

# TGI Global Quick View 2020

Method Report



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## 1. Background

TGI Global Quick View helps global companies to identify the digital media consumption and purchase preferences of their target audiences at an international level.

By providing a fully-harmonised international dataset in 25 major advertising markets, TGI Global Quick View is of value to a wide range of companies including Media & Rights Owners, Media & Creative Agencies and Brand owners. The international view on digital consumer behaviour allows users to do the following:

- To monitor global trends in digital media consumption and profile audiences across markets
- To answer globally-focused planning briefs with consistent international target-group data
- To identify business opportunities based on global consumer trends

As a complement to the international view of connected consumers provided by TGI Global Quick View, subscribers to TGI Country Data Sets can also mine our local planning databases for more in-depth intelligence into the local composition of their global target audiences.

## 2. TGI Global Quick View 2020 - in short



Sample size = 67,262



Fieldwork period = March – May 2020



Weighted universe = 930 million weekly internet users aged 16-65



Recruitment methodologies = online panel



Survey methodologies = online self-completion



Weighting sources = local TGI, UN World Population Prospects 2019, Internet World Stats and local market census

### 3. The TGI Global Quick View sample and universe

The 2020 release relates to fieldwork conducted between March and May. The sample collected during this time equates to 67,262 usable survey responses from 16-65 year olds who use the internet for leisure purposes at least weekly.

The database consists of interviews conducted in 25 markets around the world. In the majority of markets, the sample represents all geographies within the country. However, in the following markets the sample represents urban populations: Argentina, Brazil, China (Tiers 1-4), India, Mexico and Russia.

Once weighted, TGI Global Quick View represents the behaviours and attitudes of a little over 930 million people.

### 4. Questionnaire administration and recruitment methodology

The TGI Global Quick View questionnaire was administered in to respondents as an online self-completion survey.

The questionnaire itself is split into three parts. All respondents completed the core, 65% of those went on to complete part 2 and 55% of those that complete core, went on to complete part 3. Respondents either only completed core or core and part 2, or core, part 2 and part 3.

The questionnaire was designed to collect data on the following areas:

Single source core

1. General digital behaviours and preferences
2. Usage of digital media services
3. Attitudes and demographics to define various personality and identity classifications
4. Offline behaviours

Additional parts covered

1. Purchase categories (online and offline), and usage of global brands in key categories
2. Sports following and interest
3. Leisure activities
4. Impact of Coronavirus on behaviours and attitudes

In certain markets, the study was also available to be taken in multiple languages to increase participation and further ensure a representative sample:

Market	Languages available
Canada	English [Canada], French [Canada]
Belgium	Dutch [Belgium], French, German

## Online fieldwork

For all online fieldwork, Profiles acted as fieldwork supplier using either their own consumer panel in whole, or in combination with verified panel partners. The questionnaire is divided into 3 parts, the length of interview differed for each stage, however, the length of interview for each part was kept below 20 minutes in all markets to ensure data quality throughout.

## 5. Sampling

The sampling was based on quotas generated from local TGI, UN World Population Prospects 2019, Internet World Stats and local market census to ensure data was representative of weekly internet users for leisure in each market. Quotas were applied to:

- Age x gender
- Internet frequency (Daily, Weekly)
- Local region or city

Internet frequency was achieved where possible, with quotas being flexible where appropriate to achieve total sample.

## 6. Quality controls

Quality controls were put in place which resulted in an average of 7% of completes being disqualified.

Market	Completes	Accepted
Argentina	1787	1500
Australia	2305	2251
Belgium	1544	1500
Brazil	2905	2500
Canada	3126	3004
China	4909	4000
France	4190	4000
GB	6287	6001
Germany	4228	4000
India	2978	2750
Indonesia	3511	3002
Italy	3094	3000
Japan	2770	2251
Mexico	2644	2500
Netherlands	1542	1500
Norway	1550	1500
Poland	2300	2250

Russia	3452	3001
Singapore	1573	1500
South Korea	2365	2251
Spain	3058	3000
Sweden	1546	1500
Taiwan	1539	1500
Turkey	2086	2001
USA	5365	5000

## 7. Weighting

Weights were applied at a local level to ensure the final profile matched the quota proportions for age, gender, internet frequency and city/region. The weights were then grossed to represent the population estimates for each market.

To achieve this several sources of data were used:

- United Nations World Population Prospects 2019
- AIMC 2019
- TGI GB 19Q4
- TGI Europa 2019r2
- TGI Turkey 2019r2
- TGI USA 2018
- TGI France 2019r2
- TGI Italy 2019r2
- TGI México 2019
- Brazil Target Group Index 2019
- Argentina Target Group Index 2018
- Norway TGI 2019
- TGI Belgium 2017
- Canada VIVIDATA 2018 Q4
- China CNRS 2018
- India TGI 2019 Wave 2
- Japan (ACR) 2018
- Korea Media Index 2019/1
- Poland TGI with NetTrack 2018
- Sweden Orvesto Konsument 2018
- Russia MMI 2018
- Taiwan Consumer & Media View 2015
- Australia Consumer & Media View 2015
- Indonesia Consumer & Media View 2015
- Internet World Stats 2020
- Statistics Netherlands (CBS) 2019
- Singapore Department of Statistics (DOS) 2019

Local TGI data was used in order to ensure nationally representative data. Where a market did not have a local TGI, the census was used to ensure sampling was representative in age x gender, and regions.

Last week internet penetration obtained by market from the local TGI or Internet World Stats, where TGI was not present. To insure representativity LATAM had an additional weight of education applied. The outcome gives us the weighted universe reported in the final database.

After the weighting was run, the efficiency was checked and came to 73.9% which was deemed acceptable.

## 8. Fusion

All respondents completed the core of which 65% completed part two and 55% went on to complete part 3. The respondents who answered all 3 parts of the survey were used as donors for the fusion which was a total of 36,798. Those respondents donated information to the other set of respondents who didn't answer all parts of the survey but had answered the core, the number of respondents who were recipients was 30,464.

The fusion was a partially unconstrained process, the samples were split by country and gender. The fusion used a set of 28 hooks, one of which was age group that was used as a critical hook. For example, a respondent who only completed the core would receive data for part 2 and 3, whereas a respondent who completed the core and part 2 would only receive data for part 3. After the fusion is run all 67,262 respondents have data for all parts.



## 9. TGI Global Quick View classifications

Several classifications are available as part of the dataset:

1. Life Values
2. OCEAN
3. Connected Life
4. Global Socio Economic Levels

A brief introduction to each can be found below, with more detailed information available upon request.

### Life Values

Life Values is a segmentation dividing consumers into groups based on their priorities in life. It sheds light on the motivations of brand and category consumers and can show how well your brand matches up with the values of its key users. Based on the Schwartz Theory of Basic Human Values, Life Values scores respondents across two dimensions and delivers 9 segments:

- Self-interest and Image vs. Conscience and Spirituality
- Safety and Conservatism vs. Adventure and Exploration

These scores are calculated based on respondents' responses to a series of attitude statements.

### OCEAN

OCEAN is a classification that is widely used in the domain of social psychology and, more recently, has been used by some of the Media Agency holding-groups for their consumer profiling and planning. OCEAN produces scores for five personality traits:

1. Openness
2. Conscientiousness
3. Extraversion
4. Agreeableness
5. Neuroticism

Each trait has a score ranging from -4 to 4. Depending on market distribution, the following score ranges indicate high, neutral and low levels of each trait:

High:	Scores of +4, +3, +2
Neutral:	Scores of +1, 0 -1
Low:	Scores of -2, -3, -4

### Connected Life

Developed by Kantar Insights, the Connected Life segmentation divides consumers into groups based on their digital influence and social engagement. Five connected consumer segments with distinct behavioural and attitudinal profiles allow for more granular targeting.

## Global Socio Economic Levels

TGI Global SELs have been developed as a “social grading” system which can be used across countries. In most countries a national social grading system already exists for commercial market research, but these systems differ significantly between countries. These scores will relate quite closely to each national Social Grade but will provide a uniform and comparable method of calculation across all countries.

## 10. Contact

For sales queries please contact:

Kantar Media  
222 Gray's Inn Road  
London  
WC1x 8HB

Tel: +44 (0)20 8433 4000  
Fax: +44 (0)20 8433 4003  
Email: @kantar.com

Contact: Emma Hargreaves ([emma.hargreaves@kantar.com](mailto:emma.hargreaves@kantar.com))

For Snapshot queries:

Contact: TGI Helpdesk ([support@kantarmedia.com](mailto:support@kantarmedia.com))

## Appendix

### SIGNIFICANCE AND VALIDITY OF RESULTS

**Table 1** allows the calculation of 95% confidence limits for percentage penetration statistics in TGI. To use this table, look up the percentage to be tested in the appropriate column, and the unweighted Sample figure in the row. The intersection of the row and column gives the confidence limit figure required.

For example, if a magazine has a sample of 200 readers, and 30% of these have bought a Video Game in the last year, Table 1 shows that the 95% confidence limits for this percentage are + 7.3%. So, there is only a 1 in 20 chance that the true population figure is outside the range 22.7% to 37.3% (i.e. 30% - 7.3% to 30% + 7.3%).

If confidence limits for a 25% penetration are required, an estimate can be taken midway between the 20% and 30% columns.

**Table 2** is used to calculate the difference needed between two percentages, if we are to be 95% certain this observed difference is real. To use this table, first calculate confidence limits for each of the two percentages to be tested, using Table 1.

For example, if Table 1 gives confidence limits of 6% and 4% for the two percentages being compared, then Table 2 shows that a 7.2% difference is needed for us to be sure that the difference is real.

So if we are testing penetrations of 25% and 14%, with 6% and 4% confidence limits, we can conclude with 95% certainty that this is a real difference, as the actual difference of 11% (25% - 14%) exceeds the required figure of 7.2%. If we are testing 20% against 15%, we cannot conclude that this is a real difference which would be replicated in the population, as the difference of 5% is below the required figure of 7.2%.

**Table 3** is used to calculate the confidence limits for an Index, assuming the Index to be tested is based against an Index of 100 for an All Adults population.

Suppose that, as before, we are testing for a magazine with a sample of 200 readers, of whom 30% of these have bought a Video Game in the last year. Suppose TGI shows this cell to have an Index of 130 compared with the adult population.

Using the 30% column, and the 200 row, we obtain a figure of + 24 from Table 3. This tells us that we can be 95% certain that the true Index in the Population lies between 106 and 154 (i.e. between 130 - 24 and 130 + 24). As the figure of 100 is not within this range, we can be virtually certain that the true Index exceeds 100.

If a difference between two Index figures needs to be tested, use Table 2 to test the difference between the corresponding percentages. If the difference between percentages is significant, then so is the difference between the Index figures.

**TABLE 1: 95% Confidence Limits for a Percentage**

	Test Percentage														
	98	95	90	85	80	70	60	50	40	30	20	15	10	5	2
<b>Unwtd. Sample:</b>															
<b>100</b>	3.2	4.9	6.8	8.0	9.0	10.3	11.0	11.3	11.0	10.3	9.0	8.0	6.8	4.9	3.2
<b>200</b>	2.2	3.5	4.8	5.7	6.4	7.3	7.8	8.0	7.8	7.3	6.4	5.7	4.8	3.5	2.2
<b>400</b>	1.6	2.5	3.4	4.0	4.5	5.2	5.5	5.6	5.5	5.2	4.5	4.0	3.4	2.5	1.6
<b>700</b>	1.2	1.9	2.6	3.0	3.4	3.9	4.2	4.3	4.2	3.9	3.4	3.0	2.6	1.9	1.2
<b>1000</b>	1.0	1.6	2.1	2.5	2.9	3.3	3.5	3.6	3.5	3.3	2.9	2.5	2.1	1.6	1.0
<b>2000</b>	0.7	1.1	1.5	1.8	2.0	2.3	2.5	2.5	2.5	2.3	2.0	1.8	1.5	1.1	0.7
<b>3000</b>	0.6	0.9	1.2	1.5	1.6	1.9	2.0	2.1	2.0	1.9	1.6	1.5	1.2	0.9	0.6
<b>5000</b>	0.4	0.7	1.0	1.1	1.3	1.5	1.6	1.6	1.6	1.5	1.3	1.1	1.0	0.7	0.4
<b>10000</b>	0.3	0.5	0.7	0.8	0.9	1.0	1.1	1.1	1.1	1.0	0.9	0.8	0.7	0.5	0.3
<b>25000</b>	0.2	0.3	0.4	0.5	0.6	0.7	0.7	0.7	0.7	0.7	0.6	0.5	0.4	0.3	0.2
<b>55000</b>	0.1	0.2	0.3	0.3	0.4	0.4	0.5	0.5	0.5	0.4	0.4	0.3	0.3	0.2	0.1

**TABLE 2: 95% Confidence Limits for the Difference between two Percentages**

	Confidence Limit for Percentage 1:									
	1	2	3	4	5	6	7	8	9	10
<b>Confidence Limit for Percentage 2:</b>										
<b>1</b>	1.4	2.2	3.2	4.1	5.1	6.1	7.1	8.1	9.1	10.0
<b>2</b>		2.8	3.6	4.5	5.4	6.3	7.3	8.2	9.2	10.2
<b>3</b>			4.2	5.0	5.8	6.7	7.6	8.5	9.5	10.4
<b>4</b>				5.7	6.4	7.2	8.1	8.9	9.8	10.8
<b>5</b>					7.1	7.8	8.6	9.4	10.3	11.2
<b>6</b>						8.5	9.2	10.0	10.8	11.7
<b>7</b>							9.9	10.6	11.4	12.2
<b>8</b>								11.3	12.0	12.8
<b>9</b>									12.7	13.5
<b>10</b>										14.1

**TABLE 3: 95% Confidence Limits for an Index, based on Adult Population**

	Penetration for Base														
	98	95	90	85	80	70	60	50	40	30	20	15	10	5	2
<b>Subgroup Unwtd. Sample:</b>															
<b>100</b>	3.2	5.2	7.5	9.5	11.3	14.8	18.4	23	28	34	45	54	68	98	158
<b>200</b>	2.3	3.7	5.3	6.7	8.0	10.5	13.1	16.0	19.6	24	32	38	48	70	112
<b>400</b>	1.6	2.6	3.8	4.8	5.7	7.4	9.3	11.4	13.9	17.4	23	27	34	50	80
<b>700</b>	1.2	2.0	2.9	3.6	4.3	5.7	7.1	8.6	10.6	13.2	17.3	21	26	38	60
<b>1000</b>	1.0	1.7	2.4	3.1	3.6	4.8	5.9	7.3	8.9	11.1	14.5	17.3	22	32	51
<b>2000</b>	0.7	1.2	1.7	2.2	2.6	3.4	4.3	5.2	6.4	8.0	10.5	12.5	15.7	23	37
<b>3000</b>	0.6	1.0	1.5	1.8	2.2	2.9	3.6	4.4	5.3	6.7	8.7	10.4	13.1	19.0	30
<b>5000</b>	0.5	0.8	1.2	1.5	1.7	2.3	2.9	3.5	4.3	5.3	7.0	8.3	10.5	15.2	24
<b>10000</b>	0.4	0.6	0.9	1.1	1.3	1.7	2.2	2.7	3.3	4.1	5.3	6.3	8.0	11.6	18.7
<b>25000</b>	0.3	0.5	0.7	0.8	1.0	1.3	1.6	2.0	2.5	3.1	4.0	4.8	6.0	8.8	14.1
<b>55000</b>	0.2	0.4	0.6	0.7	0.9	1.1	1.4	1.7	2.1	2.6	3.4	4.1	5.2	7.5	12.0

