YouGov Profiles

Understand and target key consumer segments

YouGov are constantly capturing large amounts of data from millions of individuals from our global panel. We collect and connect data on brand usage and perception, lifestyle, hobbies and interests, and media and social media consumption.

By using YouGov Profiles brands and their agencies can access all this data and explore and understand consumer segments with greater granularity and accuracy than ever before.

YouGov Profiles is updated every week!

WHAT CORE DATA IS AVAILABLE IN YOUGOV PROFILES?

DEMOGRAPHICS
General demographic makeup, house type, economic situation, education, occupation and personal and household income.

POLITICS
News interest and opinion on political topics such as EU, climate change, euthanasia, cannabis, surveillance etc.

BRAND USAGE AND PERCEPTIONS
Understand usage and perception of 200 brands on metrics such as awareness, usage, image, purchase intent, ad awareness, publicity scale and word of mouth.

MEDIA
Media consumption, interest in new tecnology and device and app usage. Opinion on media and advertising and mobile and social media usage.

CONSUMER AND LIFESTYLE
Lifestyle, sport activities and hobbies, holiday types, internet usage and online shopping, consumer attitudes and grocery shopping.

PERSONALITY AND HEALTH
Attitudes to beauty, fashion, career and belief, training and health.

YouGov Profiles

12%
of the population

Early adopter of technology

To help you understand YouGov Profiles we've delved into Profiles to analyse the early adopter of technology.

47%
People tend to ask me for advice before buying things
(vs 18% of nation)

72%
are male
(vs 49% of nation)

33%
are aged 18-29
(vs 19% of nation)

11%
Higher university degree
(vs 7% of nation)

Why use YouGov Profiles

Profile advanced segments quickly. Understand in more depth the key differences between the satisfied and dissatisfied customers of a brand.

Formulate more relevant and targeted communications. Develop propositions and messages that are unique to different segments and maximize cut-through.

Design tailored channel strategies. Find the channels that are most likely to drive consumer interaction with brands