YouGov Teen Profiles
Authentic insights from 13–17-year-olds

Future-proof your marketing strategy with authentic data intelligence on teen behaviors and attitudes.

YouGov Teen Profiles allows you to engage directly with 13-17-year-olds living in the US via their responses to a varied, age-appropriate survey covering everything that matters to them - and you. Media consumption, gaming, sports, retail, online habits, and more; YouGov Teen Profiles brings you actionable data intelligence on all the latest views and behaviors of young people. Get everything you need to optimize seamless interactions with teenagers, for maximum effect.

Client benefits
Discover everything you don’t know about your audience

Direct responses
Teenagers are surveyed directly, answering questions spanning a broad, but always relevant, range of topics.

Get ahead of the curve
Keep up with today’s hot topics, ensuring your brand has a voice in topical conversation. Get to know tomorrow’s tastemakers before they’re even on your competitors’ radar.

Unlock actionable insights
Understand how to reach target teen audiences in the right place at the right time, so your campaigns land with impact.
### Key features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Authentic</td>
<td>Get real answers to essential questions answered directly by 13-17-year-olds – not third party speculation.</td>
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<td>Native</td>
<td>Engage with young people on their digital home turf, powered by YouGov’s proprietary messaging tech - YouGov Chat.</td>
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<td>Secure</td>
<td>Access fully opt-in, CCPA and GDPR compliant user data.</td>
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<td>On-the-pulse</td>
<td>Stay relevant, with monthly data refreshes.</td>
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<td>Segment-relevant sample</td>
<td>Discover what’s driving the latest trends, with data on attitudes towards brands, gaming, esports, digital media, influencers, sports and more.</td>
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<td>Intuitive data analysis</td>
<td>Easily access your data in our proprietary data analysis platform, YouGov Crunch - designed for simple, yet powerful, deep data analysis.</td>
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### Use cases

**YouGov Teen Profiles enables you to:**

- **Unlock** future trends, observing their development over each month
- **Understand** where and how to reach this influential audience by learning their habits and behaviors
- **Align** your campaigns and messaging with the topics that matter most to young people
- **Access** the specific intelligence you need from this demographic, with your own customized questions on request
- **Nurture** future generations of customers