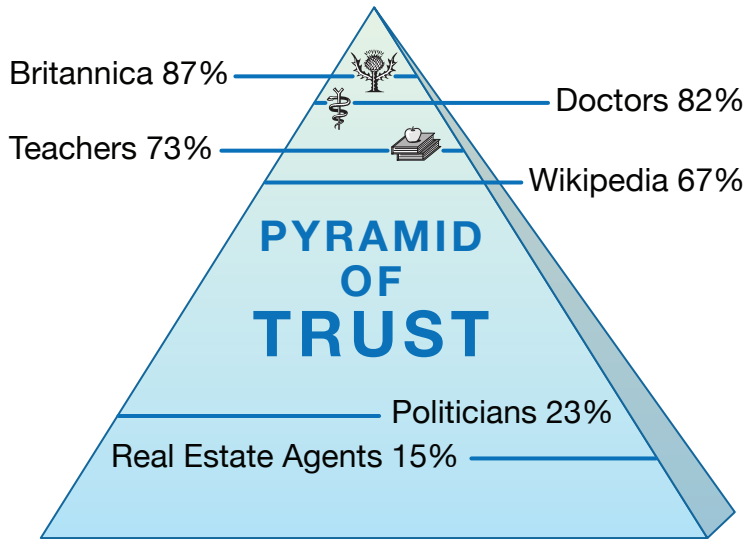


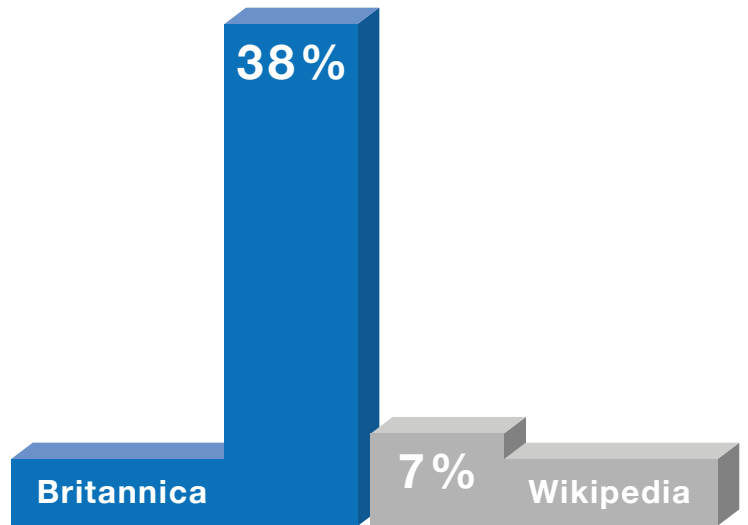
Britain Trusts Britannica

Percentage saying they have a “great deal” or “a fair amount” of trust in the truthfulness of the various groups listed below.



Source: Yougov.co.uk polls in Britain, 2013–14.

Percentage saying they have a “great deal” of trust in the accuracy of the publication’s content.

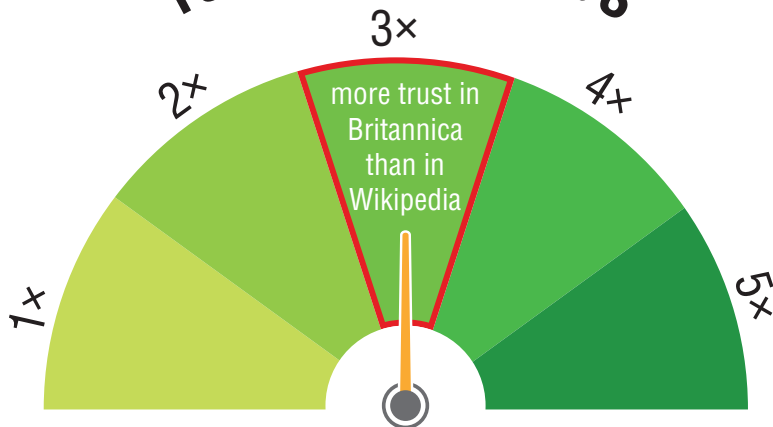


Source: Yougov.co.uk poll in Britain, August 7–8, 2014.

Youth Trust Britannica

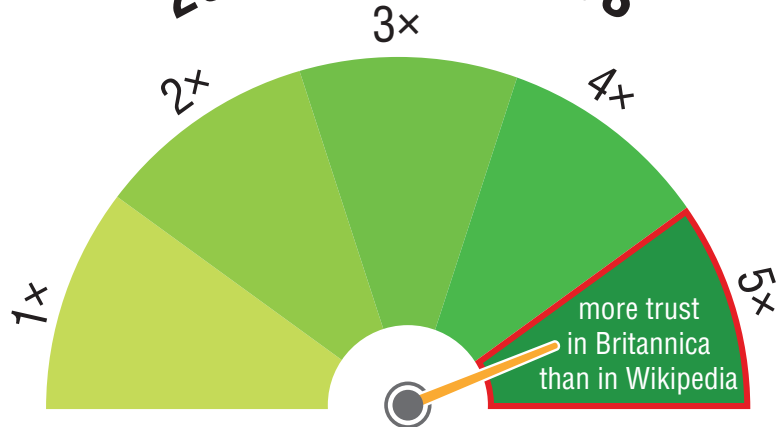
Percentage with a “great deal” of trust in the accuracy of the publication’s content.

18–24 YEAR OLDS



Britannica: 35% trust
Wikipedia: 10% trust

25–39 YEAR OLDS



Britannica: 37% trust
Wikipedia: 7% trust

Source: Yougov.co.uk poll in Britain, August 7–8, 2014.