## YouGovProfiles Data map

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



### Demographics

- Age & Gender
- Household & Family
- Household Economics
- Race & Ethnicity
- Religion
- Sexuality Social Demographics
- Work & Education

### Psychographics

- Attitudes Hobbies & Interests
- Personality Traits

"Attitudes"

categories

Advertising

• Food & Drink

· Health & Beauty

• Finance

• Lifestyle Love & Relationships

• Media

• Politics

• Travel

Cars & Motoring

Domestic Utilities & Appliances

Internet activities & behavior

• Leisure & Entertainment

• Technology & Devices

### Brand Use & Perception

### 52 weeks

- By Brand
- By Metric

#### **Advanced Metrics**

- 28 days
- 60 days • 90 days

- Exercise Habits
- Health & Conditions

- DestinationIndex Drugs and Personal Care
- Financial

Appliances

• Autos

- Hotels and Booking Services
  - Online Brands
  - QSR
  - Retail / Mainstream Fashion
  - Specialty Retail & Department/Discount
  - SportsIndex
  - TeamIndex

### **Current Events** Behavior

#### Category Purchase & Use

- Cars & Motoring
- Cell Phone
- Charities
- Clothing & Footwear • Consumer Electronics
- Finance
- Food & Drink Gambling
- Gifts
- Health & Beauty
- In Market
- Recycling Retail
- Smart Home
- Travel Utilities & Domestic Appliances

#### Health, Fitness & Wellness

### Sports

- Favorite Current Athletes
- Sports Fan Interest
- Sports Followed
- Team Fan Support

#### COVID-19

- March
- April Core Module Economic Module

Global variables sample

YouGov System

### Media Channels

- Audio: Streaming
- Print: Magazines
- Print: Newspapers
- Video: Broadcast / Cable TV Video: Category
- Video: Streaming

#### Media Usage

- -General
- Audio: Category
- Cinema & Movies • Digital
- Gaming
- Social
- Video: Category

#### Time Spent

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

### Time Spent\_Frequency

- Apps
   Audio: Streaming
- Blogs & Vlogs
- Cinema & Movies
- OOH
- Print: Magazines • Print: Newspapers
- Social

# **YouGov**Profiles 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.651 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 450+ brands (across 13 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.
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
YouGov System Transition Variables	This folder holds variables that have been replaced with newer versions that sit in the respective folders.