

# 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
- Location
- Politics & Ideology
- Religion
- Sexuality
- Social Demographics
- Work & Education

### Psychographics \*\*\*

- Attitudes
- Hobbies & Interests
- Personality Traits

## 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
- Cinema & Movies
- Clothing & Footwear
- Consumer Electronics
- Finance
- Food & Drink
- Gambling
- Health & Beauty
- In Market
- Music & Podcasts
- Retail
- Smart Home
- Travel
- Utilities & Domestic Appliances

### Health, Fitness & Wellness \*\*\*

- Exercise Habits
- Health & Conditions

### Sports \*\*\*

- Favorite Current Athletes
- Merchandise
- Seen Live/TV
- Sport Club Membership
- Sports Fan Interest
- Sports Followed
- Team Fan Interest

## Current Events

### COVID-19 \*\*\*

- March
- April
- Core Module
- Economic Module

### Seasonal Events \*\*\*

- Sports Events

### Social Change \*\*\*

- Net
- Policy Ideas

## Media

### Media Channels \*\*\*

- Audio: Broadcast Radio
- Audio: Category
- Experiential Marketing
- Gaming
- OOH
- Print: Magazines
- Print: Newspapers
- Social
- Video: Broadcast & Cable TV
- Video: Streaming

### Media Usage \*\*\*

- -General
- Audio: Category
- Cinema & Movies
- Digital
- Gaming
- Video: Broadcast & Cable TV
- Video: Category

### Time Spent \*\*\*

- Audio: Category
- Gaming
- Print: Newspapers
- Video: Broadcast & Cable TV
- Video: Category
- Video: Streaming

### Time Spent\_Frequency \*\*\*

- Apps
- Audio: Streaming
- Cinema & Movies
- Print: Newspapers
- Social
- Video: Streaming

## YouGov System Transition Variables

## "Attitudes" categories

- Advertising
- Cars & Motoring
- Consumer experiences
- Finance
- Food & Drink
- Health & Beauty
- Internet activities & behavior
- Leisure & Entertainment
- Lifestyle
- Love & Relationships
- Media
- Retail
- Travel

## "Brands" categories

- Alcoholic Beverages
- Automotive
- DestinationIndex
- Electrical Goods
- Energy and Utilities
- Financial Services
- Mix Brands
- Online Brands
- Packaged Foods
- Personal Care
- QSR (Casual Dining)
- Retail (Appliances, Homewares, Sports and Specialist)
- Retail (High Street, Supermarkets and Liquor retailers)
- SportsIndex
- TeamIndex
- Telco, Internet & Pay TV
- Travel

# 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.246 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 800+ brands (across 17 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.

## Current Events

- This folder contains subfolders and variables to current events (e.g., COVID-19, social change) and Daily Questions which are relevant questions about social or news events by month and year.

## 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

## YouGov System Transition Variables

- This folder holds variables that have been replaced with newer versions that sit in the respective folders.