

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

- Religion
- Sexuality
- Social Demographics
- Work & Education

Psychographics ***

 Attitudes Hobbies & Interests

Brand Use &

52 weeks

- By Brand • By Metric

Advanced Metrics

- 28 days
- 60 days • 90 days

- Advertising
- Cars & Motoring Domestic Utilities & Appliances

"Attitudes" categories

- Finance
- Food & Drink
- Health & Beauty
- Internet activities & behavior
- Leisure & Entertainment Lifestyle
- Love & Relationships
- Media Politics
- Retail • Technology & Devices
- Travel

"Brands" categories

- Alcohol
- Apparel and Shoes
- Automotive
- Bottled Water, Juices, Sports Drinks Consumer Hygiene And Personal Care
 DestinationIndex
- Facial And Body Care
- Financial Services
- FootballIndex . Hotels and Booking Sites
- Media
- Milk and Yogurt
- Online Brands
- Retail Stores and Restaurants
- Snacks
 Soft Drinks & Juices
- SportsIndex Technology and Telecom
- Tires

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

Sports

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

COVID-19

Current Events

- March
- April
- Core Module Economic Module

Global variables sample

Media Channels

- -General
- Audio: Streaming Print: Magazines
- Print: Newspapers
- Social
- Video: Broadcast / Cable TV
- Video: Streaming

Media Usage

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

Time Spent

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

Time Spent_Frequency

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

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.643 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 540+ brands (across 21 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.
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