

## Introducing the new media planning and audience segmentation tool for brands and their agencies.

Powered by the world's largest connected data set, YouGov Profiles gives marketers a richer, more detailed portrait of their customers' entire lives.

Profiles collects and connects data on brand usage, brand perception and brand satisfaction. Media consumption, mobile behaviour and social media engagement. Attitudes. Opinions. Demographics. Lifestyle. More than 120,000 data points from more than 200,000 respondents – updated continuously.



### DEMOGRAPHICS AND LIFESTYLE

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



### BRAND USAGE AND PERCEPTIONS

Understand usage and perception of over 1,100 brands (across 40 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.



### ATTITUDES AND OPINIONS

Measure attitudinal and opinion data from a variety of topics around the values and beliefs that drive peoples behaviour.



### MEDIA CONSUMPTION

Analyse consumption of above-the-line media on a daily basis. This includes TV viewership at a programme level (4,000+ titles tracked, across 20 channels, definable by 150 genre classifications), radio listenership (40+ key commercial stations), and print readership (20+ newspaper titles and 50+ magazine titles).



### ONLINE AND MOBILE BEHAVIOUR

Identify actual (passively tracked) online and application usage (from desktops, laptops, smartphones and tablets) from a bank of 60,000+ tracked websites and 20,000 tracked mobile applications.



### SOCIAL MEDIA ENGAGEMENT

Review social media engagement including Facebook pages liked and Twitter accounts followed.



Use YouGov Profiles to understand your audiences. For example we have looked at a snapshot of the differences between two segments to see how they differ from one another.

	<b>THE "BUSINESS ELITE" GROUP ARE MORE LIKELY TO....</b>	<b>THE 'FAMILY VALUE" GROUP ARE MORE LIKELY TO...</b>
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

To understand your audience in depth contact **Steve Aird** - [steve.aird@yougov.com](mailto:steve.aird@yougov.com) or **0788 003 1328**.

