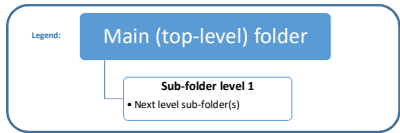


YouGovProfiles Data map

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



Audiences

Demographics ***

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

Psychographics ***

- Attitudes
- Hobbies & Interests

Brand Use & Perception

52 weeks ***

- By Brand
- By Metric

Advanced Metrics ***

- 28 days
- 60 days
- 90 days

Consumer Behavior

Category Purchase & Use ***

- Cars & Motoring
- Cell Phone
- Charities
- Clothing & Footwear
- Consumer Electronics
- Domestic Appliances & Utilities
- Finance
- Food & Drink
- Gambling
- Gifts
- Health & Beauty
- In Market
- Retail
- Smart Home
- Travel

Health, Fitness & Wellness ***

- Health

Sports ***

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

Custom

Global variables sample

Total sample

Media

Media Channels ***

- Apps
- Audio: Streaming
- Cinema & Movies
- Digital
- OOH
- Print: Magazines
- Print: Newspapers
- Social
- Video: Broadcast / Cable TV
- Video: Streaming

Media Usage ***

- -General
- Audio: Category
- Digital
- Gaming
- Social
- Video: Category

Time Spent ***

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

Time Spent_Frequency ***

- Apps
- Audio: Streaming
- Blogs & Vlogs
- Cinema & Movies
- OOH
- Print: Magazines
- Print: Newspapers
- Social

"Attitudes" categories

- Advertising
- Cars & Motoring
- Domestic Utilities & Appliances
- Finance
- Food & Drink
- Health & Beauty
- Internet activities & behavior
- Leisure & Entertainment
- Lifestyle
- Love & Relationships
- Media
- Politics
- Retail
- Technology & Devices
- Travel

"Brands" categories

- Attractions or Travel
- Beverages
- Communications/Media
- DestinationIndex
- Fashion
- Financial Services
- Hair Care
- Hotels, Accommodation Services and Airlines
- Office Technology/Consumer Electronics
- Online Brands
- Personal Care
- Skin Care/Cosmetics
- SportsIndex

YouGov Profiles 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.611 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 440+ 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.

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