

TGI Social DNA

Better understand consumer behaviour through key economic and cultural drivers



Evaluate the balance of cultural and economic 'capital' driving consumer behaviour

Leverage the fundamental, subconscious drivers behind consumers' choices

Position brand values to tally with the relevant mix of cultural/economic drivers of a given target

About TGI Social DNA

Inspired by the work of celebrated French sociologist Pierre Bourdieu, who championed the understanding of human behaviour through the twin subconscious drivers of economic and cultural 'capital', our segmentation comprises nine separate groups, encompassing every combination (low, medium, high) of these two key drivers.

About the segments

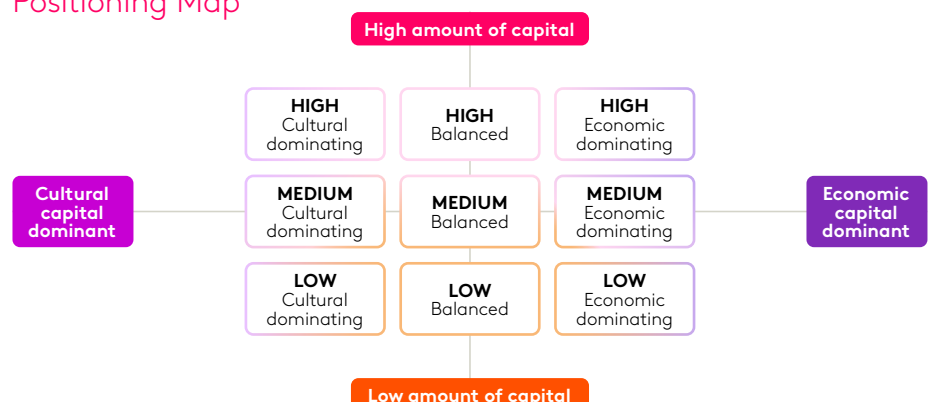
To identify **cultural capital**, we draw from TGI metrics in the following areas:

- Level of education
- Position/job type
- Cultural activities undertaken
- Level of education of parents
- Position/job type of parents

To identify **economic capital**, we draw from TGI metrics in the following areas:

- Income
- Home ownership/value of home
- Savings
- Ownership of high-value goods

Positioning Map



For more information please contact
+44 (0)20 8185 4900
support@kantarmedia.com
kantarmedia.com/uki