



## Higher or lower?

# The biggest trends of 2017 go head-to-head

- **New research reveals which hot topics were searched for most via Google in 2017**
- **'Porn' tops the list of 2017's google searches with 146.2 million**
- **'Kanye West' beats 'Kardashian' with 1.6 million+ more searches than his wife and her famous family**

Answering more than 40,000 queries every second<sup>1</sup>, Google is always on-hand to help with our queries in the most honest and nonjudgmental way. But, how do some of the biggest trends and topics of last year perform when they're pitted against each other?

Mobile phone insurance provider, [Insurance2go](#), has chosen some of the most prolific people and events of 2017 and compared these against each other in a 'higher or lower' style quiz- to reveal which topics were 'Googled' most frequently across the UK.

Topping the list of key topics is 'porn', generating in excess of a staggering 146.2 million searches in 2017; with 15.2 million of those searches during the last two months of the year. Everyday topics such as 'weather' were also popular, with this term achieving nearly 16 million fewer searches than 'porn' over the past 12 months.

When looking at some of the nation's other favourite TV shows, GBBO vs Strictly was a tough tug-of-war, but 2017's search volumes can confirm that 'Strictly Come Dancing' waltzed it's way to the front, with 3.9 million more searches (at 5,217,700), leaving the 'Great British Bake Off' burning out at just 1,266,300.

2017 saw two of the most competitive smartphone brands release their latest models, with Apple revealing three new iPhones for its ten year anniversary celebrations. Despite Samsung's S8 gaining significant media interest, the iPhone 8 stormed ahead with 9,369,000 UK searches, dwarfing the Samsung S8 which was only searched 2,410,000 times.

Some of the biggest talking points of the year were the TV shows the nation has been binge watching. Insurance2go compared 2017's favourite Sci-Fi show, Stranger Things, with household name, Harry Potter. With Stranger Things' second season only being released via Netflix on October 28th and the show being rated IMDB's number one most popular TV series<sup>2</sup>, the results found that the web TV series gained 335,500 more searches than JK Rowling's fantasy series, which received 4.4 million searches in total last year.

Celebrity scandals were also a big talking point last year, with the rumour mill running riot over some of the biggest names in stardom including individual members of the Kardashian family. Despite the Kardashian's global domination, Kanye's supremacy has crowned him king of the Google search leaderboard, with 2,515,000 searches - that's roughly 1.6 million more than his wife's family name,

that was 'Googled' 875,000 times - an impressive achievement which Kanye can add to his trophy shelf.

Last year there were plenty of political events to discuss, from Article 50 to local elections. When investigating Theresa May's search numbers, results showed that hit new toy, fidget spinners, were more popular than her this year in excess of 13.1 million searches - more than double the 6.1 million times the Prime Minister's name had been typed into Google's search bar. However, 'Theresa May' did beat 2017's favourite brunch ingredient, 'avocado', which had 815,000 internet searches throughout the year.

Christmas adverts have previously been seen as early as August, but there are a few familiar supermarket brands who've been fighting for the top spot for a number of years. During November, Brits searched Google for John Lewis's latest heartwarming TV advert a whopping 246,000 times. However, M&S soon caught up, with a combined 205,500 searches by Christmas, only 42,900 fewer than John Lewis.

Duncan Spencer, Managing Director of Insurance2go said: "As we move into 2018, we start to reflect on last year's news and events. Search trend tools are a great insight into what the nation is searching for and the types of topics that people are interested in.

"If someone had told me last year that fidget spinners would receive more searches than the Prime Minister, I may have questioned them. However, this just proves how quickly trends and news topics can come and go!"

Think you know what is popular and what's not? Put your knowledge to the test with Insurance2go's interactive higher or lower style quiz:

<https://www.insurance2go.co.uk/media-centre/2018/01/23/2017s-most-searched-for-trends/>

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Notes to Editor:

<sup>1</sup> According to Internet Live Searches: <http://www.internetlivestats.com/google-search-statistics/>

<sup>2</sup> IMDb's Most popular TV series: [http://www.imdb.com/search/title?title\\_type=tv\\_series](http://www.imdb.com/search/title?title_type=tv_series)

Numbers are according to Google Keyword Planner from January 1 to December 31st 2017. For more information please contact [rachel.pountney@epiphanyolutions.co.uk](mailto:rachel.pountney@epiphanyolutions.co.uk)

<b>Keyword:</b>	<b>Number of searches:</b>
porn	146,260,000
weather	130,360,000
stranger things	47,445,000
fidget spinner	13,142,200
iPhone 8	9,369,000

theresa may	6,189,000
strictly come dancing	5,217,700
kanye west	2,515,000
samsung S8	2,410,000
harry potter	4,409,00
great british bake off	1,266,30
Kardashian	875,000
avocado	815,500

Christmas adverts	Searches in November	Searches in December
John Lewis advert	246000	2400
M&S christmas advert	40500	165000
Sainsburys christmas advert	60500	3600
Aldi christmas advert	22200	2400
Boots christmas advert	8100	1000
Waitrose christmas advert	4400	1000
Argos christmas advert	1600	260

### About Insurance2Go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>