Profiles Table
Variables sets: YouGov Perspectives
Target Group: Carries a lucky charm (occasionally+) (n. 2237)
Target Group description: 6/28 - do you carry or wear a lucky charm - every day, frequently, occasionally, never is any of [Yes, every day, Frequently, Occasionally]
Control Group: Nat Rep (n. 209436)
Control Group description: Nat Rep
Number of Columns: 15
Row Filters: None
Number of Rows: 30

Section	Variable	Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score
Segmentations > YouGov Perspectives	Materialistic	Materialistic - Identifies with	71.97%	914	1269	1050	54.27%	19618	36150	40498	12.55
Segmentations > YouGov Perspectives	Sensitive	Sensitive - Identifies with	70.45%	786	1116	954	55.85%	17320	31008	34177	9.69
Segmentations > YouGov Perspectives	Adventurous	Adventurous - Identifies with	67.22%	595	885	710	56.13%	12385	22064	23775	6.16
Segmentations > YouGov Perspectives	Alienated	Alienated - Identifies with	64.96%	767	1181	1010	56.24%	20558	36552	40426	5.71
Segmentations > YouGov Perspectives	Trusting	Trusting - Identifies with	58.92%	723	1227	1037	51.48%	18684	36295	40410	4.8
Segmentations > YouGov Perspectives	Pragmatic	Pragmatic - Identifies with	58.33%	683	1170	969	52.82%	19170	36290	38957	3.42
Segmentations > YouGov Perspectives	Resourceful	Resourceful - Identifies with	60.49%	619	1024	870	54.73%	16692	30499	34283	3.42
Segmentations > YouGov Perspectives	Traditional	Traditional - Identifies with	64.24%	530	825	666	58.36%	12818	21963	24087	3.1
Segmentations > YouGov Perspectives	Cozy	Cozy - Identifies with	57.75%	574	994	895	52.65%	15816	30041	33978	3.04
Segmentations > YouGov Perspectives	Patriotic	Patriotic - Identifies with	57.56%	568	987	903	54.04%	16968	31397	35082	2.1
Segmentations > YouGov Perspectives	Family-oriented	Family-oriented - Does not identify with	41.26%	449	1088	967	39.16%	13597	34726	38126	1.33
Segmentations > YouGov Perspectives	Cautious	Cautious - Identifies with	54.80%	447	816	672	53.96%	11343	21020	22848	0.42
Segmentations > YouGov Perspectives	Entrepreneurial	Entrepreneurial - Identifies with	50.78%	437	861	719	50.25%	11889	23661	25884	0.28
Segmentations > YouGov Perspectives	Suspicious	Suspicious - Identifies with	57.95%	456	787	548	57.44%	8952	15584	13825	0.23
Segmentations > YouGov Perspectives	Luxurious	Luxurious - Identifies with	55.81%	546	978	824	55.68%	16659	29918	32295	0.07
Segmentations > YouGov Perspectives	Luxurious	Luxurious - Does not identify with	44.19%	432	978	824	44.32%	13259	29918	32295	-0.07
Segmentations > YouGov Perspectives	Suspicious	Suspicious - Does not identify with	42.05%	331	787	548	42.56%	6632	15584	13825	-0.23
Segmentations > YouGov Perspectives	Entrepreneurial	Entrepreneurial - Does not identify with	49.22%	424	861	719	49.75%	11772	23661	25884	-0.28
Segmentations > YouGov Perspectives	Cautious	Cautious - Does not identify with	45.20%	369	816	672	46.04%	9677	21020	22848	-0.42
Segmentations > YouGov Perspectives	Family-oriented	Family-oriented - Identifies with	58.74%	639	1088	967	60.84%	21129	34726	38126	-1.33
Segmentations > YouGov Perspectives	Patriotic	Patriotic - Does not identify with	42.44%	419	987	903	45.96%	14429	31397	35082	-2.1
Segmentations > YouGov Perspectives	Cozy	Cozy - Does not identify with	42.25%	420	994	895	47.35%	14224	30041	33978	-3.04
Segmentations > YouGov Perspectives	Traditional	Traditional - Does not identify with	35.76%	295	825	666	41.64%	9144	21963	24087	-3.1
Segmentations > YouGov Perspectives	Resourceful	Resourceful - Does not identify with	39.51%	405	1024	870	45.27%	13807	30499	34283	-3.42
Segmentations > YouGov Perspectives	Pragmatic	Pragmatic - Does not identify with	41.67%	488	1170	969	47.18%	17120	36290	38957	-3.42
Segmentations > YouGov Perspectives	Trusting	Trusting - Does not identify with	41.08%	504	1227	1037	48.52%	17611	36295	40410	-4.8
Segmentations > YouGov Perspectives	Alienated	Alienated - Does not identify with	35.04%	414	1181	1010	43.76%	15994	36552	40426	-5.71
Segmentations > YouGov Perspectives	Adventurous	Adventurous - Does not identify with	32.78%	290	885	710	43.87%	9679	22064	23775	-6.16
Segmentations > YouGov Perspectives	Sensitive	Sensitive - Does not identify with	29.55%	330	1116	954	44.15%	13689	31008	34177	-9.69
Segmentations > YouGov Perspectives	Materialistic	Materialistic - Does not identify with	28.03%	356	1269	1050	45.73%	16533	36150	40498	-12.55

Diff	Index	Market Size
17.71	132.63	N/A
14.6	126.13	N/A
11.08	119.74	N/A
8.71	115.49	N/A
7.45	114.47	N/A
5.5	110.41	N/A
5.76	110.53	N/A
5.87	110.06	N/A
5.1	109.69	N/A
3.51	106.5	N/A
2.11	105.38	N/A
0.84	101.55	N/A
0.54	101.07	N/A
0.51	100.88	N/A
0.13	100.24	N/A
-0.13	99.7	N/A
-0.51	98.81	N/A
-0.54	98.92	N/A
-0.84	98.18	N/A
-2.11	96.53	N/A
-3.51	92.36	N/A
-5.1	89.22	N/A
-5.87	85.9	N/A
-5.76	87.27	N/A
-5.5	88.34	N/A
-7.45	84.65	N/A
-8.71	80.09	N/A
-11.08	74.74	N/A
-14.6	66.94	N/A
-17.71	61.28	N/A