

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

- Personality Traits

### Psychographics

- · Hobbies & Interests
- Issues

### "Attitudes" categories

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

## Brand Use &

### 52 weeks

- By Brand
- By Metric

### Advanced Metrics

- 28 days • 60 days
- 90 days

### "Brands" categories

- E-Commerce and m-Commerce
- Financial Institutions & Services
- General Retail Insurance
   Internet
- Mobile Devices
- News
   Packaged Foods
- Personal Care
   QSR & Casual Dining
   Singapore Places of Interest
- SportsIndex
   Telco, Internet & Pay TV
- Transport Providers
- Travel
  Utilities & Delivery Services

# **Consumer Behavior**

### Category Purchase & Use

- Cars & Motoring
- Cell Phone
   Clothing & Footwear
- Consumer Electronics
- Finance
- Food & Drink Gambling
- Health & Beauty
- In Market
- Package Delivery Retail
- Travel

### Health, Fitness & Wellness

Health & Conditions

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

## **Current Events**

### COVID-19

- March
- April
   Core Module

### Media Channels

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

- Media Usage
- Audio: Category • Digital
- Video: Category

- Time Spent
- Audio: Category
- Gaming
- Print: Newspapers
   Video: Broadcast / Cable TV
- Video: Category
- Video: Streaming

### Time Spent\_Frequency

- Apps
   Print: Newspapers
- · Video: Streaming

### • Social

**Transition Variables** 

# **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.178 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 490+ brands (across 17 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.