

# YouGov Profiles Data map

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



## Audiences

### Demographics

- Age & Gender
- Household & Family
- Household Economics
- Location
- Politics & Ideology
- Race & Ethnicity
- Religion
- Sexuality
- Work & Education

### Psychographics

- Attitudes
- Hobbies & Interests
- Issues
- Personality Traits

### Segmentations

- Consumer Personalities
- Frim
- Sustainability Segmentation
- Yougov Perspectives
- Young Professionals

## Brand Use & Perception

### 52 weeks

- By Brand
- By Metric

### Advanced Metrics

- 28 days
- 60 days
- 90 days

## Consumer Behavior

### Category Purchase & Use

- 5G Technology
- Brand Values
- Cars & Motorring
- Cell Phone
- Charities
- Clothing & Footwear
- Consumer Electronics
- Finance
- Food & Drink
- Gambling
- Gaming
- Gifts
- Health & Beauty
- In Market
- Music
- Package Delivery
- Recycling
- Retail
- Smart Home
- Technology
- Travel
- Utilities & Domestic Appliances

### Health, Fitness & Wellness

- Exercise Habits
- Health & Conditions
- Mindfulness

### Sports

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

## Current Events

### COVID-19

- Mar-20
- April - August 2020
- April - May 2020
- April - October 2020
- April 2020 - Present
- Apr-20
- May - June 2020
- May - October 2020
- May 2020 - Present

### Daily Questions

- 2015
- 2016
- 2017
- 2018
- 2019
- 2020

### Seasonal Events

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

### Social Change

- Discrimination & Inclusion
- Importance
- Policy Ideas

## Custom

### Global variables sample

### Total sample

## Media

### Media Channels

- General
- Apps
- Audio: Podcasts
- Audio: Streaming
- Cinema & Movies
- Digital
- Experiential Marketing
- OOH
- Print: Magazines
- Print: Newspapers
- Social
- UGC (User Generate Content)
- Video: Broadcast / Cable TV
- Video: Category
- Video: Streaming

### Media Usage

- General
- Apps
- Audio: Category
- Blog & Vlog
- Digital
- Gaming
- Social
- UGC (User Generate Content)
- Video: Broadcast / Cable TV
- Video: Category
- Video: Streaming

### Passive Tracking

- Apps
- Facebook Pages
- Twitter handles
- Websites
- YouTube

### Time Spent

- Audio: Broadcast Radio
- Audio: Category
- Audio: Podcasts
- Audio: Satellite Radio
- Audio: Streaming
- Digital
- Gaming
- OOH
- Print: Magazine
- Print: Newspapers
- Video: Broadcast / Cable TV
- Video: Category
- Video: Streaming

### Time Spent\_Frequency

- Apps
- Audio: Streaming
- Blog & Vlog
- Cinema & Movies
- Digital
- Gaming
- OOH
- Print: Magazines
- Print: Newspapers
- Social
- UGC (User Generate Content)
- Video: Broadcast / Cable TV
- Video: Category
- Video: Streaming

### YouGov Program Metrics

- Devices
- Genres
- Services
- Shows
- Times of Day

## YouGov Ratings

### 3 point scale

### 5-point scale

### Entities

### Heard of

## YouGov Ratings - 30 days

### 3 point scale

### 5-point scale

### Entities

### Heard of

## YouGov System Transition Variables

### "Attitudes" categories

- Advertising
- Cars & Motorring
- Consumer experiences
- Domestic Utilities & Appliances
- Energy & The Environment
- Finance
- Food & Drink
- Health & Beauty
- Internet activities & behavior
- Leisure & Entertainment
- Lifestyle
- Love & Relationships
- Media
- Politics
- Retail
- Supermarkets
- Technology & Devices
- Transitioning
- Travel

### "Ratings" categories

- Activities
- Brands
- Cars & Motorring
- Entertainment
- Events
- Finance
- Food & Drink
- Health & Beauty
- Historical Figures
- Household & Appliances
- Institutions
- Leisure & Lifestyle
- Media
- Politics
- Retail
- Sports
- Technology & Devices
- Travel

### "Brands" categories

- Beverages
- Cars & Motorring
- CPG: Food and Household
- Credit Card Issuers
- Destination/ride
- Dining: Food & Drink
- Food & Drink
- Entertainment
- Finance & Insurance
- Health & Beauty
- Media & Technology
- Membership, Consumer information and/or Advocacy/Lobbying
- Mortgage Lenders
- Media
- Online
- Retail
- Sport
- Travel & Leisure
- Video Game Titles
- Wine

# 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.908 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 2,300 brands (across 18 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.