

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
- Location
- Politics & Ideology
- Religion
 Social Demographics
- Work & Education

Psychographics

- Attitudes
- Hobbies & Interests

Brand Use &

52 weeks

- By Brand
- By Metric

Advanced Metrics

- 28 days
- 60 days

Personality Traits

"Attitudes" categories

- Advertising
 Consumer experiences
 Energy & The Environment
- Finance
- Food & Drink
 Health & Beauty
- Leisure and Entertainment
- Lifestyle
 Media
- Retail Supermarkets

"Brands" categories

- Airlines
 Automotive
- Consumer Appliances & Smartphones
- Financial Services Food/Grocery Brands, Retailers, and Delivery
- Services General Insurance
- · Hotels and Booking Sites
- Internet
- Personal Care
- SportsIndex

Consumer Behavior

Category Purchase & Use

- Cars & Motoring
- Cell Phone Consumer Electronics
 Finance
- Food & Drink
- Gambling
 Health & Beauty
- In Market Online Or In-Store
- Retail

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 Economic Module

Media Channels

YouGov System

Transition Variables

- Audio: Category
 Audio: Streaming
- Experiential Marketing
- Gaming
 Print: Newspapers
- Social
 Video: Broadcast / Cable TV
- Video: Category
- · Video: Streaming

Media Usage

- Audio: Category
- Audio: Streaming
- Cinema & Movies Digital
- Gaming
- Print: Magazines
- Video: Category

Time Spent

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

Time Spent_Frequency

- Apps
 Audio: Podcasts
- Audio: Streaming
- Print: Newspapers
- Social Video: Streaming

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.193 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 390+ brands (across 11 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.