YouGov

YouGov Behavioral

A brief overview of YouGov's new product for the Digisurvor Workshop

14th January 2026

Presented by **Adam McDonnell**, Head of UK Political & Academic Research, and;
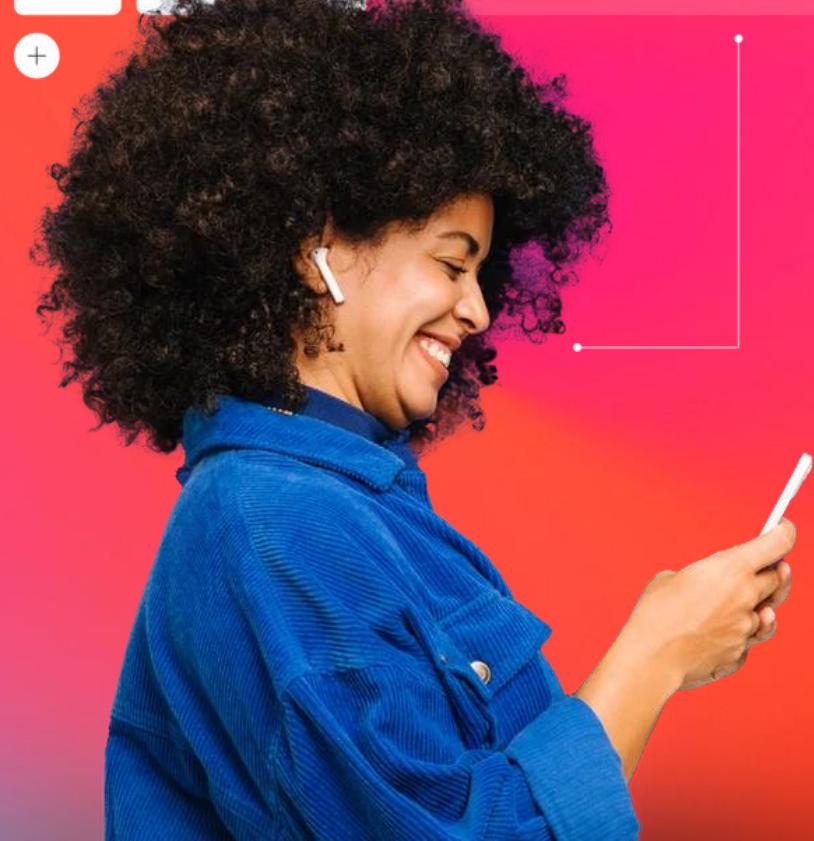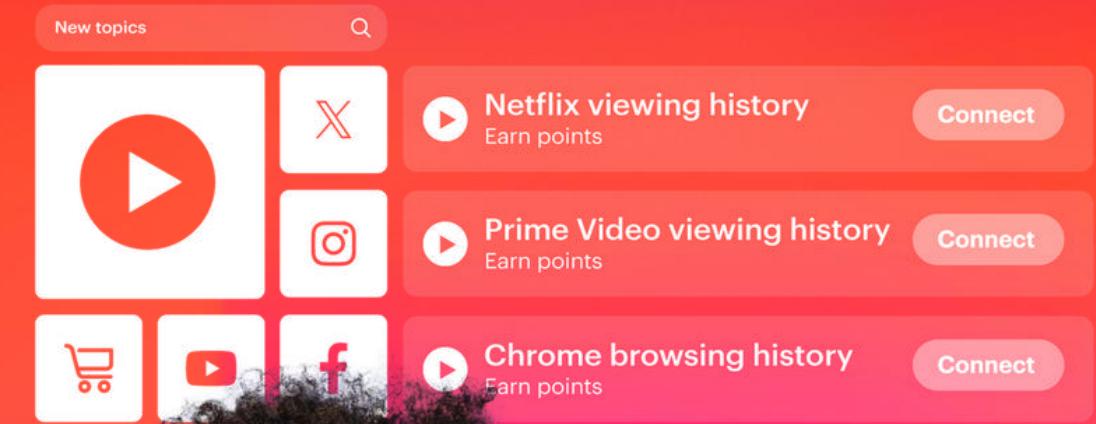
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What is behavioral data at YouGov?

Behavioral data is anything that records an action or behavior – this can be a a purchase, liking a social media post, or watching a film on a streaming site.
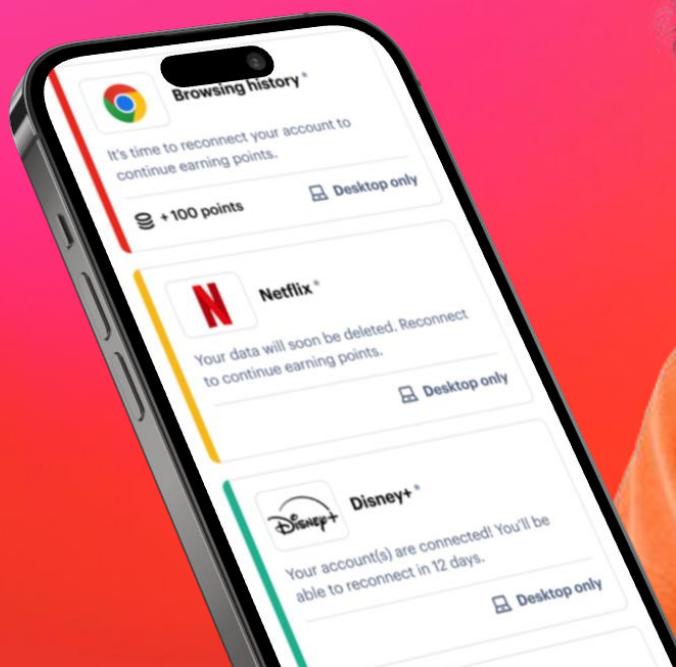
Connect opinion data from our industry-leading panel to variety of behavioral data sources.

Over 200,000+ panelists uploading per month across 12 countries.

YouGov

How it works

Existing YouGov panelists are invited to connect accounts across streaming and web platforms in exchange for monthly rewards.

How people upload data

- We invite panel members to upload & permission their behavioral data each week **via desktop or mobile app functionality.**

- With just a few clicks, they receive points, we receive verified audience data.

Robust, consented data

- Data collected is completely GDPR/CCPA compliant via a double opt-in consent.

- Data collected is verified at time of donation and not just self-reported.

One connected dataset

We can connect survey data to behavioral data for a deeper understanding.

YouGov® Behavioral

Behavioral data

- Chrome browser history including search and websites visited

- YouTube viewing history

- Chat GPT (UK coming soon)

- Amazon Prime, Netflix, Disney+, AppleTV+, Hulu, Paramount+ (CBS All Access) , MAX (HBO Max), Peacock

- Gaming data via Steam

Survey data
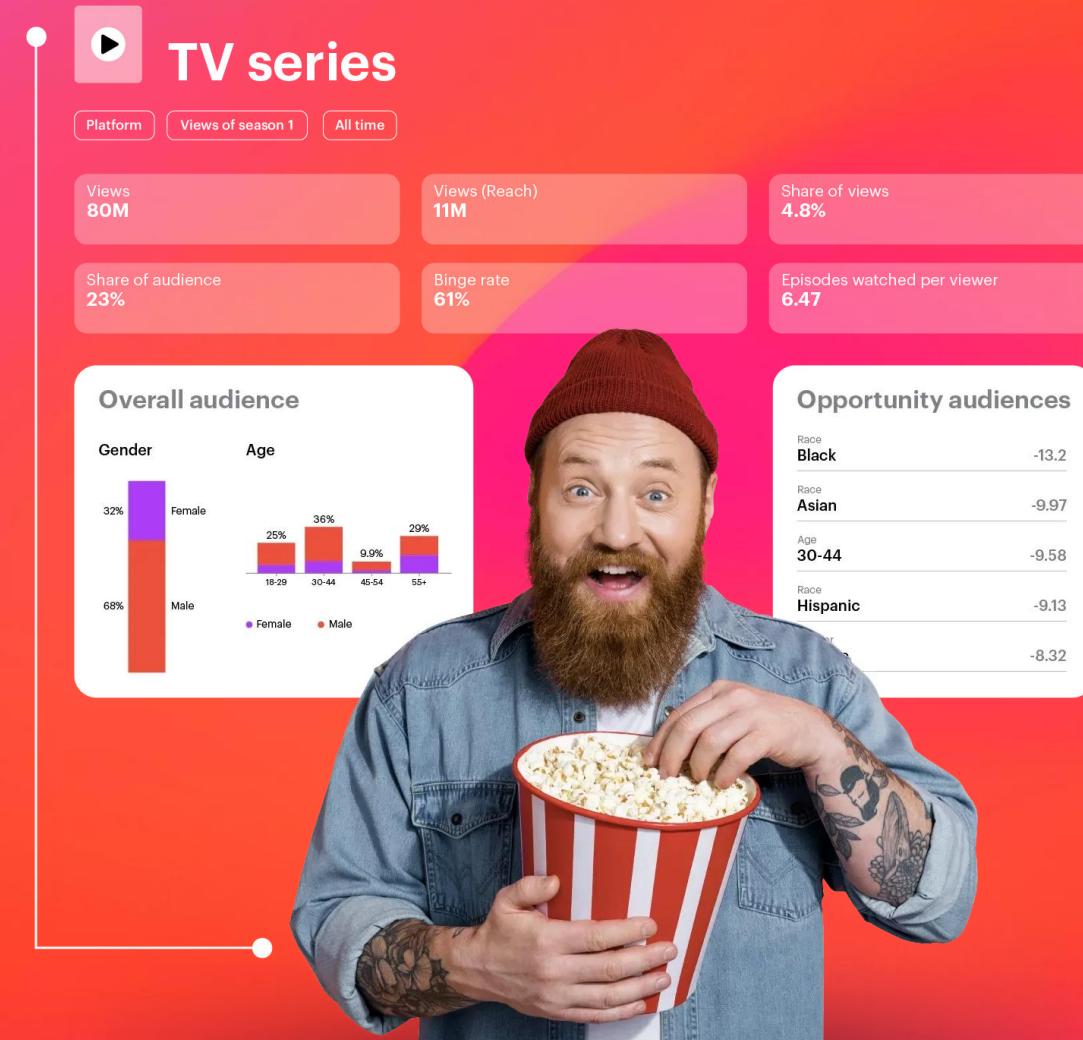
- Because all our behavioral data is collected from existing panelists, we already have hundreds of stored survey data variables be that attitudinal or demographic.

- We can actively target respondents who have provided behavioral data for bespoke surveys.

- **Currently available in**: US, UK, FR, ES, IT, DE, AU, CA, MX, BR, IN, PL, CO. Other markets coming soon: Sweden Netherlands, Argentina, Norway, Denmark, Finland, Peru, Japan, and S. Korea.

Aggregated behavioral data

The main use of our behavioral data is as a full-service product for our consumer clients wanting to gain greater insight on their audiences and build stories around their brand.

YouGov will create "journeys" combining behavioral datapoints and stored attitudinal variables.

TV series

Platform | Views of season 1 | All time

Views
80M

Views (Reach)
11M

Share of views
4.8%

Share of audience
23%

Binge rate
61%

Episodes watched per viewer
6.47

Overall audience

Gender

- 32% Female
- 68% Male

Age

- 25% 18-29
- 36% 30-44
- 9.9% 45-54
- 29% 55+

• Female • Male

Opportunity audiences

Race **Black**		-13.2
Race **Asian**		-9.97
Age **30-44**		-9.58
Race **Hispanic**		-9.13
		-8.32

Individual level behavioral data

With the correct permissions and data security measures in place, this data can also be shared at an individual level.

This individual level data combined with both fresh and existing survey data is where we see the benefit in the academic sphere.

Browsing

| Ever visited, Browsing: domains included in category "Category: Health"	retired women	Nationally representative
Pharmacy	73% 1,887	53% 13,823
Nutrition	52% 1,887	34% 13,823
Other Health	74% 1,887	58% 13,823
Products and Shopping	66% 1,887	49% 13,823
Healthcare Industry	82% 1,887	70% 13,823
Conditions and Diseases	48% 1,887	33% 13,823

chrome
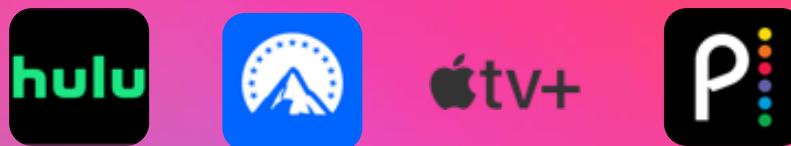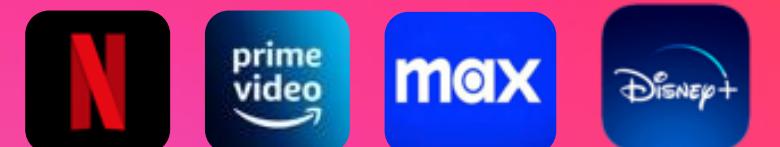
YouTube

Ever watched, YouTube channel included in category "Category: News & Politics"	PID = Republican	Nationally representative
Fox News	52% 3,571	38% 13,572
Sky News Australia	36% 3,571	24% 13,572
Ben Shapiro	26% 3,571	16% 13,572
The Rubin Report	23% 3,571	12% 13,572
Fox Business	30% 3,571	20% 13,572
BlazeTV	20% 3,571	10% 13,572

Media Consumption / Gaming

Ever watched, Netflix shows included in group "Titles starting with s"	18-29		Nationally representative	▼
Stranger Things	61%	1,089	62%	11,787
Squid Game	53%	1,089	47%	11,787
Shameless	33%	1,089	32%	11,787
Supernatural	27%	1,089	28%	11,787
Sex Education	29%	1,089	25%	11,787
Spenser Confidential	16%	1,089	25%	11,787
Schitt's Creek	17%	1,089	24%	11,787

Ever played, on Steam included in group "Titles starting with c"	Men aged 30-44 ▼		Nationally representative	
Crusader Kings II	16%	478	13%	2,950
Call of Duty®	15%	478	10%	2,950
Crab Game	15%	478	9%	2,950
Content Warning	15%	478	9%	2,950
Castle Crashers	14%	478	10%	2,950
Cyberpunk 2077	13%	478	10%	2,950
Company of Heroes 2	13%	478	11%	2,950
Counter-Strike: Condition Zero	11%	478	8%	2,950

Amazon

Ever bought, Amazon Shopping: items included in category "Category: Baby Products"	Parent ▾	Nationally representative
Baby Diapering Products	47% 528	19% 14,634
Baby Gifts	45% 528	19% 14,634
Baby & Toddler Feeding Supplies	41% 528	17% 14,634
Baby Activity & Entertainment Products	39% 528	18% 14,634
Baby Health & Care Products	37% 528	12% 14,634
Baby Care Products	35% 528	15% 14,634

amazon

Chat GPT

Thank you

If you have any questions or comments, please contact:
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