

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
- Social Demographics • Work & Education

Psychographics

- Hobbies & Interests
- Personality

Brand Use &

52 weeks

- By Brand
- By Metric

Advanced Metrics

"Brands" categories

- 28 days
- 60 days • 90 days

Dining & food delivery

• Ecommerce

Specialist retail

• Fashion

Retail

• Insurance

"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

Consumer Behavior

Category Purchase & Use

- Cars & Motoring
- Cell Phone
- Charities • Consumer Electronics
- Finance
- Food & Drink
- Health & Beauty
- In Market
- Retail
- Smart Home • Travel

Health, Fitness & Wellness

Sports

Sports Followed

Current Events

COVID-19

Core Module

Global variables sample

Total sample

Media Channels

- -General
- Audio: Category
- Gaming Print: Magazines

Media Usage

- Audio: Category
- Digital
- Video: Category

Time Spent

- Gaming
- Print: Magazines
 Video: Broadcast / Cable TV
- Video: Streaming

Time Spent_Frequency

- Blogs & Vlogs
- Cinema & Movies
 OOH

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.640 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 170+ brands (across 6 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