

## 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 the 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:

<b>Answer</b>	This is the answer option where applicable, so yes/no, like/dislike etc.
<b>Base size</b>	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.
<b>Category</b>	This is the category of data point based on the definition tree.
<b>Column %</b>	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?
<b>Entity</b>	The actual data point e.g. Vodafone, Eastenders or Male.
<b>Index</b>	
<b>Market size estimate</b>	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.
<b>Row %</b>	The percentage of the target group to whom the answer applies.
<b>Variable</b>	Second level of definition, e.g. awareness (of brands), genre (of TV programmes) etc.
<b>Z-score</b>	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 1129 adults. Fieldwork was undertaken between 22nd - 23rd August 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.



Number of Columns: 2  
Number of Rows: 5

Page Link: <https://yougov.insight-out.com/surveys/2341/pages/311883>

**YouGov Profiles**

Category	Variable	Entity	Stats	NATREP	millennials w dogs: True	millennials without pets: True
Demographics / Household and Family	Access to garden*	Yes, I have access to my own outdoor space	Column %	75	75	52
Demographics / Household and Family	Access to garden*	Yes, I have access to a communal outdoor space	Column %	10	14	19
Demographics / Household and Family	Access to garden*	Yes, I have access to both my own and a communal outdoor space	Column %	6	6	9
Demographics / Household and Family	Access to garden*	No, I do not have access to either my own nor a communal outdoor space	Column %	9	4	20
Demographics / Household and Family	Children under the age of 18* Yes		Column %	28	35	26

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Number of Rows: 1

Page Link: <https://yougov.insight-out.com/surveys/2341/pages/311888>

**YouGov Profiles**

Category	Variable	Entity	Stats	NATREP	millennials w dogs: True
Attitudes / By statement / Finance / I am better off now than I was a year ago	Level of agreement (3-point scale): "I am better off now than I was a year ago"	Agree	Column %	54	64
Attitudes / By statement / Finance / I am better off now than I was a year ago	Level of agreement (3-point scale): "I am better off now than I was a year ago"	Agree	Base Size	11211	239

**millennials without pets: True**

58

219

Number of Columns: 2

Number of Rows: 1

Page Link:

<https://yougov.insight-out.com/surveys/2341/pages/311891>

**YouGov Profiles**

Category	Variable	Entity	Stats	NATREP	millennials w dogs: True
Attitudes / By statement / Advertising / I like when companies have a moral message	Level of agreement (3-point scale): "I like when companies have a moral message"	Agree	Column %	67	70
Attitudes / By statement / Advertising / I like when companies have a moral message	Level of agreement (3-point scale): "I like when companies have a moral message"	Agree	Base Size	53725	1432



**millennials without pets: True**

59

1244

Number of Columns: 2

Number of Rows: 2

**Page Link:**

**YouGov Profiles**

Category
<a href="#">Attitudes / By statement / Retail / I only buy products from a company with whose ethics I agree</a>
<a href="#">Attitudes / By statement / Retail / I only buy products from a company with whose ethics I agree</a>
<a href="#">Attitudes / By statement / Retail / There isn't much difference between the leading brands and supermarket generics</a>
<a href="#">Attitudes / By statement / Retail / There isn't much difference between the leading brands and supermarket generics</a>

<https://yougov.insight-out.com/surveys/2341/pages/311897>

Variable	Entity	Stats	NATREP	millennials w dogs: True	millennials without pets: True
Level of agreement (3-point scale): "I only buy products from a company with whose ethics I agree"	Agree	Column %	46	48	34
Level of agreement (3-point scale): "I only buy products from a company with whose ethics I agree"	Agree	Base Size	30385	1028	970
Level of agreement (3-point scale): "There isn't much difference between the leading brands and supermarket generics"	Agree	Column %	61	62	58
Level of agreement (3-point scale): "There isn't much difference between the leading brands and supermarket generics"	Agree	Base Size	33360	1081	1004

Number of Columns: 2  
 Number of Rows: 7

Page Link: <https://yougov.insight-out.com/surveys/2341/pages/311880>

**YouGov Profiles**

Category	Variable	Entity	Stats	NATREP	millennials w dogs: True	millennials without pets: True
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Own outright (i.e., don't have a mortgage)	Column %	19	12	5
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Own outright (i.e., don't have a mortgage)	Base Size	47933	1518	1204
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Own, but with a mortgage	Column %	33	22	12
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Own, but with a mortgage	Base Size	47933	1518	1204
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Living in housing owned by a government agency	Column %	2	3	3
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Living in housing owned by a government agency	Base Size	47933	1518	1204
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Renting from a private landlord (including parents or guardian)	Column %	29	26	40
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Renting from a private landlord (including parents or guardian)	Base Size	47933	1518	1204
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Living rent free (e.g., living with parents or guardian)	Column %	10	29	25
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Living rent free (e.g., living with parents or guardian)	Base Size	47933	1518	1204
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Other	Column %	5	4	7
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Other	Base Size	47933	1518	1204
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Don't know	Column %	2	4	8
Consumer and Lifestyle / Finance / Mortgages	Housing Tenure*	Don't know	Base Size	47933	1518	1204

Number of Columns: 2  
 Number of Rows: 38

Page Link: <https://yougov.insight-out.com/surveys/2341/pages/311903>

YouGov Profiles

Category	Variable	Entity	Stats	NATREP	millennials w dogs: True	millennials without pets: True
Consumer and Lifestyle / Cars and Motoring / Cars	Car buying responsibility*	Yes, I have sole responsibility for buying cars	Column %	35	28	27
Consumer and Lifestyle / Cars and Motoring / Cars	Car buying responsibility*	Yes, I have sole responsibility for buying cars	Base Size	30298	925	861
Consumer and Lifestyle / Cars and Motoring / Cars	Car buying responsibility*	Yes, I have joint responsibility for buying cars	Column %	40	31	21
Consumer and Lifestyle / Cars and Motoring / Cars	Car buying responsibility*	Yes, I have joint responsibility for buying cars	Base Size	30298	925	861
Consumer and Lifestyle / Cars and Motoring / Cars	Car buying responsibility*	No, I have no responsibility for buying cars	Column %	22	34	44
Consumer and Lifestyle / Cars and Motoring / Cars	Car buying responsibility*	No, I have no responsibility for buying cars	Base Size	30298	925	861
Consumer and Lifestyle / Cars and Motoring / Cars	Car intent in the next 12 months - car, insurance, breakdown*	Buy a used car	Column %	12	13	9
Consumer and Lifestyle / Cars and Motoring / Cars	Car intent in the next 12 months - car, insurance, breakdown*	Buy a used car	Base Size	30228	925	861
Consumer and Lifestyle / Cars and Motoring / Cars	Car intent in the next 12 months - car, insurance, breakdown*	Buy a new car	Column %	12	18	8
Consumer and Lifestyle / Cars and Motoring / Cars	Car intent in the next 12 months - car, insurance, breakdown*	Buy a new car	Base Size	30228	925	861
Consumer and Lifestyle / Cars and Motoring / Cars	Car intent in the next 12 months - car, insurance, breakdown*	Buy a certified pre-owned car	Column %	5	4	3
Consumer and Lifestyle / Cars and Motoring / Cars	Car intent in the next 12 months - car, insurance, breakdown*	Buy a certified pre-owned car	Base Size	30228	925	861
Consumer and Lifestyle / Cars and Motoring / Cars	Car intent in the next 12 months - car, insurance, breakdown*	Lease a car	Column %	2	2	1
Consumer and Lifestyle / Cars and Motoring / Cars	Car intent in the next 12 months - car, insurance, breakdown*	Lease a car	Base Size	30228	925	861
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Compact/small sedan	Column %	12	14	15
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Compact/small sedan	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Midsize sedan	Column %	19	15	15
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Midsize sedan	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Large sedan	Column %	6	6	4
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Large sedan	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Small SUV/CUV	Column %	8	7	6
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Small SUV/CUV	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Midsize SUV/CUV	Column %	13	11	7
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Midsize SUV/CUV	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Large SUV/CUV	Column %	4	4	2
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Large SUV/CUV	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Sports car	Column %	2	3	2
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Sports car	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Coupe	Column %	2	3	2
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Coupe	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Wagon/Touring Wagon	Column %	1	1	1
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Wagon/Touring Wagon	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Pickup Truck	Column %	8	5	3
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Pickup Truck	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Minivan/van	Column %	5	3	2
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Minivan/van	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Other	Column %	2	2	2
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Other	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Don't know	Column %	2	3	3
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Don't know	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Not applicable	Column %	17	23	36
Consumer and Lifestyle / Cars and Motoring / Cars	Car type - main car*	Not applicable	Base Size	47649	1574	1410
Consumer and Lifestyle / Cars and Motoring / Cars	In Market: Auto (1 Year)*	Very likely	Column %	10	13	9
Consumer and Lifestyle / Cars and Motoring / Cars	In Market: Auto (1 Year)*	Very likely	Base Size	30883	936	857
Consumer and Lifestyle / Cars and Motoring / Cars	In Market: Auto (1 Year)*	Likely	Column %	8	13	10

Category	Variable	Entity	Stats	NATREP	millennials w dogs: True	millennials without pets: True
Consumer and Lifestyle / Cars and Motoring / Cars	In Market: Auto (1 Year)*	Likely	Base Size	30883	936	857
Consumer and Lifestyle / Cars and Motoring / Cars	In Market: Auto (1 Year)*	Somewhat likely	Column %	15	16	15
Consumer and Lifestyle / Cars and Motoring / Cars	In Market: Auto (1 Year)*	Somewhat likely	Base Size	30883	936	857
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Compact/small sedan	Column %	7	9	8
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Compact/small sedan	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Midsized sedan	Column %	14	11	12
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Midsized sedan	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Large sedan	Column %	4	4	3
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Large sedan	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Small SUV/CUV	Column %	8	7	5
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Small SUV/CUV	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Midsize SUV/CUV	Column %	15	14	9
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Midsize SUV/CUV	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Large SUV/CUV	Column %	4	6	3
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Large SUV/CUV	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Sports car	Column %	3	3	2
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Sports car	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Coupe	Column %	1	1	0
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Coupe	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Wagon/Touring Wagon	Column %	1	1	1
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Wagon/Touring Wagon	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Pickup Truck	Column %	10	6	5
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Pickup Truck	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Minivan/van	Column %	3	2	2
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Minivan/van	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Other	Column %	1	1	1
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Other	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Don't know	Column %	6	5	8
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Don't know	Base Size	30890	939	881
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Not applicable - I'm not intending to buy a car	Column %	23	30	40
Consumer and Lifestyle / Cars and Motoring / Cars	Next Car, Type*	Not applicable - I'm not intending to buy a car	Base Size	30890	939	881