

# YouGov

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## **Brief**

**What does 120,000 data points look like? How do you communicate the idea of “a lot”? This brief ask you to visually explain the power of YouGov profiles as a tool of planning for YouGov clients. This brief is about visual storytelling. Help new clients understand how much data YouGov Profiles has and the impact it can have.**

# What YouGov Offers?

Brand Index

Brand Perception Tracker

Consumer Behaviour

Profiles

Customer Research

Reports

Sectors

Knowledge Bank

**HONDA**

The Power of Dreams

## Current Customer

Category	Variable	Entity	Answer	zscore	Index	Target group %	Target group base	Control group %	Control group base	Diff
Brand usage & perceptions / Cars & Motoring / Car Brands	Current Customer	Honda	Honda	Infinity	Infinity	100%	939	0%	30903	100.00
Brand usage & perceptions / Cars & Motoring / Car Brands	Satisfaction	Honda	Honda	144.89	3645	94%	939	3%	30903	91.89
Brand usage & perceptions / Cars & Motoring / Car Brands	Recommend	Honda	Honda	71.58	705	84%	939	12%	30903	72.46
Brand usage & perceptions / Cars & Motoring / Car Brands	Impression	Honda	Honda	68.50	368	88%	939	24%	30903	63.86
Consumer / Car usage and vehicle type	Car 1 - make		Honda	62.45	15920	78%	815	0%	26893	77.37
Brand usage & perceptions / Cars & Motoring / Car Brands	Aided Brand Awareness	Honda	Honda	57.05	109	100%	939	91%	30903	8.51
Brand usage & perceptions / Cars & Motoring / Car Brands	Consideration	Honda	Honda	56.44	577	78%	939	14%	30903	64.78
Brand usage & perceptions / Cars & Motoring / Car Brands	Quality	Honda	Honda	51.63	385	79%	939	21%	30903	58.69
Brand usage & perceptions / Cars & Motoring / Car Brands	Value	Honda	Honda	38.10	546	63%	939	11%	30903	51.15
Brand usage & perceptions / Cars & Motoring / Car Brands	Purchase Intent	Honda	Honda	37.59	3219	53%	939	2%	30903	51.68

# Male Customers

Category	Variable	Entity	Answer	zscore	Index	Target group %	Target group base	Control group %	Control group base	Diff
Brand usage & perceptions / Cars & Motoring / Car Brands	Ad Awareness	Honda	Yes	Infinity	Infinity	100%	1741	0%	30101	100.00
Brand usage & perceptions / Cars & Motoring / Car Brands	Aided Brand Awareness	Honda	Aware	57.16	110	100%	1741	91%	30101	8.74
Brand usage & perceptions / Cars & Motoring / Car Brands	Quality	Honda	Positive	28.98	254	52%	1741	21%	30101	31.60
Brand usage & perceptions / Cars & Motoring / Car Brands	Recommend	Honda	Positive	28.69	348	43%	1741	12%	30101	30.84
Brand usage & perceptions / Cars & Motoring / Car Brands	Buzz	Honda	Positive	25.71	868	28%	1741	3%	30101	24.82
Brand usage & perceptions / Cars & Motoring / Car Brands	Value	Honda	Positive	22.67	301	35%	1741	12%	30101	23.49
Demographics / Core	Gender		Male	17.92	140	66%	1741	47%	30101	18.79
Brand usage & perceptions / Cars & Motoring / Car Brands	Satisfaction	Honda	Positive	17.50	433	19%	1741	4%	30101	14.93
Brand usage & perceptions / Cars & Motoring / Car Brands	Current Customer	Honda	Yes	14.32	529	13%	1741	2%	30101	10.24
Demographics / Core	Age (4-way) 18-24 / 25-39 / 40-54 / 55+		55+	13.53	145	48%	1741	33%	30101	14.86
Brand usage & perceptions / Cars & Motoring / Car Brands	Former Customer	Honda	Yes	11.00	325	11%	1741	3%	30101	7.31
Demographics / Core	Age (4-way) 18-24 / 25-39 / 40-54 / 55+		18-24	-3.23	83	10%	1741	13%	30101	-2.18
Demographics / Core	Age (4-way) 18-24 / 25-39 / 40-54 / 55+		40-54	-3.70	88	25%	1741	28%	30101	-3.54
								26%	30101	-9.14

# Female Customers

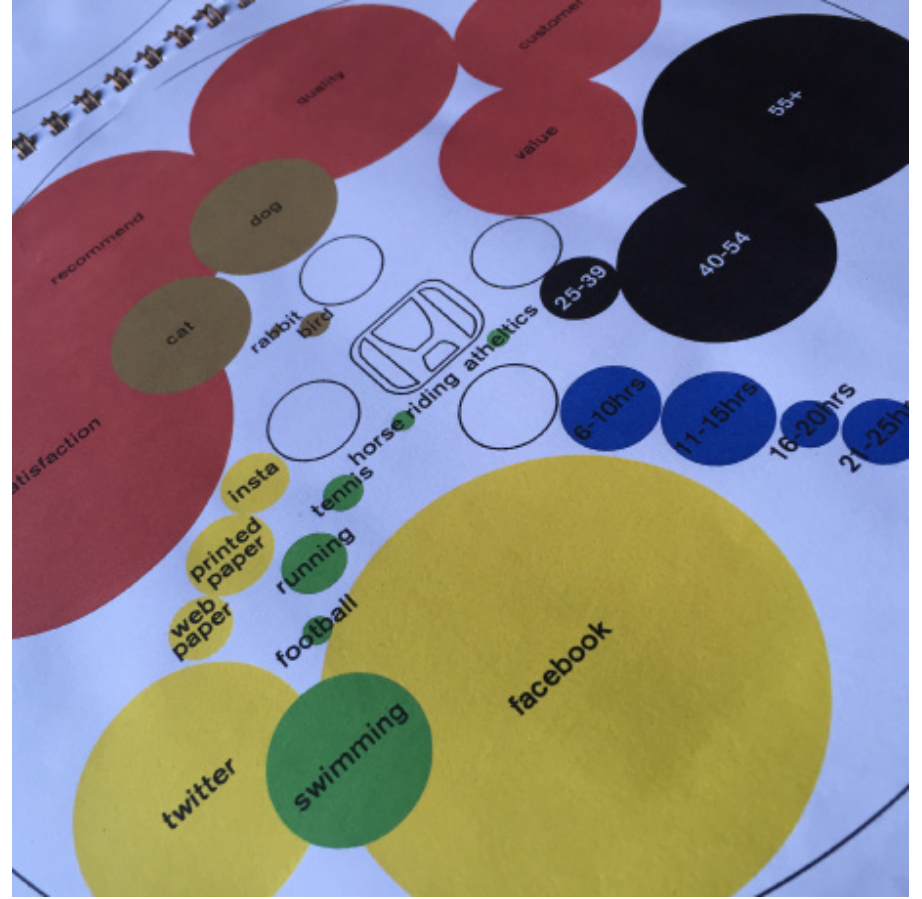
Category	Variable	Entity	Answer	zscore	Index	Target group %	Target group base	Control group %	Control group base	Diff
Brand usage & perceptions / Cars & Motoring / Car Brands	Satisfaction	Honda	Positive	58.93	2406	69%	1161	3%	30681	66.41
Brand usage & perceptions / Cars & Motoring / Car Brands	Aided Brand Awareness	Honda	Aware	56.98	109	100%	1161	91%	30681	8.57
Brand usage & perceptions / Cars & Motoring / Car Brands	Recommend	Honda	Positive	38.59	476	59%	1161	12%	30681	46.70
Brand usage & perceptions / Cars & Motoring / Car Brands	Impression	Honda	Positive	37.92	282	68%	1161	24%	30681	43.94
Brand usage & perceptions / Cars & Motoring / Car Brands	Quality	Honda	Positive	33.07	292	61%	1161	21%	30681	39.98
Brand usage & perceptions / Cars & Motoring / Car Brands	Value	Honda	Positive	21.83	317	38%	1161	12%	30681	26.11
Demographics / Core	Age (4-way) 18-24 / 25-39 / 40-54 / 55+		55+	14.49	151	52%	1161	34%	173323	17.69
Brand usage & perceptions / Cars & Motoring / Car Brands	Buzz	Honda	Positive	13.32	390	16%	1161	4%	30681	12.04
Brand usage & perceptions / Cars & Motoring / Car Brands	Ad Awareness	Honda	Yes	11.99	312	16%	1161	5%	30681	10.75
Demographics / Core	Age (4-way) 18-24 / 25-39 / 40-54 / 55+		40-54	6.71	129	35%	1161	27%	173323	7.81
Demographics / Core	Gender		Female	-6.42	85	44%	1161	52%	173323	-7.79

- Former customer
- Brand perception
- Age
- Usage on the internet
- Social networking sites
- Newspapers
- Sport
- Tv watched per week
- Devices
- Shopping lists
- Shoe shop
- Type of house
- hobbies
- Pet owned
- Job
- Family size
- Opinions
- Supermarkets









# EXPERIMENT

In each area would be where data will be shown

AGE FEMALE

TV FEMALE

MALE SPORT

PET FEMALE

FEMALE SPORT

BRAND PERCEPTION MALE

Social NET FEMALE

TV MALE

BRAND PERCEPTION FEMALE

T MALE

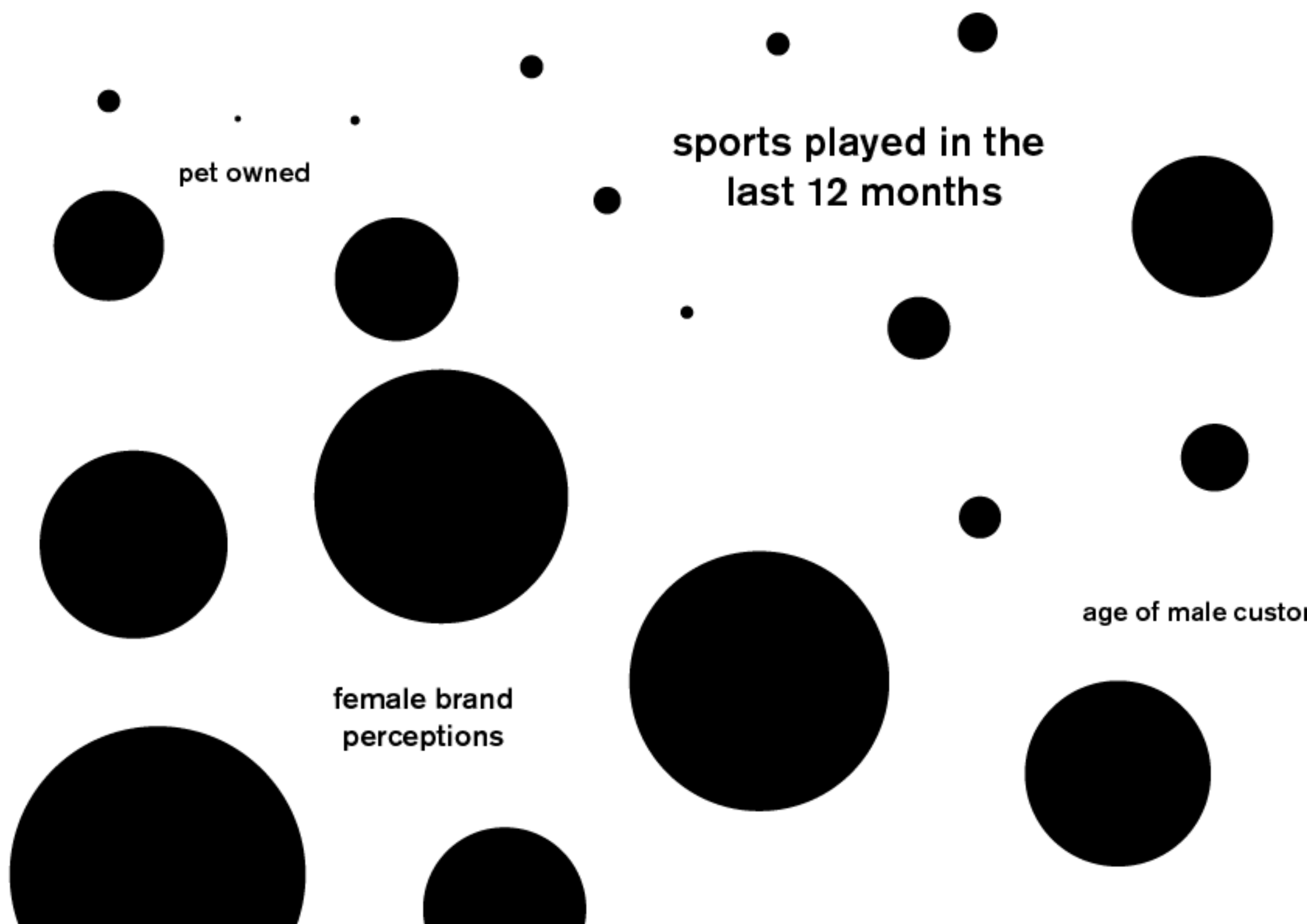
the thing

idea of every-thing connected to one route is fascinating. Although

AGE MALE

ial NET MALE

I feel to really make come alive I need to remove the data



pet owned

sports played in the  
last 12 months

female brand  
perceptions

age of male custom







