YouGov Profiles Data map

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

Legend:

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

Audiences

Demographics ***
- Age & Gender
- Household & Family
- Household Economics
- Location
- Religion
- Social Demographics
- Work & Education

Psychographics ***
- Attitudes
- Hobbies & Interests
- Personality Traits

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
- Clothing & Footwear
- Consumer Electronics
- Finance
- Food & Drink
- Gambling
- Health & Beauty
- In Market
- Retail
- Travel

Health, Fitness & Wellness ***
- Health & Conditions

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

Current Events

COVID-19 ***
- March
- April
- Core Module
- Economic Module

Media

Media Channels ***
- -General
- Audio: Category
- Gaming
- Print: Magazines
- Print: Newspapers
- Social
- Video: Broadcast / Cable TV
- Video: Category
- Video: Streaming

Media Usage ***
- Audio: Category
- Digital
- Gaming
- Video: Category

Time Spent ***
- Audio: Category
- Digital
- Gaming
- Print: Newspapers
- Video: Broadcast / Cable TV
- Video: Category
- Video: Streaming

Time Spent_Frequency ***
- Apps
- Print: Newspapers
- Social
- Video: Category

YouGov System Transition Variables

"Attitudes" categories
- Advertising
- Cars & Motoring
- Finance
- Food & Drink
- Health & Beauty
- Internet activities & behavior
- Leisure & Entertainment
- Lifestyle
- Love & Relationships
- Media
- Retail
- Travel

"Brands" categories
- Airlines
- Automotive
- Deodorant
- DestinationIndex
- E-Commerce and m-Commerce
- Fashion Retailers
- Financial Institutions & Services
- FootballIndex
- Insurance
- Internet
- Mobile Devices
- Packaged Foods
- Personal Care
- QSR & Casual Dining
- SportsIndex
- Telco, Internet & Pay TV

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.171 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 520+ brands (across 16 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.