



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.
Base size	The number of people who are in the target group and had the opportunity to answer the question/watch the programme/like the object on Facebook.
Category	This is the category of data point based on the definition tree.
Column %	The percentage of the column group to whom the answer in the row applies. i.e. what % of the column group meet the row response?
Entity	The actual data point e.g. Vodafone, Eastenders or Male.
Index	A standard index score. That is calculated as $(\text{target \%}/\text{control \%}) \times 100$.
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 estimate.
Row %	The percentage of the target group to whom the answer applies.
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

produce an estimated population figure.

Number of Columns: 6
 Number of Rows: 3

Page Link: <https://yougov.insight-out.com/surveys/2728/pages/352394>

YouGov Profiles

Category	Variable	Entity	Stats	NATREP	Education*: No HS	Education*: High school graduate	Education*: Some college
Topical / December 2017	12/18 - how do you feel about puns - love/like/dislike/hate	Not sure	Column %	32	58	42	26
Topical / December 2017	12/18 - how do you feel about puns - love/like/dislike/hate	Not sure	Base Size	18741	546	4054	4378
Custom Filter	Love/like puns	True	Column %	58	35	46	65
Custom Filter	Love/like puns	True	Base Size	18741	546	4054	4378
Custom Filter	hate/dislike puns	True	Column %	10	8	12	8
Custom Filter	hate/dislike puns	True	Base Size	18741	546	4054	4378

Education*: 2-year	Education*: 4-year	Education*: Post-grad
28	18	14
2494	4429	2840
61	72	76
2494	4429	2840
11	10	10
2494	4429	2840

Profiles Table

Target group: (Topical / December 2017 / 12/18 - how do you feel about puns - love/like/dislike/hate equal to I love puns or Topical / December 2017 / 12/18 - how do you feel about puns - love/like/dislike/hate equal
 Control group: (Topical / December 2017 / 12/18 - how do you feel about puns - love/like/dislike/hate equal to I dislike puns or Topical / December 2017 / 12/18 - how do you feel about puns - love/like/dislike/hate equal
 Number of Columns: 11
 Number of Rows: 10

Page link: <https://yougov.insight-out.com/surveys/2728/pages/352410>

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index
Personality / Sense of Humor	What makes me laugh: Wordplay	Wordplay	Yes	34	5969	13.81	213
Personality / Sense of Humor	What makes me laugh: Observations on news and current affairs	Observations on news and current affairs	Yes	49	5969	8.57	140
Personality / Sense of Humor	What makes me laugh: Improvisation	Improvisation	Yes	24	5969	8.22	173
Personality / Sense of Humor	What makes me laugh: Controversial or taboo subjects	Controversial or taboo subjects	Yes	32	5969	7.96	155
Personality / Sense of Humor	What makes me laugh: Cringe-worthy and embarrassing situations	Cringe-worthy and embarrassing situations	Yes	23	5969	7.82	170
Personality / Sense of Humor	What makes me laugh: Observations on everyday life	Observations on everyday life	Yes	74	5969	7.30	119
Personality / Sense of Humor	What makes me laugh: Toilet humor	Toilet humor	Yes	15	5969	6.11	171
Personality / Sense of Humor	What makes me laugh: Funny and surreal sketches	Funny and surreal sketches	Yes	27	5969	5.61	139
Personality / Sense of Humor	What makes me laugh: Impressions	Impressions	Yes	29	5969	5.49	137
Personality / Sense of Humor	What makes me laugh: None of these	None of these	Yes	6	5969	-5.25	52

/dislike/hate equal to I like puns) (n. 11876)
like/dislike/hate equal to I hate puns) (n. 1971)

Control group %	Control group base	Diff
16	1016	18.08
35	1016	14.00
14	1016	10.06
21	1016	11.22
13	1016	9.45
62	1016	11.85
9	1016	6.14
20	1016	7.74
21	1016	7.75
11	1016	-5.44