World Getting Better vs Getting Worse
Focusing your products on those with unique perceptions
Summary

This report explores the differences and similarities between two groups of people; those who say the world is getting better and those who say it is getting worse. Through the power of YouGov profiles, this report provides unique insight into understanding these groups and -importantly- the information brands need in order to understand these consumers. This includes targeting through emotional messaging, emphasising price and quality and using social media to target a unique market.

For this report, we have run in-depth statistical analyses of YouGov Profiles data to produce practical actionable insight including:

1) Demographic information on people who see the world getting better and those who see the world getting worse.
2) Main advertising channels which capture attention.
3) Attitudinal insight into people who say the world is getting better and those who say the world getting worse.
4) Technological attitudes of people who say the world is getting better and those who say the world is getting worse.
5) Personality profiling of these two groups of people.
Method

Overview

This report has been created using in-depth data and analytics collated using YouGov Profiles. The people who make up the ‘world is getting better’ segment is made up of those who answered ‘getting better’ to the statement “all things considered, do you think the world is:”. Those who responded ‘getting worse’ to this statement are the segment of people who say the world is ‘getting worse’.

About this data source

YouGov Profiles is the YouGov connected data vault which holds 190,000 variables collected from the most active 250,000 panellists in the UK. YouGov have the same connected dataset in the US for over 200,000 panellists with 200,000 variables, and also in Germany with 100,000 data points for over 55,000 panellists.
The sheer quantity of data that was analysed for this report makes it impossible to show all of the 1,000s of demographic, attitudinal and behaviour splits that were data mined or the large number of brand metrics analysed. To explore the data further we recommend that you use one of the research tools outlined below.

Further research opportunities:

The data tables behind this report are available for £1,500 if you would like to explore a limited version of the full Profiles data set.

YouGov can provide in-depth Profiles data of adopters of your products or a cohort Profiles analysis of your consumers against your competitive set.

You can buy a profiles subscription to conduct segmentation and media planning. It allows you to get the profile of your target audience with cross multi-channel data sets with great granularity and accuracy.

In addition, also available is a full BrandIndex subscription which allows you to continuously track brand awareness and perception.

Let YouGov show you the power of connected data and solutions. For a free, no obligation demonstration, contact:

David Ellis  
+44 20 7012 6216  
email: david.ellis@yougov.com
Part 1:
Better or worse
Almost seven in 10 think the world is getting worse

“All things considered, do you think the world is...”

69% say the world is getting worse

Source: YouGov Profiles
There are important differences

People who say the world is getting better

- Full-time student
- Single
- Live in London or the South
- Male
- Aged 18-24

16% have savings of less than £100…

People who say the world is getting worse

- Retired
- Married
- Live in the North
- Female
- Aged 55+

…compared to 11% who have the same number

Source: YouGov Profiles
People who say the world is getting better say they are well-educated procrastinators.

Source: YouGov Profiles
Who like to take a risk

54% agreed to the statement “I enjoy taking risks”

compared to 35% of people who see the world getting worse

Source: YouGov Profiles
People who say the world is getting worse are sensitive and moody

Source: YouGov Profiles
They feel isolated by life

"I feel a bit alienated by modern life"

41% of people who think the world is getting worse agreed

Compared to...

33% of people who think the world is getting better agreed

Source: YouGov Profiles
But finding their place is less important to them

59% of people who say the world is getting better agree “it’s important to me to find my place in society”

…this drops to 45% of people who say the world is getting worse

Source: YouGov Profiles
While there are differences, retailers need to appeal to both groups as each has high purchase intent.

General retail purchase intent: next 12 months

**World getting worse**
- DIY products: 23%
- Furniture: 13%
- White electrical goods: 12%
- Car: 10%
- TV: 9%
- Kitchen or bathroom: 6%

**World getting better**
- DIY products: 25%
- Furniture: 13%
- White electrical goods: 12%
- Car: 14%
- TV: 10%
- Kitchen or bathroom: 7%

Source: YouGov Profiles
Part 2:
Unique groups with unique demands
A third of people who say the world is getting worse struggle with change

30% of people who think the world is getting worse disagreed with the statement “I am not afraid of change”

Source: YouGov Profiles
They are not early adopters…

People who say the world is getting worse are *less* likely to say:

“I'm always keen to use new technology products as soon as they enter the market”

Source: YouGov Profiles

Base: People who say that the world is getting worse compared to those who say it is getting better
...almost half of people who say the world is getting worse find the pace of technology too much

"I find the pace of new technology a bit overwhelming"

<table>
<thead>
<tr>
<th>World getting worse</th>
<th>48% agreed</th>
</tr>
</thead>
<tbody>
<tr>
<td>World getting better</td>
<td>33% agreed</td>
</tr>
</tbody>
</table>
Because of this they can be harder to reach with digital advertising

They are more likely to be a low or disengaged internet user

Instead, they are more likely to be a high or medium Live TV user

But not on demand, they are more likely to be a low or disengaged user of on demand TV

Source: YouGov Profiles

Base: People who say that the world is getting worse compared to those who say it is getting better
Part 3:
Reach them the right way
Both think technology is for the better

"Technology changes my life for the better"

88% agreed

75% agreed

World getting better

World getting worse

Source: YouGov Profiles
But people who say the world is getting better are more receptive to advertising on social media.

They are more likely than people who say the world is getting worse to agree to the statement:

“I’m more likely to engage with adverts on social media than on regular websites.”

Source: YouGov Profiles
...and say they are more technically minded

23% of people who say the world is getting worse say they are “very technically minded”

...this rises to 40% of people who say the world is getting better

Source: YouGov Profiles
So focus more on offline to reach people who say the world is getting worse

<table>
<thead>
<tr>
<th>Main advertising channel that is more likely to grab attention of people who say the world is getting worse</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV adverts</td>
</tr>
<tr>
<td>Printed newspapers</td>
</tr>
<tr>
<td>Radio</td>
</tr>
</tbody>
</table>

Source: YouGov Profiles
Base: People who say the world is getting worse compared to people who say the world getting better
And tap into their emotional side through emotional messaging

Which of the following things upset you the most?

People who say the world is getting worse are more likely to say:

- Dishonesty
- Cruelty
- Rudeness
- Disloyalty

Source: YouGov Profiles
Base: People who say the world is getting worse compared to people who say the world is getting better
But be aware that they consider their financial situation to worsen

Do you think your households financial situation will have changed 12 months from now?

- 40% No change
- 33% Worse
- 35% Better
- 16% Don't know

Financial situation- expected change in next 12 months

Source: YouGov Profiles
Emphasise price as people who say the world is getting worse are more likely to buy from brands that offer this.

<table>
<thead>
<tr>
<th>Purchase intent:</th>
<th>Z-Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBay</td>
<td>10</td>
</tr>
<tr>
<td>B&amp;M Bargains</td>
<td>8</td>
</tr>
<tr>
<td>Aldi</td>
<td>8</td>
</tr>
<tr>
<td>Home bargains</td>
<td>7</td>
</tr>
</tbody>
</table>

**Z-Score:**
This is used to rank your target groups key differentiators. It takes into consideration the differences between the target and control groups.

A Z-score over 2 or below -2 indicates statistically sound differences.

*Source: YouGov Profiles
Base: People who say that the world is getting worse compared to those who say it is getting better*
However, as much as they look at price they also want quality

82% say “I don’t mind paying extra for good quality products”

And eight in 10 say “I like owning good quality products”

Source: YouGov Profiles
Recommendations

1) People who say the world is getting better say they expect their financial situation to improve in the next 12 months. Appeal to them and market your products by focusing online as they are more likely to be engaging with this type of media.

2) Because of this, they are also more likely to engage with adverts on social media than on general websites. Consider entering this avenue of advertising to reach this consumer.

3) Almost seven in 10 people say the world is getting worse. Despite many saying they expect their financial situation to worsen, they are still open to making purchases and, as much as they are price conscious, they also want quality. Emphasise that your products can offer both.

4) Focus on using emotional messaging to appeal to people who say the world is getting worse. Tap into this side of them and there could be opportunity to market your products to this large consumer base.

5) Advertise effectively by knowing your consumer. As mentioned above, people who say the world is getting worse make up a large portion of your consumers. Use YouGov BrandIndex and Profiles to give you a detailed and informative knowledge of your consumer base.
YouGov has a panel of five million people worldwide who provide us with live, continuous streams of information. But we don’t just collect data, we connect data.

At our heart is the “YouGov Cube”, our database that allows us to connect hundreds of thousands of data points about the attitudes and behaviours of our panellists.

YouGov Reports are how we bring the “Cube” to life – providing in-depth looks at specific topics. Based on our connected data, Reports provide immediate insights about topics that are relevant for your business – and are presented in a simple and engaging way.

Furthermore, using our connected data products – YouGov Profiles, YouGov BrandIndex or YouGov Omnibus – you can tailor a Report to your needs.

You can go deeper into areas. You can change its focus to enrich its insights.

This is a truly new way of doing research, and brings you a better understanding of your markets than ever before.
YouGov BrandIndex involves tracking the public perception of brands across the world everyday.

Want to find out what the world thinks about your brand? BrandIndex is the authoritative measure of brand perception, monitoring thousands of brands across dozens of sectors.

We interview thousands of consumers every day, yielding over 2.5 million interviews a year. BrandIndex operates at National and International levels, allowing you to track brand perception in one country, compare across multiple countries or monitor a global picture.

Our data is updated daily and instantly available to you through the BrandIndex reporting tool.

This makes it easy for you to keep an eye on your brand’s health and immediately act on any changes in perception. BrandIndex provides the critical insights that are necessary for fast and informed decision-making.
Profiles is our segmentation and media planning tool for agencies and brands.

- It holds **190,000 variables** collected from our most active **250,000 panellists** in the UK. We have the same connected dataset in the US for over **200,000 panellists with 200,000 variables**, and also in Germany with **100,000 data points** for over **55,000 panellists**.
About YouGov Omnibus

- YouGov Omnibus is a multi-client survey on a wide range of subjects, run on a regular basis
- Survey a representative sample nationally, regionally, or of a specific city
- Survey business decision makers or employees with our B2B Omnibus

YouGov Omnibus: Survey more than 60 countries worldwide with our International Omnibus

Coverage delivered. Fast.

When it comes to the Media, a quick response can get you ahead of the competition. Our Omnibus services give you fast, accurate and trusted results, whatever your sector, whatever your question.

To book your survey with us, contact our Omnibus team today.

- COVERAGE
  The most quoted market research agency in the UK.*

- SPEED
  We offer more responses than competitors in the quickest turnaround time.

- QUALITY
  Over 9 out of 10** clients would recommend us, and the same proportion are satisfied with the support from their researcher all the way through their project.
Ways to extend this research

1. We can provide in-depth profiles of people who are users of your brand to allow you to focus your marketing towards unique groups of people.

2. You can buy a full profiles subscription which allows you to get the profile of your target audience across multi-channel data sets with greater granularity and accuracy than ever before.

3. In addition, also available is a full BrandIndex subscription which allows you to continuously track brand awareness and perception.
Let us show you the power of our connected data and solutions.
For a free, no obligation, demonstration please contact:

David Ellis
+44 20 7012 6216
email: david.ellis@yougov.com