

Main (top-level) folder Sub-folder level 1 Next level sub-folder(s)

Demographics

• Age & Gender

- Household & Family
 Household Economics
- Religion Sexuality
- Social Demographics
- Work & Education

Psychographics

- Attitudes
- Hobbies & Interests

"Attitudes" categories

- Advertising
 Cars & Motoring
- Consumer experiences
 Finance
- Food & Drink
- Health & Beauty
- Leisure & Entertainment
- Lifestyle
 Love & Relationships
- Media Retail
- Sports Travel

Brand Use &

52 weeks

- By Metric

Advanced Metrics

- 28 days
- 60 days • 90 days

- Airlines
- Automotive
 DestinationIndex
- E-Commerce and m-Commerce
- Fashion Retailers Financial Institutions & Services
- FootballIndex
- Internet
 Mobile Devices
- Packaged Foods
 Personal Care
- QSR & Casual Dining
- Retail
 SportsIndex
- Telco, Internet, Pay TV & Online Music

Consumer Behavior

Category Purchase & Use

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

Health, Fitness & Wellness

Sports

- Favorite Current Athletes
- Seen Live/TV

• Sports Fan Interest • Sports Followed • Team Fan Interest

COVID-19

- April
 Core Module
- Economic Module

Media Channels

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

Media Usage

- Audio: Category
- Digital
 Video: Category

Time Spent

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

Time Spent_Frequency

- Social
- Video: Streaming

YouGov System

Transition Variables

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.220 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 600+ brands (across 15 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.