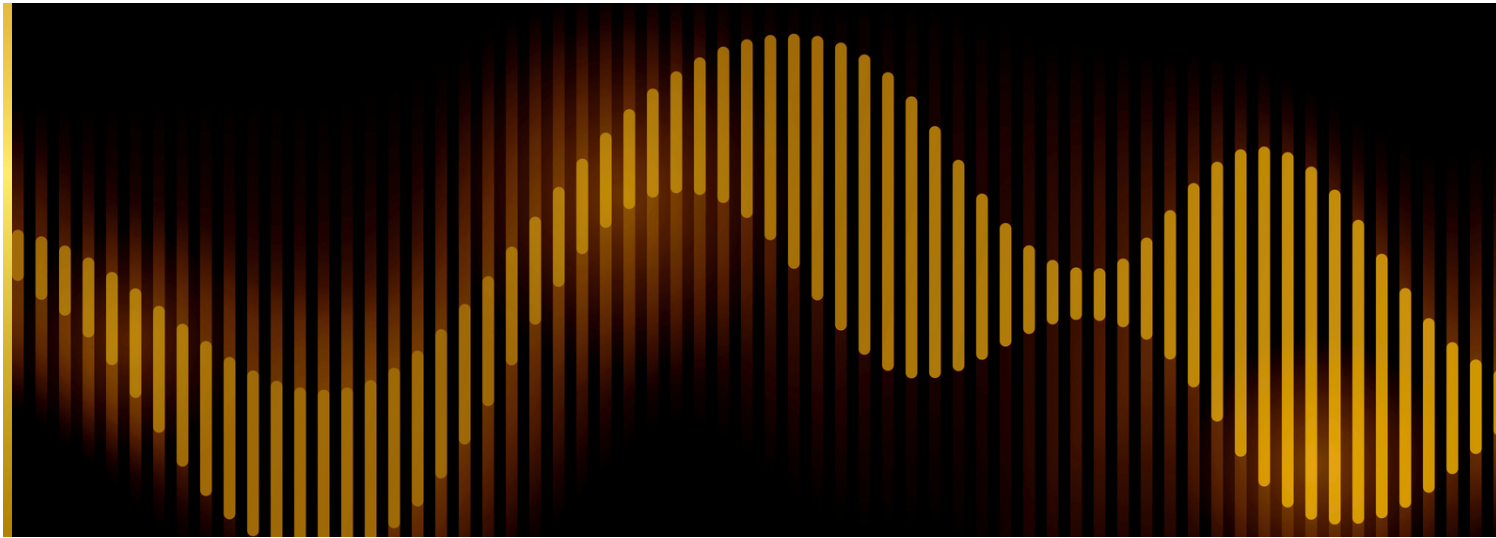


TGI Lifestage

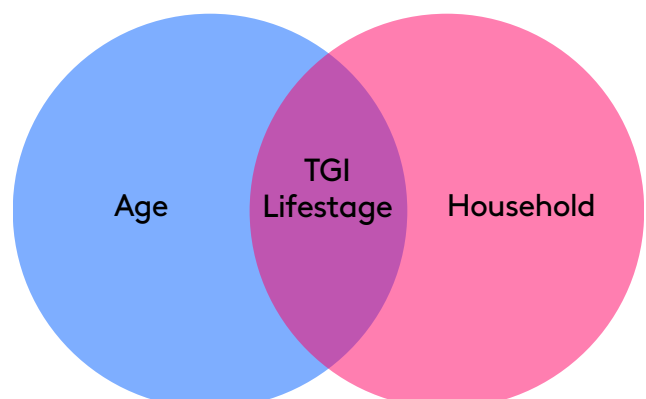
More sophisticated targeting
beyond standard demographics

















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- Target consumers according to the behaviours dictated by their personal circumstances
 - Gain a more contextualised picture of consumers' personal circumstances
 - Appeal more appropriately to adults at the key milestones in their lives
-

About TGI Lifestage

By combining an individual's age with the composition of their household, TGI Lifestage represents a particularly effective way of reaching targets. There are 13 Lifestage segments which are further enhanced by the addition of social grading (ABC1/ C2DE) to create a 24-way segmentation. A full list of the groups and their composition is shown below.



TGI Lifestage Group	Demographic Description
 Fledglings	15-34, not married/living as a couple, do not live with son or daughter, live with parents
 Flown the Nest	15-34, not married/living as a couple, do not live with relations
 Nest Builders	15-34, married/living as a couple, do not live with son/daughter
 Playschool Parents	Live with son/daughter and youngest child is aged 0-4
 Primary School Parents	Live with son/daughter and youngest child is aged 5-9
 Secondary School Parents	Live with son/daughter and youngest child is aged 10-15
 Mid-life Independents	35-54, not married/living as a couple, do not live with relations
 Unconstrained Couples	35-54, married/living as a couple, do not live with son/daughter
 Hotel Parents	35+ live with son/daughter, none of which are aged 0-15
 Senior Sole Decision Makers	55+, not married/living as a couple and live alone
 Childfree Senior Couples	55+, married/living as a couple, never had children
 Empty Nesters	55+ married/living as a couple, and do not live with son/daughter
 Non-standard Families	Not married/living as a couple, live with relations, do not live with son/daughter and do not live with parents if 15-34
 Unclassified	Not in any group

