Core Profile Items

All YouGov panelists are asked a basic battery of questions - socio and political profile items when they join the panel. The variables are used for sampling and screening purposes. The core profile items are appended to datasets as standard procedure.

Variable List

Core Profile Items

Variable Name: birthyr

Updated: Every 27 months
Question Text: In what year were you born?
Values: Year

Variable Name: gender

Updated: Every 27 months
Question Text: Are you male or female?
Values:
1. Male
2. Female

Variable Name: race

Updated: Every 27 months
Question Text: What racial or ethnic group best describes you?
Values:
1. White
2. Black
3. Hispanic/Latino
4. Asian
5. Native American
8. Middle Eastern
6. Mixed Race
7. Other

Variable Name: educ

Updated: Every 12 months
Question Text: What is the highest level of education you have completed?
Values:
1. No high school degree
2. High school graduate
3. Some college, but no degree (yet)
4. 2-year college degree
5. 4-year college degree
6. Postgraduate degree

Variable Name: marstat

Updated: Every 12 months

Question Text: What is your marital status?

Values:

1. Married, living with spouse
2. Separated
3. Divorced
4. Widowed
5. Single, never married
6. Domestic partnership

Variable Name: child18

Updated: Every 12 months

Question Text: Are you the parent or guardian of any children under the age of 18?

Values:

1. Yes
2. No

Variable Name: employ

Updated: Every 6 months

Question Text: Which of the following best describes your current employment status?

Values:

1. Working full time now
2. Working part time now
3. Temporarily laid off
4. Unemployed
5. Retired
6. Permanently disabled
7. Taking care of home or family
8. Student
9. Other

Variable Name: faminc_new

Updated: Every 6 months

Question Text: Thinking back over the last year, what was your family's annual income?

Values:

1. Less than $10,000
2. $10,000 - $19,999
3. $20,000 - $29,999
4. $30,000 - $39,999
5. $40,000 - $49,999

6. $50,000 - $59,999
7. $60,000 - $69,999
8. $70,000 - $79,999
9. $80,000 - $99,999
10. $100,000 - $119,999
11. $120,000 - $149,999
12. $150,000 - $199,999
13. $200,000 - $249,999
14. $250,000 - $349,999
15. $350,000 - $499,999
16. $500,000 or more
97. Prefer not to say

Variable Name: inputstate

Updated: Every 12 months
Question Text: What is your State of Residence?
Values: State

Variable Name: pid3

Updated: Every 30 days
Question Text: Generally speaking, do you think of yourself as a…?
Values:
1. Democrat
   *If Democrat selected, ask the follow-up: Would you call yourself a strong Democrat or a not very strong Democrat?
      1. Strong Democrat
      2. Not very strong Democrat
2. Republican
   * If Republican selected, ask the follow-up: Would you call yourself a strong Republican or a not very strong Republican?
      1. Strong Republican
      2. Not very strong Republican
3. Independent
4. Other
5. Not sure
   *If Independent, Other, or Not sure selected, ask the follow-up: Do you think of yourself as a closer to the Democratic or the Republican Party?
      1. The Democratic Party
      2. The Republican party
      3. Neither
      4. Not sure

Variable Name: pid7

Updated: Every 30 days

Question Text: Coded from pid3 and follow-up questions
Values:
1. Strong Democrat
2. Not very strong Democrat
3. Lean Democrat
4. Independent
5. Lean Republican
6. Not very strong Republican
7. Strong Republican
8. Not sure

Variable Name: votereg

Updated: Every 1-12 months, depending on election cycles

Question Text: Are you registered to vote?
Values:
1. Yes
2. No
3. Don't know

Variable Name: presvote16post

Updated: On a case by case basis when respondent has not yet provided data

Question Text: Who did you vote for in the election for President in 2016?
Values:
1. Hillary Clinton
2. Donald Trump
3. Gary Johnson
4. Jill Stein
5. Evan McMullin
6. Other
7. Did not vote for President

Variable Name: presvote20post

Updated: On a case by case basis when respondent has not yet provided data

Question Text: Who did you vote for in the election for President in 2020?
Values:
1. Joe Biden
2. Donald Trump
3. Jo Jorgensen
4. Howie Hawkins

5. Other
6. Did not vote for President

Variable Name: ideo5

Updated: Every 30 days

Question Text: In general, how would you describe your own political viewpoint?

Values:
1. Very liberal
2. Liberal
3. Moderate
4. Conservative
5. Very conservative
6. Not sure

Variable Name: religpew

Updated: Every 12 months

Question Text: What is your present religion, if any?

Values:
1. Protestant
2. Roman Catholic
3. Mormon
4. Eastern or Greek Orthodox
5. Jewish
6. Muslim
7. Buddhist
8. Hindu
9. Atheist
10. Agnostic
11. Nothing in particular
12. Something else

Variable Name: pew_bornagain

Updated: Every 12 months

Question Text: Would you describe yourself as a "born-again", or evangelical Christian, or not?

Values:
1. Yes
2. No

Variable Name: pew_religimp

Updated: Every 12 months

Question Text: How important is religion in your life?

Values:
1. Very important
2. Somewhat important
3. Not too important
4. Not at all important

Variable Name: pew_churatd

Updated: Every 12 months

Question Text: Aside from wedding and funerals, how often do you attend religious services?

Values:
1. More than once a week
2. Once a week
3. Once or twice a month
4. A few times a year
5. Seldom
6. Never
7. Don't know

Variable Name: pew_prayer

Updated: Every 12 months

Question Text: People practice their religion in different ways. Outside of attending religious services, how often do you pray?

Values:
1. Several times a day
2. Once a day
3. A few times a week
4. Once a week
5. A few times a month
6. Seldom
7. Never
8. Don't know

Variable Name: newsint

Updated: Every 30 days

Question Text: Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs…

Values:
1. Most of the time
2. Some of the time
3. Only now and then
4. Hardly at all
7. Don't know

Profile Variables Available Upon Request

Below are a few select variables that can be added to the dataset upon request. If you'd like to request variables not on the list below, please inquire.

Variable Name: hispanic

Updated: Every 27 months

Question Text: Are you of Spanish, Latino, or Hispanic origin or descent?
Values:
1. Yes
2. No

Variable Name: speakspanish

Updated: If missing data

Question Text: Do you speak Spanish on a regular basis?
Values:
1. I speak Spanish primarily
2. I speak both Spanish and English equally
3. I speak English primarily but can speak Spanish
4. I can not speak Spanish

Variable Name: industrynaics

Question Text: Please tell us what company that you work for does

Values:

1. Agriculture, Forestry, Fishing and Hunting
2. Mining, Oil and Gas Extraction, and Utilities
3. Construction
4. Manufacturing
5. Wholesale Trade
6. Retail Trade
7. Transportation and Warehousing
8. Media, Communications, and Digital Entertainment
9. Finance, Accounting, and Consulting
10. Insurance
11. Real Estate, Rental, and Leasing
12. Personal Care and Services
13. Research
14. Engineering, Computer-Related Design, and Architecture
15. Law and Legal Services
16. Education
17. Health Care and Social Assistance
18. Arts, Entertainment, and Recreation
19. Restaurant, Travel and Lodging
20. Non-Profit, Community, Religious and Social Service Organizations
21. Maintenance and Repair Services
22. Government
23. Other