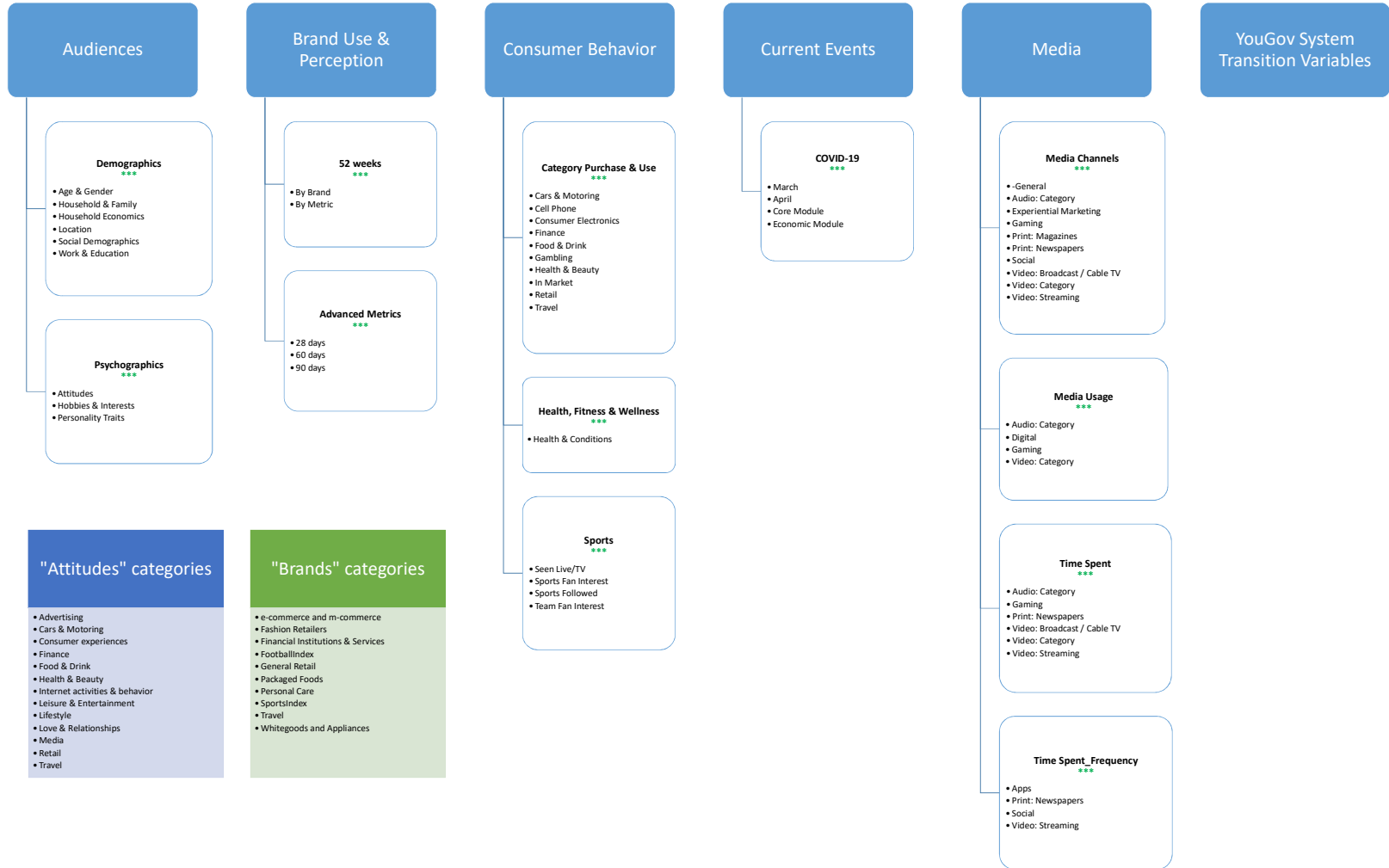
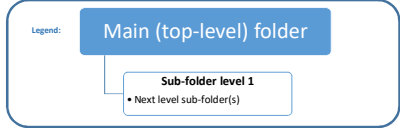


# YouGov Profiles Data map

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.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.

## 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.