

A review of the resource *Audience Explorer*

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YouGov. (n.d.). *Audience Explorer*. YouGov Platform. <https://platform.yougov.com/audience>

Here's a new product for those doing market research. Launched in 2020, *Audience Explorer (AE)* is the free version of *YouGov Profiles*, a database of, "...hundreds of thousands of demographic, psychographic, attitudinal and behavioral consumer metrics" (YouGov, n.d.). The company behind both products, YouGov plc, is a UK-based publicly traded corporation that specializes in market and opinion research. YouGov employs over 1,000 people, has more than thirty-five offices world-wide, and recorded over \$200 million in revenue in 2020 (YouGov, 2020).

Although *AE* is free, regular users should create an *AE* account to access the full range of free information by clicking the 'Sign up for Free' link located towards the top right corner of the *AE* homepage. Registration requires your name, country, and email address. *AE* also lets users opt out of promotional emails.

To begin, researchers first select a country. Great Britain is the default, but *AE* allows searchers to pick from a growing list of countries including France, Germany, Italy, and the United States. With a country selected, users then choose from one of the following four categories: Brands, Attitudes, Personalities, and Entertainment. Each category includes subcategories. There are eighteen subcategories under Brands (e.g., Beverages, Health & Beauty, Retail), eighteen under Attitudes (e.g., Advertising, Finance, Energy & The Environment), two under Personalities (i.e., Sports Personalities, Public Figures) and twelve under Entertainment (e.g., Influencers, Movies, Music Artists).

Picking a sub-category presents a list of selectable items. For instance, after selecting United States, then choosing the category Brands, and then the subcategory Dining: Food & Drink, searchers can pick Arby's, Krispy Kreme, Tim Horton's, or one of 150 or so other entries. In a second example, the Brand subcategory, Travel & Leisure, also holding around 150 choices, includes listings such as Alaska Air, Hertz, and Motel 6. The number of items under each subcategory varies. For example, moving to the broad category Attitudes, the subcategories Health & Beauty and Retail each offer over eighty attitude statements (e.g., "A meatless diet is the healthier option," "I am willing to pay more for luxury brands"). On the other hand, the Attitudes subcategory Energy & The Environment provides just thirteen statements.

Having selected an item from a subcategory (e.g., Arby's), users then click the Explore this Audience button to display the profile. Information provided covers gender, age, region, attitudes, brands liked, media consumption, and hobbies/interests. For instance, selecting Red Bull, under the Brand subcategory Beverages, indicates that Red Bull retains strong appeal among males, people 25-34 years old, and those that reside in the western United States. Less interested are females, individuals aged 55+, and those that reside in the Midwest. Also listed are the five top preferences, ranked by difference from the national average, in the categories: advertising attitudes (e.g., "Sponsorship can help keep companies socially relevant"), general attitudes (e.g., "Online gambling should be legal"), most liked beverage brands (e.g., Mountain Dew), media preferences (e.g., Action [TV programs-genre, watched]), and hobbies and

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interests (e.g., Theme parks [free time activities]). When data is insufficient, users see, “There is no statistically significant data for this audience.” Similar profile information is available for the other three broad categories—Attitudes, Personalities, and Entertainment.

YouGov states that data come from a range of YouGov surveys such as the Daily Brand Index with 5,000 participants. Although not quite transparent, more source and methodology information is available at AE’s FAQ page < <https://tinyurl.com/3vae9f2r> >.

Download options are limited to selecting one or more profile data items (e.g., Gender and/or Age), and exporting items as one or more .png image files. The left side of the profile results page lists additional data choices (e.g., Buying Habits, Leisure & Entertainment, Work & Education) that are available by an upgrade purchase. Initial plan offerings appear to target individual users and are based on a two-week access purchase based by country and priced in British pounds. For example, a United States two-week access package costs £499 (about \$700). A “Contact Us” link is provided for information about other purchase options.

Audience Explorer is one of the few free resources that provides hard-to-find market information. Recommended for all academic libraries that support business programs.

References

YouGov. (n.d.). *Profiles: Audience intelligence & targeting*. Retrieved June 22, 2021, from <https://business.yougov.com/product/profiles>

YouGov. (2020). *YouGov annual report & accounts 2020*. https://corporate.yougov.com/documents/180/YouGov_AR2020_Bookmarked.pdf