

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

- Attitudes

Brand Use &

52 weeks

- By Brand
 By Metric

Advanced Metrics

"Brands" categories

Airlines, Hotels / Accommodation & Travel

Financial Institutions & Services

Services

• Automotive

Insurance

SportsIndex

 Loyalty Programmes • Personal Care

- 60 days 90 days

Psychographics ***

- Hobbies & Interests Personality Traits

Consumer Behavior

Category Purchase & Use

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

Health, Fitness & Wellness

Health & Conditions

Sports

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

COVID-19

- March
 April
- Core Module Economic Module

Media Channels

Transition Variables

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

Media Usage

- Audio: Category Digital
- Gaming
 Video: Category

Time Spent

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

Time Spent_Frequency

- Apps
 Print: Newspapers
- Video: Streaming

"Attitudes" categories

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

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.171 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 230 brands (across 7 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.