

Report List 2015

YouGov[®]
What the world thinks

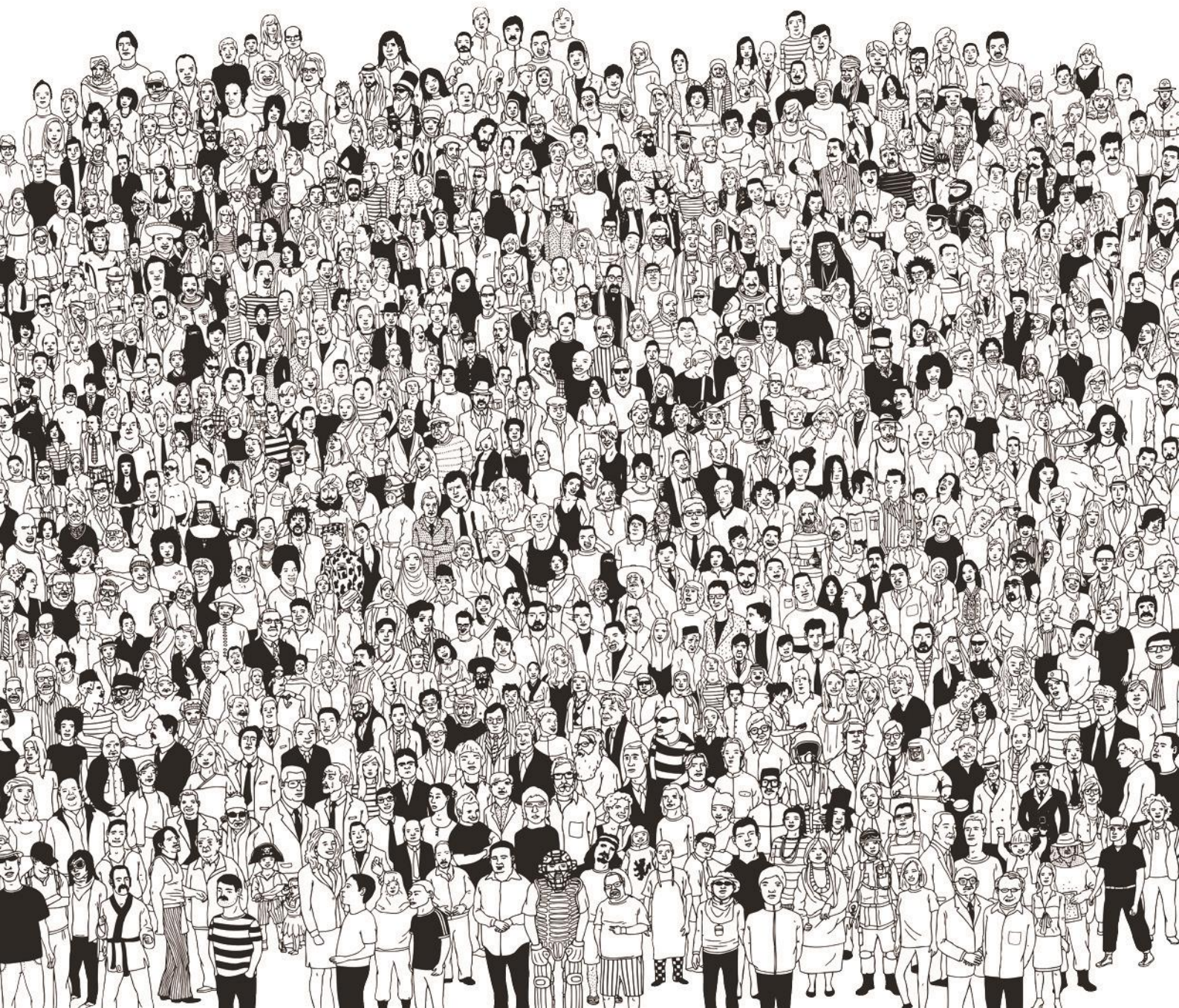


Table of Contents

Premium Trackers	3
Banking	4
Domestic Appliances	5
Food & Drink.....	6
Food Service	7
Health & Beauty	8
Insurance	9
Legal	10
Lifestyle & Society	11
Media and Entertainment.....	12
Mortgages.....	13
Pensions, Savings & Investments	14
Retail.....	15
Technology	16
Travel	17
Utilities.....	18
International.....	19
Provisional Upcoming Reports.....	20

Premium Trackers

- Content on Demand
- Current Account Switching Tracker
- Healthy Lifestyles Tracker
- Impact of the Retail Distribution Review (RDR)
- Magazine Consumption
- Money and Debt Tracker
- Music Festivals
- Pensions and Annuities Tracker
- Price Comparison Sites
- Savings Tracker
- SmartTV
- Supermarkets Tracker
- The Smartphone, Mobile Internet, eXperience (SMIX)
- TabletTrack
- Utilities Tracker
- YouGov Cebr Economic Briefing

Banking

Upcoming Reports

- Challenger Banks 2015 (Upcoming – January 2015)
- Children's Saving Accounts and Products 2015 (Upcoming – January 2015)
- Student Finances 2015 (Upcoming – March 2015)
- Packaged Bank Accounts 2015 (Upcoming – April 2015)
- Retail Banking 2015 (Upcoming – May 2015)
- Non-Standard Lending 2015 (Upcoming May 2015)
- Travel Money 2015 (Upcoming – July 2015)
- Credit and Debit Cards 2015 (Upcoming October 2015)
- SME Banking 2015 (Upcoming – October 2015)

Published reports

- Banking Customer Journey 2010
- Banking Customer Experience, January 2014
- Banking Reputation 2014
- Children's Saving Products 2012
- Children's Saving Accounts and Products 2014
- Credit Cards 2011
- Credit and Debit Cards 2014
- Current Accounts 2011
- Current Accounts 2012
- Current Accounts – Barriers to Switching 2013
- Current Accounts 2014
- Holiday Money 2011
- Holiday Money 2014
- Mainstream Lending Products 2014
- Student Finances 2014
- Trust in Financial Services 2012
- Non-Standard Lending 2013
- Non-Standard Lending 2014
- Packaged Bank Accounts 2011
- Packaged Bank Accounts 2013
- Packaged Bank Accounts 2014
- Reputation of Banking 2012
- Reputation of Banking 2013
- Retail Banking 2012
- Retail Banking 2014
- Savings - Deferred Consumption and Risk 2014
- SME Banking 2012
- SME Banking 2013
- SME Banking 2014
- Social Media and Financial Services 2012
- Student Finances 2011
- Student Finances 2012

Domestic Appliances

Upcoming Reports

- Domestic/SMART Appliances 2015 (Upcoming – August 2015)

Published Reports

- Domestic and SMART Appliances 2014
- Domestic Appliances 2010
- Home Appliances - Energy Efficiency 2012
- Home Appliances – Extended Warranties 2013
- Home Appliances – Online vs. Offline, Delivery, Fitting and Disposal 2013
- Smart Appliances 2012

Food & Drink

Upcoming reports

- Meat and Poultry 2015 (Upcoming – April 2015)
- Potatoes 2015 (Upcoming – August 2015)
- Dairy 2015 (Upcoming – October 2015)

Published reports

- Alcoholic Drinks 2010
- Appetisers 2012
- Baby Food, Milk & Products 2010
- Breakfast Habits 2011
- Breakfast Habits 2013
- Cask Ales 2010
- Children's Eating Habits 2011
- Chilled and Frozen Food 2010
- Chilled Food 2011
- Coffee Shops 2011
- Confectionery 2010
- Cooking: Consumer Typologies 2013
- Dairy 2010
- Dairy 2013
- Dairy 2014
- Development of UK Alcohol Consumption 2011
- Eating & Drinking 2011
- Ethnic Foods 2010
- Fairtrade Coffee & Tea 2011
- Fish & Seafood 2012
- Food Provenance 2012
- Food Safety 2011
- Free From Foods 2011
- Frozen Food 2011
- Healthy Eating 2013
- Hot Drinks 2010
- Lunch 2010
- Meat & Poultry 2011
- Meat & Poultry 2013
- Meat & Poultry 2014
- Organic Food & Drink 2011
- Organic Food & Drink 2013
- Pasta 2011
- Pet Foods 2011
- Potatoes 2012
- Potatoes 2013
- Potatoes 2014
- Snacking 2010
- Snacking 2013
- Soft Drinks 2010
- Sports Supplements 2012
- Take Away and Food Promotions 2013

Food Service

Upcoming Reports

- Workplace Catering 2015 (Upcoming – March 2015)
- Pub Catering 2015 (Upcoming – June 2015)
- University Catering 2015 (Upcoming – August 2015)
- Schools and Nurseries Catering 2015 (Upcoming – September 2015)
- Care Home Catering 2015 (Upcoming – November 2015)

Published reports

- Airport Catering 2011
- Care Home Catering 2013
- Care Home Catering 2014
- Hospital Catering 2011
- Hospital Catering 2013
- Hospital Catering 2015
- Hotel Catering - Business Users 2012
- Hotel Catering – Non-Business Users 2012
- Impact of Olympics on Food Services 2012
- Leisure Venue Catering 2012
- Lunchtime Outlets 2013
- Prisons Catering 2014
- Retail Store Catering 2012
- Roadside Catering 2011
- School Meals Catering 2011
- School Meals Catering 2013
- Schools and Academies Catering 2014
- Sports Venue Catering 2011
- Sports Venue Catering 2013
- Trains and Train Station Catering 2014
- University Catering 2011
- University Catering 2013
- University Catering 2014
- Workplace Catering 2011
- Workplace Catering 2013

Health & Beauty

Upcoming Reports

- Wellness 2015 (Upcoming – May 2015)
- Dental Plans 2015 (Upcoming – September 2015)

Published Reports

- Anti-Aging 2011
- Beauty 2010
- Beauty Customer Journey 2012
- Beauty Salons 2010
- Changing Body Shapes 2011
- Dentists and Dental Care 2013
- Dental Plans 2014
- Family Planning 2012
- Hairstyling Products 2010
- Health Products 2010
- Health Products 2013
- Healthcare Choices: NHS versus Private 2013
- Healthy Living 2010
- Make-up 2011
- Men's Grooming 2010
- Natural & Organic Cosmetics & Toiletries 2011
- NHS Choice & Private Sector Dynamics 2011
- Shampoos & Conditioners 2011
- Sports Supplements 2012
- Suncare 2010
- Surgical and Non-Surgical Cosmetic Procedures 2012
- Techno Beauty Products 2012

Insurance

Upcoming Reports

- Home Insurance (Upcoming – January 2015)
- Student Finances 2015 (Upcoming – March 2015)
- Personal Injury 2015 (Upcoming – April 2015)
- Motor Insurance 2015 (Upcoming – April 2015)
- Mobile Phone Insurance 2015 (Upcoming – May 2015)
- Pet Insurance and Claims (Upcoming – July 2015)
- Dental Plans 2015 (Upcoming – September 2015)
- Funeral Planning 2015 (Upcoming – September 2015)
- Young Drivers and Motor Insurance (Upcoming – October 2015)
- SME Insurance (Upcoming – November 2015)

Published Reports

- Dentists & Dental Care 2013
- Dental Plans 2014
- Funeral Planning 2013
- Funeral Planning 2014
- Healthcare Choices: NHS versus Private 2013
- Home Appliances – Extended Warranties 2013
- Home Protection 2011
- Home Protection 2013
- Insurance 2011
- Insurance and Risk 2011
- Insurance – Perceptions of Value 2013
- Insurance Reputation and Perceptions of Value 2014
- Life and Health Protection 2012
- Life and Health Protection 2014
- Life and Health Protection 2015
- Mobile Phone Insurance Claims: A Customer Journey 2012
- Mobile Phone Insurance Claims: A Customer Journey 2013
- Mobile Phone Insurance Claims 2014
- Motor Insurance– Innovations and Legislation 2013
- Motor Insurance – Purchase and Claims Experience 2013
- Motor Insurance 2014 – Ownership and Claims
- Motor Protection 2011
- Personal Injury 2012
- Personal Injury 2013
- Personal Injury 2014
- Pet Insurance 2012
- Pet Insurance and Claims 2014
- SME Insurance 2013
- SME Insurance 2014
- Social Media and Financial Services 2012
- Specialist Insurance 2014
- Student Finances 2011
- Student Finances 2012
- Student Finances 2014
- Travel Insurance 2011
- Travel and Claims 2014
- Trust in Financial Services 2012
- Young Drivers and Motor Insurance 2014

Legal

Upcoming Reports

- Consumer Legal Services 2015 (Upcoming – February 2015)
- Personal Injury 2015 (Upcoming – April 2015)
- Family Law 2015 (Upcoming – June 2015)
- Business Legal Services 2015 (Upcoming – August 2015)
- Conveyancing 2015 (Upcoming – October 2015)
- Wills and Probate 2015 (Upcoming – November 2015)

Published Reports

- Business Legal Services 2011
- Business Legal Services 2013
- Business Legal Services 2014
- Consumer Legal Services 2011
- Consumer Legal Services 2013
- Consumer Legal Services 2014
- Conveyancing 2014
- Employment Law 2014
- Employment Law 2015
- Family Law: Divorce 2013
- Family Law 2014
- Home Buying and Selling 2012
- Personal Injury 2012
- Personal Injury 2013
- Personal Injury 2014
- Wills and Probate 2013
- Wills and Probate 2014

Lifestyle & Society

Upcoming Reports

- Funeral Planning 2015 (Upcoming – September 2015)

Published reports

- Activity and Adventure Holidays 2013
- Ageing Gracefully: Targeting the Over 45s 2012
- Alpha Mums 2013
- Automobiles – The Customer Journey 2012
- Baby Boomers: Lifestyles of the Over-45s 2011
- Britain's Health Story 2012
- Car Warranties 2012
- City Cars 2012
- Corporate Social Responsibility (CSR) and Community Relations 2013
- Development of UK Alcohol Consumption 2011
- Ethical Living 2011
- Funeral Planning 2013
- Funeral Planning 2014
- Gardening 2012
- Gardening 2011
- Green and Electric Cars 2012
- Marketing to Children 2011
- Marketing to Children: Parents Attitudes and Children's Behaviours 2013
- Online Dating Services 2013
- Online Gambling 2011
- Online Habits 2011
- Petrol and Forecourts 2010
- Petrol, Oils & Lubricants 2011
- Pubs and Bars 2011
- Pubs and Bars 2013
- School Leavers and First Jobs 2013
- Sports Venue Experience 2012
- Student Lifestyles 2010
- The British Mindset 2011
- The UK Wedding Market 2011
- Toys and Play 2011
- Trust Benchmarks Across Industries 2013
- UK Car Market 2011

Media and Entertainment

Upcoming Reports

- Magazine Consumption 2015 (Upcoming – February 2015)
- Music Consumption 2015 (Upcoming – August 2015)
- New Generations and the Future of Radio 2015 (Upcoming – October 2015)

Published reports

- Children and Their Reading 2013
- Digital Magazines 2013
- Digital News 2012
- Freesheets 2013
- Live Music 2012
- Magazine Consumption 2012
- Magazine Consumption 2013
- Marketing to Children 2011
- Marketing to Children: Parents Attitudes and Children's Behaviour 2013
- Media Consumption 2011
- Music 2012
- Music Consumption 2012
- Music Consumption 2014
- Music Festivals: 2011/2012 Season
- Music Festivals 2013
- Music Festivals 2014: Pre Season
- New Generations and the Future of Radio 2013
- New Generations and the Future of Radio 2014
- Newspaper Consumption 2012
- Pub Sports Viewing 2011
- Social Media Journey 2012
- Social Media Journey 2013
- Social Media 2014
- Sports Venue Experience 2012
- The Future of Digital Consumption: Kids & Adults 2013
- The Future of Digital Consumption 2014
- TV & Cinema Film Viewing in an Online World 2013

Mortgages

Upcoming Reports

- Mortgages: First Time Buyers 2015 (Upcoming – May 2015)
- Impact of Changing Interest Rates on Mortgage Holders 2015 (Upcoming – October 2015)
- Buy-to-let 2015 (Upcoming – December 2015)

Published reports

- Buy-to-let: Landlords and Mortgages 2013
- Buy-to-let 2014
- First Time Buyers 2013
- First Time Buyers 2014
- Home Buying & Selling 2012
- Impact of Changing Interest Rates on Mortgage Holders 2014
- Mortgages 2011
- Mortgages 2012
- Mortgage Brokers 2012
- Mortgages: The Customer Experience 2014
- Mortgage Customer Journey 2011
- Mortgage Market Review 2013

Pensions, Savings & Investments

Upcoming Reports

- Investment Products 2015 (Upcoming – February 2015)
- Wealthy Investors 2015 (Upcoming – March 2015)
- Workplace Pensions (Upcoming – June 2015)
- Understanding Pensions and Retirement 2015 (Upcoming – September 2015)

Published reports

- Changing Economics of Children's Pocket Money 2013
- Children's Saving Products 2012
- Children's Savings Accounts and Products 2014
- Household Finances 2011
- Investment Products 2014
- Pensions 2011
- Pensions & Investments: Retirement Planning and Gender 2013
- Pensions, Savings and Investments: Lost Account Gaps 2013
- Retirement Planning 2011
- Savings and Investments 2011
- Savings and Investments Customer Journey 2012
- Savings & Investments: Information, Purchase and Communications 2014
- Savings - Deferred Consumption and Risk 2014
- Social Media and Financial Services 2012
- Trust in Pensions 2014
- Trust in Financial Services 2012
- Understanding Pensions and Retirement 2014
- Wealthy Investors 2011
- Wealthy Investors 2013
- Wealthy Investors 2014
- Workplace Pension Schemes (NEST) 2012
- Workplace Pension Schemes 2014

Retail

Upcoming Reports

- Future of the High Street 2015 (Upcoming May 2015)

Published reports

- Airports – Retail Opportunities 2013
- Bicycles 2012
- Catalogues and Mail Order Shopping 2012
- Charity Shops 2010
- Christmas Spending Review
- Consumer Choices in Own-Label Grocery 2012
- Discount/Budget Retailing 2013
- Farmers Markets 2013
- Greeting Cards 2011
- Greetings Cards 2013
- Halloween and Bonfire Night 2012
- High Street Fashion 2010
- Home Appliance – Online vs. Offline – Delivery, Fitting and Disposal 2013
- Household Cleaning Products 2011
- Household Goods Retailing 2010
- Household Paper Products 2011
- Houseplants and Cut Flowers 2011
- In-store Promotions 2013
- Laundry 2011
- Local Store Shopping 2010
- Loyalty Cards 2010
- Loyalty Schemes 2011
- Loyalty Schemes and Cards 2013
- Luxury Goods 2011
- Non-Food Retailing 2010
- Online Grocery Shopping 2011
- Online Shopping 2010
- Opticians 2011
- Opticians 2013
- Paying for Time: The Future of Retailing 2011
- Pet Products 2011
- Precious Jewellery 2011
- Retail Electronics 2012
- Retail Electronics 2013
- Shopping Centres and Retail Parks 2012
- Smart Appliances 2012
- Soft Furnishings 2012
- Stationery 2013
- Supermarkets: Loyalty and Switching 2011
- Supermarket Shopping 2010
- Toys & Games 2011
- Toys & Play 2011
- TV Retailing: Gaining and Maintaining a Competitive Advantage 2013

Technology

Upcoming Reports

- Device Connectivity 2015 (Upcoming – February 2015)
- Mobile Phones 2015 (Upcoming – April 2015)
- 4G 2015 (Upcoming – June 2015)
- Mobile Payments 2015 (Upcoming – November 2015)
- TV's 2015 (Upcoming – December 2015)

Published reports

- 4G Tariffs 2013
- 4G Tariffs 2014
- Cameras and Camcorders 2011
- Connected Devices 2014
- Connected Fitness Devices 2013
- Consumerisation of IT 2012
- Desktop PCs and Printers 2011
- Digital News 2012
- Early Adopters 2011
- E-commerce: Trust in Online Transactions
- Gaming 2011
- Handsets and Apps 2011
- Home Entertainment 2011
- In-Home Connectivity 2013
- Internet Service Providers 2011
- Internet Services Providers: Key Drivers of Retention 2013
- Laptops, Tablets & Netbooks 2011
- Mobile Payments 2014
- Mobile Phone Tariffs 2011
- Mobile Phones: The Purchase Path 2013
- Multi-Screening: Competition for our Attention 2013
- PMPs, e-readers and Handheld Gaming Devices 2011
- Portable Speakers and Headphones 2013
- Public Wi-Fi Spots 2014
- Retail Electronics 2012
- Retail Electronics: Online Vs. Offline Purchasing 2013
- Smartphones & Sat Navs 2011
- SMEs: IT Procurement 2013
- Switching Off: Technology & the Work/Life Balance 2014
- Technical Support Services for Consumer Electronics 2013
- Televisions: Ownership, Hardware and Innovations 2014
- The Future of Mobile Digital and Contactless Payments 2013
- The Future of Digital Consumption: Kids & Adults 2013
- The Future of Digital Consumption 2014
- TV Retailing: Gaining and Maintaining a Competitive Advantage
- Voice over Internet Protocol (VoIP) Services 2014

Travel

Upcoming Reports

- Travel Money 2015 (Upcoming – July 2015)

Published reports

- Activity and Adventure Holidays 2013
- Airports – Retail Opportunities 2013
- Holiday Money 2011
- Holiday Money 2014
- Holiday Travel 2010
- Hotels 2011
- Ocean Cruising 2012
- The Railway Passenger 2012
- The Tech-Aware Traveller 2011
- Travel and Claims 2014
- Travel Insurance 2011
- Youth Travel 2012

Utilities

Published Reports

- Alternative Energy 2012
- Household Energy Efficiency 2012
- Insulation 2013
- Utilities 2011
- Utilities Customers: Price Comparison Websites 2013
- Utilities Customers: Switchers One Year On 2013
- Utilities: Energy and the Consumer 2014
- Utilities: Key Drivers of Retention 2012
- Utilities: Smart Meters 2013
- Utilities: Switching 2012
- Utilities: Tariffs and Loyalty 2013

International

Upcoming Reports

- Food Safety in China 2015 (Upcoming – February 2015)

Published Reports

- Gardening: Australia 2013
- Gardening: Austria 2012
- Gardening: Denmark 2012
- Gardening: France 2012
- Gardening: Germany 2012
- Gardening: Italy 2012
- Gardening: Poland 2012
- Gardening: Russia 2014
- Gardening: Spain 2012
- Gardening: Sweden 2012
- Gardening: Switzerland 2012
- Gardening: UK 2012
- Snacking in France 2011
- Swedish Beef 2013

Provisional Upcoming Reports

January 2015 – December 2015

- 4G 2015
- Airports 2015
- Alcohol Consumption in the UK 2015
- App Usage 2015
- Business Legal 2015
- Buy to Let 2015
- Care Home Catering 2015
- Challenger Banks 2015
- Children's Saving Accounts/Products 2015
- Clothes and Fashion 2015
- Conveyancing 2015
- Credit and Debit Cards 2015
- Current Accounts 2015
- Dairy 2015
- Dating Websites 2015
- Dental Plans 2015
- Device Connectivity 2015
- Domestic/SMART Appliances 2015
- Family Law 2015
- Food Safety in China 2015
- Funeral Planning 2015
- Future of the High Street 2015
- Gambling 2015
- Gaming 2015
- Global Wealth Study 2015
- Gyms and Health Clubs 2015
- Holidays 2015
- Home Insurance 2015
- Impact of Changing Interest Rates on Mortgage Holders 2015
- Investment Products 2015
- Legal Services 2015
- Lifestyle Attitudes 2015
- Magazine Consumption 2015
- Meat and Poultry 2015
- Mobile Payments 2015
- Mobile Phones 2015
- Mobile Phone Insurance 2015
- Mortgage Customer Experience 2015
- Mortgages: First Time Buyers 2015
- Motor Insurance 2015
- Music Consumption 2015
- New Generations and the Future of Radio 2015
- Newspaper Consumption 2015
- Non-Standard Lending 2015
- Packaged Bank Accounts 2015
- Personal Injury 2015
- Pet Insurance and Claims 2015
- Potatoes 2015
- Pub Catering 2015
- Restaurants and Eating Out 2015
- Retail Banking 2015
- Retailing 2015
- Schools and Nurseries Catering 2015
- Smaller Domestic Appliances 2015
- SME Banking 2015
- SME Insurance 2015
- Snacking 2015
- Social Media 2015
- Sports Brands 2015
- Student Finances 2015
- Travel Money 2015
- TV Consumption 2015
- TVs 2015
- Understanding Pensions and Retirement 2015
- University Catering 2015
- Wealthy Investors 2015
- Wellness 2015
- Wills and Probate 2015
- Workplace Catering 2015
- Workplace Pensions 2015
- Young Drivers: Motor Insurance 2015

