

## 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: (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode IV: A New Hope equal to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode IV: A New Hope equal to Really like)  
Control group: (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VII: The Force Awakens equal to Really like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VII: The Force Awaken  
Number of Columns: 11  
Number of Rows: 4

Page link: <https://yougov.insight-out.com/surveys/2640/pages/347215>

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index	Control group %	Control group base	Diff
Demographics / Age and gender	Age (media) 18-34 / 35-49 / 50-64 / 65+*	50-64 (Baby Boomers)		31	2678	6.14	131	24	2747	7.44
Demographics / Age and gender	Age (media) 18-34 / 35-49 / 50-64 / 65+*	65 and up (Silent Generation)		17	2678	4.19	132	13	2747	4.02
Demographics / Age and gender	Age (media) 18-34 / 35-49 / 50-64 / 65+*	35-49 (Generation X)		27	2678	0.05	100	27	2747	0.06

(like) and Demographics / Age and gender / Gender\* equal to Female or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode V: The Empire Strikes Back equal to Really like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VI: Return of the Jedi equal to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VII: The Force Awakens equal to Like) and Demographics / Age and gender / Gender\* equal to Female or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Rogue One: A Star Wars Story equal to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Solo: A Star Wars Story equal to Like)

g (5-point scale): Star Wars Episode V: The Empire Strikes Back equal to Like) and Demographics / Age and gender / Gender\* equal to Female or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VI: Return of the Jedi equal to Like o  
point scale): Rogue One: A Star Wars Story equal to Really like) and Demographics / Age and gender / Gender\* equal to Female) (n. 2749)

l to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VI: Return of the Jedi equal to Really like) and Demographics / Age and gender / Gender\* equal to Female) (n. 2678)

Profiles Table

Target group: (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode IV: A New Hope equal to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode IV: A New Hope equal to Really like  
Control group: (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VII: The Force Awakens equal to Really like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VII: The Force Awakens  
Number of Columns: 11  
Number of Rows: 4

Page link: <https://yougov.insight-out.com/surveys/2640/pages/347213>

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index	Control group %	Control group base	Diff
Demographics / Age and gender	Age (media) 18-34 / 35-49 / 50-64 / 65+*		50-64 (Baby Boomers)	33	7119	5.78	116	28	6431	4.57
Demographics / Age and gender	Age (media) 18-34 / 35-49 / 50-64 / 65+*		65 and up (Silent Generation)	14	7119	3.79	119	12	6431	2.17
Demographics / Age and gender	Age (media) 18-34 / 35-49 / 50-64 / 65+*		35-49 (Generation X)	29	7119	0.76	102	29	6431	0.60
Demographics / Age and gender	Age (media) 18-34 / 35-49 / 50-64 / 65+*		18-34 (Millennials)	24	7119	-9.52	77	32	6431	-7.34

y like) or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VI: Return of the Jedi equal to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VI: Return of the Jedi equal to Really like) or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode I: The Force Awakens equal to Like) or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Rogue One: A Star Wars Story equal to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Rogue One: A Star Wars Story equal to Really like) (n. 6433)



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(n. 6433)



Profiles Table

Target group: (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode IV: A New Hope equal to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode IV: A New Hope equal to Really like)  
Control group: (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VII: The Force Awakens equal to Really like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VII: The Force Awaken  
Number of Columns: 11  
Number of Rows: 2

Page link: <https://yougov.insight-out.com/surveys/2640/pages/347278>

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index	Control group %	Control group base	Diff
Demographics / Race and ethnicity	Race*		White	80	7119	8.37	108	74	6433	6.06
Custom Filter	Custom Filter	Minorities	Yes	20	7119	-8.37	77	26	6433	-6.06

(like) or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VI: Return of the Jedi equal to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode VI: Return of the Jedi equal to Really like) or (Rating: The Force Awakens equal to Like) or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Rogue One: A Star Wars Story equal to Like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Rogue One: A Star Wars Story equal to Really like) (n. 6433)

e) or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode V: The Empire Strikes Back equal to Really like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode V: The Empire Strikes Back equal to Like  
n. 6433)

