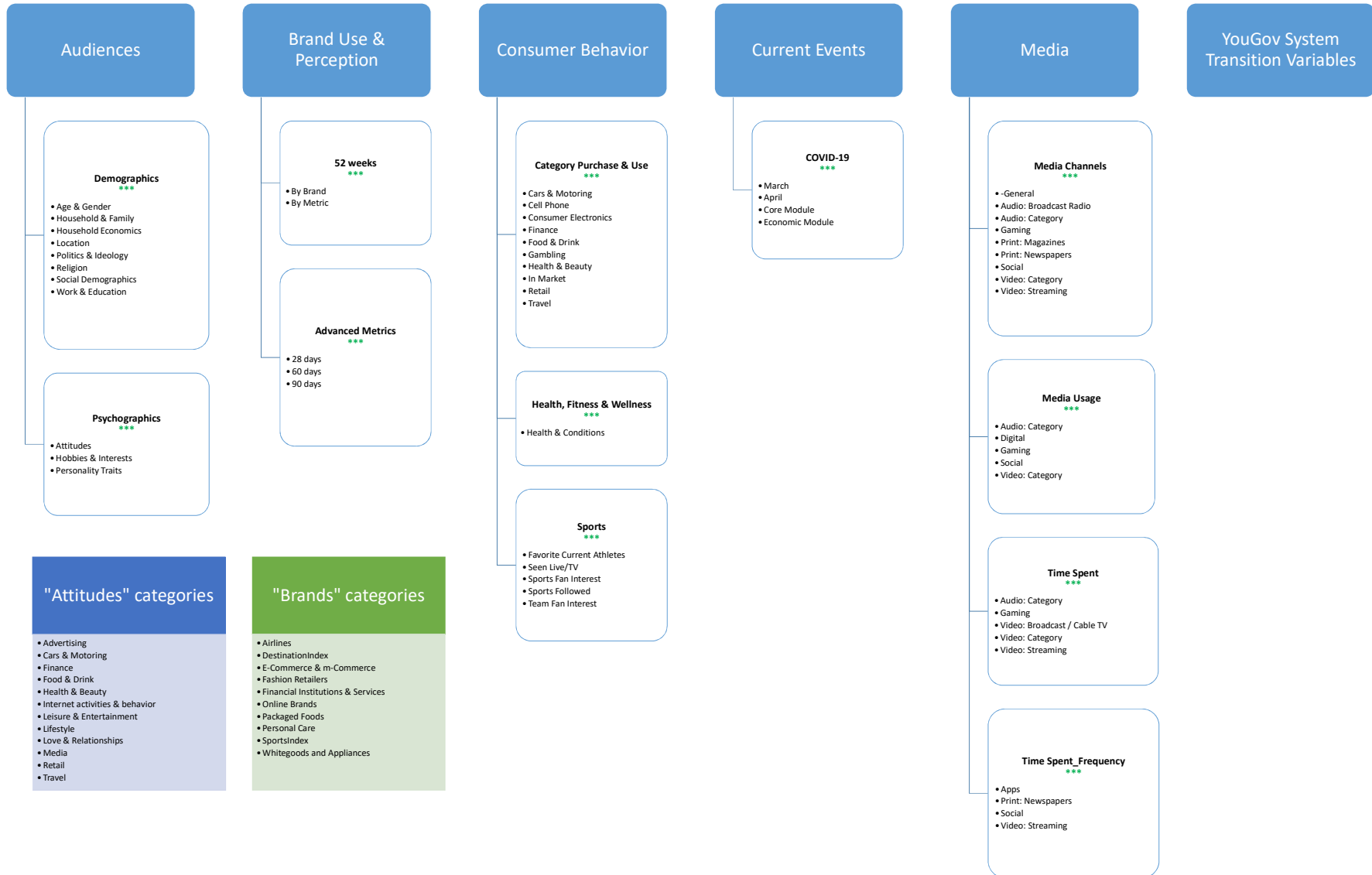
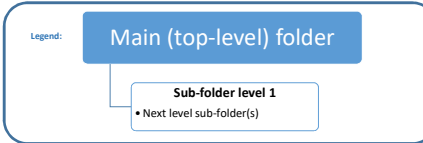


YouGov Profiles Data map

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



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 310 brands (across 10 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.