

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

Demographics

Age & Gender
 Household & Family
 Household Economics
 Location
 Politics & Ideology
 Religion
 Sexuality
 Social Demographics
 Work & Education

Psychographics

Attitudes
 Hobbies & Interests
 Issues
 Personality Traits

Segmentations

Acxiom Segmentation

CACI

CAMISC

Consumer Personalities

Experian

Heavy/Medium/Light

Sustainability Segmentation

YouGov Putrue Segments

YouGov Perspectives

Advertising
Cars & Motoring
Consumer experiences
Energy & The Environment
Finance
Finance
Food & Beauty
Hotories & Behaviours
Lieture & Extertainment
Lieture & Extertainment
Lieture & Extertainment
Lieture & Frenchise
Lieture & Frenchise
Food & Weber
Lieture & Extertainment
Lieture & Extertainment
Lieture & Frenchise
Lieture & Extertainment
Lieture & Trenchise
Lieture & Trenchise
Lieture & Trenchise
Lieture & Trenchise
Trenchise
Transcissoral
Travel

Travel

Sport

Daily Questions

Annual Events
 Back To School Shopping
 Music Festivals
 School Break
 Sports Events

Social Change

• 2015 • 2016 • 2017 • 2018 • 2019 • 2020

Category Purchase & Use

Category Purchase & Use
ST Technology

- Brand Vulues

- Cars & McKonng

- Carl Rhome

- Carl Rhome

- Carl Rhome

- Comman & Frish

- Frish & Brandy

- Health & Bearly

- Health & Bearly

- High Street Banks

- H

Health, Fitness & Wellness

Activities

* Breeds

* Cars & Motoring

* Charless & Engeniators

* Enfertaliment

* Events

*

Alcoholic Beverages
Can & Motoring
Chartes
Can & Motoring
Chartes
Chartes
Chartes
Catherine
Colorise

Next level sub-folder(s)

Global variables sample

Total sample

Media Channels

- General
- Appr
- Audic Broadcast Radio
- Audic Products
- Audic Products
- Audic Streaming
- Chemis Film
- Olymai
- Olymai
- Olymai
- Olymai
- Olymai
- Phint: Nagazines
- Social
- Uliver Generals Costent
- Video: Sorsearing
- Video: Sorsearing
- Video: Sorsearing
- Video: Sorsearing

Media Usage

Passive Tracking

Apps
 Facebook Pages
 Twitter handles
 Websites
 YouTube

Time Spent

- General
- Audio: Broadcast Radio
- Audio: Satellite Radio
- Saming
- OOH
- Print: Newspapers
- Print: Newspapers
- Video: Broadcast / Cable TV
- Video: Cstegory
- Video: Streaming

Time Spent_Frequency

Apps
Audio: Streaming
Blogs: & Vlogs
Clinema & Film
OOH
Print: Meayapers
Print: Newspapers
Social
UGC (User Generate Content)
Video: Streaming

YouGov Programme Metrics

Channels
 Programmes
 Times of Day

3-point scale

5-point scale

Heard of

3-point scale

Heard of

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.902 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 The Segmentation folder includes segmentations applied to the panel, coded on postcode or the relevant data point.
Brand Use & Perception	Understand usage and perception of nearly 1800+ brands (across 23 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 Ratings (incl. 30 days)	YouGov Ratings holds sentiment data from thousands of things that users have rated on the following scale: Strongly negative, Slightly negative, Neutral, Slightly positive, Strongly positive
YouGov System Transition Variables	• This folder holds variables that have been replaced with newer versions that sit in the respective folders.