.28 630	636.52 317	
No	Sig.	693 59%	135 59%	147 60%	130 55%	101 55%	88 63%	88 67%	331 57%	347 62%	359 60%	92 58%	23 44%	5 29%	86 65%	13 49%	10 46%	13 53%	250 58%	412 62%	136 64%	363 57%	194 61%	
Yes - rarely	Sig.	190 16%	35 16%	39 16%	36 15%	34 19%	24 17%	19 14%	110 19%	74 13%	100 17%	28 18%	11 20%	4 28%	19 14%	18 14%	1 3%	5 21%	4 19%	63 15%	113 17%	25 12%	116 18%	49 15%
Yes - sometimes	Sig.	214 18%	43 19%	44 18%	55 23%	35 19%	21 15%	16 12%	116 20%	93 17%	105 18%	30 19%	16 30%	5 33%	23 16%	15 12%	9 32%	4 21%	5 21%	89 21%	101 15%	37 18%	120 19%	56 18%
Yes - frequently	Sig.	72 6%	14 6%	14 6%	15 6%	12 7%	8 5%	9 7%	27 5%	42 8%	32 5%	8 5%	4 7%	2 11%	8 6%	9 7%	4 16%	3 12%	2 8%	30 7%	35 5%	15 7%	38 6%	19 6%

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q43r3. Even though it is not the method used most often, do you ever use an AI product for these types of search tasks? Search for simple information

Base: Those who use an AI product but said an AI product would not be the method used most often to search for simple information

		Age			Gender		Employment status								Education			Technical confidence		
--	--	-----	--	--	--------	--	-------------------	--	--	--	--	--	--	--	-----------	--	--	----------------------	--	--

Weighted data		Total	Age						Gender		Employment status								Education			Technical confidence		
			16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)
Total	(W) (U)	1,135.78 1,126	219.75 124	228.11 261	234.95 278	182.34 196	138.19 147	126.43 114	561.87 561	545.18 538	577.58 624	161.21 159	49.08 47	15.98 17	138.05 88	122.77 115	28.47 30	20 21	18.55 18	420.63 382	648.95 676	202.93 202	630.36 624	302.49 300
No	Sig	365 32%	48 22%	69 30%	64 27%	60 33%	58 42%	64 51%	158 28%	197 36%	178 31%	56 35%	11 22%	3 18%	33 24%	64 52%	8 28%	5 23%	11 59%	133 32%	208 32%	82 40%	198 31%	85 28%
Yes - rarely	Sig	248 22%	51 23%	54 24%	52 22%	42 23%	26 19%	22 18%	128 23%	109 20%	128 22%	34 21%	12 24%	5 34%	29 21%	23 18%	5 16%	6 32%	2 11%	87 21%	148 23%	36 18%	140 22%	71 24%
Yes - sometimes	Sig	368 32%	85 39%	70 31%	85 36%	59 32%	41 30%	26 20%	195 35%	169 31%	201 35%	51 31%	20 41%	6 38%	50 36%	22 18%	9 31%	5 23%	4 21%	140 33%	207 32%	64 31%	205 33%	98 33%
Yes - frequently	Sig	155 14%	35 16%	35 15%	34 14%	22 12%	12 9%	14 11%	81 14%	71 13%	70 12%	21 13%	6 13%	2 11%	27 19%	14 11%	7 24%	4 22%	2 10%	61 15%	86 13%	21 10%	86 14%	48 16%

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q43r4. Even though it is not the method used most often, do you ever use an AI product for these types of search tasks? Search for less simple information

Base: Those who use an AI product but said an AI product would not be the method used most often to search for less simple information

Weighted data		Total	Age						Gender		Employment status								Education			Technical confidence		
			16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)
Total	(W) (U)	876.58 872	157.72 89	171.3 196	175.79 208	142.34 153	115.63 123	109.79 99	408.65 409	447.15 443	426.35 463	136.46 132	40.07 37	14.26 15	88.59 56	108.86 102	24.87 26	15.47 17	20.3 19	331.06 307	479.52 498	170.39 168	503.81 497	202.38 207
No	Sig	300 34%	23 15%	50 29%	61 35%	56 39%	49 42%	61 56%	119 29%	172 38%	135 32%	47 34%	13 33%	3 20%	17 19%	63 58%	6 25%	5 35%	11 54%	118 36%	153 32%	79 46%	170 34%	52 26%
Yes - rarely	Sig	171 19%	34 21%	38 22%	31 18%	24 17%	24 21%	18 16%	77 19%	88 20%	88 21%	30 22%	5 14%	4 31%	14 16%	20 19%	4 14%	2 11%	4 19%	57 17%	99 21%	21 13%	110 22%	39 19%
Yes - sometimes	Sig	296 34%	60 38%	63 37%	63 36%	49 35%	37 32%	21 19%	157 38%	134 30%	163 38%	40 29%	15 37%	6 43%	34 38%	21 19%	9 36%	4 24%	5 23%	103 31%	178 37%	46 27%	159 32%	90 44%
Yes - frequently	Sig	110 13%	41 26%	20 12%	20 12%	13 9%	6 5%	10 9%	56 14%	54 12%	41 10%	20 15%	6 16%	1 6%	24 27%	4 4%	6 24%	5 31%	1 5%	53 16%	50 10%	24 14%	64 13%	22 11%

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

DV43r1. Search for a specific website

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence		
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)
Total	(W) 2,851.00	391.64	493.81	499.49	448.4	451.24	553.41	1,344.06	1,438.96	1,255.22	415.4	138.78	71.67	209.04	556.35	91.87	52.26	113.29	1,171.71	1,429.71	705.45	1,592.74	552.8
	(U) 2,851	221	565	591	482	480	499	1,335	1,450	1,346	425	131	74	137	518	99	56	112	1,117	1,484	702	1,593	556
No use of gen-AI assistant	1,708	147	245	249	274	331	454	746	919	640	271	89	58	58	457	63	31	94	765	756	518	966	224
	60%	38%	50%	50%	61%	73%	82%	56%	64%	51%	65%	64%	80%	28%	82%	68%	58%	83%	65%	53%	73%	61%	41%
	Sig.		A	A	ABC	ABCD	ABCDE		A	E	AE	E	AE		ABCEH	AE	E	BC	C		BC	C	
No use of gen-AI assistant for use-case	634	122	145	137	88	77	60	311	309	359	79	21	4	81	66	11	7	6	211	404	118	317	199
	22%	31%	29%	27%	20%	17%	11%	23%	21%	29%	19%	15%	5%	39%	12%	12%	14%	5%	18%	28%	17%	20%	36%
	Sig.		DEF	DEF	EF	F				BCDFG				BCDFGH					A	AB			AB
Yes - rarely use gen-AI assistant for use-case	163	44	28	28	28	14	21	110	49	75	19	10	5	29	15	1	5	3	58	94	17	102	45
	6%	11%	6%	6%	6%	3%	4%	8%	3%	6%	5%	7%	7%	14%	3%	1%	9%	2%	5%	7%	2%	6%	8%
	Sig.		CEFF					B						ABFG								A	A
Yes - sometimes use gen-AI assistant for use-case	142	25	31	29	31	13	13	76	65	71	23	10	3	13	11	3	4	6	55	72	16	91	35
	5%	6%	6%	6%	7%	3%	2%	6%	4%	6%	6%	7%	5%	6%	2%	4%	7%	5%	5%	5%	2%	6%	6%
	Sig.		F	F	F					F		F		F								A	A
frequently use gen-AI assistant for use-case	53	16	11	12	6	6	2	23	29	24	8	2	1	6	3	5	2	3	23	24	12	31	9
	2%	4%	2%	2%	1%	1%	0%	2%	2%	2%	2%	1%	1%	3%	1%	6%	3%	2%	2%	2%	2%	2%	2%
	Sig.		F													F							
Yes - most often would use gen-AI assistant for use-case	151	37	34	45	21	10	3	78	68	86	15	7	1	22	4	9	4	2	60	80	25	87	39
	5%	10%	7%	9%	5%	2%	1%	6%	5%	7%	4%	5%	1%	11%	1%	10%	8%	2%	5%	6%	4%	5%	7%
	Sig.		EF	EF	EF	F				F	F	F		BF		F	F						A

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

DV43r2. Search for a product to purchase

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence		
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)
Total	(W) 2,851.00	391.64	493.81	499.49	448.4	451.24	553.41	1,344.06	1,438.96	1,255.22	415.4	138.78	71.67	209.04	556.35	91.87	52.26	113.29	1,171.71	1,429.71	705.45	1,592.74	552.8
	(U) 2,851	221	565	591	482	480	499	1,335	1,450	1,346	425	131	74	137	518	99	56	112	1,117	1,484	702	1,593	556
No use of gen-AI assistant	1,708	147	245	249	274	331	454	746	919	640	271	89	58	58	457	63	31	94	765	756	518	966	224
	60%	38%	50%	50%	61%	73%	82%	56%	64%	51%	65%	64%	80%	28%	82%	68%	58%	83%	65%	53%	73%	61%	41%
	Sig.		A	A	ABC	ABCD	ABCDE		A	E	AE	E	AE		ABCEH	AE	E	BC	C		BC	C	
No use of gen-AI assistant for use-case	616	131	141	124	85	70	62	307	296	341	76	19	3	89	62	11	9	6	212	385	112	316	189
	22%	33%	28%	25%	19%	15%	11%	23%	21%	27%	18%	14%	4%	43%	11%	12%	18%	5%	18%	27%	16%	20%	34%
	Sig.		DEF	DEF	EF	F				BCDFG	F			ABCDFGH					A	AB			AB
Yes - rarely use gen-AI assistant for use-case	177	35	38	35	33	21	16	107	67	97	25	10	4	19	15	1	5	4	58	107	24	105	48
	6%	9%	8%	7%	7%	5%	3%	8%	5%	8%	6%	7%	5%	9%	3%	1%	9%	4%	5%	8%	3%	7%	9%
	Sig.		F	F	F	F		B		F				F						B		A	A
Yes - sometimes use gen-AI assistant for use-case	201	39	42	55	33	17	14	114	84	103	25	16	4	20	14	7	4	4	82	99	36	112	53
	7%	10%	8%	11%	7%	4%	3%	8%	6%	8%	6%	11%	6%	10%	2%	8%	9%	4%	7%	7%	5%	7%	10%

Yes - most often would use gen-AI assistant for use-case	84 3%	25 6%	16 3%	23 5%	13 3%	6 1%	2 0%	45 3%	36 3%	42 3%	12 3%	2 1%	3 4%	14 7%	2 0%	7 8%	2 3%	3 2%	31 3%	47 3%	5 1%	59 4%	20 4%
	Sig	E F	F	E F	F					F	F			F		F						A	A

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

DV43r3. Search for a simple information

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
No use of gen-AI assistant		1,708 60%	147 38%	245 50%	249 50%	274 61%	331 73%	454 82%	746 56%	919 64%	640 51%	271 65%	89 64%	58 80%	58 28%	457 82%	63 68%	31 58%	94 83%	765 65%	756 53%	518 73%	966 61%	224 41%
	Sig			A	A	A B C	A B C D	A B C D E		A	E	A E	E	A E		A B C E H	A E	E	B C	C		B C	C	
No use of gen-AI assistant for use-case		292 10%	44 11%	64 13%	59 12%	42 9%	41 9%	40 7%	135 10%	149 10%	161 13%	40 10%	6 4%	1 1%	30 14%	43 8%	5 6%	4 7%	4 4%	96 8%	184 13%	57 8%	155 10%	80 14%
	Sig			F							F									A B			A B	
Yes - rarely use gen-AI assistant for use-case		231 8%	50 13%	51 10%	50 10%	41 9%	21 5%	19 3%	124 9%	98 7%	125 10%	29 7%	11 8%	4 6%	27 13%	19 3%	5 5%	6 12%	2 2%	78 7%	141 10%	34 5%	126 8%	70 13%
	Sig		E F	E F	E F	F			B		F				F				A B			A	A B	
Yes - sometimes use gen-AI assistant for use-case		358 13%	83 21%	69 14%	85 17%	56 12%	38 8%	24 4%	193 14%	160 11%	199 16%	47 11%	20 15%	5 7%	50 24%	20 4%	7 8%	5 9%	3 3%	135 11%	206 14%	63 9%	200 13%	95 17%
	Sig		D E F	F	E F	F			B		F	F	F		B F G				A	A		A	A B	
frequently use gen-AI assistant for use-case		146 5%	35 9%	34 7%	32 6%	21 5%	12 3%	10 2%	79 6%	66 5%	70 6%	19 5%	6 5%	1 1%	27 13%	11 2%	7 8%	4 7%	2 2%	55 5%	85 6%	17 2%	81 5%	48 9%
	Sig		E F	E F	F						F				A B F							A	A B	
Yes - most often would use gen-AI assistant for use-case		116 4%	32 8%	31 6%	24 5%	14 3%	8 2%	7 1%	66 5%	47 3%	60 5%	9 2%	6 4%	3 4%	19 9%	6 1%	5 6%	4 7%	8 7%	42 4%	59 4%	16 2%	64 4%	36 7%
	Sig		D E F	E F	F						F				B F								A	

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

DV43r4. Search for less simple information

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
No use of gen-AI assistant		1,708 60%	147 38%	245 50%	249 50%	274 61%	331 73%	454 82%	746 56%	919 64%	640 51%	271 65%	89 64%	58 80%	58 28%	457 82%	63 68%	31 58%	94 83%	765 65%	756 53%	518 73%	966 61%	224 41%

No use of gen-AI assistant for use-case	Sig	224	19	45	55	38	30	37	95	123	116	32	9	1	14	42	3	4	4	81	128	54	125	45
		8%	5%	9%	11%	9%	7%	7%	7%	9%	9%	8%	6%	1%	7%	7%	4%	8%	4%	7%	9%	8%	8%	8%
	Sig	156	32	36	30	22	20	16	75	78	85	25	5	4	12	17	4	2	3	50	93	20	97	38
		5%	8%	7%	6%	5%	4%	3%	6%	5%	7%	6%	3%	5%	6%	3%	4%	3%	2%	4%	7%	3%	6%	7%
	Sig	283	58	62	63	47	34	17	154	125	162	36	15	5	34	17	6	4	5	94	176	43	153	87
Yes - sometimes use gen-AI assistant for use-case		10%	15%	13%	13%	10%	7%	3%	11%	9%	13%	9%	11%	7%	16%	3%	7%	7%	4%	8%	12%	6%	10%	16%
	Sig	104	41	18	19	12	6	8	55	49	41	18	6		23	3	6	4	1	49	49	22	61	22
		4%	10%	4%	4%	3%	1%	1%	4%	3%	3%	4%	5%		11%	1%	7%	7%	1%	4%	3%	3%	4%	4%
	Sig	376	94	88	83	55	31	23	220	146	211	34	15	4	68	20	10	8	6	133	228	48	192	136
		13%	24%	18%	17%	12%	7%	4%	16%	10%	17%	8%	11%	6%	33%	4%	11%	16%	6%	11%	16%	7%	12%	25%
Yes - most often would use gen-AI assistant for use-case	Sig	104	41	18	19	12	6	8	55	49	41	18	6		23	3	6	4	1	49	49	22	61	22
		4%	10%	4%	4%	3%	1%	1%	4%	3%	3%	4%	5%		11%	1%	7%	7%	1%	4%	3%	3%	4%	4%
	Sig	376	94	88	83	55	31	23	220	146	211	34	15	4	68	20	10	8	6	133	228	48	192	136
		13%	24%	18%	17%	12%	7%	4%	16%	10%	17%	8%	11%	6%	33%	4%	11%	16%	6%	11%	16%	7%	12%	25%
	Sig	104	41	18	19	12	6	8	55	49	41	18	6		23	3	6	4	1	49	49	22	61	22

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05
- c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

DVany. 'Most often' uses gen-AI assistant for any use-case

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W)	2,851.00	391.64	493.81	499.49	448.4	451.24	553.41	1,344.06	1,438.96	1,255.22	415.4	138.78	71.67	209.04	556.35	91.87	52.26	113.29	1,171.71	1,429.71	705.45	1,592.74	552.8
	(U)	2,851	221	565	591	482	480	499	1,335	1,450	1,346	425	131	74	137	518	99	56	112	1,117	1,484	702	1,593	556
0		2,367	266	383	386	378	417	526	1,075	1,239	992	368	117	66	122	532	74	42	104	998	1,144	641	1,329	397
	Sig	83%	68%	78%	77%	84%	93%	95%	80%	86%	79%	89%	85%	91%	59%	96%	81%	81%	91%	85%	80%	91%	83%	72%
Primarily use a gen-AI assistant for at least one search use		484	126	111	113	71	34	28	269	200	263	47	21	6	87	25	18	10	10	174	286	65	264	156
	Sig	17%	32%	22%	23%	16%	7%	5%	20%	14%	21%	11%	15%	9%	41%	4%	19%	19%	9%	15%	20%	9%	17%	28%

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05
- c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

DVany2. 'Most often' or 'frequently' use gen-AI assistant for any use-case

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W)	2,851.00	391.64	493.81	499.49	448.4	451.24	553.41	1,344.06	1,438.96	1,255.22	415.4	138.78	71.67	209.04	556.35	91.87	52.26	113.29	1,171.71	1,429.71	705.45	1,592.74	552.8
	(U)	2,851	221	565	591	482	480	499	1,335	1,450	1,346	425	131	74	137	518	99	56	112	1,117	1,484	702	1,593	556
		2,260	230	361	365	366	411	516	1,018	1,189	947	357	112	64	98	525	68	39	102	950	1,092	616	1,269	375

0		79%	59%	73%	73%	82%	91%	93%	76%	83%	75%	86%	81%	89%	47%	94%	74%	74%	90%	81%	76%	87%	80%	68%
Primarily or frequently use a gen-AI assistant for at least one	Sig.	591	161	133	134	83	40	38	326	250	308	59	27	8	111	31	24	14	12	222	337	89	324	178
	Sig.	21%	41%	27%	27%	18%	9%	7%	24%	17%	25%	14%	19%	11%	53%	6%	26%	26%	10%	19%	24%	13%	20%	32%
			BCDEF	DEF	DEF	EF			B		BF	F	F		ABCD FGH		F	F			AB		A	AB

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

DVanySE. 'Most often' uses a search engine (inc. voice assistant) for any search use case

Base: All Participants

Weighted data	Total	Age						Gender		Employment status								Education			Technical confidence			
		16 to 24 (A)	25 to 34 (B)	35 to 44 (C)	45 to 54 (D)	55 to 64 (E)	65+ (F)	Male (A)	Female (B)	Working full time (A)	Working part time (B)	Not working but seeking work (C)	Not working and not seeking work (D)	Student (E)	Retired (F)	Looking after home or family (G)	Other (H)	No qualifications (A)	Below Degree (B)	Degree or above (C)	Unconfident < under 25th percentile (A)	Neither between 25th and 75th percentile (B)	Confident >75th percentile (C)	
Total	(W) (U)	2,851.00 2,851	391.64 221	493.81 565	499.49 591	448.4 482	451.24 480	553.41 499	1,344.06 1,335	1,438.96 1,450	1,255.22 1,346	415.4 425	138.78 131	71.67 74	209.04 137	556.35 518	91.87 99	52.26 56	113.29 112	1,171.71 1,117	1,429.71 1,484	705.45 702	1,592.74 1,593	552.8 556
0		93 3%	16 4%	18 4%	16 3%	16 4%	13 3%	12 2%	44 3%	40 3%	40 3%	7 2%	3 2%	5 6%	10 5%	12 2%	6 7%	4 7%	11 9%	32 3%	35 2%	16 2%	62 4%	14 3%
Primarily use a search engine for at least one search use	Sig	2,758 97%	376 96%	475 96%	483 97%	433 96%	438 97%	541 98%	1,300 97%	1,399 97%	1,215 97%	408 98%	136 98%	67 94%	199 95%	544 98%	86 93%	49 93%	103 91%	1,139 97%	1,395 98%	690 98%	1,531 96%	538 97%

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q44. Gender

Base: All Participants

Weighted data	Total
Total	(W) (U)
	2,851.00 2,851
Male	1,344 47%
	Sig.
Female	1,439 50%
	Sig.
Prefer to self-ascribe (please type in)	12 0%
	Sig.
Prefer not to say	56 2%
	Sig.

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05
- c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q45. Which of the following best describes your current working status?

Base: All Participants

<i>Weighted data</i>	Total
Total (W)	2,851.00
(U)	2,851
Working full time - working 30 hours per week or more	1,255
Working part time - working between 8 and 29 hours	44%
Not working but seeking work or temporarily unemployed	415
Not working and not seeking work	15%
Student	139
Retired	5%
Looking after home or family	72
Other	3%
Prefer not to say	209
	7%
	556
	20%
	92
	3%
	52
	2%
	60
	2%

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

- a. This category is not used in comparisons because its column proportion is equal to zero or one.
- b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05
- c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.
- d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Q48. What is the highest level of education you have completed?

Base: All Participants

<i>Weighted data</i>	Total
Total (W)	2,851.00

	(U)	2,851
No formal qualifications		113 4%
	Sig.	
GCSEs (or equivalent)		532 19%
	Sig.	
A Levels (or equivalent)		380 13%
	Sig.	
Vocational qualifications (e.g., BTEC)		260 9%
	Sig.	
Higher education (e.g., Degree, HND)		917 32%
	Sig.	
Postgraduate education (e.g., Master's, Doctorate)		513 18%
	Sig.	
Other		26 1%
	Sig.	
Prefer not to say		110 4%
	Sig.	

W = Weighted Count

U = Unweighted Count

Warning: please note that results would be unreliable for very small sample sizes

a. This category is not used in comparisons because its column proportion is equal to zero or one.

b. Results are based on two-sided tests. For each significant pair, the key of the category with the smaller column proportion appears in the category with the larger column proportion. Significance level for upper case letters (A, B, C): .05

c. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

d. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.