

Unlock the value of your first party data! Enriched, privacy-safe audience insights and activation through Kantar's partnership with InfoSum



Through our partnership with InfoSum you can now better understand and engage your customers by enriching your first party data with Kantar's TGI consumer insights.

About Kantar's TGI Consumer Data

Kantar's Great Britain TGI consumer data provides a uniquely comprehensive 360-degree view of the offline and online characteristics and behaviour of Britain's consumers.

For the TGI survey Kantar interview a representative sample of over 24,000 adults aged 15+ every year in Great Britain about their behaviour and characteristics.

Our industry-recognised data is derived from user-consented research generating rich insights into consumer characteristics, behaviours and attitudes across an extremely broad range of categories.

To discuss your requirements, please get in touch via the details below:

Infosum@kantar.com

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kantar.com/uki



About Kantar's partnership with InfoSum

This proposition is powered by a partnership with InfoSum. InfoSum's Data Collaboration Platform and 'non-movement of data' approach enables you to securely overlay your first-party data with Kantar's TGI data for analysis, segmentation and activation, without having to share any data.

The TGI Consumer Data is powered by Kantar's data-collection experts – Kantar Profiles – enabling us to bring together rich TGI Data profiles with the identity keys for over 400,000 panellists in our Bunker.

The customers within your Bunker are matched to the audience segments in the Kantar Bunker, enabling you to deliver more valuable and engaging marketing without sharing any raw data.

Insight and Enrichment

Through our integration with InfoSum, you can now match first-party customer data to Kantar's comprehensive demographic, attitudinal, product use, leisure and media consumption data to enrich your customer understanding and fill knowledge gaps.

Activation

Leverage the insight derived from your TGI-enriched first-party data to identify previously hidden activation audiences. This seed audience(s) informs a modelled or expanded addressable audience for use within the InfoSum ecosystem or distributed to your adtech and martech partner platforms for extended campaign reach.

How it works

Your first-party customer data is stored in your own private cloud instance known as a Bunker, from there the raw data never moves, and only the Bunker owner, you, has access to it. To allow for privacy-first collaboration, anonymous mathematical representations of the data are used to (virtually) match data sets for analysis, meaning no personal information is ever exposed.

The TGI metrics available

There are a variety of different consumer sectors you can choose from when connecting your data to TGI consumer data, representing over 1,000 always-on data points – as listed below – and with our 28-day free insight match, you can try before you buy.

If you can't find what you are after listed here, or if you have a TGI-built audience segment already via your media agency, please get in touch with us so **we can recommend a tailored approach building out a custom taxonomy** that draws from amongst the tens of thousands of data points available within TGI consumer data. You can also map or run a segmentation with us that can then be integrated into InfoSum.



TGI Identity: Advanced demographics



Sex and status

Sex	All men
	All women
Status	All chief income earners
Respondent status in household	Main shopper
	Non shopper



Age

Age Group	18-24
	25-29
	30-34
	35-39
	40-44
	45-49
	50-54
	55-59
	60-64
	65-74
	75+



Income

Summary Family Income	Up to 9,999
	10,000-16,999
	17,000-22,999
	23,000-29,999
	30,000-39,999
	40,000-49,999
	50,000 or over
	Not Stated/Don't Know



Working status

Working Status	Full-time (30 hours or more a WEEK)
	Retired
	Not working - Full-time homemaker/housewife
	Not working - Full-time student/ at school
	All Part-time
	All Not working



Employment information

Your Position	Director/Senior Official/Senior Manager
	Middle Manager/Senior Executive
Budget Holder	Yes - full responsibility
	Yes - partial responsibility
	No
Self-Employed	Yes



Marital status

Marital Status	Single
Marital Status	Married/Living as a couple
Marital Status	Separated/Divorced/Widowed



Sexual identity

Sexual Orientation	Heterosexual or straight
	Gay or Lesbian
	Bisexual
	Other
	Prefer not to say



Social classifications

National Social Grade	A
	B
	C1
	C2
	D
	E



Ethnicity

Ethnicity Groups	White
	Asian (Indian, Pakistani, Bangladeshi)
	Black
	Any Other Ethnic Group
	Non Response

TGI Identity: Advanced demographics



Household

Number Of People In Household	1
	2
	3
	4
	5 or more
Presence Of Children in Household	Children In Household
	Child(ren) Under 1 Year



Regions

Government Office Regions	North East
	North West
	Yorkshire and The Humber
	East Midlands
	West Midlands
	East of England
	London
	South East
	South West
	Wales
	Scotland



Lifestage classification

Lifestage Level 1	Fledglings
	Flown The Nest
	Nest Builders
	Playschool Parents
	Primary School Parents
	Secondary School Parents
	Mid-life Independents
	Unconstrained Couples
	Hotel Parents
	Empty Nesters
	Senior Sole Decision Makers
	Non-standard Families



Green Values Segmentation

Green Values Groups	Eco-Ambassadors
	Blase Consumerists
	Preoccupied Pretenders
	Steadfast Skeptics
	Accidental Greens
	Impressionable Materialist



Word of mouth - Areas of interest

Word of Mouth Segments	Music – Influencers
	Sport – Influencers
	Films – Influencers
	Books & Reading –Influencers
	Computer & Console Gaming – Influencers
	Public Affairs/Politics – Influencers
	The Environment – Influencers
	Theatre, Exhibitions, Dance etc. – Influencers
	Holidays & Travel –Influencers
	Food & Dining – Influencers
	Healthy Living – Influencers
	DIY – Influencers
	Gardening – Influencers
	DIY & gardening – Influencers



TGI Identity: Advanced demographics



Life events

Experienced in last 12 month

Finish School/College
Gap Year/Career Break to Travel
Start University
Graduate from University
Start first job
Change job
Redundancy from work
Move abroad to work
Move out of parental home
Move back into parental home
Move in with partner
Get engaged
Get married
Purchase first home
Sell and Purchase a house/flat
Purchase/Sell a house/flat
Make major home improvements
Birth of your first child
Birth of your second or subsequent child
Child goes to university
Child gets married
Birth of grandchild
Divorce/Separate from long-term partner
Finish mortgage repayment
Enter retirement
Not Stated

Expect to in next 12 months

Finish School/College
Gap Year/Career Break to Travel
Start University
Graduate from University
Start first job
Change job
Redundancy from work
Move abroad to work
Move out of parental home
Move back into parental home
Move in with partner
Get engaged
Get married
Purchase first home
Sell and Purchase a house/flat
Purchase/Sell a house/flat
Make major home improvements
Birth of your first child
Birth of your second or subsequent child
Child goes to university
Child gets married
Birth of grandchild
Divorce/Separate from long-term partner
Finish mortgage repayment
Enter retirement
Not Stated



TGI Media: Metrics for all kinds of media consumption – for better channel planning



Gaming

Weight of Usage	Heavy Consumers
	Medium Consumers
	Light Consumers
Gaming Segmentation	Absolute Gamers
	Console Kings
	Opinionated Fans
	App-Store Addicts
	Mobile Casuals
	Low-tech Puzzlers
	App-Store Addicts
	Mobile Casuals
	Low-tech Puzzlers



Television viewing

Devices	Television
	Desktop/Laptop
	Tablet
	Smartphone
Total hours viewed TV live per Week	More than 40 hours per week
	More than 35 – up to and including 40 hours per week
	More than 30 – up to and including 35 hours per week
	More than 25 – up to and including 30 hours per week
	More than 20 – up to and including 25 hours per week
	More than 15 – up to and including 20 hours per week
	More than 10 – up to and including 15 hours per week
	More than 7 – up to and including 10 hours per week
	7 hours a week or less



Addressed mail

Weight of Usage	Heavy Consumers
	Medium Consumers
	Light Consumers



Cinema

Frequency	Once a WEEK or more often
	2-3 times a MONTH
	Once a MONTH
	Once every 2-3 MONTHS
	2-3 times a YEAR
	Less Often
Types – Film	Favourite Type – Animation
	Favourite Type – Family/Children
	Favourite Type – Fantasy
	Favourite Type – Romantic/Love
	Favourite Type – Erotic
	Favourite Type – War
	Favourite Type – Disaster
	Favourite Type – Documentary
	Favourite Type – History
	Favourite Type – Martial Arts
	Favourite Type – Musicals
	Favourite Type – Music
	Favourite Type – Comedy
	Favourite Type – Superhero
	Favourite Type – Action Adventure
	Favourite Type – Classics
	Favourite Type – Period Drama
	Favourite Type – Other Drama
	Favourite Type – Crime/Thrillers/Mystery
	Favourite Type – Science Fiction
	Favourite Type – Horror
	Favourite Type – Westerns
	Favourite Type – Sport
	Favourite Type – Other
Weight of Usage	Heavy Consumers
	Medium Consumers
	Light Consumers



Internet

Weight of Usage	Heavy Consumers
	Medium Consumers
	Light Consumers

TGI Media: Metrics for all kinds of media consumption – for better channel planning

Music types

Types

Listen to online _ Pop/Commercial

Listen to in another way _ Pop/Commercial

Listen to online _ House

Listen to in another way _ House

Listen to online _ Electronica

Listen to in another way _ Electronica

Listen to online _ Hip Hop/Rap

Listen to in another way _ Hip Hop/Rap

Listen to online _ Jazz

Listen to in another way _ Jazz

Listen to online _ Blues

Listen to in another way _ Blues

Listen to online _ R&B

Listen to in another way _ R&B

Listen to online _ Disco/Funk/Soul

Listen to in another way _ Disco/Funk/Soul

Listen to online _ Alternative

Listen to in another way _ Alternative

Listen to online _ Indie Rock

Listen to in another way _ Indie Rock

Listen to online _ New Age

Listen to in another way _ New Age

Listen to online _ Punk

Listen to in another way _ Punk

Listen to online _ Rock

Listen to in another way _ Rock

Listen to online _ Metal

Listen to in another way _ Metal

Listen to online _ Easy Listening

Listen to in another way _ Easy Listening

Listen to online _ Folk/Country/Country & Western

Listen to in another way _ Folk/Country/Country & Western

Listen to online _ Reggae

Listen to in another way _ Reggae

Listen to online _ Latin

Types

Listen to in another way _ Latin

Listen to online _ Classical

Listen to in another way _ Classical

Listen to online _ Religious

Listen to in another way _ Religious

Listen to online _ Music for children/babies

Listen to in another way _ Music for children/babies

Listen to online _ Seasonal/Holiday music

Listen to in another way _ Seasonal/Holiday music

Listen to online _ Film or TV Series Soundtracks

Listen to in another way _ Film or TV Series Soundtracks

Live TV

Weight of Usage

Heavy Consumers

Medium Consumers

Light Consumers

Mobile internet

Weight of Usage

Heavy Consumers

Medium Consumers

Light Consumers

Magazines

Weight of Usage

Heavy Consumers

Medium Consumers

Light Consumers

Newspapers

Weight of Usage

Heavy Consumers

Medium Consumers

Light Consumers

TGI Media: Metrics for all kinds of media consumption – for better channel planning



Films or TV series

Types Of Film Bought/Hired	Any – Action/Adventure
	Any – Animation
	Any – Art House and International
	Any – Classics/Cults
	Any – Comedy
	Any – Period Drama
	Any – Drama
	Any – Documentary
	Any – Erotic
	Any – Foreign Language Films
	Any – Horror
	Any – Kids/Family
	Any – Martial Arts
	Any – Military
	Any – Music/Musicians
	Any – Musicals
	Any – Sport & Fitness
	Any – Sci-Fi/Fantasy
	Any – Westerns



Television subscription services

Have	Yes
	No
Service	Amazon Prime
	Apple TV+
	Britbox
	BT TV
	Disney+
	EE TV
	Netflix
	Now TV
	Sky TV
	TalkTalk TV
	Virgin Media
Subscription	YouView
	Other
	Sky Q
	Sky + box
Types Of Film Bought/Hired	Other Sky box
	Any – Westerns



Outdoor media

Weight of Usage	Heavy Consumers
	Medium Consumers
	Light Consumers



VOD

Weight of Usage	Heavy Consumers
	Medium Consumers
	Light Consumers



Radio

Weight of Usage	Heavy Consumers
	Medium Consumers
	Light Consumers



Unaddressed mail

Weight of Usage	Heavy Consumers
	Medium Consumers
	Light Consumers



Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services



Financial services

Credit Cards – Criteria of Choice	Advertising
	Affiliated to charity
	Balance transfer at 0% interest
	Interest Rate
	Cashback on transactions
	No Annual Fee
	Personal Experience
	Poor or no credit rating
	Recommendation
	Reward scheme
Bank or Building Society – Criteria of Choice	Special Offer
	Widely Accepted
	Advertising
	Company Reputation
	Counter Staff/Personal Service
	Interest Rates
	Introductory offers
	Locality
	Loyalty Scheme
	Overdraft Charges
	Personal Experience
	Range of Services
	Personal Recommendation
	Reviews
	Telephone/Internet Banking Facilities



ISA – individual savings account

Have	No
	Yes
Types - Cash ISA	Easy Access
	Fixed Rate
	Notice Account
	Other
Types - Stocks and Share ISA	Shares in a single company
	Other stocks and shares
	Investment trusts
	Unit trusts
	Other



Credit reports

Obtained	Any - Yes
	Yes - on my address
	Yes - on me personally
	No/Neither
How Obtained	As a free trial
	I paid for a full one-off report
	I pay a monthly subscription
	Bank/loan company/retailer paid
	Credit card company paid/pays
	Other
Companies	Any _ ClearScore
	Free _ ClearScore
	Paid For _ ClearScore
	Any _ CreditExpert
	Free _ CreditExpert
	Paid For _ CreditExpert
	Any _ Equifax
	Free _ Equifax
	Paid For _ Equifax
	Any _ Experian
	Free _ Experian
	Paid For _ Experian
	Any _ Noddle
	Free _ Noddle
	Paid For _ Noddle
	Any _ TotallyMoney
	Free _ TotallyMoney
	Paid For _ TotallyMoney
	Any _ Transunion
	Free _ Transunion
	Paid For _ Transunion
	Any _ Other
	Free _ Other
	Paid For _ Other

Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services



Financial decision makers

Who chooses	You alone
	Your spouse/partner
	Both you and spouse/partner



Savings and investments – excluding the value of your home and pensions

Value Of Savings & Investments	Less than 5,000
	5,000-9,999
	10,000-24,999
	25,000-49,999
	50,000-74,999
	75,000-99,999
	100,000 or more



Private health & medical insurance

Personally covered Private Health or Medical Insurance	Yes
	No
Who Pays	I do directly
	I do through my employer
	My employer
	Family member directly
	Family member through their employer
	Family member's employer



Travel insurance

Types	Single Trip
	Annual Multi-Trip
	Winter Sports
Bought From	Travel agent
	Insurance Company
	Bank/Building Society
	Price Comparison Website
	Other



Car insurance

Types	Main Car _ Third Party only
	Second Car _ Third Party only
	Main Car _ Third Party, Fire & Theft
	Second Car _ Third Party, Fire & Theft
	Main Car _ Comprehensive
	Second Car _ Comprehensive
How Policy Purchased	Main Car _ Via a Price Comparison Website
	Second Car _ Via a Price Comparison Website
	Main Car _ Via Insurance Broker
	Second Car _ Via Insurance Broker
	Main Car _ Direct from Insurer
	Second Car _ Direct from Insurer
	Main Car _ Others
	Second Car _ Others
	Main Car _ Less than 12 MONTHS
	Second Car _ Less than 12 MONTHS
Length-Time With Provider	Main Car _ 1-3 YEARS
	Second Car _ 1-3 YEARS
	Main Car _ 4-5 YEARS
	Second Car _ 4-5 YEARS
	Main Car _ More than 5 YEARS
	Second Car _ More than 5 YEARS
Multi-Car Policy	Yes
	No



Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services



Donated	Yes	
Amount Donated	250 or more	
	200-249	
	150-199	
	101-149	
	76-100	
	51-75	
	26-50	
	10-25	
	Less than 10	
How to Donate	Any _ Direct Debit	
	Any _ Send Cheque/Cash directly to Charity	
	Any _ Send money directly to Charity via internet	
	Any _ Send money directly to Charity by text message	
	Any _ Send money directly to Charity by telephone	
	Any _ Sponsor a Fundraising Event - cash/cheque	
	Any _ Sponsor a Fundraising Event - using internet	
	Any _ Cash in collection boxes	
	Any _ Contribution through Wage/ Salary	
Any _ Other		
Types	Poppy Day Appeal	
	Other War Veterans Charity	
	Visually Impaired	
	Cancer	
	Heart Disease Research	
	Mental Health	
	AIDS Research	
	Other Health Related	
	The Elderly	
	Children	
	Animal Welfare	
	Wildlife/Conservation/Envir	
	The Disabled	
	Overseas Development/Relief	
	Type	Famine Relief
		The Homeless
Hospitals & Hospices		
Human Rights		
Religious Groups		
The Underprivileged		
Universities (via alumni donations)		
Voluntary Emergency Services		
The Arts/National Heritage		
Other		
Motivation		Advertising appeals on TV
	Advertising appeals on Radio	
	Advertising appeals in Newspapers/ Magazines	
	Advertising appeals on Internet	
	Someone collecting in the street/calling at your home	
	A direct mailing to your home	
	Fundraising by friends/colleagues/ yourself	
	News/Current Affairs Report	
	Social Network Website	
Other		
Charitable Activities	Taken part in an event	
	Organised an event	
	Helped in a charity shop	
	Other Voluntary Work	
	Raised awareness for a campaign (e.g. signed a petition/put on social media networks)	
	Other	



Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services



Sales promotions

Look Out For	Food & Drink – Any Yes
	Food & Drink – Never
	Food & Drink – Yes – always
	Food & Drink – Yes – rarely
	Food & Drink – Yes – sometimes
	Toiletries – Any Yes
	Toiletries – Never
	Toiletries – Yes – always
	Toiletries – Yes – rarely
	Toiletries – Yes – sometimes
	Household Products – Any Yes
	Household Products – Never
	Household Products – Yes – always
	Household Products – Yes – rarely
	Household Products – Yes – sometimes



Shopper archetypes

FMCG Shopper Archetypes	Quality Connoisseurs
	Prudent Purchasers
	Online Enthusiasts
	Environmental Empathisers
	Bargain Hunters
	Savvy Shoppers
	Routine Buyers



Online shopping

Frequency	Every day
	A few times a week
	About once a week
	About once every 2 weeks
	About once every month
	About once every 3 months
	Less often
	Never



Shopping and retail

Shopping for Food, Drink and Household Products – Criteria of Choice	Advertising
	Green Credentials
	Facilities
	Fresh Food
	Helpfulness of Staff
	Locality
	Loyalty scheme
	No Queues
	Online Delivery Service
	Opening Hours
	Organic Range
	Parking
	Past Experience
	Low Price
	Value for money
	Quality of products
	Range of products
	Special offers
	Surrounding shops (in a shopping mall)



Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services

Shopping for food, drink and household products (adults)

Frequency	Any Shopping _ Every DAY	Expenditure	Any Shopping _ 51-75
	Any Shopping _ 4-5 days a WEEK		Any Shopping _ 76-100
	Any Shopping _ 2-3 days a WEEK		Any Shopping _ 101-125
	Any Shopping _ Once a WEEK		Any Shopping _ 126-150
	Any Shopping _ 2-3 times a MONTH		Any Shopping _ 151 or over
	Any Shopping _ Once a MONTH		Any Shopping _ Under 20
	Any Shopping _ Less than once a MONTH		Any Shopping _ 15-30
	Any Shopping _ Several times a week		Any Shopping _ 31-50
	Any Shopping _ Once a MONTH or less often		Any Shopping _ More than 100
	Regular Main Shopping _ Every DAY		Regular Main Shopping _ 15 or under
	Regular Main Shopping _ 4-5 days a WEEK		Regular Main Shopping _ 16-20
	Regular Main Shopping _ 2-3 days a WEEK		Regular Main Shopping _ 21-30
	Regular Main Shopping _ Once a WEEK		Regular Main Shopping _ 31-40
	Regular Main Shopping _ 2-3 times a MONTH		Regular Main Shopping _ 41-50
	Regular Main Shopping _ Once a MONTH		Regular Main Shopping _ 51-75
	Regular Main Shopping _ Less than once a MONTH		Regular Main Shopping _ 76-100
	Regular Main Shopping _ Several times a week		Regular Main Shopping _ 101-125
	Regular Main Shopping _ Once a MONTH or less often		Regular Main Shopping _ 126-150
	Top up Shopping _ Every DAY		Regular Main Shopping _ 151 or over
	Top up Shopping _ 4-5 days a WEEK		Regular Main Shopping _ Under 20
Expenditure	Any Shopping _ 15 or under		Regular Main Shopping _ 15-30
	Any Shopping _ 16-20		Regular Main Shopping _ 31-50
	Any Shopping _ 21-30		Regular Main Shopping _ More than 100
	Any Shopping _ 31-40		Top up Shopping _ 15 or under
	Any Shopping _ 41-50		Top up Shopping _ 16-20

Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services



Takeaway foods and fast foods

Consumed	Takeaway _ Yes
	Eat-In _ Yes
Frequency	Eat-In _ Once a WEEK or more often
	Eat-In _ 2-3 times a MONTH
	Eat-In _ Once a MONTH
	Eat-In _ Once every 2-3 MONTHS
	Eat-In _ Less Often
	Takeaway _ Once a WEEK or more often
	Takeaway _ 2-3 times a MONTH
	Takeaway _ Once a MONTH
	Takeaway _ Once every 2-3 MONTHS
	Takeaway _ Less Often
Use Delivery Service or Drive-Thru	Use Delivery Service_Any
	Use Drive-Thru_Any
	Delivery Service _ Once a WEEK or more often
	Delivery Service _ 2-3 times a MONTH
	Delivery Service _ Once a MONTH
	Delivery Service _ Once every 2-3 MONTHS
	Delivery Service _ 2-3 times a YEAR
	Delivery Service _ Once a YEAR or less
	Delivery Service _ Never
	Drive-Thru _ Once a WEEK or more often
	Drive-Thru _ 2-3 times a MONTH
	Drive-Thru _ Once a MONTH
	Drive-Thru _ Once every 2-3 MONTHS
	Drive-Thru _ 2-3 times a YEAR
	Drive-Thru _ Once a YEAR or less
	Drive-Thru _ Never
Companies	Local restaurant's own delivery service
	Deliveroo
	Just Eat
	UberEATS
	Other online delivery service



Meal preparation

Who Prepares	Preparing every day meals _ You
	Preparing every day meals _ Your partner
	Preparing every day meals _ You and your partner equally
	Preparing every day meals _ Someone else in your household
	Preparing special meals _ You
	Preparing special meals _ Your partner
	Preparing special meals _ You and your partner equally
	Preparing special meals _ Someone else in your household



Food

Food – Criteria of Choice	The Manufacturer's Brand
	Quality
	Price
	Sales Promotions (e.g. 50% extra free)
	Advertising
	Availability
	Origin (ethically produced, country of manufacturer)
	Environmentally Friendly
	Healthy
	The Ingredients/Composition
	Ease of Preparation
	Packaging
	Novelty
	Taste
	Professional Recommendations/Reviews
	Social Media Influencers
	Consumer/User Reviews
	Friends/Family Recommendations
	Other

Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services



Shopping for food, drink and household products (adults)

Companies	Any Shopping _ Aldi
	Any Shopping _ Asda.com
	Any Shopping _ Asda
	Any Shopping _ Booths
	Any Shopping _ Budgens
	Any Shopping _ The Co-operative
	Any Shopping _ Costcutter
	Any Shopping _ Iceland
	Any Shopping _ Lidl
	Any Shopping _ Londis
	Any Shopping _ M&S (Marks & Spencer)
	Any Shopping _ M&S Simply Food (Marks & Spencer)
	Any Shopping _ McColl's
	Any Shopping _ Any Morrisons
	Any Shopping _ Morrisons.com
	Any Shopping _ Morrisons
	Any Shopping _ Nisa
	Any Shopping _ Ocado
	Any Shopping _ Poundland
	Any Shopping _ Any Sainsbury's

Companies	Any Shopping _ Sainsburys.co.uk
	Any Shopping _ Sainsbury's Local
	Any Shopping _ Sainsbury's
	Any Shopping _ Spar/Vivo
	Any Shopping _ Any Tesco
	Any Shopping _ Tesco.com
	Any Shopping _ Tesco Metro/Express
	Any Shopping _ Tesco/Tesco Extra
	Any Shopping _ Any Waitrose
	Any Shopping _ Waitrose.com
	Any Shopping _ Little Waitrose
	Any Shopping _ Waitrose
	Any Shopping _ Wilko
	Any Shopping _ Any other convenience store
	Any Shopping _ Any other supermarket or multiple grocer
	Any Shopping _ Any cash & carry warehouse
	Any Shopping _ Any petrol station forecourt store
	Any Shopping _ OTHER SHOPS



Food & drink purchasing/nutrition

Bought	Regularly _ Organic Meat
	Regularly _ Organic Dairy Products
	Regularly _ Organic Fruit & Vegetables
	Regularly _ Other Organic
	Regularly _ Vegetarian/Vegan Ranges
	Regularly _ Fairtrade
	Regularly _ Free Range
	Regularly _ Premium Ranges
	Regularly _ Budget Ranges
	Regularly _ Protein Enriched
	Regularly _ Healthy Option Ranges (e.g. Low Fat/Cholesterol Lowering)



Coffee shops and sandwich bars

Visited	Yes
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Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services

Internet and communications

Internet Service Providers – Criteria of Choice

- Advertising
- Company Reputation
- Brand Image
- Part of a Package
- Cost
- Special Offers
- Speed
- Download Limit
- Personal Experience
- Personal Recommendation
- Professional Reviews
- User Reviews and Opinions

Mobile Phones – Criteria of Choice

- Price/Contract
- Operating System
- Camera
- Advertising
- Professional Recommendations/ Reviews
- Social Media Influencers
- Consumer/User Reviews
- Friends/Family Recommendations
- Internet Speed
- Battery life
- Other Technical specifications
- Reliability
- Brand Image
- Reception
- Screen Size
- Design
- Personal Experience
- Ease of use
- Other
- Technical specifications

Mobile Phone Networks – Criteria of Choice

- Additional Services Offered
- Advertising
- Choice of Handset
- Company Reputation
- Customer Service
- Cost of Contract
- Brand Image
- Length of Contract
- Network Coverage
- 4G Coverage
- Data Allowance
- Personal Experience
- Reception
- Personal Recommendation
- Professional Reviews
- User Reviews and Opinions
- Special Offers
- Call Tariffs



Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services

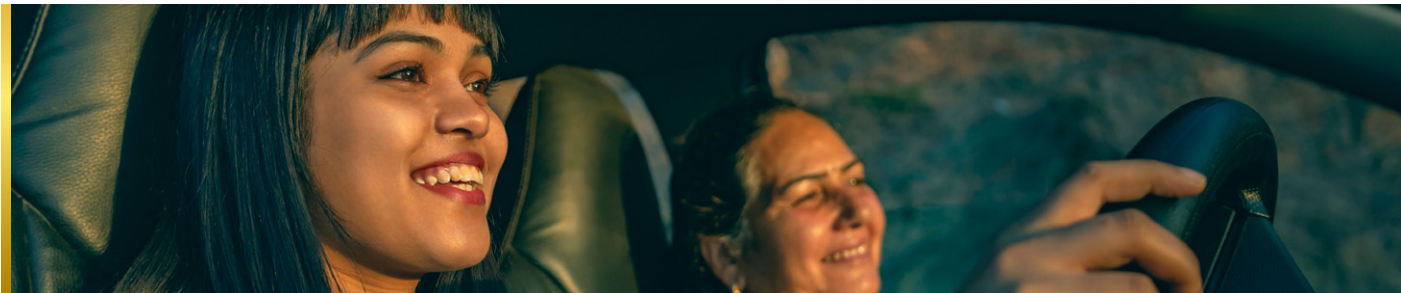


Main Car

Cars – Criteria of Choice	Advertising
	Brand Image
	Build Quality
	Comfort
	Company reputation
	Credit facilities
	Easy to park
	Taxation/Congestion Charge related benefits
	Environmentally friendly/low emissions
	Fuel consumption
	Innovation
	Insurance premiums
	Interior Space/Functionality
	Length of Warranty
	Local dealer
	Origin of car manufacturer
	Country where manufactured
	Personal experience
	Personal recommendation
	User reviews and opinions
	Price
	Reliability
	Resale value
	Safety (e.g. Airbags, ABS)
	Security (e.g. Alarm, Immobilizer)
	Servicing costs
	Size of Car
	Specification/Options
	Speed/Performance
	Style/design

Second Car

Cars – Criteria of Choice	Advertising
	Brand Image
	Build Quality
	Comfort
	Company reputation
	Credit facilities
	Easy to park
	Taxation/Congestion Charge related benefits
	Environmentally friendly/low emissions
	Fuel consumption
	Innovation
	Insurance premiums
	Interior Space/Functionality
	Length of Warranty
	Local dealer
	Origin of car manufacturer
	Country where manufactured
	Personal experience
	Personal recommendation
	User reviews and opinions
	Price
	Reliability
	Resale value
	Safety (e.g. Airbags, ABS)
	Security (e.g. Alarm, Immobilizer)
	Servicing costs
	Size of Car
	Specification/Options
	Speed/Performance
	Style/design



Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services

Car ownership

Car Ownership	1 Car
	2 Cars
	3 or more Cars
	Any Yes
Types	Any _ Micro (Two-Seater)
	Any _ Saloon - 2 Doors
	Any _ Saloon - 4 Doors
	Any _ Hatchback - 3 Doors
	Any _ Hatchback - 5 Doors
	Any _ Estate
	Any _ Coupe
	Any _ Off Roader/SUV
	Any _ Crossover
	Any _ People Carrier/MPV
	Any _ Van
	Any _ Other
	Any _ Any Saloon/Hatchback
	Any _ Any 2/3 Doors
Any _ Any 4/5 Doors	
New Or Secondhand	Any _ New
	Any _ Secondhand
Types – Fuel	Any _ Diesel
	Any _ Petrol
	Any _ Hybrid (electric/petrol)
	Any _ LPG (gas)
Who Decided Model	Any _ Electric
	Main Car _ You alone
	Main Car _ You and your spouse/partner
	Main Car _ Your spouse/partner alone
	Main Car _ Your spouse/partner and someone else
	Main Car _ A family decision
	Main Car _ You and another member of the household
	Main Car _ Another member of the household alone
Main Car _ Someone else	

Expenditure	Any _ Up to 3,000
	Any _ 3,000-4,499
	Any _ 4,500-5,999
	Any _ 6,000-7,499
	Any _ 7,500-8,999
	Any _ 9,000-10,499
	Any _ 10,500-11,999
	Any _ 12,000-14,999
	Any _ 15,000-17,999
	Any _ 18,000-22,499
	Any _ 22,500-29,999
Part Exchanged	Any _ Yes
	Any _ No
How Often Replaced	Every 2 years or less
	Every 3 to 4 years
	Every 5 to 6 years
	Every 7 years or more

Intention to buy a vehicle

Intend to Buy Vehicle in Next 2 Years	No
	Yes
When Likely To Buy	In the next 3 months
	In 4 - 6 months
	In 7 - 12 months
	In 1 - 2 years

Driving licence and mileage driven

Own	Yes – Full
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Consumer & FMCG: From groceries to insurance to cars – consumption of a wide variety of products & services



Car purchasing decisions

Sources Of Information	Main Car _ Visits to car showrooms
	Main Car _ Manufacturers' brochures
	Main Car _ Manufacturers' Websites
	Main Car _ Other Websites
	Main Car _ TV Programmes
	Main Car _ Newspapers
	Main Car _ Magazines
	Main Car _ Friend/Family Recommendations
	Main Car _ Professional Recommendations/Reviews
	Main Car _ Social Media Influencers
Thoughts Before Consulting	Main Car _ User reviews and opinions
	Main Car _ Other sources
	Main Car _ Newspapers' and 'Magazines
	Main Car _ One particular manufacturer
	Main Car _ Several manufacturers
	Main Car _ No particular manufacturer
	Main Car _ One particular model
	Main Car _ Several models
	Main Car _ No particular model
	Main Car _ No particular manufacturer or model



National lottery

Played	Lotto _ Yes
	Euro-Millions _ Yes
	Thunderball _ Yes
	Other National Lottery draws _ Yes
	National Lottery Scratch cards _ Yes
	Lotto _ No - but have played previously
	Euro-Millions _ No - but have played previously
	Thunderball _ No - but have played previously
	Other National Lottery draws _ No - but have played previously
	National Lottery Scratch cards _ No - but have played previously
Where Buy	Lotto _ No - never played
	Euro-Millions _ No - never played
	Thunderball _ No - never played
	Other National Lottery draws _ No - never played
	National Lottery Scratch cards _ No - never played
	Regularly _ In-Store
	Occasionally _ In-Store
	Regularly _ Online
	Occasionally _ Online
	Regularly _ Elsewhere
	Occasionally _ Elsewhere



Leisure: A broad range of leisure activities including holidays, hobbies and sport

Word of mouth

Word of Mouth Segments

Music _ Influencers
Sport _ Influencers
Films _ Influencers
Books & Reading _ Influencers
Computer & Console Gaming _ Influencers
Public Affairs/Politics _ Influencers
The Environment _ Influencers
Theatre, Exhibitions, Dance etc. _ Influencers
Holidays & Travel _ Influencers
Food & Dining _ Influencers
Healthy Living _ Influencers
DIY _ Influencers
Gardening _ Influencers
DIY & gardening _ Influencers

Sports and leisure activities

Number Of Hours per WEEK

Sport _ More than 4 hours
Sport _ 2-4 hours
Sport _ 1-2 hours
Sport _ Less often
Sport _ None
Other Exercise _ More than 4 hours
Other Exercise _ 2-4 hours
Other Exercise _ 1-2 hours
Other Exercise _ Less often
Other Exercise _ None
Sport/Other Exercise _ More than 4 hours
Sport/Other Exercise _ 2-4 hours
Sport/Other Exercise _ 1-2 hours
Sport/Other Exercise _ Less often
Sport/Other Exercise _ None

Watching, reading & browsing sports and leisure activities

Team Sports

Any Interest In _ Football/Soccer
Any Interest In _ 5-a-Side Football
Any Interest In _ American Football
Any Interest In _ Baseball
Any Interest In _ Basketball
Any Interest In _ Netball
Any Interest In _ Cricket
Any Interest In _ Ice Hockey
Any Interest In _ Hockey
Any Interest In _ Rugby League
Any Interest In _ Rugby Union
Any Interest In _ Volleyball

Theatre, concerts, art exhibitions and music gigs

Frequency

Plays _ All Goers
Opera _ All Goers
Ballet _ All Goers
Musicals _ All Goers
Contemporary Dance Performances _ All Goers
Classical Music Concerts or Recitals _ All Goers
Jazz Concerts or Performances _ All Goers
Other Music Concerts in Stadiums/Arenas _ All Goers
Other Music Gigs _ All Goers
Art Galleries or Art Exhibitions _ All Goers
Comedy Shows _ All Goers
DIY _ Influencers
Gardening _ Influencers
DIY & gardening _ Influencers



Leisure: A broad range of leisure activities including holidays, hobbies and sport

Going to events

Frequency	Once a week or more often _ A sports event
	Once every two weeks _ A sports event
	Once a month _ A sports event
	Once every three months _ A sports event
	Once every six months _ A sports event
	Less often _ A sports event
	Once a week or more often _ A music event
	Once every two weeks _ A music event
	Once a month _ A music event
	Once every three months _ A music event
	Once every six months _ A music event
	Less often _ A music event
	Gardening _ Influencers
	DIY & gardening _ Influencers

Holiday archetypes

Holiday Archetypes	Sun Worshippers
	Budget Backpackers
	Globetrotters
	School Holiday Families
	Short Breakers
	Staycationers

Community involvement

Organisations Belong to/help out with	Belong To _ Political Party
	Help Out _ Political Party
	Belong To _ Local Community Organisation
	Help Out _ Local Community Organisation
	Belong To _ Religious Organisation
	Help Out _ Religious Organisation
	Belong To _ Sports/Hobbies Club
	Help Out _ Sports/Hobbies Club
	Belong To _ Social Club
	Help Out _ Social Club
	Belong To _ Ex Serviceman's Club
	Help Out _ Ex Serviceman's Club
	Belong To _ Children's/Youth Organisations & Clubs
	Help Out _ Children's/Youth Organisations & Clubs
	Belong To _ Business Club (Rotary Club, Chamber of Commerceà)
	Help Out _ Business Club (Rotary Club, Chamber of Commerceà)
	Belong To _ Charity
	Help Out _ Charity
	Belong To _ Other
	Help Out _ Other



Leisure: A broad range of leisure activities including holidays, hobbies and sport



Hobbies & interests

Any Interest In _ Cards (e.g. Poker)

Any Interest In _ Other card games (e.g. Uno)

Any Interest In _ Board games

Any Interest In _ Playing board games/cards

Any Interest In _ Crossword/Sudoku type puzzles

Any Interest In _ Other puzzles & games

Any Interest In _ Gardening

Any Interest In _ Bird watching

Any Interest In _ Camping

Any Interest In _ Walking/hiking/rambling

Any Interest In _ Other outdoor activities

Any Interest In _ Writing (novels, poems, letters)

Any Interest In _ Photography

Any Interest In _ Drawing/painting/sculpting

Any Interest In _ Singing

Any Interest In _ Playing a musical Instrument

Any Interest In _ Play music/sing

Any Interest In _ Amateur dramatics/dance

Any Interest In _ Other creative arts

Any Interest In _ Sewing/knitting

Any Interest In _ DIY/decorating

Any Interest In _ Historical/cultural affairs

Any Interest In _ Woodworking

Any Interest In _ Working on motor vehicles/mechanics

Any Interest In _ Model making

Any Interest In _ Jewellery making

Any Interest In _ Other crafts/manual work

Any Interest In _ Cooking

Any Interest In _ Baking

Any Interest In _ Cooking or Baking

Any Interest In _ Family history/genealogy

Any Interest In _ Computing/technology

Any Interest In _ Visiting antiques fairs/car boot sales

Any Interest In _ Collections/collecting items

Any Interest In _ Quiz nights

Any Interest In _ Reading

Any Interest In _ Listening to music

Any Interest In _ Meditation/Mindfulness

Any Interest In _ Science

Any Interest In _ Technology/gadgets

Any Interest In _ Politics/economics



TGI Lifestyle Taster: A broad spectrum of attitudinal category and identity drivers



Clothing and accessories

Statements – Any agree

I like to keep up with the latest fashions

I really enjoy shopping for clothes

I spend a lot on clothes



Technology

Statements – Any agree

It is important my household is equipped with the latest technology

I love to buy new gadgets and appliances



Motoring

Statements – Any agree

You can judge a person by the car they drive

My car is only there to get me from 'A' to 'B'

I would choose a car mainly on the basis of its looks

My car should catch people's attention

I like to drive fast

I like driving

My car should express my personality

My car should be equipped with all possible safety features

I like innovative cars

I am not interested in what goes on under the bonnet of a car

I would choose a British car to support the national economy

I would choose a car over public transport

All new cars should be electric



Financial services

Statements – Any agree

With a credit card I can buy the sort of things I couldn't normally afford

I leave the financial arrangements in our home to someone else

I am no good at saving money

I use my credit card mostly for business

If there's something I want I save up for it

I don't like the idea of being in debt

I am very good at managing money

I prefer to use cash whenever possible

Owning stocks and shares is too risky an investment for me

I usually consult a professional financial adviser before deciding on financial matters

I spend money more carefully than I used to

It is important to be well insured for everything

Financial security after retirement is your own responsibility

I am more aware of personal finance than I used to be

I look for profitable ways to invest my money

I'm interested in financial services advertising

I trust banks/building societies to look after my money

I only take out credit/loans when absolutely necessary

I would consider leaving a gift to charity in my will

The economic outlook heavily affects my purchasing behaviour

I prefer to get paper bills and statements rather than access them online

Before making any big outlay, I think about it for a while

I am a regular saver

Online only banks are as trustworthy as traditional banks



Food and diet

Statements – Any agree

I like to try out new food products

Frozen foods are as good for you as fresh foods



Shopping and retail

Statements – Any agree

It's worth paying extra for quality goods

When I see a new brand I often buy it to see what it's like

Shopping online makes my life easier

TGI Lifestyle Taster: A broad spectrum of attitudinal category and identity drivers



Internet and communications

Statements – Any agree

I tend to be influenced by comments/reviews posted online by other Internet users

I feel the need to check social networking sites every day

I like to follow on social media the magazines/newspapers that I read

I like to stream content that is trending

Streaming services help me to discover new content



Television

Statements – Any agree

I rely on TV to keep me informed

Watching TV is my favourite pastime

I often notice products or brands that appear in TV programmes and films

Whilst watching TV, I search on the internet for products I see advertised

I prefer to watch TV on a laptop, tablet or mobile

TV tends to influence my opinions



Print media

Statements – Any agree

I often go in for competitions in newspapers and magazines



Radio

Statements – Any agree

Ads in podcasts improve my perception of the brand



Other media and promotions

Statements – Any agree

Relevant direct mail can change my opinion of a company or brand

I tend to pay more attention to mail if it's about something advertised on TV

I prefer to buy products from companies who sponsor sports events and teams

I prefer to buy products from companies who sponsor TV programmes

I prefer to buy products from companies who sponsor exhibitions or music events

I like to receive loyalty rewards through the post

I get to the cinema on time to watch the adverts and trailers

