

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

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

Demographics

- Age & Gender
- Household & Family Household Economics
- Politics & Ideology
- Social Demographics
- Work & Education

Psychographics ***

- Attitudes
- Hobbies & Interests
- Issues
- Personality Traits

"Attitudes" categories

- Consumption Attitudes
- Health, Food & Drink Attitudes
- Holiday Attitude
- Media Attitudes
- Personality Attitudes

Brand Use & Perception

52 weeks

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

"Brands" categories

- Banks/Insurance/Investments
- Consumer Goods
- DestinationIndex
- Everyday products 1
- Everyday products 2
 IT/Telecom
- Media 1 • Media 2
- Retailers2
- SportsIndex • Travel/Airlines

Consumer Behavior

Category Purchase & Use

- Cars & Motoring
- Cell Phone • Consumer Electronics
- Finance
- Food & Drink • In Market
- Retail
- Travel

Health, Fitness & Wellness

• Health & Conditions

Sports ***

- Seen Live/TV
- Sports Fan Interest Sports Followed
- Team Fan Support

Current Events

COVID-19

- March
- April • May
- June
- July
- Core Module • Economic Module

YouGov System

Transition Variables

Media Channels

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

Media Usage

- Audio: Category
- Cinema & Movies
- Digital
- Social
- Video: Category

Time Spent

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

Time Spent_Frequency

• Cinema & Movies • Print: Newspapers

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.110 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 360+ 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.
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.