

• Health & Beauty

Lifestyle
 Love & Relationships

• Media

Politics

• Retail

• Supermarkets
• Technology & Devices

Internet activities & behavior
 Leisure & Entertainment

Home Care

• Personal Care

• SportsIndex • Telecoms & Handset Providers

• Malls

• QSR

• Retail

• Leisure & Entertainment

Paid Internet & Technology Firms

Social Media & Unpaid Internet Websites

• Ingredients, Food Preparation & Other Food

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

Main (top-level) folder

Sub-folder level 1

Next level sub-folder(s)

Time Spent_Frequency

Blogs & Vlogs

OOH
Print: Magazines

Brand Use & **Consumer Behavior** 52 weeks Media Channels Demographics Category Purchase & Use Global variables sample Cars & Motoring Cell Phone • Age & Gender By Metric · Print: Magazines Household & Family Charities Household Economics Social Demographics • Consumer Electronics Work & Education • Finance • Food & Drink Gifts **Advanced Metrics** · Health & Beauty • In Market Media Usage Total sample • 28 days • Smart Home • 60 days • Audio: Category • Travel • 90 days Digital Psychographics Video: Category Hobbies & Interests Personality Traits Health, Fitness & Wellness Time Spent Audio: Broadcast Radio Audio: Category Audio: Satellite Radio "Attitudes" categories Gaming Print: Magazines Sports Video: Broadcast / Cable TV Video: Streaming Advertising Cars & Motoring Bakery, Biscuits & Salty Snacks Favorite Current Athletes Banking & Financial Services Beverages - CSDs, Malts & EDs Sports Fan Interest • Consumer experiences Sports Followed Beverages (non-carbonated) Chocolates, Confectionery & Ice Cream Domestic Utilities & Appliances • Team Fan Support • Energy & The Environment • Finance • Food & Drink • Diversified Holding Companies

YouGovProfiles 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.829 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 450+ brands (across 18 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