

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

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

## Brand Use & Demographics 52 weeks • Age & Gender By Brand Household & Family Household Economics By Metric Location Politics & Ideology • Work & Education

Psychographics

Segmentations

• Hobbies & Interests

• Personality Traits

• Issues

Mosaic

Advertising
 Cars & Motoring

Holiday Attitude

Lifestyle Attitudes
 Media Attitudes



#### "Attitudes" categories Cars Daily Goods I Consumption Attitudes Health, Food & Drink Attitudes Daily Goods II • DestinationIndex Energy Finance Gaming/Gambling Personality Attitudes General Retail Insurance/pension • Media Media Entertainment Real Estate chains/Property websites • SportsIndex • Telecom Travel/airlines

### **Consumer Behavior** Category Purchase & Use • Brand Values Cars & Motoring Cell Phone Charities Consumer Electronics Finance • Food & Drink Gambling Health & Beauty • In Market Recycling • Retail • Smart Home Travel • Utilities & Domestic Appliances Health, Fitness & Wellness Health & Conditions Sports Favorite Current Athletes • Seen Live/TV Sports Fan Interest Sports Followed • Team Fan Support

#### **Current Events** COVID-19 Media Channels March Apps April Audio: Streaming Core Module Print: Magazines • Economic Module • Print: Newspapers • Video: Broadcast / Cable TV Video: Category Media Usage Audio: Category Audio: Streaming Cinema & Movies Digital Gaming Print: Newspapers Social Video: Category Video: Streaming Time Spent Audio: Category • Video: Broadcast / Cable TV · Video: Category · Video: Streaming

· Video: Streaming

**Transition Variables** Time Spent\_Frequency Apps
 Audio: Streaming Cinema & Movies • Print: Newspapers

# **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.19 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 470+ 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.