

Data Coverage Map



800,000
Families surveyed
every year



56,000
IPs & brands
tracked



19-30s
Age-groups
surveyed



Real-time Data
Updated
Daily



Demographics

Age
Gender identity
Ethnicity
Country
Location within country
Family income (monthly)
Number of siblings
Household composition



Toys & Games

Board games played
Toy brands still bought,
collected, or played with
Playing games as a hobby
Time spent playing with
toys/games



Attitudes

Attitudes towards...

Adverts
Apps
Brands (clothing, food & drinks,
tech, etc.)
Characters
Celebrities/influencers
Esports
Films and TV shows
High street shops
Toys & games
TV platforms
Video games
Websites/socials
YouTube channels
Trust in socials, adverts, celebrities,
influencers, tv, websites and YouTube



Characters

Liked characters
Most favourite character
Ownership of/desire to own
character-related products
Interaction with characters
Favourite celebrity/influencer
Favourite TV shows
Favourite YouTube
Films watched
Film-related purchases
TV show-related purchases



Brands and Adverts

Top 3 most trusted advertising
platforms/sources
Most trusted family brand/product



Influencers

Favourite celebrity/influencer
Favourite YouTube
Favourite YouTube channel
New YouTubers watched
Trust in influencers
Interaction with influencers
Interaction with YouTubers
Ownership of/desire to own
YouTube-related products
Ownership of/desire to own
influencer-related products
Used sites or networks
Favourite site or network
Location of favourite ad
Advert impact on behaviour
Types of TikTok videos watched
Importance on shopping decision
(celebrity/influencer endorsements)



Social

Used sites or networks
Social media usage frequency
Social media impact on mental health
Favourite site or network
Favourite site/network rationale
Favourite YouTube
Favourite YouTube channel
YouTube viewing frequency
Online worlds engagement frequency
(Fortnite, Minecraft, Roblox, TikTok,
YouTube)
Online concerns
Types of TikTok videos watched
Trust in social media
Type of posts shared
Device access
Device ownership
Device usage patterns



YouTube

Favourite YouTuber
Interaction with YouTubers
Favourite YouTube channel
New YouTubers watched
Device usage patterns
Types of YouTube videos watched
Viewing trends across platforms
YouTube usage frequency
Ownership of/desire to own
YouTuber-related products



Devices

Device access
Device usage patterns
Daily device access schedule
Time spent on devices
Mobile network provider used
Mobile phone brand owned
Tablet brand owned
Console brand owned
Smart speaker brand owned
TV brand owned
Wearable/VR tech brands owned
Programming/coding knowledge



Music & Audio

Favourite artist/band
Interaction with favourite artist/band
Favourite music genres
Platforms used to listen to music
Podcasts listened to
Podcast genres listened to
Radio stations listened to this week
Time spent listening to music
Purchases related to favourite
music artist
Ownership of/desire to own
music artist/band-related products
TV show / film / video game / YouTuber
Smart speaker brands owned
Device access
Career aspirations (singer, musician)



Gaming & Esports

Gaming

Favourite video game
Video games liked
Interaction with favourite
video game
Actions performed on Call Of
Duty, EA FC 24, Fortnite, GTA V,
Fortnite, League of Legends
Gaming activity participation
Gaming console brand owned
Gaming motivators
Video game genres played
Ownership of/desire to own
video game-related products
Time spent playing
video games

Esports

Esports activity participation
Esports games watched



TV shows & Platforms

TV Shows

Favourite TV shows
Favourite TV show/film genres
Ownership of/desire to own
TV show-related products
TV channels watched in the last 4 weeks
TV channel that provides your
favourite content
TV show viewing motivators
Preferred platforms to engage/keep up
to date with favourite TV shows
Upcoming TV shows and series
Standard TV watching frequency
Time spent watching TV (school day/
weekend)
Favourite character
Interaction with characters
Activities done while watching TV

TV Platforms

Favourite TV platform
Favourite TV platform rationale
Favourite TV streaming service
Most watched TV platform (weekly)
TV services used at home
Streaming TV watching frequency
TV platforms viewing patterns



Films

Favourite film
Favourite film/TV show genre
Preferred platforms to keep up
to date with favourite films
Films recently watched at
the cinema
Ownership of/desire to own
TV show-related products
Interaction with favourite film
Films they are looking forward to
Planned cinema visits in the next
4 weeks
Cinema companions
Film-related purchases
Interaction with characters



Apps

Favourite app
Top 3 most used apps
New apps downloaded over
the last month
Device usage patterns
Used sites or networks
Favourite site or network
Favourite site/network rationale



Hobbies & Interests

Favourite hobby
Places they plan to visit in the next
4 weeks
Sports/activities played
Passion for different sports
Gaming motivators
Time spent doing activities
(school day/weekend)



Sports

Sports/activities played
Time spent playing sports
Favourite sports team
Age at which they picked their
favourite sports team
Ownership of/desire to own
products related to favourite
sports team
Actions/activities done in relation
to different sports
Sports contests they're most
passionate about



Money

Where they get their money from
Who they bank with
Age at which they decided
which bank would be their
main bank
Offline VS online spend
Saving money
Products/services they're saving up for
Money spent on products for themselves



Food & Drink

Favourite restaurant
Favourite drink
Favourite cereals and yoghurts
Favourite crisps & popcorn
Favourite biscuits and bars
Favourite chocolate and sweets
Food & drink selection criteria
Frequency of eating out



Fashion

Favourite trainer/clothing brand
Frequency of buying/selling
second hand/fast fashion clothes
Liked themes for clothing



Shopping

Favourite online shop
Favourite high street shop
Importance on shopping decision
Shopping agreement statements
Shops visited this month
Online VS Offline spend
Plans on spending money on 9 different
product categories over the next 3 months
Purchase, play, or collect habits
Preferred shopping location
Location where they spent most on
items other than groceries
Plans on buying from specific locations
in the next 4 weeks



Education & Awareness

Main topics of concern
Favourite subject at
university/further education
Personality traits
Self-awareness of actions
on the environment
Preference for eco-friendly brands



Reading

Favourite book genre
Favourite book title
Type of book formats read
Time spent reading
Ownership of/desire to own
book/magazine-related products
Interaction with favourite book/magazine



Housing & Employment

Employment

Current job
Seniority level
Current employment status
Plans on changing career/job within the
next 5 years
Job/career change rationale
Job/career they plan on changing to

Housing

Types of housing
Home ownership
Plans on moving out
Rental search channels

