

Personal Care
 Retail Banks
 SportsIndex
 Sportswear & Apparel
 Telecoms & Handset Providers
 Travel & Airlines
 Travel & Airlines

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

Main (top-level) folder

Sub-folder level 1

Next level sub-folder(s)

Brand Use & Consumer Behavior Media 52 weeks Media Channels Demographics Category Purchase & Use Global variables sample COVID-19 By Brand -General Age & Gender • Cars & Motoring Audio: Category • May - June Household & Family Cell Phone Gaming Household Economics Charities Print: Magazines Social Demographics Consumer Electronics Work & Education Finance • Food & Drink Gifts Health & Beauty Total sample • In Market Retail Advanced Metrics • Smart Home Media Usage • 28 days • 60 days Psychographics *** Audio: Category • 90 days Attitudes Video: Category Hobbies & Interests Personality Traits Health, Fitness & Wellness Time Spent "Attitudes" categories Audio: Broadcast Radio Audio: Category Audio: Streaming Bakery, Biscuits & Salty Snacks Advertising Cars & Motoring Gaming Sports Beverages - CSDs, Malts & EDs Print: Magazines Video: Broadcast / Cable TV Video: Category Consumer experiences Energy & The Environment Chocolates, Confectionery & Ice Cream • Favorite Current Athletes • Seen Live/TV • Finance • Food & Drink Communities Consumer Electronics & Appliances • Sports Fan Interest Dairy DestinationIndex Sports Followed • Health & Beauty Team Fan Interest • Internet activities & behavior • Leisure & Entertainment Destinations Dining - Restaurants & Eateries Lifestyle Love & Relationships Diversified Holding Companies Financial & Insurance Services Home Care Hotels & Resorts Time Spent_Frequency Ingredients, Food Preparation & Other Food Products Blogs & Vlogs Cinema & Movies Innovation, Utility and Government Services Internet & Social Media • OOH • Leisure & Entertainment • Print: Magazines . Loyalty & Reward Program Online & Offline Retailers

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.594 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 800+ brands (across 27 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