

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

- Attitudes
- Hobbies & Interests

## "Attitudes" categories

- Advertising
- Cars & Motoring
- Consumer experiences
   Domestic Utilities & Appliances
- Energy & The Environment
- Finance
   Food & Drink
- Health & Beauty • Internet activities & behavior
- Leisure & Entertainment Lifestyle
- Love & Relationships
- Media • Politics
- Retail
- Technology & Devices
- Travel

## Brand Use &

#### 52 weeks

- By Brand By Metric

#### **Advanced Metrics**

- 28 days • 60 days
- 90 days

#### "Brands" categories

- Bakery, Biscuits & Salty Snacks
- Beverages CSDs, Malts & EDs Beverages (non-carbonated)
- Car Makers Chocolates, Confectionary & Ice Cream
- Consumer Electronics
- Dairy
- DestinationIndex Destinations
- Dining Restaurants & Eateries
- Diversified Holding Companies
   Financial Services & Insurance
- Home Care
- Hotels & Resorts
- Ingredients, Food Preparation & Other Food Products Internet & Social Media
- · Leisure, Entertainment & Malls
- Retail Banks
- Retailers
- SportsIndex
- Sportswear & Apparel Telecoms & Handset Providers
- Travel & Airlines

### **Consumer Behavior**

#### Category Purchase & Use

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

### Health, Fitness & Wellness

### Sports

- Favorite Current Athletes
- Sports Fan Interest
- Team Fan Interest

#### **Current Events**

#### COVID-19

• May - June 2020

Global variables sample

Total sample

### Media Channels

- -General
- Print: Magazines

#### Media Usage

- Audio: Category
- Digital
- Gaming
   Video: Category

#### Time Spent

- Audio: Broadcast Radio Audio: Category
   Audio: Satellite Radio
- Print: Magazines
- Video: Broadcast / Cable TV Video: Streaming

#### Time Spent\_Frequency

- Apps
   Blogs & Vlogs Cinema & Movies
- OOH
- Print: Magazines

# **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.829 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 680+ brands (across 24 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