

• Media

Telecom
 Travelling

Retail - Clothes

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

Main (top-level) folder

Sub-folder level 1

Next level sub-folder(s)

YouGov System

Transition Variables

Time Spent_Frequency

• Cinema & Movies

Brand Use & **Consumer Behavior Current Events** Media Channels Demographics *** COVID-19 52 weeks Category Purchase & Use • -General • March • Age & Gender By Brand Audio: Category Cars & Motoring Household & Family • April • By Metric Gaming Cell Phone Household Economics Core Module Print: Magazines • Consumer Electronics Location Print: Newspapers • Finance Politics & Ideology Social • Food & Drink Video: Broadcast / Cable TV Health & Beauty Video: Category • In Market Video: Streaming Retail Travel **Advanced Metrics** • 28 days • 60 days • 90 days Media Usage Hobbies & Interests • Digital Health, Fitness & Wellness • Issues Video: Category Personality Traits Health & Conditions Sports Audio: Category Video: Broadcast / Cable TV "Attitudes" categories • Seen Live/TV Sports Fan Interest Video: Category Sports Followed Consumption Attitudes Health, Food & Drink Attitudes • Cars Chains • Team Fan Support Holiday Attitude Daily Goods I Daily Goods II DestinationIndex Lifestyle Attitudes Media Attitudes • Energy Personality Attitudes • Finance

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.137 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 390 brands (across 12 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.