



## 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  $(\text{target \%}/\text{control \%}) \times 100$ .

**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 estimate

**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)

produce an estimated population figure.

## Profiles Table

Target group: (Topical / January 2018 / 1/26 - would you take a pay cut for the sake of fairness - yes/no equal to Yes, I would) (n. 1359)

Control group: (Topical / January 2018 / 1/26 - would you take a pay cut for the sake of fairness - yes/no equal to No, I would not) (n. 1869)

Number of Columns: 11

Number of Rows: 6

Page link:

<https://yougov.insight-out.com/surveys/2791/pages/361092>

Category	Variable	Entity	Answer	Target group %
Issues / By Subject / Sexism	Opinion: Sexism*	Sexism	Support strongly	28
Issues / By Subject / Sexism	Opinion: Sexism*	Sexism	Support somewhat	27
Issues / By Subject / Sexism	Opinion: Sexism*	Sexism	Neither support nor oppose	27
Issues / By Subject / Sexism	Opinion: Sexism*	Sexism	Don't know	2
Issues / By Subject / Sexism	Opinion: Sexism*	Sexism	Oppose somewhat	7
Issues / By Subject / Sexism	Opinion: Sexism*	Sexism	Oppose strongly	9

Target group base	zscore	Index	Control group %	Control group base	Diff
689	9.75	308	9	1031	18.82
689	5.65	175	15	1031	11.46
689	1.81	117	24	1031	3.89
689	-1.08	72	3	1031	-0.90
689	-6.32	42	16	1031	-9.58
689	-13.00	27	32	1031	-23.68