

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

# Demographics

• Age & Gender Household & Family Household Economics Location
 Social Demographics Work & Education

Psychographics Attitudes
 Hobbies & Interests

## Brand Use &

 By Brand By Metric **Advanced Metrics** • 60 days • 90 days

52 weeks

## "Brands" categories

 Advertising
 Cars & Motoring Consumer experiences

"Attitudes" categories

• Finance • Food & Drink

Health & Beauty
 Internet activities & behavior

Leisure & Entertainment
 Lifestyle

Love & Relationships
 Media

Retail
 Travel

 Travel Whitegoods and Appliances

### **Consumer Behavior**

Category Purchase & Use Cars & Motoring

 Cell Phone • Consumer Electronics Finance

• Food & Drink Gambling
 Health & Beauty

• In Market Retail
 Travel

Health, Fitness & Wellness

• Health & Conditions

Sports • Seen Live/TV

 Sports Fan Interest
 Sports Followed Team Fan Interest

COVID-19

 March • April

 Core Module Economic Module

#### Media

Media Channels

-General

 Audio: Category Experiential Marketing

 Gaming Print: Magazines

Print: Newspapers
 Social

Video: Broadcast / Cable TV

Video: Category
 Video: Streaming

#### Media Usage

 Audio: Category • Digital

Gaming
 Video: Category

#### Time Spent

Audio: Category

Gaming
 Print: Newspapers

Video: Broadcast / Cable TV

Video: Category
 Video: Streaming

#### Time Spent\_Frequency

• Apps • Print: Newspapers

Social

Transition Variables

e-commerce and m-commerce
 Fashion Retailers

Financial Institutions & Services

• FootballIndex

General Retail

Packaged Foods
 Personal Care

• SportsIndex

# **YouGov**Profiles Description

Audiences	<ul> <li>The Audience folder contains Demographics that covers basic age/gender variables as well as economic and location questions.</li> <li>Psychographics holds variables around hobbies, interest, issues and personality traits. Attitudes are also housed under Psychographics. This is a bank of c.186 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.</li> </ul>
Brand Use & Perception	Understand usage and perception of nearly 340+ brands (across 10 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.