

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



## Demographics

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

### Psychographics

- Hobbies & Interests

#### Brand Use & Perception

#### 52 weeks

- By Brand
- By Metric

- **Advanced Metrics**
- 28 days • 60 days • 90 days

Personality Traits

# "Attitudes" categories

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

- E-Commerce & M-Commerce
- Fashion: luxury
- Fashion: mainstream and athletic
- Finance: Banking and payment
- Finance: Insurance
- General Retail
- Loyalty Programmes
- Online Brands Personal Care
- QSR and Casual Dining
- SportsIndex
- Telco, Internet & Media
- Transport Providers
- Travel and hospitality

#### **Consumer Behavior**

#### Category Purchase & Use

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

## Health, Fitness & Wellness

• Health & Conditions

### Sports

- Favorite Current Athletes
- Seen Live/TV
- Sports Fan Interest Sports Followed
- Team Fan Interest

#### **Current Events**

#### COVID-19

- March
- April
- Core Module

#### Media

YouGov System

**Transition Variables** 

# Media Channels

- -General
- Audio: Broadcast Radio
- Audio: Category
- Digital • Experiential Marketing
- Gaming
- Print: Magazines
- Print: Newspapers Social
- Video: Category
- Video: Streaming

#### Media Usage

- Audio: Category
- Digital
- Gaming
- Video: Category

### Time Spent

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

## Time Spent\_Frequency

- Print: Newspapers Social
- Video: Streaming

# **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.185 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 420+ brands (across 14 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.