YouGov Global Profiles
Unrivaled global audience intelligence

Understand your audience in the markets that matter most to you, with 1000+ consistent questions across 48 markets.

YouGov Global Profiles allows you to build detailed portraits of your audience, comparing and contrasting across key markets.

Monitor trends, purchase behavior, media consumption and more with access to thousands of globally consistent demographic, psychographic, attitudinal and behavioral consumer metrics.

Create impactful global strategies, campaigns and partnerships within a single, powerful, easy-to-use dashboard. Unlock quarterly data updates across over 1000 questions and hundreds of thousands of datapoints.

Client benefits
Fast, reliable data, offering you:

<table>
<thead>
<tr>
<th>Consistent questions</th>
<th>Easily compare and contrast audiences, with an unrivalled 1000+ consistent questions across 48 markets.</th>
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<tbody>
<tr>
<td>Coverage</td>
<td>Hundreds of thousands of data variables on media consumption, attitudes and more.</td>
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<td>Cost-effective</td>
<td>Benefit from our cost-effective ‘seat’ model pricing, enabling you to decide product access at a user level.</td>
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Key features

**Quality data**
Access industry leading, globally consistent audience profiling data.

**Signature metrics**
The largest globally consistent selection of demographics, psychographics, attitudinal and behavioral consumer metrics.

**Multi-market comparison**
Easily build analyses comparing and contrasting audience data from different markets.

**Flexible access model**
Purchase access to YouGov Global Profiles for the teams who need it most with our cost-effective ‘seat’ model pricing.

**Dive deeper**
Replicate your global audience within local markets in YouGov’s other living data products for more granular insights.

Use cases

YouGov Global Profiles enables you to:

- **Define** your target audience in detail across each market
- **Build** consistent audiences, comparable across markets
- **Examine** your audience’s preferences and habits
- **Understand** your global audience’s views and attitudes
- **Compare** your audience across markets to spot affinities and key differences
- **Recognize** global trends
- **Design** impactful global campaigns
- **Identify** suitable advertising and sponsorship partners
### Variables

YouGov Global Profiles holds hundreds of thousands of data variables about YouGov panellists worldwide. Use everything you never knew about your audience to build a granular portrait.

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<tr>
<th>Media consumption</th>
<th>Attitudes and opinion</th>
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<tbody>
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<td>Analyze consumption of media across multiple channels, including TV, music streaming, cinema, radio, podcasts and more, understanding things like frequency, recency, services used and time spent.</td>
<td>Measure attitudinal and opinion data from a variety of topics around the values and beliefs that drive people’s behavior.</td>
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<th>Social media engagement</th>
<th>Demographics and lifestyle</th>
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<td>Review social media engagement across major platforms including Facebook, Instagram and more.</td>
<td>Segment on a wide number of categories including general demographic makeup, economic situation, occupation, category specific usage and behavior, interests, hobbies and more.</td>
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YouGov is an international research, data and analytics group. We have been building an ever-growing source of consumer data for over 20 years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what 17 million+ registered panel members in over 55 markets are thinking, on over a million - and growing - data points. Re-Contact and dig deeper to explore, plan, activate and track marketing activity with certainty, at speed, every time. Living Consumer Intelligence.

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