

## TGI Consumer Data

# A guide to our main surveys

TGI consumer data is an essential tool for media agencies, media owners and advertisers in understanding, engaging and reaching key consumer audiences.

Used in Britain and around the world as the media industry's data currency in the media planning and buying process, TGI offers unparalleled depth and breadth of consumer behaviour, characteristics, attitudes and media consumption.

We undertake a range of surveys across different geographies and a variety of consumer audiences. This guide summarises what is available on some of our most prominent surveys.

### Great Britain TGI

All adults aged 15+

### Premier TGI

High value adults in Britain – those in top social grades or with high income/savings

### Youth TGI

Young people in Britain aged 7-19

### Northern Ireland TGI

All adults aged 16+

### Republic of Ireland TGI

All adults aged 16+

### TGI Europa

Harmonised understanding of consumer behaviour across Britain, France, Germany and Spain

### TGI Global Quick View

Harmonised consumer behaviour in key sectors across 35 countries worldwide

Find out more:

+44 (0)20 8185 4900

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[kantar.com/uki](https://www.kantar.com/uki)

## Great Britain TGI

# The who, why and how of consumer behaviour



## GB TGI – a unique solution

TGI consumer data makes media planning and selling far more effective for all players in the media industry. No other solution measures in-depth consumer behaviour and characteristics with such breadth and depth.

For more information please contact  
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## About Great Britain TGI

TGI Great Britain data is trusted and used every day by hundreds of communications agencies, media owners and advertisers and is built on a highly robust adult sample. Data is released on a monthly basis.

## How the study works

We interview a representative sample of over 24,000 adults aged 15+ every year in Great Britain about their behaviour and characteristics. In addition, a sub-sample of circa 10,000 of these adults also have an internet meter installed on their PC/laptop and/or mobile device (smartphone or tablet). This metered data is then modelled on to the overall TGI sample.

## Our in-depth behaviour coverage

### Offline and online consumer behaviour includes:

#### Directly claimed data:

- Use of 4,000 brands across 600 product areas
- 300 attitudes and motivations
- Leisure activities
- Media consumption (overall and specific media brands)

#### Metered online data:

- Visits to 1,300 websites/mobile sites and 300 apps (PCs, laptops, tablets and smartphones)
- Whether visited site/app in last 7 days, or last 4 weeks, plus whether a heavy, medium or light user.



## Premier TGI

# Comprehensive insights into the most upmarket consumers

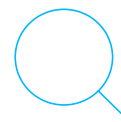


## Premier TGI

Premier TGI is an annual survey of high value adults in Great Britain, providing exclusive insights into the consumer behaviour of this uniquely valuable audience. It is used daily by agencies, media owners and brands to:



Engage with the most upmarket consumers



Identify the luxury products, services and brands used by the most affluent



Target business people, assess their value and where they source information



Understand engagement with specific blue-chip brands

For more information about Premier TGI please contact us:

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Differentiate between affluent consumers' ability to buy and propensity to spend



Evaluate which media mix will best engage this notoriously hard to reach group





## How the study works

We interview over 6,500 adults (aged 20+) in Great Britain annually who are either in the highest (A or B) social grades or have income or savings of £50,000+. Data is collected online and includes metered online behaviour.

6,500 adults

in highest (A or B) social grades  
or income or savings of £50K+

## Our in-depth behaviour coverage

Offline and online behavioural data includes:



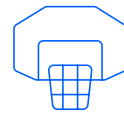
Consumption of  
specific luxury  
items & services



Thousands of brands  
across hundreds of  
product areas



Hundreds of attitudes  
including around  
status, luxury etc



Leisure activities



Media consumption  
incl. metered visits  
and time spent across  
hundreds of sites



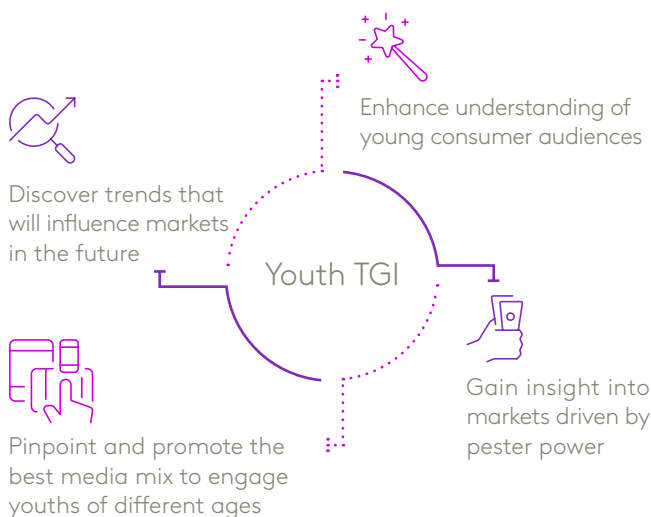
## Youth TGI

# Enhanced understanding of young consumers



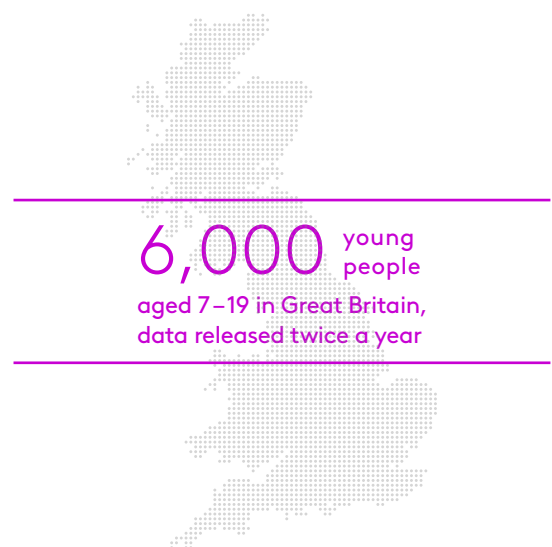
## Youth TGI

Youth TGI consumer data provides a comprehensive understanding of the characteristics and behaviour of 7-19 year olds in Great Britain. It allows media agencies, media owners and brands to:



## How the study works

We interview a representative sample of over 6,000 young people aged 7-19 in Great Britain annually, with data released twice a year (in spring and autumn). All respondents answer all questions on the study, making it completely single source. Youth TGI is split into three age bands: 7-10, 11-14 and 15-19 year olds, with certain questions asked across age bands and others tailored to specific ages.



For more information about Youth TGI please contact us:

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## Our in-depth behaviour coverage

Offline and online behaviour includes:



Use of thousands of brands across hundreds of product areas



Hundreds of attitudes, plus most important issues to them and top concerns



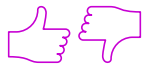
Opinions on specific prominent brands



Who influences them and who they influence



Purchase responsibility and pester power



Celebrities liked and disliked



Leisure activities



Media consumption and engagement





## Northern Ireland TGI

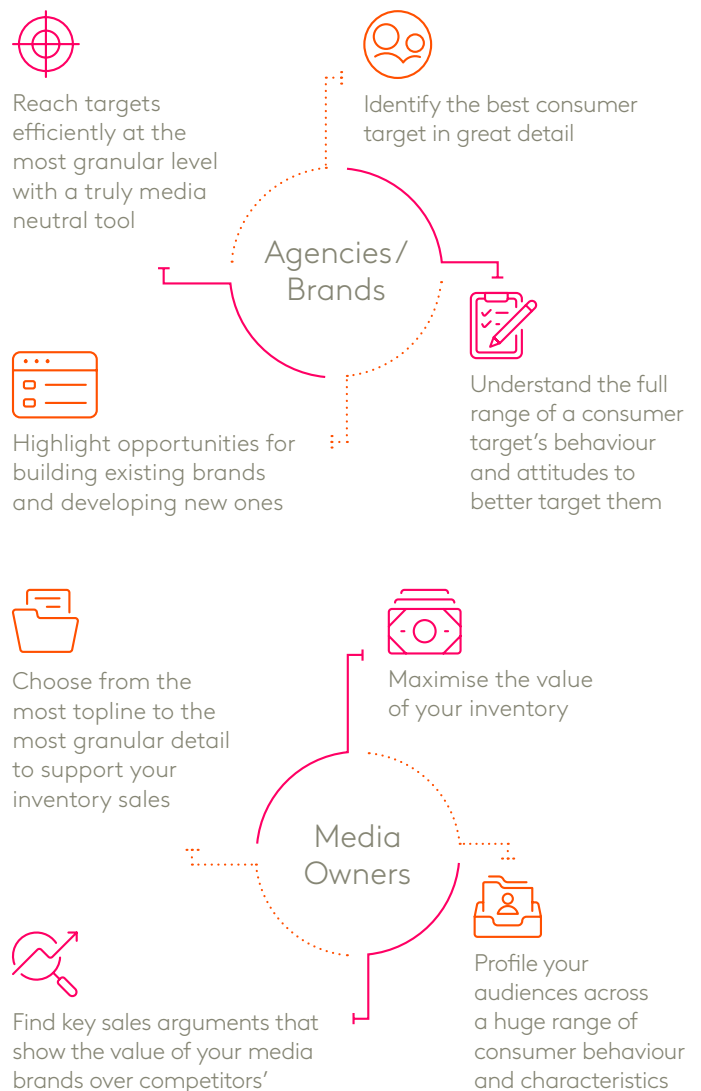
# The who, why and how of consumer behaviour



## TGI Consumer Data – A Unique Solution

Data from our TGI consumer survey makes media planning and selling far more effective for all players in the media industry. No other solution reliably measures consumer behaviour and characteristics with such breadth and depth.

For more information about Northern Ireland TGI please contact us:  
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+353 87 1243547  
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## About our TGI Consumer Survey

Northern Ireland TGI consumer data is trusted and used every day by scores of communications agencies, media owners and brands and is built on a highly robust representative sample of 2,500 adults aged 16+ every year.

**2,500 adults** aged 16+ every year

## Our in-depth behaviour coverage



Use of over 4,000 brands across hundreds of product areas



Nearly 300 attitudes and motivations



Leisure activities



All forms of media consumption (overall and specific media brands)



## Republic of Ireland TGI

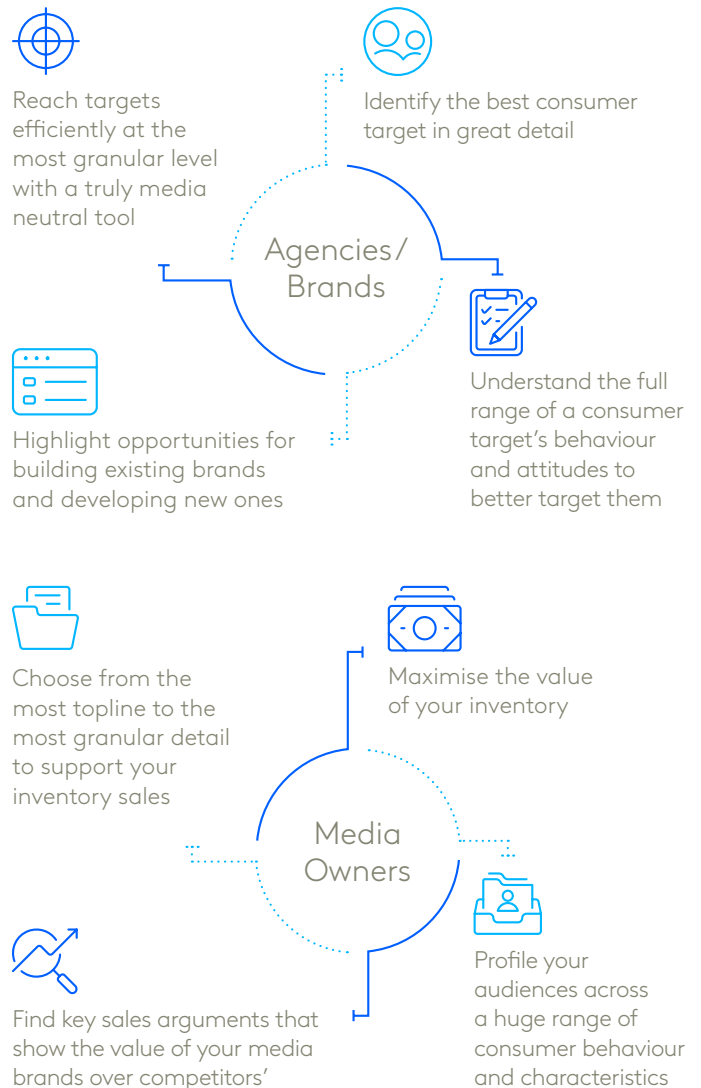
# The who, why and how of consumer behaviour



## TGI Consumer Data – A Unique Solution

Data from our TGI consumer survey makes media planning and selling far more effective for all players in the media industry. No other solution reliably measures consumer behaviour and characteristics with such breadth and depth.

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## About our TGI Consumer Survey

Republic of Ireland TGI consumer data is trusted and used every day by scores of communications agencies, media owners and brands and is built on a highly robust representative sample of 4,000 adults aged 16+ every year. Data is released twice yearly, in May and October.

**4,000 adults** aged 16+ every year

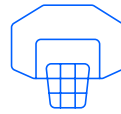
## Our in-depth behaviour coverage



Use of over 4,000 brands across hundreds of product areas



400 attitudes and motivations



Leisure activities



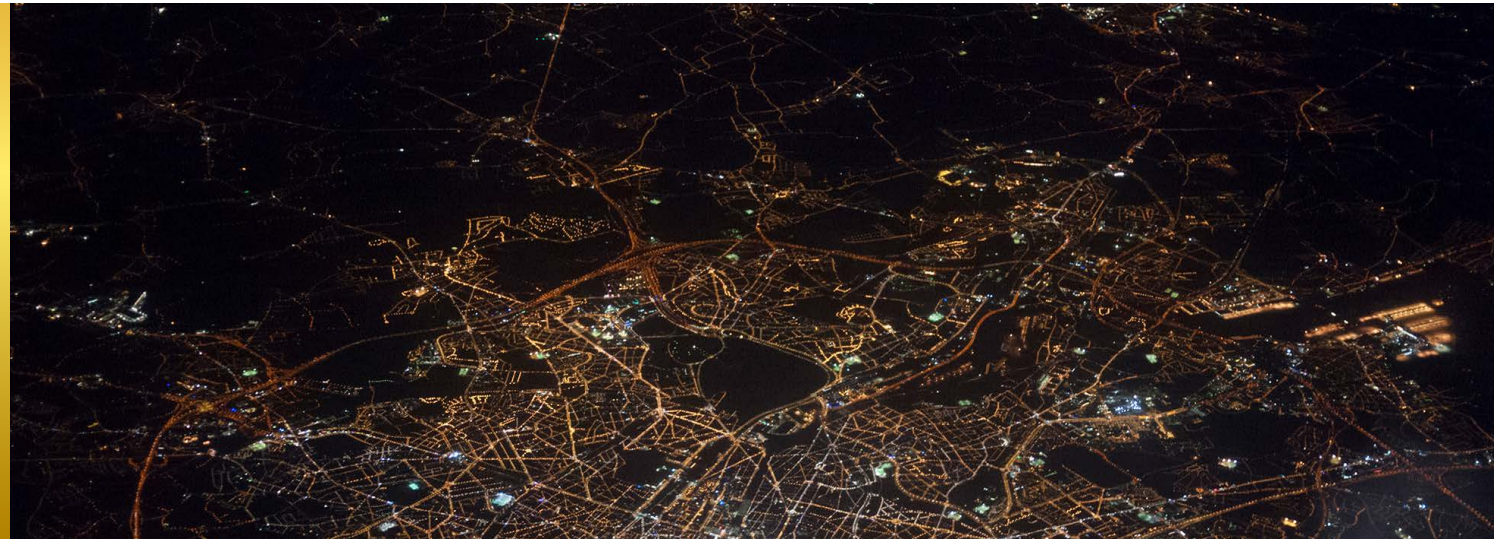
All forms of media consumption (overall and specific media brands)





## TGI Europa

The who, why and how of consumer behaviour across multiple markets



## Enhanced pan-market consumer understanding

TGI Europa provides rich, in-depth, harmonised insights into consumer behaviour across the most prominent Western European markets:



Germany



France



Great Britain



Spain

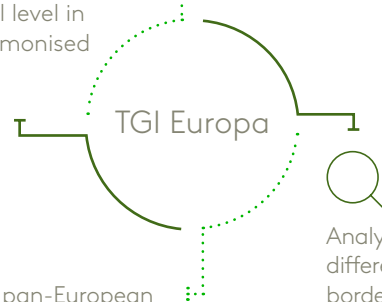
Whether you need a consistent overview of consumer behaviour across countries or an in-depth dive into a specific market's consumers, TGI Europa has the breadth and depth of insight to identify, reach and engage target audiences with confidence.



Target consumers at regional, national or international level in a single, harmonised dataset



Stay ahead of international market trends



Identify new pan-European marketing & advertising strategies



Analyse cultural differences & cross-border synergies

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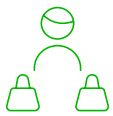
## How the study works

We interview a representative sample of 60,000 adults aged 15+ across Germany, Great Britain, France and Spain every year, representing over 215 million consumers. TGI Europa data is used daily by many of the most prominent multinational media agencies, media owners and brands. Data is released twice a year (spring and autumn).

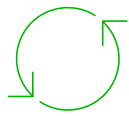
### 60,000 adults

aged 15+ across Germany, Great Britain, France and Spain  
representing over 215 million consumers

## Our in-depth behaviour coverage



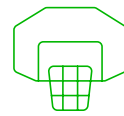
Use of over 500 products & 10,000 brands across a wide range of sectors



In-depth coverage of all online and offline media types & brands



Over 250 attitudes & motivations across a wide range of topics



Leisure activities

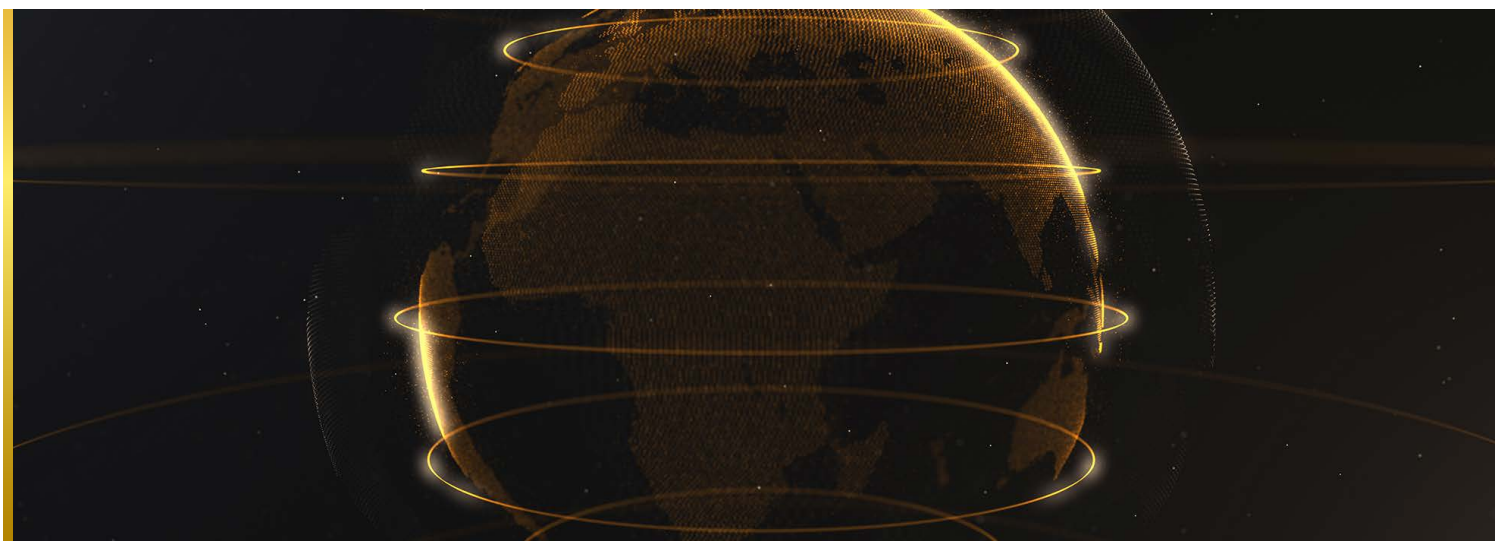


Demographics



## TGI Global Quick View

# Profile and plan with globally harmonized consumer data



## Comparable data from over 85,000 connected consumers in 35 countries worldwide

TGI Global Quick View provides a holistic picture of online consumers that enables you to profile the digital media consumption and purchase preferences of audiences at a global level.

As well as profiling global audiences, TGI Global Quick View data can be complemented with individual TGI national studies for enhanced and in-depth localised media planning.

Kantar's TGI Country Datasets cover both global and domestic brands in great detail and are typically the local currency for media planning.

For more information please contact your local representative or visit [www.kantar.com](http://www.kantar.com)

## Media owners

- Understand online trends, gauge the competitive landscape and identify points of difference.
- Profile audiences consistently across markets to grow ad sales revenue from advertisers globally.

## Media agencies

- Assess the digital maturity of a market and identify local differences to guide successful activation of target audiences.
- Feed international data into the planning process to inform budget allocation across regions.

## Advertisers

- Focus your marketing efforts on the right digital channels and online audiences.
- Gain insights on digital commerce behaviours to uncover country, regional and global growth.

## COVID-19 impact on consumer behaviour

Explore consumer attitudes and lifestyle choices in the wake of the COVID-19 pandemic with global intelligence on media consumption and product/brand usage.



Media habits



Media frequency



Online news & podcasts



Platform engagement



Positive impact

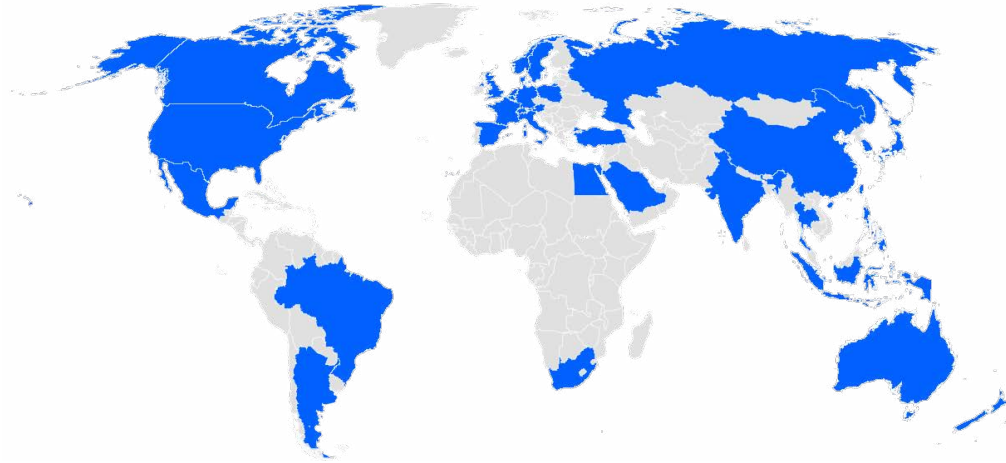


Personal finance





# Country Coverage



## North & South America

- Argentina
- Brazil
- Canada
- Mexico
- USA

## EMEA

- Austria
- Belgium
- Denmark
- Egypt
- France
- Germany
- Great Britain
- Italy
- Netherlands
- Norway
- Poland
- Russia
- South Africa
- Spain
- Sweden
- Switzerland

## APAC

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- New Zealand
- Phillipines
- Saudi Arabia
- Singapore
- South Korea
- Taiwan
- Thailand
- Turkey

# Data Coverage

## Demographics

- Online frequency
- Gender & Age
- City or region
- Highest level of education
- Employment status
- Household structure
- Age of children
- Household income
- Home ownership
- Commuting
- Finance - saving
- Finance - spending
- COVID attitudes

## Other Media

- Offline media behaviours - weekday and weekend volume
- Global TV brands - last 7 days
- Travel - weight of usage by vehicle
- Games played - last month
- Types of games played
- Activities whilst gaming

## Interests

- Outings
- Short breaks/holidays - volume
- Sports following
- Football competition interest
- Other competition interest
- Football club following

## Product/Brand

- Product categories
- Air Travel
- Airline brands
- Appliance/Device ownership
- Car ownership
- Motoring brands
- Financial services brands
- Mobile service provider
- Technology brands
- Sports brands
- Toiletries brands
- Food/Drink brands
- Alcoholic drinks brands
- Sustainability behaviors
- Sustainability attitudes

## Digital Engagement & Brands

- Audio streaming - brands used and weight of usage
- Paid video content - brands used and weight of usage
- Free video content - brands used and weight of usage
- Social networking - brands used and frequency by network
- Online news - brands used and weight of usage
- Podcasts - frequency of usage

## TGI Personas

- OCEAN classification
- Life Values classification
- Connected Life classification
- SEL classification

## Media Establishment

- Online volume
- Device ownership
- Online activities by device

## Content Preferences

- Topics of interest
- Ad-blocking
- Technology attitudes
- Interests researched online
- Genres of music - listen to
- Genres of podcast - listen to
- Genres of film - watch
- Genres of TV programme - watch



## Over 200 media brands covered

### Global TV Brands



### Paid Video Streaming



### Audio Streaming



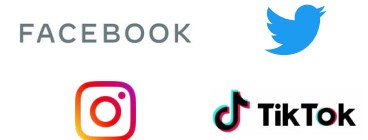
### Gaming Brands



### Free Video Streaming



### Social networks



### Gaming Networks



## Over 500 brands across a wide range of industries

### Technology



### Mobile Services



### Financial Services



### E-commerce



### Food and Drink



### Motoring



## Explore sports and club following

### Competitions Following



### Club Following



### Sports Brands





# Conduct multi-country analysis with TGI Snapshot

TGI Global Quick View data is accessed through Kantar's data visualisation tool, TGI Snapshot. The intuitive software – optimised for the international dataset – is loaded with new features to help users identify global trends and compare connected consumer variables across markets.

## Interactive maps

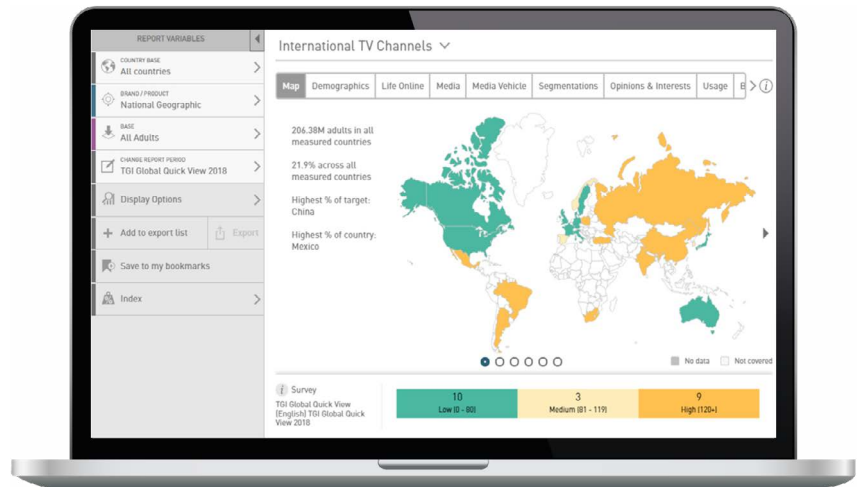
Quickly identify countries of interest for your audience with a global and regional view.

## Target comparison

Create your own lists of targets for quick comparisons.

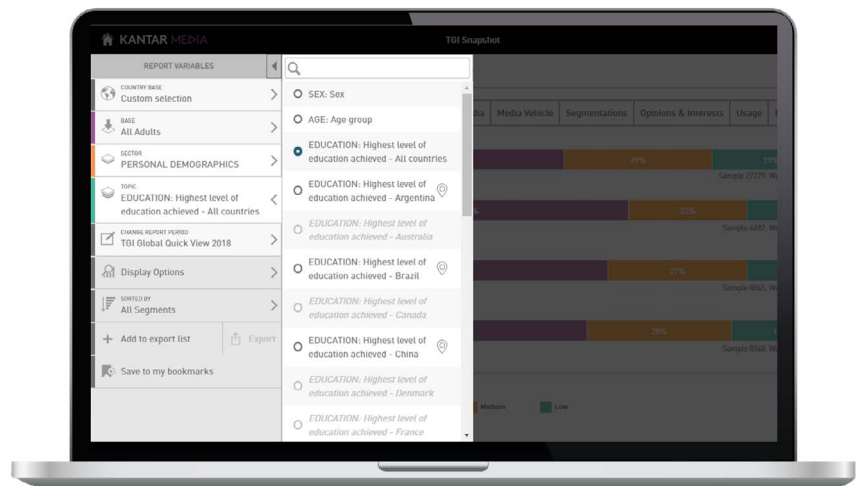
## Country statistics

Immediately get statistics for your targets on single countries or combinations of them for multi-country analysis.



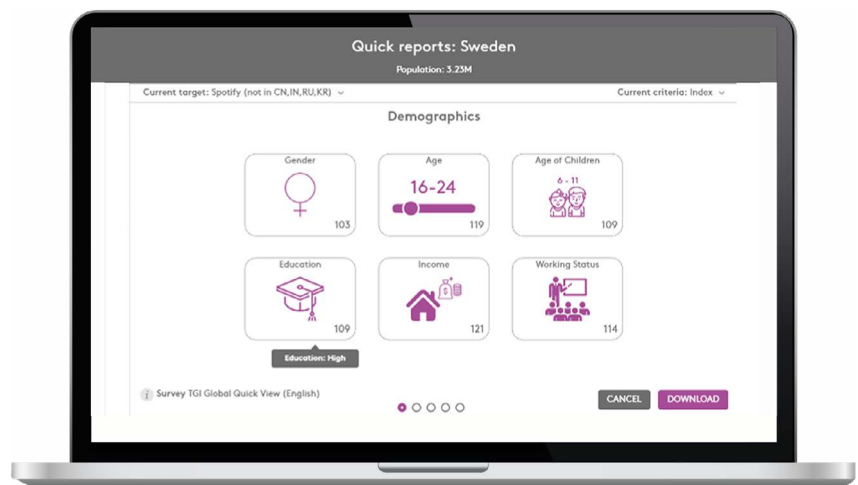
## Auto-filtering

Making the analysis of international data easier and error free. Results are automatically filtered by the countries where your target is available and visual signposting aids the selection of profiling variables for that geography.



## Quick Reports

Interactive data visualisation that can be downloaded into PowerPoint slides.



TGI Global Quick View data is also accessible in TGI Choices Online and via third-party analysis tools.