

# VARN original research: nearly 60% of people don't recognise paid ads in Google

*A new survey of UK online consumers highlighted the changing behaviours of people towards paid advertising within Google.*

BATH, UNITED KINGDOM, September 18, 2017 /EINPresswire.com/ -- The survey, conducted every six months since February 2016, tallied responses from 1,005 people in the UK by asking 'Do you know which links on the Google search results page are paid adverts?'

Among the notable results:

58.9% of people answered 'no' – an increase of 16.4% on first [survey results](#) (Feb 2016 – 50.6% said 'no').

65% of those were aged 55-64.

Full results per age group include:

“

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*Tom Vaughton, MD*

18-24 years = 52.6% said 'no'

25-34 years = 58.4% said 'no'

35-44 years = 56.1% said 'no'

45-54 years = 57.3% said 'no'

55-64 years = 65.0% said 'no'

56+ years = 67.8% said 'no'

“As a Digital Marketing agency, we're always monitoring Google's changes to its search engine so at the start of 2016

we decided to run regular surveys to monitor UK-consumer behaviour towards paid adverts,” Tom Vaughton said.

“We are continually surprised by the results but as Google aims to make the adverts less noticeable, people tend to not know the difference between paid ads and organic listings.”

About [Varn](#)

Varn is a Digital Marketing Agency based in Bradford on Avon, UK and is run by managing director, Tom Vaughton. Servicing a wide range of SMEs and corporations in a variety of sectors, Varn specialises in SEO, Analytics, Pay Per Click advertising and PR.

Do you know which links on the Google search results page are paid adverts?

Key: ■ No ■ Yes but I DON'T click them ■ Yes and I DO click them

Complete Results



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