

# YouGov Profiles

Unparalleled audience intelligence

Find and understand the audience that matters most to you, with the power to build and customize a detailed portrait of your consumers' entire world.

**YouGov Profiles** is an ever-growing source of living consumer data, with **2 million+** data variables from YouGov's **17 million+** global panel members. Covering demographic, psychographic, attitudinal and behavioral consumer metrics, our data is collected continuously and updated weekly. Exactly the insights you need, when you need them.

Precise audience profiling and segmentation enables you to engage with your target audience at the right time, on the right channels. YouGov Profiles is the perfect tool for brands and agencies to build relationships with new customers, re-engage former ones, and remain vital to current buyers.

## Client benefits

Discover everything you don't know about your audience:

### 24hr cloud platform

Your data is safely stored in our cloud-based, high performance data store.



### Easy and interactive

Our simple drag-and-drop interface allows anyone to quickly get the data they need.



### Research intuitive

Multiple modes of analysis including: group comparison, tables, graphs, and multitable to help you get the most from your data.



### Weekly updates

Data sets are refreshed every week, for the freshest, most relevant data.



### Flexible

Create unique custom filters and variables to extract the data that's most useful to you.



### Collaborative

Share data sets and custom filters with your team quickly and easily.



### Smart

YouGov uses Z-scores to automatically highlight the important variables that distinguish groups.



### Customizable

Use YouGov Re-Contact to approach defined segments with further questions, or run your own surveys and feed the results straight into YouGov Profiles.



### Depth of comparison

Compare data in all markets over specific time frames, global variables, pre-coded variables (such as income) and more.



YouGov

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## Variables

**YouGov Profiles holds hundreds of thousands of data variables about YouGov panellists worldwide.**

Use everything you never knew about your audience to build a hyper-granular portrait.



### Brand usage and perceptions

Understand usage and perception of hundreds of brands (across a variety of sectors) on the following core brand funnel metrics: **attention, advertising, awareness, brand awareness, word of mouth exposure, buzz, general impression, reputation, quality, value, recommendation, purchase consideration, purchase intent, current customer, former customer, customer satisfaction**



### Attitudes and opinion

Measure attitudinal and opinion data from a variety of topics around the values and beliefs that drive people's behavior



### Demographics and lifestyle

Segment on a wide number of categories including general demographic makeup, economic situation, occupation, category specific usage and behavior, interests, hobbies, favorite celebrities, top music artists and more.



### Media consumption

Analyse consumption of above-the-line media on a daily basis, including TV viewership at a programme level.



### Social media engagement

Review social media engagement across major platforms including Facebook, Instagram and more.



### Online and mobile behavior

Identify actual (passively tracked) online and application usage (from desktops, laptops, smartphones and tablets) from a bank of thousands of tracked websites and tracked mobile applications.

**For more information, visit [yougov.com/business](https://yougov.com/business)**

YouGov is an international research data and analytics group. We have been building an ever-growing source of consumer data for over 20 years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what 17 million+ registered panel members in over 55 markets are thinking, on over a million - and growing - data points. Re-Contact and dig deeper to explore, plan, activate and track marketing activity with certainty, at speed, every time. Living Consumer Intelligence.

