



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 form 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 estimated populati

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

estimated population figure.

Profiles Table 2/4/2018

Variables sets: I exercise at least once a week, I feel like I'm a healthy eater, I'm usually trying to lose weight, I often choose diet or healthy versions of my favorite products, I don't look after my health as
 Target Group: Nat Rep (n. 201282)

Level of agreement (5-point scale): "I don't look after my health as much as I should"*, Target: Nat Rep, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base
Tend to agree	42.31%	16304	38532	29082
Tend to disagree	24.41%	9406	38532	29082
Definitely agree	16.13%	6214	38532	29082
Definitely disagree	9.65%	3717	38532	29082
Neither agree nor disagree	7.51%	2892	38532	29082

Level of agreement (5-point scale): "I feel like I'm a healthy eater"*, Target: Nat Rep, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base
Tend to agree	41.25%	16258	39410	30139
Tend to disagree	26.23%	10339	39410	30139
Definitely agree	14.57%	5743	39410	30139
Neither agree nor disagree	9.66%	3808	39410	30139
Definitely disagree	8.28%	3263	39410	30139

Level of agreement (5-point scale): "I'm usually trying to lose weight"*, Target: Nat Rep, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base
Tend to agree	35.73%	14274	39943	30532
Tend to disagree	21.67%	8655	39943	30532
Definitely agree	17.97%	7179	39943	30532
Definitely disagree	14.97%	5979	39943	30532
Neither agree nor disagree	9.65%	3856	39943	30532

Level of agreement (5-point scale): "I often choose diet or healthy versions of my favorite products"*, Target: Nat Rep, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base
Tend to agree	35.42%	14044	39654	30328
Tend to disagree	28.60%	11341	39654	30328
Definitely agree	13.53%	5363	39654	30328
Definitely disagree	12.20%	4838	39654	30328
Neither agree nor disagree	10.26%	4068	39654	30328

Level of agreement (5-point scale): "I exercise at least once a week"*, Target: Nat Rep, Control: Nat Rep

Response label	Target percent	Target count	Target weighted base	Target base
Tend to agree	33.61%	13350	39717	30298
Definitely agree	27.09%	10759	39717	30298
Tend to disagree	20.67%	8209	39717	30298
Definitely disagree	11.71%	4650	39717	30298
Neither agree nor disagree	6.92%	2749	39717	30298