## Appliances

Fieldwork Dates: 15th - 19th June 2018

## Conducted by YouGov

On behalf of Editorial
© Yougov plc 2018

## bACKGround

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the Methodology: This survey has been conducted using an online interview administered to members of the YouGov PIc 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 espondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting amnle. The nrofile is normallv derived from census data or. in not available from the census. from industry accented data

绪 associated with sample-based information.
or further information about the results in this spreadsheet, please contact YouGov Plc +1888.729 .0773 or email 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 1261 adults. Fieldwork was undertaken between 15th - 19th June 2018. 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 48 hours to check a press release unless otherwise agreed.

YouGov is registered with the Information Commissioner
YouGov is a member of the British Pollina Council
Any percentages calculated on bases fewer than 50 respondents must not be repoted as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised

| YouGov <br> What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, Highschool graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
|  |  | A | B | c | D | E | F | G | н | 1 | J | к | L | m | N |
| ownhome. Do you own your home or pay rent? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1261 | 626 | 635 | 287 | 357 | 617 | 252 | 258 | 495 | 256 | 835 | 177 | 187 | 62 | 553 |
| Base | 1224 | 614 | 610 | 379 | 339 | 506 | 242 | 263 | 457 | 262 | 820 | 136 | 186 | 82 | 512 |
| Own | 58\% | 60\% | 56\% | 40\% | 56\% | $\begin{aligned} & 73 \% \\ & C D \end{aligned}$ | 54\% | 62\% | 60\% | 55\% | 66\% | 38\% | 39\% | 58\% | 50\% |
| Rent | 37\% | 35\% | 38\% | 52\% | 39\% | 24\% | 38\% | 36\% | 35\% | 40\% | 29\% | 59\% | 55\% | 39\% | 43\% |
|  |  |  |  | D.E | E |  |  |  |  |  |  | J.M | J | * | P.Q 7\% |
| Other | 5\% | 5\% | 5\% | $\begin{gathered} 8 \% \\ E \end{gathered}$ | 5\% | 3\% | $\begin{gathered} 8 \% \\ G \end{gathered}$ | 2\% | 5\% | 6\% | 5\% | 3\% | 7\% | $\stackrel{3 \%}{*}$ | $\begin{gathered} 7 \% \\ Q \end{gathered}$ |

HYA_q1. For you personally, which, if any, of the following
household appliances are 'must haves'? Please select all that
hous
apply

| Unweighted base | 1261 | 626 | 635 | 287 | 357 | 617 | 252 | 258 | 495 | 256 | 835 | 177 | 187 | 62 | 553 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1224 | 614 | 610 | 379 | 339 | 506 | 242 | 263 | 457 | 262 | 820 | 136 | 186 | 82 | 512 |
| Dishwasher | 44\% | 42\% | 47\% | 39\% | 38\% | $51 \%$ | 38\% | 42\% | $48 \%$ | 45\% | $50 \%$ | 33\% | 29\% | 37\% | 35\% |
| Garbage disposal unit | 26\% | 27\% | 26\% | 21\% | 20\% | $\begin{aligned} & 35 \% \\ & \text { C.D } \end{aligned}$ | 15\% | $\stackrel{28 \%}{\underset{F}{28}}$ | $\stackrel{i 27}{\stackrel{27 \%}{F}}$ | $\frac{34 \%}{34 \%}$ | 27\% | 23\% | 26\% | 24\% | 25\% |
| Washing machine | 79\% | 77\% | 80\% | 67\% | $\begin{gathered} 77 \% \\ c \end{gathered}$ | $\begin{aligned} & 89 \% \\ & \text { C.D } \end{aligned}$ | 73\% | $\stackrel{83 \%}{\stackrel{83}{5}}$ | $\stackrel{82 \%}{{ }_{F}^{82 \%}}$ | 75\% | $\begin{aligned} & 86 \% \\ & \text { K.L.M } \end{aligned}$ | 61\% | 68\% | 66\% | 73\% |
| Clothes dryer | 70\% | 68\% | 71\% | 56\% | 65\% | $\begin{aligned} & 83 \% \\ & \text { C. } \end{aligned}$ | 57\% | $\begin{gathered} 77 \% \\ F \end{gathered}$ | $\begin{gathered} 72 \% \\ F \end{gathered}$ | $\begin{gathered} 70 \% \\ F \end{gathered}$ | $\begin{gathered} { }^{7} 76 \% \\ \text { K.L } \end{gathered}$ | 57\% | 55\% | ${ }^{63 \%}$ | 66\% |
| Refrigerator | 90\% | 89\% | 91\% | 78\% | $\begin{gathered} 91 \% \\ c \end{gathered}$ | $\begin{aligned} & 98 \% \\ & \text { C.D } \end{aligned}$ | 88\% | 90\% | 92\% | 89\% | $\begin{aligned} & 94 \% \\ & \text { K.L.M } \end{aligned}$ | 85\% | 82\% | ${ }^{78 \%}$ | 86\% |
| Microwave | 78\% | 77\% | 80\% | 67\% | $\begin{gathered} 78 \% \\ c \end{gathered}$ | $87 \%$ | 81\% | 77\% | 79\% | 77\% | $\begin{gathered} 81 \% \\ M \end{gathered}$ | $\begin{gathered} 81 \% \\ M \end{gathered}$ | $\begin{gathered} 75 \% \\ M \end{gathered}$ | 58\% | 77\% |
| Coffee maker | 54\% | 50\% | $\underset{A}{57 \%}$ | 38\% | $\underset{c}{51 \%}$ | $\begin{aligned} & 68 \% \\ & C D \end{aligned}$ | 54\% | 46\% | $\begin{gathered} 56 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 58 \% \\ 6 \end{gathered}$ | $\begin{aligned} & \text { 60\% } \\ & \text { K.L.M } \end{aligned}$ | 37\% | 47\% | 40\% | 53\% |
| Stove | 83\% | 81\% | 85\% | 71\% | $\begin{aligned} & 82 \% \\ & c \end{aligned}$ | $\begin{aligned} & 93 \% \\ & \text { C.D } \end{aligned}$ | 82\% | 82\% | 84\% | 83\% | $\begin{aligned} & 87 \% \\ & \text { L.M } \end{aligned}$ | $\begin{gathered} 83 \% \\ M \end{gathered}$ | 73\% | $\stackrel{68 \%}{ }$ | 81\% |
| Oven | 80\% | 79\% | 81\% | 69\% | ${ }^{78 \%}$ | $\begin{aligned} & 89 \% \\ & \text { C.D } \end{aligned}$ | 84\% | 78\% | 79\% | 80\% | $\begin{aligned} & 85 \% \\ & \mathrm{~K} . \mathrm{L} \end{aligned}$ | 69\% | 70\% | $\stackrel{74 \%}{*}$ | 76\% |
| None of these | 4\% | 4\% | 4\% | $\begin{aligned} & 9 \% \\ & \text { D.E } \end{aligned}$ | $\begin{gathered} \text { 3\% } \\ \mathrm{E} \end{gathered}$ | 1\% | $3 \%$ | 4\% | 4\% | 5\% | 2\% | $\begin{gathered} 7 \% \\ j \end{gathered}$ | 6\% | $\begin{gathered} 10 \% \\ \mathrm{J*} \end{gathered}$ | 5\% |

HYA q2. Do you think that there is aright way and awas
to load a dishwasher?

$$
\begin{array}{|l|l|l|l|l|l|}
\hline 287 & 357 & 617 & 252 & 258 & 495 \\
\hline
\end{array}
$$

| Unweighted base | 1261 | 626 | 635 | 287 | 357 | 617 | 252 | 258 | 495 | 256 | 835 | 177 | 187 | 62 | 553 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1224 | 614 | 610 | 379 | 339 | 506 | 242 | 263 | 457 | 262 | 820 | 136 | 186 | 82 | 512 |
| Yes, there is a right way and a wrong way to ooad a dishwasher | 65\% | 66\% | 64\% | 61\% | 61\% | 70\% | 62\% | 64\% | 67\% | 64\% | 69\% | 47\% | 60\% | 60\% | 59\% |
|  |  |  |  |  |  | C.D |  |  |  |  | K |  |  | * |  |
| No, it doesn't really matter how you load a dishwasher | 18\% | 18\% | 17\% | 20\% | $\stackrel{22 \%}{\stackrel{22}{2}}$ | 13\% | 18\% | 17\% | 17\% | 20\% | 17\% | 23\% | 16\% | 23\% | 17\% |
| Don't know | 17\% | 16\% | 19\% | 19\% | 17\% | 16\% | 20\% | 19\% | 16\% | 16\% | 14\% | 30\% | 24\% | 17\% | 24\% |
|  |  |  |  |  |  |  |  |  |  |  |  | J | J | * | O.P.Q |

HYA_q3. And how important, if at all, is it to you that a
dishwasher (your own or someone else's)
Please select the option that best applies.
Please select the option that best applies.
Base: All US adults who think there is a right and a wrong way to
t and warong way to
load a dishwasher
Very important $|$

| 826 |  |
| :--- | :--- |
| 794 |  |
| $39 \%$ |  |
| $45 \%$ |  |
| $11 \%$ |  |


| 422 | 404 |  |
| :---: | :---: | :---: |
| 404 | 390 |  |
| $34 \%$ | $44 \%$ |  |
| $51 \%$ | A |  |
| B | $40 \%$ |  |
| $9 \%$ |  | $12 \%$ |


| 172 | 216 |
| :---: | :---: |
| 231 | 208 |
| $36 \%$ | $38 \%$ |
| $46 \%$ | $45 \%$ |
| $10 \%$ | $13 \%$ |


| 438 | 160 | 164 |  |
| :---: | :---: | :---: | :---: |
| 355 | 151 | 168 |  |
| $41 \%$ | $35 \%$ | $41 \%$ |  |
| $45 \%$ | $51 \%$ | $41 \%$ |  |
| $10 \%$ | $9 \%$ | $13 \%$ |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |


| 160 |  |
| :--- | :--- |
| 167 |  |
| $34 \%$ |  |
| $44 \%$ |  |
| $12 \%$ |  |


| 588 | 96 |
| :---: | :---: |
| 569 | 64 |
| 37\% | 51\% |
| 49\% | 26\% |
| K | * |
| 10\% | 15\% |


| 108 | 34 | 321 |
| :---: | :---: | :---: |
| 112 | 49 | 304 |
| 45\% | 27\% | 49\% |
| * | 4\% | O.P.Q |
| 40\% | $\stackrel{47 \%}{4}$ | 38\% |
| 8\% | 19\% | 8\% |


| YouGov <br> What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2- year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
|  |  | - | P | Q | R | s | T | $u$ | v | w | x | Y | z | AA | AB |
| ownhome. Do you own your home or pay rent? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1261 | 380 | 210 | 118 | 624 | 19 | 148 | 59 | 350 | 61 | 288 | 973 | 501 | 335 | 243 |
| Base | 1224 | 389 | 214 | 108 | 576 | 15 | 134 | 51 | 390 | 57 | 304 | 920 | 475 | 335 | 240 |
| Own | 58\% | 58\% | 67\% | ${ }^{75 \%}$ | 71\% | 32\% | 56\% | ${ }^{71 \%}$ | 38\% | 59\% | 53\% | 59\% | 37\% | 67\% z.AC | 88\% z.AA.AC |
|  |  | ${ }^{\text {N }}$ | ${ }^{\text {N }}$ | N.O* | T.V |  | $\stackrel{V}{\text { V6\% }}$ |  |  | 32\% |  |  |  | z.AC 29\% | Z.A.AC 10\% |
| Rent | 37\% | 36\% | 30\% | 25\% | 27\% | 55\% | 36\% | 21\% | $\stackrel{\text { R.T. }}{\text { R.t.W }}$ | $\stackrel{32 \%}{*}$ | 44\% | 35\% | $\stackrel{\text { E5\% }}{\text { A.AB.AC }}$ | $\begin{gathered} 29 \% \\ A B \end{gathered}$ | 10\% |
| Other | 5\% | 5\% | 4\% | : | 1\% | ${ }^{13 \%}$ | $\begin{gathered} 7 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 8 \% \\ & \mathrm{R}^{*} \end{aligned}$ | $\begin{gathered} 9 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 8 \% \\ & \mathrm{R}^{*} \end{aligned}$ | 3\% | 6\% | $\begin{aligned} & 6 \% \\ & \text { AB } \end{aligned}$ | 4\% | 1\% |

HYA_q1. For you personally, which, if any, of the following
household appliances are 'must haves'? Please select all that
househ
apply.


HYA q2. Do you think that there is a right way and a wrong way

| 350 | 61 | 288 | 973 | 501 | 335 | 243 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 390 | 57 | 304 | 920 | 475 | 335 | 240 |
| 53\% | 75\% | 66\% | 64\% | 60\% | 66\% | 78\% |
|  | v* |  |  |  |  | z.AA.AC |
| 22\% | 9\% | 18\% | 17\% | 18\% | 18\% | 15\% |
| 25\% | $16 \%$ | 16\% | 18\% | 22\% | 16\% | 7\% |
| R.T | * |  |  | AB | AB |  |

HVA_q3. And how important, r a all, is it to you that
dishwasher (your own or someone else's)
Please select the option that best applies.
Base: All US anweighted bas


| 826 |  |
| :--- | :--- |
| 994 |  |
| $39 \%$ |  |
| $45 \%$ |  |
| $11 \%$ |  |


| 269 | 145 |
| :---: | :---: |
| 269 | 140 |
| $38 \%$ | $27 \%$ |
| $44 \%$ | $57 \%$ |
| $11 \%$ | N.O |
|  | $14 \%$ |


| 91 |  |
| :---: | :---: |
| 82 |  |
| $25 \%$ |  |
| $\vdots$ |  |
| $59 \%$ |  |
| $\mathrm{~N}^{*}$ |  |
| $13 \%$ |  |


| 2 | 12 |
| :---: | :---: |
| , | 10 |
| \% | 64\% |
|  | * |
| \% | 25\% |
| \% |  |


| 99 | 35 | 182 | 46 |
| :---: | :---: | :---: | :---: |
| 95 | 30 | 206 | 43 |
| 42\% | 56\% | 33\% | 43\% |
| 48\% | 31\% | 45\% |  |
| * | ** |  | * |
| 7\% | 7\% | 14\% | 14\% |


| 192 | 634 |
| :---: | :---: |
| 202 | 592 |
| $43 \%$ | $37 \%$ |
| $44 \%$ | $46 \%$ |
| $9 \%$ | $11 \%$ |


| 299 | 224 | 192 |
| :---: | :---: | :---: |
| 283 | 220 | 187 |
| $44 \%$ | $40 \%$ | $29 \%$ |
| $A B$ | AB |  |
| $43 \%$ | $44 \%$ | $53 \%$ |
| $8 \%$ | $11 \%$ | $14 \%$ |

## Editorial

Appliances
S_nat Sample: 15th - 19th June 2018
YOUGOV'


HYA_q1. For you personally, which, if any, of the following
household appliances are 'must haves'? Please select all that


HYA _q2. Do you think that there is a right way and a wrong way

|  | Total |  | Own or Renting your home |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Prefer not to say | Own | Rent | Other |
|  |  | AC | AQ | AR | AS |
| Unweighted base | 1261 | 182 | 748 | 455 | 58 |
| Base | 1224 | 174 | 710 | 452 | 62 |
| Own | 58\% | $57 \%$ | 100\% | - | : |
| Rent | 37\% | $\begin{aligned} & 33 \% \\ & \text { AB } \end{aligned}$ | - | $\begin{aligned} & 100 \% \\ & \text { AQ.AS } \end{aligned}$ | : |
| Other | 5\% | $\begin{gathered} \text { 10\% } \\ \text { z.A.AB } \end{gathered}$ | - | - | $\begin{gathered} 100 \% \\ \text { AQ.AR** } \end{gathered}$ |

ownhome. Do you own your home or pay rent?
househ
apply.

| Unweighted base | 1261 | 182 | 748 | 455 | 58 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1224 | 174 | 710 | 452 | 62 |
| Yes, there is a right way and a wrong way to load a dishwasher | 65\% | 60\% | 68\% | 60\% | 67\% |
|  |  |  | AR |  | . |
| No, it doesn't really matter how you load a dishwasher | 18\% | 18\% | 17\% | 20\% | 14\% |
| Don't know | 17\% | 22\% | 15\% | 21\% | 19\% |
|  |  | AB |  | AQ | * |

HYA_q3. And how important, if at all, is it to you that a
ishwasher (your own or someone else's) is loaded properly?
Please elecect the option that best applies.

| Unweighted base | 826 | 111 | 514 | 273 | 39 |
| ---: | :---: | :---: | :---: | :---: | :---: |
| and a worn way <br> load a a ishwwasher <br> very important | 794 | 104 | 483 | 269 | 42 |
| Somewhat important | $45 \%$ | $40 \%$ | $38 \%$ | $40 \%$ | $47 \%$ |
| Not very important | $11 \%$ | $41 \%$ | $47 \%$ | $45 \%$ | $35 \%$ |
|  | $11 \%$ | $11 \%$ | $10 \%$ | $8 \%$ |  |


| YouGov | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, Highschool graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
|  |  |  |  |  |  |  |  |  |  |  |  | * | * | * |  |
| Notimportant at all | 3\% | 4\% | 2\% | 4\% | 2\% | 3\% | 4\% | 2\% | 2\% | $\begin{aligned} & \text { 6\% } \\ & \mathrm{H} \end{aligned}$ | 3\% | ${ }^{7} \%$ | $2 \%$ | ** | 4\% |
| Don't know | 2\% | 2\% | 2\% | $\begin{gathered} 5 \% \\ E \end{gathered}$ | 1\% | 1\% | 1\% | 3\% | 1\% | 4\% | 1\% | \%\% | $\stackrel{5 \%}{*}$ | $\underset{-7}{7 \%}$ | 2\% |
| Net: Important | 84\% | 84\% | 84\% | 82\% | 83\% | 86\% | 86\% | 82\% | 88\% | 78\% | 86\% | 77\% | 85\% | 74\% | 86\% |
| Net: Notimportant | 14\% | 14\% | 14\% | 14\% | 16\% | 12\% | 13\% | 15\% | 11\% | 18\% | 13\% | 22\% | 10\% | 19\% | 11\% |

HYA_q4. Which ONE of
describing your view?

| Unweighted base | 1261 | 626 | 635 | 287 | 357 | 617 | 252 | 258 | 495 | 256 | 835 | 177 | 187 | 62 | 553 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adult | 1224 | 614 | 610 | 379 | 339 | 506 | 242 | 263 | 457 | 262 | 820 | 136 | 186 | 82 | 512 |
| I would rather do something myself than have it done badly by someone else | 76\% | 78\% | 75\% | 68\% | 75\% | $\begin{aligned} & 83 \% \\ & \text { c.D } \end{aligned}$ | 76\% | 78\% | 78\% | 73\% | 80\% | 75\% | 67\% | 69\% | 72\% |
| Im alight with someone doing something badly, ifit means I don't have $\begin{gathered}\text { to do it }\end{gathered}$ | 12\% | 13\% | 12\% | $\begin{gathered} \text { 15\% } \\ E \end{gathered}$ | $\begin{gathered} { }^{15 \%} \\ \mathrm{E} \end{gathered}$ | 8\% | 12\% | 11\% | 11\% | 16\% | 11\% | 8\% | $\begin{aligned} & \text { 18\% } \\ & \text { J.K } \end{aligned}$ | 17\% | 13\% |
| Don't know / neither | 11\% | 10\% | 13\% | $\begin{aligned} & \text { 17\%\% } \\ & \text { D.E } \end{aligned}$ | 9\% | 9\% | 12\% | 11\% | 11\% | 11\% | 9\% | $\begin{gathered} \text { 18\% } \\ \hline \end{gathered}$ | 15\% | 13\% | $\begin{gathered} \text { 15\% } \\ 0 \end{gathered}$ |
| HYA_q5. In your household, to what extent do you think you do more than or less than your 'fair share' of the house work (i.e., cleaning, cooking, etc.)? Please select the option that best applies. If your household pays for someone else to the majority of the house work or if you live alone, please select the appropriate 'Not applicable' option. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1261 | 626 | 635 | 287 | 357 | 617 | 252 | 258 | 495 | 256 | 835 | 177 | 187 | 62 | 553 |
| Base: All US adults | 1224 | 614 | 610 | 379 | 339 | 506 | 242 | 263 | 457 | 262 | 820 | 136 | 186 | 82 | 512 |
| Much more than my fair share | 21\% | 15\% | 28\% | 15\% | $\begin{aligned} & \text { 22\% } \\ & \text { C.E } \end{aligned}$ | $\begin{gathered} 21 \% \\ c \end{gathered}$ | 18\% | 24\% | 22\% | 21\% | 21\% | 27\% | 21\% | $\stackrel{15 \%}{*}$ | $\stackrel{23 \%}{23 \%}$ |
| Somewhat more than my fair share | 13\% | 11\% | 15\% | 12\% | 14\% | 14\% | 13\% | 10\% | 15\% | 14\% | 15\% | 11\% | 10\% | ${ }^{8 \%}$ | 13\% |
| About my fair share | 31\% | $\begin{gathered} 35 \% \\ B \end{gathered}$ | 27\% | 33\% | 33\% | 28\% | $\begin{gathered} 36 \% \\ H \end{gathered}$ | 32\% | 26\% | $\underset{\mathrm{H}}{\left.\frac{35 \%}{( }\right)}$ | 32\% | 23\% | $\begin{gathered} 36 \% \\ k \end{gathered}$ | $\stackrel{27 \%}{ }$ | 30\% |
| Somewhat less than my fair share | 9\% | $\begin{gathered} 11 \% \\ \mathrm{~B} \end{gathered}$ | 7\% | $\begin{gathered} \text { 12\% } \\ \mathrm{D} \end{gathered}$ | 3\% | $\begin{gathered} \text { 10\% } \\ \mathrm{D} \end{gathered}$ | 8\% | 10\% | 7\% | 12\% | $\underset{L}{10 \%}$ | 7\% | 4\% | $\stackrel{9 \%}{*}$ | 8\% |
| Much less than my fair share | 4\% | $\begin{gathered} 6 \% \\ \mathrm{~B} \end{gathered}$ | 2\% | 5\% | 3\% | 4\% | 4\% | 2\% | 5\% | 3\% | 4\% | 2\% | 4\% | 5\% | 4\% |
| Don't know | $3 \%$ | $3 \%$ | 4\% | $\begin{gathered} 6 \% \\ E \end{gathered}$ | 4\% | 2\% | 4\% | 3\% | 4\% | 2\% | 2\% | 3\% | $\begin{gathered} 7 \% \\ j \end{gathered}$ | $\begin{aligned} & \text { 11\% } \\ & \text { J.K } \end{aligned}$ | $\begin{gathered} 5 \% \\ \mathrm{P} \end{gathered}$ |
| Not applicable - My household pays for someone else to do the majority of the house work | 3\% | 3\% | 3\% | 3\% | 2\% | 3\% | 2\% | 2\% | 3\% | 3\% | 2\% | 1\% | $\begin{gathered} 5 \% \\ \mathrm{j} \end{gathered}$ | 9\% J.K | 3\% |
| Not applicable - I live alone | 16\% | 16\% | 15\% | 15\% | 13\% | $\begin{gathered} \text { 19\% } \\ \mathrm{D} \end{gathered}$ | 16\% | $\begin{gathered} 17 \% \\ 1 \end{gathered}$ | $\begin{gathered} \text { 19\% } \\ 1 \end{gathered}$ | 10\% | 15\% | $\begin{gathered} \text { 25\% } \\ \text { J.L } \end{gathered}$ | 13\% | * ${ }^{15 \%}$ | 16\% |
| Net: More than my fair share | 34\% | 26\% | $\begin{gathered} 42 \% \\ \mathrm{~A} \end{gathered}$ | 26\% | $\begin{aligned} & 43 \% \\ & { }_{C E} \end{aligned}$ | $\begin{gathered} 35 \% \\ c \end{gathered}$ | 31\% | 33\% | 36\% | 36\% | 36\% | 38\% | 31\% | $\stackrel{24 \%}{*}$ | $\begin{gathered} 36 \% \\ \mathrm{P} \end{gathered}$ |
| Net: Less than my fair share | 13\% | $\begin{gathered} \text { 17\% } \\ B \end{gathered}$ | 9\% | $\begin{gathered} \text { 17\% } \\ \mathrm{D} \end{gathered}$ | 6\% | $\begin{gathered} \text { 14\% } \\ \mathrm{D} \end{gathered}$ | 12\% | 12\% | 12\% | 15\% | 14\% | 10\% | 9\% | 14\% | 12\% |

Cell Contents (Column Percentages, Staisisical Test Results), Statistics (Column Proportions, (95\%): AB, CID/E, F/G/HII, J/KLM, NIOIP/Q, R/STIUNW, XYY, ZIAAAB/AC, AD/AE/AF/AG/AH/A/IAJ/AKALAMM/AN/AO/AP, AQ/AR/AS, Minimum Base: 30 (*), Small Base: 100 ( ${ }^{*}$ ))

| YouGov <br> What the world thinks | Education |  |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { Some college, } 2 \text { - } \\ \text { year } \end{gathered}$ | 4.year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$ 40 k | \$40k to \$80k | \$80k+ |
|  |  |  |  | * |  | * | * | * |  | * |  |  |  |  |  |
| Not important atall | 3\% | 4\% | 1\% | $2 \%$ | 3\% | 10\% | 1\% | 4\% | 5\% | - | 1\% | 4\% | 3\% | 2\% | 3\% |
| Don't know | 2\% | 3\% | 2\% | $\stackrel{1 \%}{ }$ | 1\% | - | $2 \%$ | $\begin{aligned} & 3 \% \\ & \ldots \% \end{aligned}$ | 3\% | $\begin{aligned} & 8 \% \\ & R^{*} \end{aligned}$ | 3\% | 2\% | 2\% | 3\% | 2\% |
| Net. Important | 84\% | 82\% | 84\% | 84\% | $\stackrel{86 \%}{\mathrm{V6} \mathrm{\%}}$ | 90\% | $\begin{gathered} 90 \% \\ \mathrm{v}^{*} \end{gathered}$ | 87\% | 78\% | 78\% | 87\% | 83\% | 87\% | 84\% | 81\% |
| Net: Not important | 14\% | 15\% | 14\% | 15\% | 13\% | 10\% | ${ }^{8 \%}$ | 10\% | $\stackrel{\text { 19\% }}{\mathrm{T}}$ | 14\% | 10\% | 15\% | 11\% | 13\% | 17\% |

HYA_q4. Which ONE of

| Unweighted base | 1261 | 380 | 210 | 118 | 624 | 19 | 148 | 59 | 350 | 61 | 288 | 973 | 501 | 335 | 243 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US aduls | 1224 | 389 | 214 | 108 | 576 | 15 | 134 | 51 | 390 | 57 | 304 | 920 | 475 | 335 | 240 |
| I would rather do something myself than have it done badly by someone | 76\% | 80\% | 76\% | 85\% | 77\% | 72\% | 85\% | 84\% | 72\% | 72\% | 74\% | 77\% | 77\% | 80\% | 79\% |
|  |  | N |  | $\mathrm{N}^{*}$ |  | . | v | - |  | . |  |  | AC | AC | AC |
| I'm arright with someone doing something badly, if it means I don't have to do it | 12\% | 12\% | 14\% | 9\% | 13\% | 8\% | 8\% | 7\% | 13\% | 14\% | 16\% | 11\% | 12\% | 11\% | 15\% |
| Don't know / neither | 11\% | 9\% | 11\% | ${ }^{6 \%}$ | 9\% | 20\% | 7\% | $\stackrel{9}{*}$ | $\begin{aligned} & \text { 15\% } \\ & \text { RT } \end{aligned}$ | 14\% | 10\% | 12\% | 11\% | 8\% | 6\% |

HYA_95. In your household, to what extent do you think you do
leaning, cooking, etc.)? Please select the option that best
applies. If your household pass for someone else to the majority
of the house work or if you live alone, please select the
aporopriate 'Not applicable' option.

| Unweighted base | 1261 | 380 | 210 | 118 | 624 | 19 | 148 | 59 | 350 | 61 | 288 | 973 | 501 | 335 | 243 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1224 | 389 | 214 | 108 | 576 | 15 | 134 | 51 | 390 | 57 | 304 | 920 | 475 | 335 | 240 |
| Much more than my fair share | 21\% | $\begin{gathered} \text { 24\% } \\ \mathrm{P} \end{gathered}$ | 13\% | $\stackrel{20 \%}{*}$ | $\stackrel{23 \%}{23 \%}$ | 17\% | 28\% | 24\% | 16\% | ${ }^{21 \%}$ | $\stackrel{33 \%}{Y}$ | 17\% | 23\% | 22\% | 19\% |
| Somewhat more than my fair share | 13\% | 13\% | 14\% | 13\% | $\begin{aligned} & \text { 17\% } \\ & \text { TV } \end{aligned}$ | $9 \%$ | 5\% | $\begin{aligned} & 16 \% \\ & \hline \end{aligned}$ | $8 \%$ | $\begin{aligned} & 23 \% \\ & \text { T. } V^{*} \end{aligned}$ | 16\% | 12\% | 11\% | 15\% | $\begin{aligned} & \text { 19\%\% } \\ & \text { Z.AC } \end{aligned}$ |
| About my fair share | 31\% | 28\% | 36\% | ${ }^{39 \%}$ | $\begin{aligned} & 38 \% \\ & \text { 38\% } \end{aligned}$ | 16\% | 16\% | 10\% | $30 \%$ | 25\% | 29\% | 32\% | 27\% | 33\% | $36 \%$ |
| Somewhat less than my fair share | 9\% | 10\% | 11\% | \% ${ }^{\text {\% }}$ | $\begin{gathered} \text { 10\% } \\ T \end{gathered}$ | 12\% | 2\% | ${ }_{*}^{1 \%}$ | $\begin{aligned} & \text { 11\% } \\ & \text { T.U } \end{aligned}$ | 5\% | 6\% | 10\% | 7\% | 9\% | 10\% |
| Much less than my fair share | 4\% | 3\% | 5\% | ${ }^{3 \%}$ | 4\% | 10\% | 3\% | 3\% | 4\% | $\stackrel{2 \%}{*}$ | 3\% | 4\% | 3\% | 3\% | 4\% |
| Don't know | 3\% | 4\% | 1\% | $\stackrel{2 \%}{*}$ | 3\% | " | 1\% | ${ }^{1 \%}$ | $\begin{gathered} \text { 6\% } \\ \hline \end{gathered}$ | 3\% | 4\% | 3\% | 4\% | 2\% | 2\% |
| Not applicable - My household pays for someone else to do the majority of the house work | 3\% | 2\% | 3\% | ${ }^{1 \%}$ | 2\% |  | 4\% | $\stackrel{4 \%}{*}$ | 2\% | $\begin{aligned} & 10 \% \\ & \text { R.V } \end{aligned}$ | 2\% | 3\% | 3\% | 3\% | 1\% |
| Not applicable - l live alone | 16\% | 16\% | 17\% | 13\% | 3\% | 35\% | $\begin{aligned} & \text { 43\% } \\ & \text { R.v.W } \end{aligned}$ | $\begin{gathered} { }^{41 \%} \\ \text { R.v.W* } \end{gathered}$ | $\underset{R}{23 \%}$ | $\begin{gathered} \text { 12\% } \\ \mathrm{R}^{*} \end{gathered}$ | 7\% | $19 \%$ $\times$ | $\begin{gathered} 21 \% \\ \text { AA.AB } \end{gathered}$ | 12\% | 10\% |
| Net: More than my fair share | 34\% | $\begin{gathered} 37 \% \\ \mathrm{P} \end{gathered}$ | 27\% | $33 \%$ | $40 \%$ | $27 \%$ | 33\% | 40\% $v^{*}$ | 24\% | $\begin{gathered} 44 \% \\ \mathrm{v}^{*} \end{gathered}$ | $\stackrel{49 \%}{4}$ | 29\% | 34\% | $\begin{gathered} 37 \% \\ A C \end{gathered}$ | $\begin{aligned} & \text { 38\% } \\ & \text { AC } \end{aligned}$ |
| Net. Less than my fair share | 13\% | 13\% | 15\% | $\stackrel{12 \%}{*}$ | $\begin{gathered} 14 \% \\ \mathrm{~T} \end{gathered}$ | $\underset{\sim}{22 \%}$ | 4\% | 5\% | $\begin{gathered} \text { 16\% } \\ \mathrm{T} \end{gathered}$ | $\stackrel{7 \%}{*}$ | 9\% | $14 \%$ $\times$ | 10\% | 12\% | 14\% |

Cell Contents (Col

## Editorial

## Appliances

S_nat Sample: 15th - 19th June 2018
YouGov

HYA_q4. Which ONE of
describing your view?

| Unweighted base | 1261 | 182 | 748 | 455 | 58 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1224 | 174 | 710 | 452 | 62 |
| I would rather do something myself than have it done badly by someone | 76\% | 64\% | 78\% | 74\% | 70\% |
|  |  |  |  |  | * |
| Im alright with someone doing something badly, ifit means Idon't have to doit | 12\% | 12\% | 13\% | 12\% | 12\% |
| Don't know / neither | 11\% | $\begin{gathered} 24 \% \\ \text { z.A.AB } \end{gathered}$ | 9\% | $14 \%$ AQ | $\begin{gathered} \text { 18\% } \\ \mathrm{AQ}^{*} \end{gathered}$ |

HYA_q5. In your household, to what extent do you think you do
more than or less than your 'fair share' of the house work (ie.,
more than or ress than your tair share' of the house work (1.e,
deaning, cooking, etc.)? Please select the option that best
applies. If your household pays for someone else to the maiority
of thes. If your houssenhald pays or sor someone elife to th live alone, please select the
of
approoriate 'Not apolicable' ootion.

| Unweighted base | 1261 | 182 | 748 | 455 | 58 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1224 | 174 | 710 | 452 | 62 |
| Much more than my fair share | 21\% | 17\% | 22\% | 20\% | 18\% |
| Somewhat more than my fair share | 13\% | 9\% | 15\% | 11\% | 7\% |
|  |  |  |  |  |  |
| About my fair share | 31\% | 32\% | 30\% | 32\% | 31\% |
| Somewhat less than my fair share | 9\% | $\stackrel{13 \%}{z}$ | 9\% | 8\% | 13\% |
| Much less than my fair share | 4\% | 5\% | 4\% | 2\% | $\begin{aligned} & \quad 15 \% \\ & A Q . A R^{*} \end{aligned}$ |
| Don't know | 3\% | 5\% | $3 \%$ | 3\% | 8\% |
| Not applicable - My household pays for someone else to do the majority of the house work | 3\% | $\begin{aligned} & 4 \% \\ & \text { AB } \end{aligned}$ | 3\% | 2\% | 4\% |
| Not applicable - I live alone | 16\% | 15\% | 13\% | $\begin{aligned} & 22 \% \\ & \text { AQ.AS } \end{aligned}$ | 5\% |
| Net: More than my fair share | 34\% | 26\% | $\begin{gathered} 37 \% \\ \text { AR } \end{gathered}$ | 31\% | $25 \%$ |
| Net: Less than my fair share | 13\% | $\begin{gathered} 18 \% \\ z \end{gathered}$ | 13\% | 10\% | $\begin{aligned} & \text { 28\% } \\ & \text { AQ.AR* } \end{aligned}$ |

Cell Contents (Col

