YouGov profile variables

Notes

Note that the timing of YouGov profile variables is uncertain – these questions are asked reasonably regularly to ensure they are up-to-date, but a small number of respondents may not have taken a YouGov survey in some time. Users that wish to check the timing of the YouGov profile variables at w1 can contact Ben Geiger (ben.geiger@kcl.ac.uk) to request access time stamp variables for some of the core variables.

A further consequence of asking these questions repeatedly is that some fixed characteristics are reported differently in different waves – for example, a small number of people (n=28) report ages that do not make sense, including a small number that get younger between w2 and w3. Similarly, respondents may change how they recall their vote in the 2019 general election (28 cases differ between w2 and w3) or the Brexit referendum (106 cases differ between w2 and w3). The datasets show the current version of the profile variable at the time of the survey, but some users may wish to merge in the earliest version supplied in the data.

Questions

Response options are given in the data – question text is given here:

Social grade
See https://www.mrs.org.uk/resources/social-grade and
https://en.wikipedia.org/wiki/NRS_social_grade

Ethnicity
What ethnic group best describes you? Please select one option only. (We ask the question in this way so that it is consistent with Census definitions.)

Highest qual
What is the highest educational or work-related qualification you have?

profile_gross_personal
Gross PERSONAL income is an individual's total income received from all sources, including wages, salaries, or rents and before tax deductions...What is your gross personal income?

profile_gross_household
Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?

profile_GOR

Which area of the UK do you live in?

voted_ge_2019
Talking to people about the General Election in December 2019, we have found that a lot of people didn't manage to vote. How about you – did you manage to vote in the General Election?

pastvote_ge_2019
Which party did you vote for at the General Election in December 2019?

voted_ge_2019_ni
Talking to people about the General Election in December 2019, we have found that a lot of people didn't manage to vote. How about you – did you manage to vote in the General Election?

pastvote_ge_2019_ni
Which party did you vote for at the General Election in December 2019?

voted2017
Talking to people about the General Election in June 2017, we have found that a lot of people didn't manage to vote. How about you – did you manage to vote in the General Election?

pastvote_2017
Which party did you vote for in 2017?

pastvote_EURef
In the Referendum in 2016 on whether Britain should remain in or leave the European Union, which way did you vote, or did you not vote?

political_attention_2017
How much attention do you generally pay to politics?

politics_scale_profile_update
Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place yourself on this scale?

newspaper_read_12_months
Which, if any, of the following newspapers have you read a physical print edition of in the past 12 months? Please select all that apply.

newspaper_websites_visited
Which, if any, of the following newspaper websites have you visited in the past 30 days? Please select all that apply.

non_newspaper_websites_visited
Which non-newspaper websites, if any, do you visit for the purpose of seeing news (please include all websites, including those that you may have followed a link for)?

age
N/A - recoded from date of birth

profile_education_age
At what age did you finish full-time education?

profile_education_level
What is the highest educational or work-related qualification you have?

profile_gender
Are you...?

profile_gross_household
Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?

profile_gross_personal
Gross PERSONAL income is an individual's total income received from all sources, including wages, salaries, or rents and before tax deductions...What is your gross personal income?

profile_household_children
How many of the people in your household are under 18?

profile_household_size
How many people, including yourself, are there in your household? Please include both adults and children.

profile_lea
N/A - recoded from postcode

profile_marital_stat
What is your marital status?

profile_past_vote_2005
Thinking back to the General Election in May 2005, do you remember which party you voted for then - or perhaps you didn't vote?

profile_past_vote_2010
Thinking back to the General Election in May 2010, do you remember which party you voted for then - or perhaps you didn't vote?

profile_pcon_2010_new
N/A - recoded from postcode

profile_socialgrade_cie
NA

profile_work_industry
Please tell us which of the following options best describes the type of work you do?

profile_work_organisation
Please tell us which type of organisation you do or did work for.

profile_work_responsibility
How many people are you directly responsible for in your place of work?

profile_work_stat
Which of these applies to you?

profile_work_type
Please tell us which one of the following options best describes the sort of work you do. (If you are not working now, please tell us what you did in your last job.)

political_attention
How much attention do you generally pay to politics?

ONS_urban
N/A - recoded from postcode

profile_religion
Do you regard yourself as belonging to any particular religion, and if so, to which of these do you belong?

ethnicity_new
What ethnic group best describes you? Please select one option only. (We ask the question in this way so that it is consistent with Census definitions.)

parent
Are you a parent or guardian? Please select all that apply

sexuality
Which of the following best describes your sexuality?