

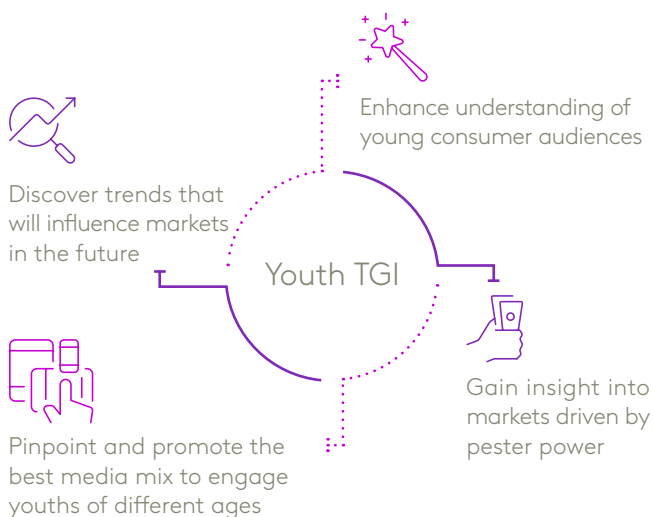
## Youth TGI

# Enhanced understanding of young consumers



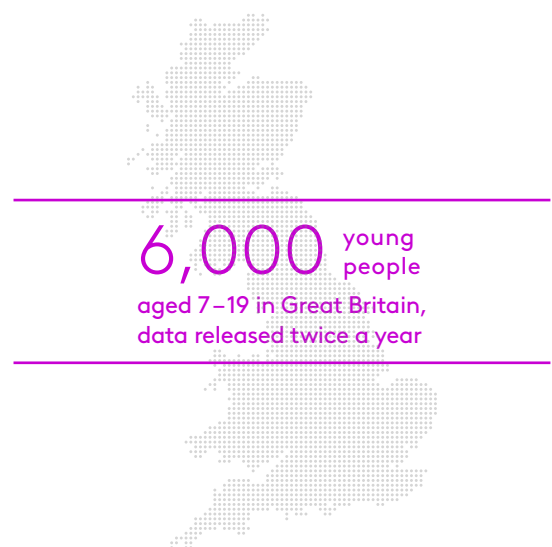
## Youth TGI

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



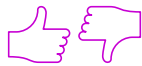
Opinions on specific prominent brands



Who influences them and who they influence



Purchase responsibility and pester power



Celebrities liked and disliked



Leisure activities



Media consumption and engagement

