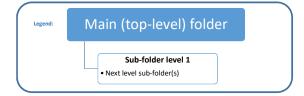
# YouGovProfiles Data map

Market sizing available for all variables in this section \*\*\*



### **Audiences**

# Demographics \*\*\*

- Age & Gender
- Household & Family
- Household Economics
- Social Demographics
- Work & Education

## Psychographics

- Attitudes
- Hobbies & Interests
- Personality

# "Attitudes" categories

- Advertising
- Cars & Motoring
- Consumer experiences
- Domestic Utilities & Appliances
- Energy & The Environment
- Finance
- Food & Drink
- Health & Beauty
- Internet activities & behavior
- Leisure & Entertainment
- Lifestyle
- Love & Relationships
- Media
- Politics
- Retail
- Supermarkets
- Technology & Devices
- Travel

# Brand Use & Perception

#### 52 weeks

- By Brand
- By Metric

### **Advanced Metrics**

- 28 days
- 60 days
- 90 days

# "Brands" categories

- Insurance
- Online Brands

# Consumer Behavior

# Category Purchase & Use

- Cars & Motoring
- Cell Phone • Charities
- Consumer Electronics
- Finance
- Food & Drink
- Health & BeautyIn Market
- In Market
   Retail
- Smart Home
- Travel

# Health, Fitness & Wellness

#### Sports \*\*\*

Sports Followed

## Custom

Global variables sample

Total sample

## Media

### Media Usage

- -General
- Audio: Category
- Digital
- Gaming
- Print: Magazines
- Video: Category

## Time Spent

- Audio: Broadcast Radio
- Audio: Category
- Audio: Satellite Radio
- Gaming
- Print: Magazines
- Video: Broadcast / Cable TV
- Video: Streaming

# Time Spent\_Frequency \*\*\*

- Blogs & Vlogs
- Cinema & Film
- 00H
- Print: Magazines

# YouGovProfiles Description

Audiences	<ul> <li>The Audience folder contains Demographics that covers basic age/gender variables as well as economic and location questions.</li> <li>Psychographics holds variables around hobbies, interest, issues and personality traits. Attitudes are also housed under Psychographics. This is a bank of c.853 statements that are asked in the following manner:         "Celebrity endorsements have an effect on the things I buy"         Definitely agree, Tend to agree, Neither agree not disagree, Tend to disagree, Definitely disagree Attitudes can be viewed by statement or agreement level.</li> </ul>
Brand Use & Perception	Understand usage and perception of nearly 51 brands (across 2 sectors) on 14 core brand funnel metrics: Aided Brand Awareness, Consideration, Current Customer, Impression, Quality, Recommend, Purchase Intent, Reputation, Satisfaction, Value, Ad Awareness, Buzz and Word of Mouth Exposure.
Consumer Behaviour	• The Consumer behaviour folder includes variables around Category Purchase & Use, Health, Fitness & Wellness, and Sport.
Custom	This folder contains variables to indicate the Global variables samples and/or total samples.
Media	Media includes channels and usage variables as well as time spent and frequency of use split by individual media. Additionally, it holds passively tracked data and YouGov Programme Metrics