

## ENHANCE YOUR SEGMENTS WITH YOUNGOV PROFILES

YouGov is offering customers access to the largest, most detailed and up-to-date consumer database in the UK.

YouGov tracks over 120,000 different YouGov Profiles datapoints for over 190,000 members, with updates every hour of every day. It is unique in the UK, and marks a revolution in consumer research.

Profile your target audience across multi-channel data sets from a single source with greater granularity and accuracy than ever before.

### Demographics and Lifestyle

Segment on a wide number of categories including general demographic makeup, economic situation, occupation, banks and supermarkets used, device ownership, interests, hobbies, favourite celebrities, and top music artists.

### Brand Usage and Perceptions

Understand usage and perception of over 1,000 brands (in over 35 sectors) on the following core brand funnel metrics: Buzz, Attention, Quality, Value, Customer Satisfaction, Reputation, General Impression, Recommendation, Brand Awareness, Word of Mouth Exposure, Current Customer, Former Customer, Purchase Intent, Purchase Consideration and Advert Awareness.

### Media Consumption

Analyse consumption of above-the-line media on a daily basis, 7 days a week. This includes TV viewing at a programme (4,000+ titles collected to date) and genre levels (150 classifications), radio listenership (40+ key commercial stations), and print readership (20+ newspaper titles and 50+ magazine titles).

### Digital and Mobile Behaviour

Track digital footprints and journeys by analysing in real-time (through passive tracking): websites visited, search terms queried, mobile applications used and exposure to online advertising (banners and pre-rolls).

### Social Media Activity

Review social media usage and engagement including Facebook pages liked, Twitter accounts followed, brands mentioned (and exposed to) in networked conversations.

### Attitudes and Opinions

Using daily attitudinal and opinion data, measured on a variety of topics including views on current issues in the news, political leanings, voting intentions and information on personal beliefs.

**“ YouGov is the most quoted research company in the UK. In the last year, YouGov was quoted more than twice as often as any other market researcher in the UK ”**

We have a panel of some  
**3million**  
people worldwide  
across 33 countries

**Our panellists  
completed  
17 million**  
YouGov surveys in the  
12 months to July 2013  
(an increase of 13%)

YOUNGOV HAS BEEN  
NAMED ONE OF THE  
WORLD'S TOP 25  
RESEARCH COMPANIES  
BY THE RESPECTED  
HONOMICHL GLOBAL  
TOP 25 REPORT 2013



We have used YouGov Profiles to look at a snapshot of the differences between two segments and see how they differ from one another.

The first group are more likely to...

The second group are more likely to...

Watch these TV shows...

BBC News at Ten, Gardeners' World, The Graham Norton Show, Channel 4 News, Location Location Location

Emmerdale, EastEnders, The Jeremy Kyle Show, ITV News & Weather, All Star Family Fortunes

Be a customer of...

John Lewis, British Airways, Boots, Pret A Manger, Sainsbury's

Asda, Farm Foods, Aldi, Virgin Media, The Health Lottery

Have a positive impression of these brands...

Waitrose, Pizza Express, Singapore Airlines, Zara, Selfridges

Iceland, George, KFC, Peacocks, Wilkinson

Describe themselves as...

Analytical, Idiosyncratic, Well Educated, Self-absorbed, Gregarious

Big-hearted, Easy-going, Depressed, Barmy, Friendly

Read these magazines...

The Economist, Private Eye, Stylist, ES, Vogue

Asda Magazine, Take A Break, Chat, Heat, OK!

Have an interest in these issues...

University education, Celebrity Culture, Multiculturalism, Nuclear Energy, Climate Change

Bullying, Crime, Drugs, Immigration, The Benefits System

Like these actors...

Ian McKellen, Celia Imrie, Jennifer Lawrence, William Hurt, Nigel Hawthorne

Robin Williams, David Jason, Jim Carrey, Will Smith, Eddie Murphy

Eat at these places...

Pret A Manger, Pizza Express, Wagamama, Carluccio's, Patisserie Valerie

KFC, McDonald's, JD Wetherspoon, Greggs, Subway

Enjoy these columnists...

Caitlin Moran, Giles Coren, Matthew Parris, Charlie Brooker, Simon Jenkins

Fiona Philips, Brian Reade, Carole Malone, Paul Routledge, Quentin Letts

Like these movies...

Four Weddings and a Funeral, Downfall, Amelie, American Beauty, Shakespeare in Love

The Green Mile, Mrs. Doubtfire, Independence Day, i Robot, Terminator 2

