

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



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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.

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- 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 V: The Empire Strikes Back equal to Really like or Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale)
wakens 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)

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)

1 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)

ke) 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 Lik
(n. 6433)

Profiles Table

Target 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)
 Control 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 E
 Number of Columns: 11
 Number of Rows: 56

Page link: <https://yougov.insight-out.com/surveys/2640/pages/347207>

Category	Variable	Entity	Answer	Target group %	Target group base	zscore	Index
Issues / By Subject / Animal testing	Importance: Animal testing*	Animal testing	This is a TOP issue for me	13	4100	3.71	124
Issues / By Subject / Profiling	Importance: Profiling*	Profiling	This is a TOP issue for me	29	4076	3.71	114
Issues / By Subject / Racism	Importance: Racism*	Racism	This is a TOP issue for me	24	3981	3.67	116
Issues / By Subject / Law enforcement fairness	Importance: Law enforcement fairness*	Law enforcement fairness	This is a TOP issue for me	23	4070	3.58	116
Issues / By Subject / Sex ed	Importance: Sex ed*	Sex ed	This is a TOP issue for me	19	4066	3.15	116
Issues / By Subject / Gay marriage	Importance: Gay marriage*	Gay marriage	This is a TOP issue for me	31	3989	2.71	109
Issues / By Subject / Police brutality	Importance: Police brutality*	Police brutality	This is a TOP issue for me	24	4010	2.13	109
Issues / By Subject / Homelessness	Importance: Homelessness*	Homelessness	This is a TOP issue for me	13	4277	2.09	112
Issues / By Subject / Death penalty	Importance: Death penalty*	Death penalty	This is a TOP issue for me	18	4270	1.97	110
Issues / By Subject / Minimum wage	Importance: Minimum wage*	Minimum wage	This is a TOP issue for me	26	4048	1.95	107
Issues / By Subject / Assisted suicide	Importance: Assisted suicide*	Assisted suicide	This is a TOP issue for me	13	4422	1.65	110
Issues / By Subject / Prisons	Importance: Prisons*	Prisons	This is a TOP issue for me	14	3978	1.57	109
Issues / By Subject / Unemployment	Importance: Unemployment*	Unemployment	This is a TOP issue for me	13	4114	1.57	109
Issues / By Subject / Drug use punishment	Importance: Drug use punishment*	Drug use punishment	This is a TOP issue for me	17	4057	0.99	105
Issues / By Subject / Child Punishment	Importance: Child Punishment*	Child Punishment	This is a TOP issue for me	12	5063	0.96	105
Issues / By Subject / Higher education	Importance: Higher education*	Higher education	This is a TOP issue for me	23	4236	0.96	104
Issues / By Subject / Sexism	Importance: Sexism*	Sexism	This is a TOP issue for me	14	4059	0.83	105
Issues / By Subject / Drone use	Importance: Drone use*	Drone use	This is a TOP issue for me	13	4037	0.77	104
Issues / By Subject / Prayer in schools	Importance: Prayer in schools*	Prayer in schools	This is a TOP issue for me	23	4089	0.71	103
Issues / By Subject / Marijuana legislation	Importance: Marijuana legislation*	Marijuana legislation	This is a TOP issue for me	18	4325	0.65	103
Issues / By Subject / War in Afghanistan	Importance: War in Afghanistan*	War in Afghanistan	This is a TOP issue for me	13	4114	0.51	103
Issues / By Subject / Green energy priority	Importance: Green energy priority*	Green energy priority	This is a TOP issue for me	26	4695	0.48	102
Issues / By Subject / Evolution	Importance: Evolution*	Evolution	This is a TOP issue for me	30	4037	0.17	101
Issues / By Subject / Keystone pipeline	Importance: Keystone pipeline*	Keystone pipeline	This is a TOP issue for me	21	4163	0.16	101
Issues / By Subject / Abortion Stance	Importance: Abortion Stance*	Abortion Stance	This is a TOP issue for me	36	4168	-0.20	99
Issues / By Subject / Syrian conflict	Importance: Syrian conflict*	Syrian conflict	This is a TOP issue for me	15	4181	-0.31	98
Issues / By Subject / Corporate tax	Importance: Corporate tax*	Corporate tax	This is a TOP issue for me	28	4061	-0.47	98
Issues / By Subject / Offshore drilling	Importance: Offshore drilling*	Offshore drilling	This is a TOP issue for me	17	3998	-0.56	97
Issues / By Subject / Affirmative action	Importance: Affirmative action*	Affirmative action	This is a TOP issue for me	16	4035	-0.63	97
Issues / By Subject / Campaign finance reform	Importance: Campaign finance reform*	Campaign finance reform	This is a TOP issue for me	26	4427	-0.64	98
Issues / By Subject / Government healthcare	Importance: Government healthcare*	Government healthcare	This is a TOP issue for me	43	4441	-0.75	98
Issues / By Subject / Military and defense spending	Importance: Military and defense spending*	Military and defense spending	This is a TOP issue for me	27	4090	-0.78	97
Issues / By Subject / Environment protection	Importance: Environment protection*	Environment protection	This is a TOP issue for me	30	4028	-0.80	97
Issues / By Subject / Unions	Importance: Unions*	Unions	This is a TOP issue for me	15	4055	-0.97	95
Issues / By Subject / Israeli-Palestinian Conflict	Importance: Israeli-Palestinian Conflict*	Israeli-Palestinian Conflict	This is a TOP issue for me	16	4091	-0.98	95
Issues / By Subject / Climate change	Importance: Climate change*	Climate change	This is a TOP issue for me	39	4104	-0.99	97
Issues / By Subject / Transport	Importance: Transport*	Transport	This is a TOP issue for me	15	4117	-1.11	95
Issues / By Subject / Immigration	Importance: Immigration*	Immigration	This is a TOP issue for me	25	4041	-1.14	96
Issues / By Subject / Charter Schools	Importance: Charter Schools*	Charter Schools	This is a TOP issue for me	15	3991	-1.19	94
Issues / By Subject / Net Neutrality	Importance: Net Neutrality*	Net Neutrality	This is a TOP issue for me	21	5065	-1.31	95
Issues / By Subject / Welfare	Importance: Welfare*	Welfare	This is a TOP issue for me	25	4081	-1.35	95
Issues / By Subject / Surveillance	Importance: Surveillance*	Surveillance	This is a TOP issue for me	19	4041	-1.43	94
Issues / By Subject / Foreign aid	Importance: Foreign aid*	Foreign aid	This is a TOP issue for me	14	4221	-1.47	93
Issues / By Subject / Gun control	Importance: Gun control*	Gun control	This is a TOP issue for me	38	4036	-1.56	96

ing (5-point scale): Star Wars Episode VII: 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) or (Ratings / Entity view (5-point scale) / Movie / Rating (5-point scale): Star Wars Episode IV: A New Hope 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 VI: Return of the Jedi equal to Really like)

Control group %	Control group base	Diff
11	4714	2.57
26	4735	3.54
20	4608	3.30
20	4673	3.16
17	4681	2.59
28	4607	2.67
22	4639	1.95
12	4891	1.45
16	4856	1.55
24	4697	1.82
12	5091	1.11
13	4590	1.17
12	4708	1.10
16	4651	0.80
11	5449	0.60
22	4793	0.85
13	4706	0.60
13	4619	0.55
22	4723	0.63
18	4888	0.52
13	4706	0.37
26	5289	0.43
30	4641	0.17
21	4764	0.14
36	4776	-0.20
15	4830	-0.24
28	4708	-0.45
18	4632	-0.46
16	4686	-0.50
27	5006	-0.59
43	5085	-0.77
28	4708	-0.74
31	4658	-0.79
16	4679	-0.75
17	4695	-0.78
40	4741	-1.03
16	4707	-0.85
26	4646	-1.07
16	4646	-0.94
22	5453	-1.05
26	4678	-1.26
21	4667	-1.22
15	4836	-1.08
39	4682	-1.63

t scale) / Movie / Rating (5-point scale): Rogue One: A Star Wars Story equal to Really like) (n. 6433)

e) / 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 V: The Empire Strikes Back equal to Really like or Ratings / Entity view (5-point scale)

by 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. 7119)

Issues / By Subject / Social Security	Importance: Social Security*	Social Security	This is a TOP issue for me	32	4143	-1.73	95
Issues / By Subject / Fracking	Importance: Fracking*	Fracking	This is a TOP issue for me	19	4022	-2.16	91
Issues / By Subject / Wealth redistribution	Importance: Wealth redistribution*	Wealth redistribution	This is a TOP issue for me	37	4080	-2.61	93
Issues / By Subject / Income tax	Importance: Income tax*	Income tax	This is a TOP issue for me	27	4199	-2.71	91
Issues / By Subject / Voter law	Importance: Voter law*	Voter law	This is a TOP issue for me	37	4038	-2.77	93
Issues / By Subject / The economy	Importance: The economy*	The economy	This is a TOP issue for me	25	4078	-2.87	90
Issues / By Subject / Terrorism	Importance: Terrorism*	Terrorism	This is a TOP issue for me	25	4058	-2.98	90
Issues / By Subject / Illegal immigration citizenship	Importance: Illegal immigration citizenship*	Illegal immigration citizenship	This is a TOP issue for me	25	4002	-3.25	89
Issues / By Subject / Libertarianism	Importance: Libertarianism*	Libertarianism	This is a TOP issue for me	26	4074	-3.35	89
Issues / By Subject / Federalism	Importance: Federalism*	Federalism	This is a TOP issue for me	21	4169	-3.52	87
Issues / By Subject / Self-defense	Importance: Self-defense*	Self-defense	This is a TOP issue for me	20	4195	-3.59	86
Issues / By Subject / Socialism	Importance: Socialism*	Socialism	This is a TOP issue for me	24	5115	-3.79	88

33	4765	-1.72
20	4681	-1.84
40	4694	-2.72
30	4829	-2.58
40	4676	-2.89
28	4679	-2.72
28	4630	-2.81
28	4639	-3.09
29	4743	-3.19
24	4786	-3.12
23	4762	-3.10
27	5493	-3.21

