

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

"Attitudes" categories

- Hobbies & Interests

### Brand Use & Perception

### 52 weeks

- By Brand
- By Metric

# **Advanced Metrics**

- 28 days
- 60 days • 90 days

# Psychographics \*\*\*

### • Personality Traits

# "Brands" categories

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

• SportsIndex Whitegoods and Appliances

Airlines

• DestinationIndex

Online Brands

Packaged Foods

• E-Commerce & m-Commerce Fashion Retailers Financial Institutions & Services

## • Health & Conditions

Health, Fitness & Wellness

**Consumer Behavior** 

Category Purchase & Use

• Cars & Motoring

Consumer Electronics

Cell Phone

• Food & Drink

Gambling
 Health & Beauty

• Finance

• In Market

• Retail

• Travel

## Sports

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

### **Current Events**

### COVID-19

- April
- Core Module
- Economic Module

### Media

### YouGov System **Transition Variables**

### Media Channels

- Audio: Broadcast Radio
- Audio: Category
- Gaming
- Print: Magazines
- Print: Newspapers • Social
- Video: Category
   Video: Streaming

# Media Usage

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

## Time Spent

- Audio: Category
- Gaming
- Video: Broadcast / Cable TV Video: Category
- Video: Streaming

# Time Spent\_Frequency

- Apps
- Print: Newspapers • Social
- Video: Streaming

# **YouGov**Profiles Description

Audiences	<ul> <li>The Audience folder contains Demographics that covers basic age/gender variables as well as economic and location questions.</li> <li>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.</li> </ul>
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.