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:

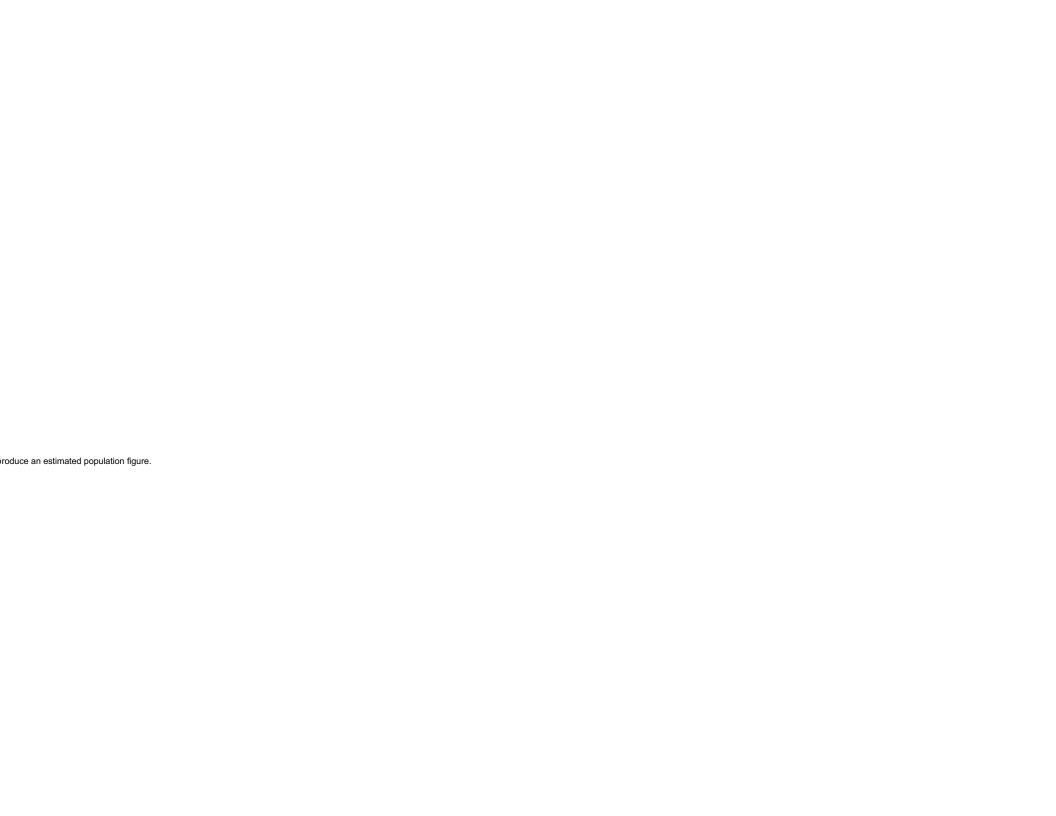|	
Answer	This is the answer option where applicable, so yes/no, like/dislike etc.
Base size	The number of people who are in the target group and had the opportunity to answer the question/watch the programme/like the object on Facebook.
Category	This is the category of data point based on the definition 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 (target %/control %) x 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: 10

YouGov Profiles

Category	Variable
Topical / December 2017	12/22 - what person are you most likely to turn for personal advice - partner/friend/parent/sibling/other family member/religious leader/colleague/people on social media/no one
Topical / December 2017	12/22 - what person are you most likely to turn for personal advice - partner/friend/parent/sibling/other family member/religious leader/colleague/people on social media/no one
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Entity	Stats	NATREP	Marital Status*: Married	Marital Status*: Never married	Relationship status*: In a relationship and living together
Partner	Column %	36	60	15	57
Partner	Base Size	41282	21979	8591	5152
Friend	Column %	19	11	26	12
Friend	Base Size	41282	21979	8591	5152
Parent	Column %	12	7	23	9
Parent	Base Size	41282	21979	8591	5152
Sibling	Column %	6	4	8	3
Sibling	Base Size	41282	21979	8591	5152
Other family member	Column %	6	4	4	4
Other family member	Base Size	41282	21979	8591	5152
Religious leader	Column %	2	2	2	2
Religious leader	Base Size	41282	21979	8591	5152
Colleague	Column %	1	1	1	1
Colleague	Base Size	41282	21979	8591	5152
Someone on social media	Column %	0	0	1	0
Someone on social media	Base Size	41282	21979	8591	5152
Not applicable - I would not ask anyone for personal advice	Column %	11	8	13	8
Not applicable - I would not ask anyone for personal advice	Base Size	41282	21979	8591	5152
Other/Don't know	Column %	6	4	9	4
Other/Don't know	Base Size	41282	21979	8591	5152

Relationship status*: In a relationship but _not_ living together	Relationship status*: Single	Relationship status*: Other
34	4	30
612	2918	480
21	26	13
612	2918	480
14	21	4
612	2918	480
7	10	5
612	2918	480
3	7	14
612	2918	480
3	2	4
612	2918	480
0	1	0
612	2918	480
0	1	0
612	2918	480
10	17	11
612	2918	480
7	10	18
612	2918	480

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Entity	Stats	NATREP	Race*: White	Race*: Black	Race*: Hispanic	Race*: Asian	Race*: Native American	Race*: Middle Eastern
Partner	Column %	36	41	21	31	27	32	20
Partner	Base Size	41282	32361	3450	2399	878	348	120
Friend	Column %	19	19	18	17	26	15	17
Friend	Base Size	41282	32361	3450	2399	878	348	120
Parent	Column %	12	11	15	14	18	15	12
Parent	Base Size	41282	32361	3450	2399	878	348	120
Sibling	Column %	6	6	10	7	8	7	3
Sibling	Base Size	41282	32361	3450	2399	878	348	120
Other family member	Column %	6	6	7	6	5	6	5
Other family member	Base Size	41282	32361	3450	2399	878	348	120
Religious leader	Column %	2	2	5	2	0	3	3
Religious leader	Base Size	41282	32361	3450	2399	878	348	120
Colleague	Column %	1	1	1	1	1	1	0
Colleague	Base Size	41282	32361	3450	2399	878	348	120
Someone on social media	Column %	0	0	1	1	2	1	1
Someone on social media	Base Size	41282	32361	3450	2399	878	348	120
Not applicable - I would not ask anyone for personal advice	Column %	11	9	14	12	7	14	9
Not applicable - I would not ask anyone for personal advice	Base Size	41282	32361	3450	2399	878	348	120
Other/Don't know	Column %	6	5	8	8	6	6	29
Other/Don't know	Base Size	41282	32361	3450	2399	878	348	120