YouGov Profiles Data map

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

Legend:

- **Main (top-level) folder**
  - **Sub-folder level 1**
    - Next level sub-folder(s)

Audiences

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

Psychographics ***
- Attitudes
- Hobbies & Interests
- Personality

Brand Use & Perception

52 weeks ***
- By Brand
- By Metric

Advanced Metrics ***
- 28 days
- 60 days
- 90 days

Consumer Behavior

Category Purchase & Use ***
- Cars & Motoring
- Cell Phone
- Charities
- Consumer Electronics
- Finance
- Food & Drink
- Health & Beauty
- 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
- OOH
- Print: Magazines

"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

"Brands" categories

- Insurance
- Online Brands

YouGov Profiles Description

Audiences	• The Audience folder contains **Demographics** that covers basic age/gender variables as well as economic and location questions. • **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.
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, Former 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