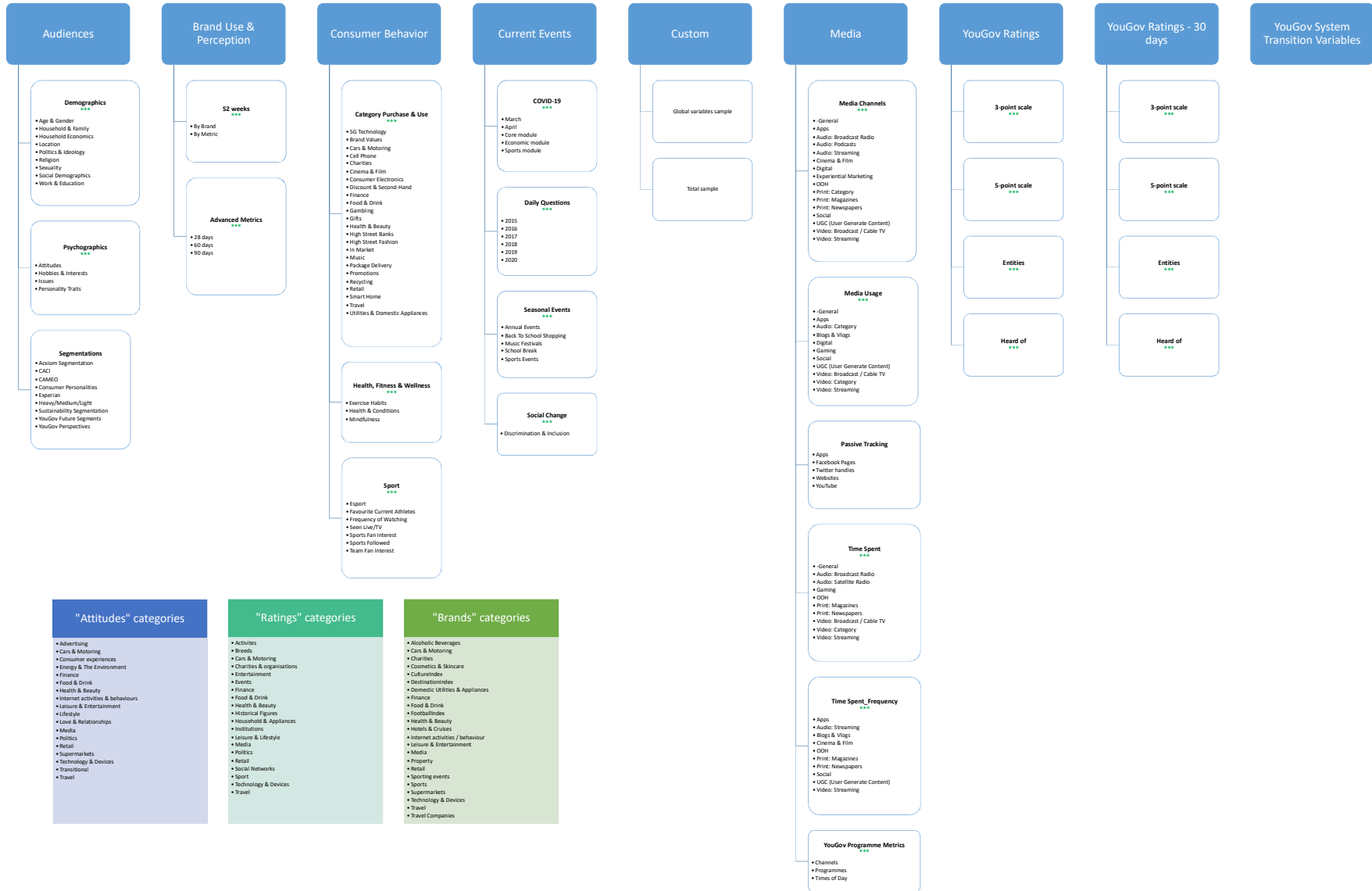


YouGov Profiles Data map

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



YouGov Profiles 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.