

## BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.  
No information contained within this spreadsheet may be published without the consent of YouGov plc.



## EDITOR'S NOTES - all press releases should contain then following information:

All figures, unless otherwise stated, are from YouGov Plc. The data collection was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner

Any percentages calculated on bases fewer than 50 respondents should not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable.

## Understanding tables:

The output tables will have headings as follows, click on any heading to sort by that heading. The default order is Z score.

## Row definitions:

**Answer** This is the answer option where applicable, so yes/no, like/dislike etc.

**Category** This is the category of data point based on the definition tree.

**Control group % / Targ** The percentage of the target/control group to whom the answer applies.

**Control group base / T:** The number of people who are in the target/control group and had the opportunity to answer the question/watch the programme/like the object on Facebook.

**% Diff** The percentage difference between the target group and the control group.

**Entity** The actual data point e.g. Vodafone, Eastenders or Male.

**Index** A standard index score. That is calculated as (target %/control %) x 100.

**Lower Confidence Inte** Lower end of the range you would expect the real market size answer to lie

**Market size estimate** Estimated number of GB 18+ adults that meet the criteria within the target group. The method for this involves multiplying the GB nat rep incidence of the data point by 48 million to produce an estimated population figure.

**NAT REP** National Representative Sample

**Upper Confidence Inte** Upper end of the range you would expect the real market size answer to lie

**Variable** Second level of definition, e.g. awareness (of brands), genre (of TV programmes) etc.

**Z-score** The score used to determine how differentiated the two groups are.  
The bigger a positive score, the more likely that the data point is true of the target group more frequently than the control group.  
See the FAQ for more information on Z scores and how they are calculated.

YouGov plc makes every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email [profiles-support@yougov.com](mailto:profiles-support@yougov.com)

**BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

**EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1151 adults. Fieldwork was undertaken between 3rd - 6th November 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

## Profiles Table

Target group: (Consumer and Lifestyle / Cars and Motoring / Cars / In Market: Auto (1 Year)\* equal to Very likely or Consumer and Lifestyle / Cars and Motoring / Cars / In Market: Auto (1 Year)\* equal to Likely or Consumer and Lifestyle / C

Control group: National Representation (n. 198701)

Number of Columns: 14

Number of Rows: 8

Page link:

<https://yougov.insight-out.com/surveys/2609/pages/344604>

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index	Control group %	Control group base	Diff
Brand use & perception / By Brand / Cars & Motoring / Car Makers / Mercedes	Ad Awareness: Mercedes*	Mercedes	Yes	16	9194	6.72	122	13	29300	2.86
Brand use & perception / By Brand / Cars & Motoring / Car Makers / BMW	Ad Awareness: BMW*	BMW	Yes	16	9226	6.08	120	13	29320	2.61
Brand use & perception / By Brand / Cars & Motoring / Car Makers / Audi	Ad Awareness: Audi*	Audi	Yes	13	9238	5.56	120	11	29353	2.19
Brand use & perception / By Brand / Cars & Motoring / Car Makers / Porsche	Ad Awareness: Porsche*	Porsche	Yes	4	9231	5.08	139	3	29331	1.18
Brand use & perception / By Brand / Cars & Motoring / Car Makers / Acura	Ad Awareness: Acura*	Acura	Yes	9	9216	4.48	120	7	29327	1.49
Brand use & perception / By Brand / Cars & Motoring / Car Makers / Infiniti	Ad Awareness: Infiniti*	Infiniti	Yes	10	9221	4.31	118	8	29283	1.51
Brand use & perception / By Brand / Cars & Motoring / Car Makers / Jaguar	Ad Awareness: Jaguar*	Jaguar	Yes	10	7098	2.77	113	9	22438	1.09
Brand use & perception / By Brand / Cars & Motoring / Car Makers / Lexus	Ad Awareness: Lexus*	Lexus	Yes	16	9224	2.26	107	15	29291	0.98

le / Cars and Motoring / Cars / In Market: Auto (1 Year)\* equal to Somewhat likely) (n. 9627)

<b>Market Size Estimate</b>	<b>Upper Confidence Interval</b>	<b>Lower Confidence Interval</b>
13129415	13966399	12311858
13384587	14229405	12559313
10873107	11625732	10138397
3543224	3947759	3149421
7490028	8102437	6892847
8293244	8941187	7661237
8070393	8780202	7378527
13325255	14168073	12501948

# BrandIndex Data Export

Export Date #####

Account Consolidated)

User @yougov.com

From 11/1/17

To 12/5/17

Moving Average 4 weeks

Targeting Population Total (Neutrals Included / All Respondents)

Brands 4

Region Sector Brand Demos

us Car Makers Mercedes

us Car Makers Lexus

us Car Makers BMW

us Car Makers: L Car Makers: Luxury Sector

Link <https://marketview.brandindex.com/multicharts#cb=1&ed=20171205&l=%7Cus%3A7%3A7018%3Acd905c%3Acd905c%3A9%3A%3A%3A%7Cus%3A7%3A7015%3A54608a%3A54608a%3A9%3A%3A%3A%7Cus%3A7%3A7003%3Aebad20%3Aebad20%3A9%3>

Version 6.73.4

BrandIndex - How Brands measure up daily.

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[www.brandindex.com](http://www.brandindex.com)

A9%3A%3A%3A%7Cus%3A-10%3As-10%3Af05a28%3Af05a28%3A9%3A%3A%3A&leg=1&ma=28&n=1&sd=20171101&ua=1&e=1&sq=1

Region	us				us				us				us			
Sector	Car Makers				Car Makers				Car Makers				Car Makers: Luxury			
Geographic Filter																
Metric Filter																
Age Population	Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)				Total (Neutrals Included / All Respondents)			
Brand	Mercedes				Lexus				BMW				Car Makers: Luxury Sector			
	Score	Yes	No	Volume	Score	Yes	No	Volume	Score	Yes	No	Volume	Score	Yes	No	Volume
11-01-2017	12	332.6	2389.3	2721.9	14.2	391.5	2359.5	2750.9	14.2	390.1	2366.4	2756.5	13.1	2510.0	16670.3	19180.4
11-02-2017	12	339.4	2429.6	2769.0	14.4	401.8	2383.4	2785.2	13.9	389.1	2412.6	2801.7	13.0	2529.8	16950.9	19480.7
11-03-2017	12	344.4	2431.3	2775.7	14.1	393.9	2391.4	2785.3	14.2	398.7	2407.5	2806.2	12.9	2519.9	16990.5	19510.4
11-04-2017	12	331.3	2426.1	2757.4	14.1	392.4	2382.2	2774.6	14.2	396.5	2397.8	2794.3	12.8	2486.6	16920.1	19406.7
11-05-2017	12	337.0	2396.1	2733.1	14.4	396.9	2349.9	2746.8	14.6	402.9	2364.0	2766.9	13.0	2500.4	16735.4	19235.7
11-06-2017	13	349.1	2387.5	2736.6	14.8	408.4	2343.4	2751.9	14.7	407.5	2361.3	2768.8	13.1	2531.0	16726.6	19257.7
11-07-2017	13	344.8	2365.2	2710.0	15.0	408.3	2320.5	2728.7	14.6	401.5	2348.1	2749.6	13.2	2517.5	16584.5	19102.0
11-08-2017	12	336.9	2365.4	2702.3	14.9	407.0	2320.4	2727.4	14.2	392.0	2361.5	2753.5	13.0	2484.6	16601.5	19086.1
11-09-2017	12	335.3	2376.3	2711.6	14.4	394.7	2341.0	2735.7	14.1	389.3	2375.2	2764.6	12.8	2443.9	16710.8	19154.6
11-10-2017	12	338.6	2380.6	2719.1	14.5	396.9	2346.3	2743.2	14.0	388.6	2384.2	2772.8	12.8	2455.3	16750.7	19206.0
11-11-2017	13	344.6	2350.9	2695.5	14.6	398.8	2325.4	2724.2	14.2	391.3	2364.8	2756.2	13.0	2470.2	16600.2	19070.4
11-12-2017	13	343.4	2358.7	2702.1	14.8	402.1	2319.8	2722.0	14.3	393.2	2362.4	2755.6	13.0	2482.0	16608.8	19090.9
11-13-2017	13	346.7	2337.4	2684.2	15.2	411.5	2292.3	2703.8	14.4	393.8	2345.2	2739.0	13.1	2480.4	16489.1	18969.5
11-14-2017	13	345.8	2347.2	2692.9	15.2	410.4	2291.4	2701.9	14.4	395.3	2344.7	2739.9	13.1	2484.5	16496.5	18980.9
11-15-2017	13	348.4	2336.9	2685.3	15.2	410.5	2282.2	2692.7	14.2	388.0	2344.2	2732.3	13.1	2473.8	16453.5	18927.2
11-16-2017	13	340.0	2347.0	2687.0	14.7	396.5	2301.1	2697.6	13.6	372.6	2359.5	2732.1	12.8	2419.8	16530.8	18950.6
11-17-2017	13	338.8	2347.7	2686.4	14.8	397.8	2297.7	2695.5	13.7	375.5	2358.2	2733.7	12.7	2411.9	16539.0	18950.9
11-18-2017	13	336.5	2345.0	2681.5	15.3	411.3	2278.8	2690.1	13.7	373.5	2354.1	2727.6	12.8	2423.7	16486.0	18909.7
11-19-2017	13	339.2	2352.2	2691.4	15.5	418.1	2276.8	2694.9	13.7	374.4	2358.7	2733.1	12.8	2433.7	16506.1	18939.8
11-20-2017	13	338.4	2355.2	2693.6	15.8	426.0	2271.2	2697.2	13.8	376.5	2358.4	2734.8	12.9	2442.9	16497.7	18940.7
11-21-2017	13	342.4	2358.3	2700.7	16.0	432.0	2276.3	2708.3	13.7	376.1	2364.6	2740.8	13.0	2461.2	16538.1	18999.2
11-22-2017	13	343.3	2340.8	2684.1	16.1	431.6	2253.7	2685.3	13.6	369.2	2349.4	2718.6	13.0	2446.1	16428.8	18874.9
11-23-2017	13	352.2	2302.5	2654.7	16.4	435.5	2222.3	2657.8	14.0	374.8	2311.7	2686.5	13.2	2464.8	16206.1	18670.9
11-24-2017	13	357.4	2296.8	2654.1	16.6	439.6	2215.2	2654.8	14.2	381.9	2299.3	2681.1	13.4	2497.4	16165.6	18663.1
11-25-2017	14	367.2	2304.9	2672.1	16.8	446.8	2213.8	2660.7	14.7	395.8	2295.1	2690.8	13.6	2543.9	16204.5	18748.4
11-26-2017	14	363.6	2304.7	2668.3	16.8	445.5	2211.0	2656.5	14.2	381.6	2305.2	2686.8	13.4	2516.3	16209.0	18725.3
11-27-2017	14	371.0	2321.4	2692.4	16.8	449.8	2226.4	2676.1	14.4	390.4	2319.9	2710.3	13.5	2542.7	16342.5	18885.2
11-28-2017	14	374.5	2317.9	2692.4	17.1	457.3	2213.7	2671.0	14.5	391.9	2311.3	2703.2	13.5	2548.1	16311.4	18859.5
11-29-2017	14	379.2	2298.4	2677.6	17.4	462.9	2192.5	2655.4	15.2	408.5	2283.8	2692.3	13.8	2584.8	16168.2	18753.0
11-30-2017	14	372.0	2285.8	2657.8	17.7	467.8	2181.8	2649.6	15.2	406.4	2266.4	2672.8	13.8	2577.8	16064.4	18642.2
12-01-2017	14	374.6	2267.8	2642.3	18.0	473.2	2159.0	2632.2	15.2	404.1	2248.0	2652.1	14.1	2610.3	15906.2	18516.5
12-02-2017	15	383.2	2258.3	2641.5	18.1	476.1	2152.3	2628.4	15.3	404.9	2242.5	2647.5	14.2	2622.6	15868.1	18490.7
12-03-2017	14	377.8	2263.7	2641.5	18.0	474.5	2156.8	2631.3	14.9	394.6	2253.3	2647.9	14.0	2597.8	15896.8	18494.6
12-04-2017	14	369.5	2266.3	2635.7	17.6	461.5	2163.5	2625.0	14.8	390.1	2254.5	2644.6	13.9	2562.3	15914.1	18476.3
12-05-2017	14	372.4	2277.1	2649.5	17.4	458.8	2175.8	2634.5	14.5	386.1	2267.7	2653.7	13.8	2555.3	15993.0	18548.2