

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.



YouGov Profiles

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.

| | THE "BUSINESS ELITE" GROUP ARE MORE LIKELY TO.... | THE 'FAMILY VALUE' 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, AU 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. Willem Dafoe. 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 - planandtrackuk@yougov.com or **020 7012 6299**.

