

## 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 behavior and social media engagement. Attitudes. Opinions. Demographics. Lifestyle. More than 100,000 data points from more than 150,000 respondents – updated continuously.



### DEMOGRAPHICS AND LIFESTYLE

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



### BRAND USAGE AND PERCEPTIONS

Understand usage and perception of nearly 1,500 brands (across 46 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 people's behavior.



### MEDIA CONSUMPTION

Analyse consumption of above-the-line media on a daily basis. This includes TV viewership at the channel level, genre level and program level classifications, radio listenership (40+ key commercial stations), and print readership (national and local).



### ONLINE AND MOBILE BEHAVIOR

Identify actual (passively tracked) online and application usage (from desktops, laptops, smartphones and tablets) from every website and mobile application.



### 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 in the US to see how they differ from one another.

	<b>THE "SOCCER MOMS" GROUP IS MORE LIKELY TO</b>	<b>THE 'TECH FANATICS' GROUP IS MORE LIKELY TO</b>
Watch these TV shows	True Blood, Biggest Loser, Modern Family, Parenthood, Revenge	Marvel Agents of S.H.I.E.L.D., Silicon Valley, Game of Thrones, Bob's Burgers, Sleepy Hollow
Shop at these retailers	Target, Costco, Kohl's, Macy's, Lowe's	Gamestop, Bosch, Best Buy, Ikea, Sears
Stay at these hotels and fly these airlines	Southwest, Delta, United, Marriott, American Airlines	Hilton, Ramada, Residence Inn, Hyatt
Use these devices	Nintendo Wii, Xbox, Apple TV, PlayStation, iPhone	SanDisk, PlayStation, Microsoft, EA, Intel
Magazine genres read	Home, Parenting, Family, Beauty, Fashion	Technology, Gaming, Automotive, Financial/Economic, Professional/Trade
Have an interest in	Parenting, Beauty Care, Books, Home & Garden, Fashion and Style	Technology, Science, Websites, Video Games, World news
Like these music artists	WHAM!, Nelly Furtado, Rob Zombie, Lenny Kravitz, Sarah Maclachlan	Queen, Pink Floyd, Jimi Hendrix, Carlos Santana, Led Zeppelin
Eat at these places	Starbucks, McDonald's, Wendy's, Chick-Fil-A, Sonic	Dominos, A&W, Popeyes, Chipotle, Burger King
Like these actors	Jason Sudeikis, Matthew Morrison, Ryan Reynolds, Jesse Eisenberg, Ian Somerhalder	Robert Downey Jr., Robin Williams, Johnny Depp, Mila Kunis, Morgan Freeman
Like these movies	The Notebook, The Nightmare Before Christmas, Pretty Woman, Dirty Dancing, Shrek Forever After	Star Wars, The Matrix, The Lord of the Rings, Back to the Future, Iron Man
Drive a	Honda, Toyota, Nissan, Kia, Audi	Audi, Infiniti, Kia, Mitsubishi

