YouGovProfiles Data map

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



Demographics

- Age & Gender
- Health
- Household & Family Household Economics
- Location
- Race & Ethnicity
- Religion Sexuality
- Social Demographics
- Work & Education

Psychographics

- Attitudes · Hobbies & Interests
- Personality

"Attitudes"

categories

Brand Use & Perception

52 weeks

- By Brand
- By Metric

Advanced Metrics

- 28 days
- 60 days
- 90 days
- Smart Home

Health, Fitness &

- - Fashion Retail
- Internet activities & behavior
- Health & Beauty Leisure & Entertainment Lifestyle

Domestic Utilities & Appliances

- Love & Relationships
- Media

 Advertising Cars & Motoring

• Food & Drink

- Politics Retail
- Technology & Devices

"Brands" categories

- Banks & Insurance
- Car makers
- DestinationIndex
- Dining
- FootballIndex
- Online Retail
- Online Services • Skin Care
- SportsIndex
- Travel
- Underwear Fashion Retail

Behavior

Category Purchase &

- Cars & Motoring
- Cell Phone
- Charities • Clothing & Footwear
- Consumer Electronics
- Domestic Appliances & Utilities
- Finance
- Food & Drink
- Gambling • Gifts
- Health & Beauty
- In Market
- Retail
- Travel

Wellness

Sports

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

COVID-19

Current Events

- March
- April
- Core Module • Economic Module

Global variables sample

Total sample

Media

YouGov System **Variables**

Media Channels

- -General
- Apps Audio: Category
- Audio: Streaming
 Cinema & Movies
- Gaming
- Print: Magazines
- Print: Newspapers Social
- Video: Category
- Video: Streaming

Media Usage

- Digital
- Social
- Video: Category

- Audio: Broadcast Radio
- Audio: Category
- Audio: Satellite Radio
- Gaming
- Print: Magazines
- Print: Newspapers • Video: Broadcast / Cable TV
- · Video: Streaming

Time Spent_Frequency

- Anns
- Audio: Streaming Blogs & Vlogs
- Cinema & Movies
- 00H • Print: Magazines
- Print: Newspapers
- Social

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.651 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 400+ brands (across 13 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
YouGov System Transition Variables	This folder holds variables that have been replaced with newer versions that sit in the respective folders.