

**TGI Consumer Data**

# A guide to our main surveys

TGI consumer data is an essential tool for media agencies, media owners and advertisers in understanding, engaging and reaching key consumer audiences.

Used in Britain and around the world as the media industry's data currency in the mediaplanning and buying process, TGI offers unparalleled depth and breadth of consumer behaviour, characteristics, attitudes and media consumption.

We undertake a range of surveys across different geographies and a variety of consumer audiences. This guide summarises what is available on some of our most prominent surveys.

## **Great Britain TGI** ➤

All adults aged 15+

## **TGI Europa** ➤

Harmonised understanding of consumer behaviour across Britain, France, Germany and Spain

## **Northern Ireland TGI** ➤

All adults aged 16+

## **TGI Global Quick View** ➤

Harmonised consumer behaviour in key sectors across 35 countries worldwide

## **Republic of Ireland TGI** ➤

All adults aged 16+

Find out more:

[anfragen@kantat.com](mailto:anfragen@kantat.com)  
[www.kantat.com/de](http://www.kantat.com/de)

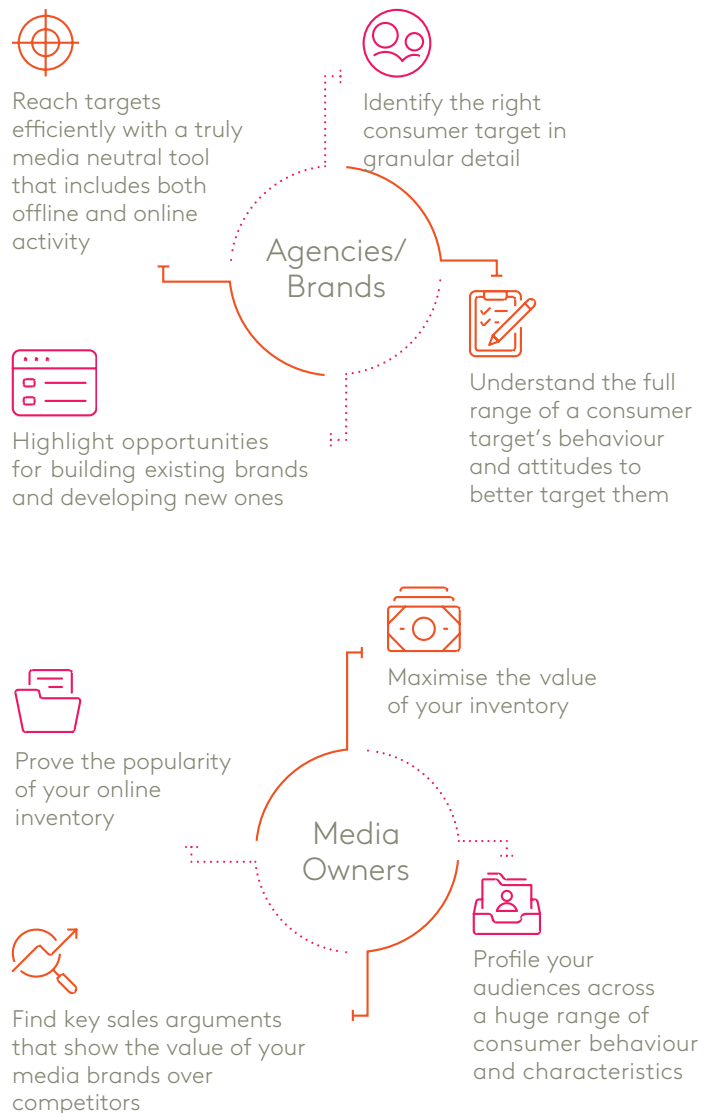


## The who, why and how of consumer behaviour



### GB TGI – a unique solution

TGI consumer data makes media planning and selling far more effective for all players in the media industry. No other solution measures in-depth consumer behaviour and characteristics with such breadth and depth.



For more information please contact

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## About Great Britain TGI

TGI Great Britain data is trusted and used every day by hundreds of communications agencies, media owners and advertisers and is built on a highly robust adult sample.

## How the study works

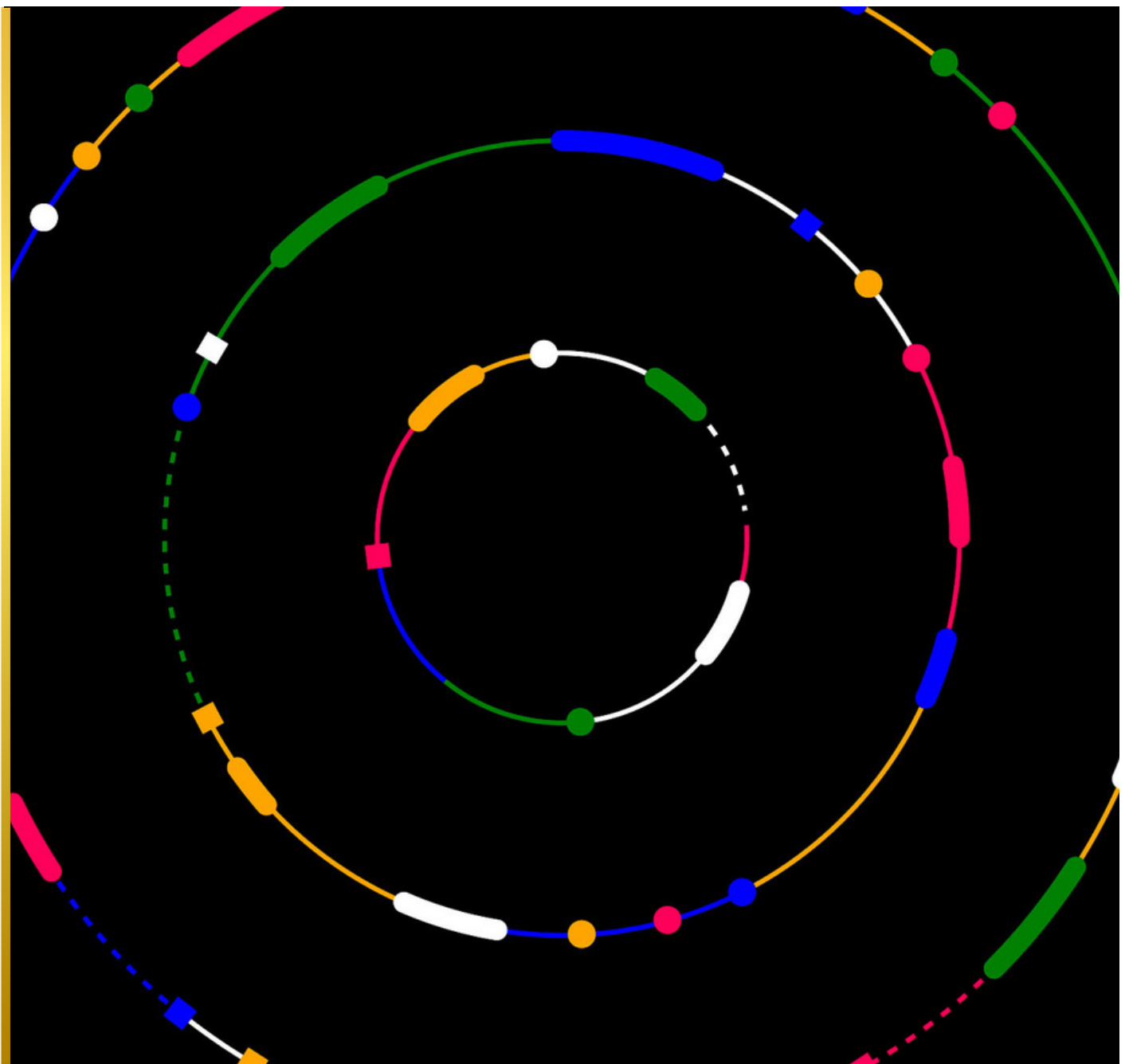
We interview a representative sample of over 24,000 adults aged 15+ every year in Great Britain about their behaviour and characteristics.

## Our in-depth behaviour coverage

**Offline and online consumer behaviour includes:**

**Directly claimed data:**

- Use of 4,000 brands across 600 product areas
- 300 attitudes and motivations
- Leisure activities
- Media consumption (overall and specific media brands)





## Northern Ireland TGI

# The who, why and how of consumer behaviour

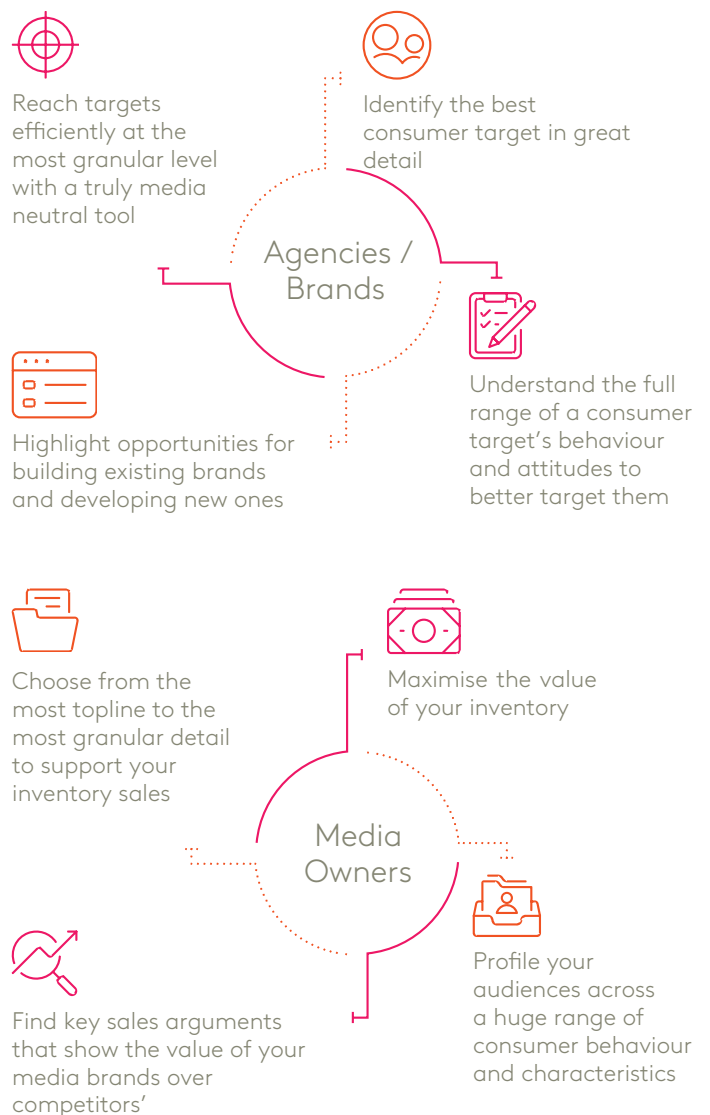


## TGI Consumer Data – A Unique Solution

Data from our TGI consumer survey makes media planning and selling far more effective for all players in the media industry. No other solution reliably measures consumer behaviour and characteristics with such breadth and depth.

For more information about Northern Ireland TGI please contact us:

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## About our TGI Consumer Survey

Northern Ireland TGI consumer data is trusted and used every day by scores of communications agencies, media owners and brands and is built on a highly robust representative sample of 2,500 adults aged 16+ every year.

**2,500 adults** aged 16+ every year

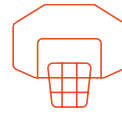
## Our in-depth behaviour coverage



Use of over 4,000 brands across hundreds of product areas



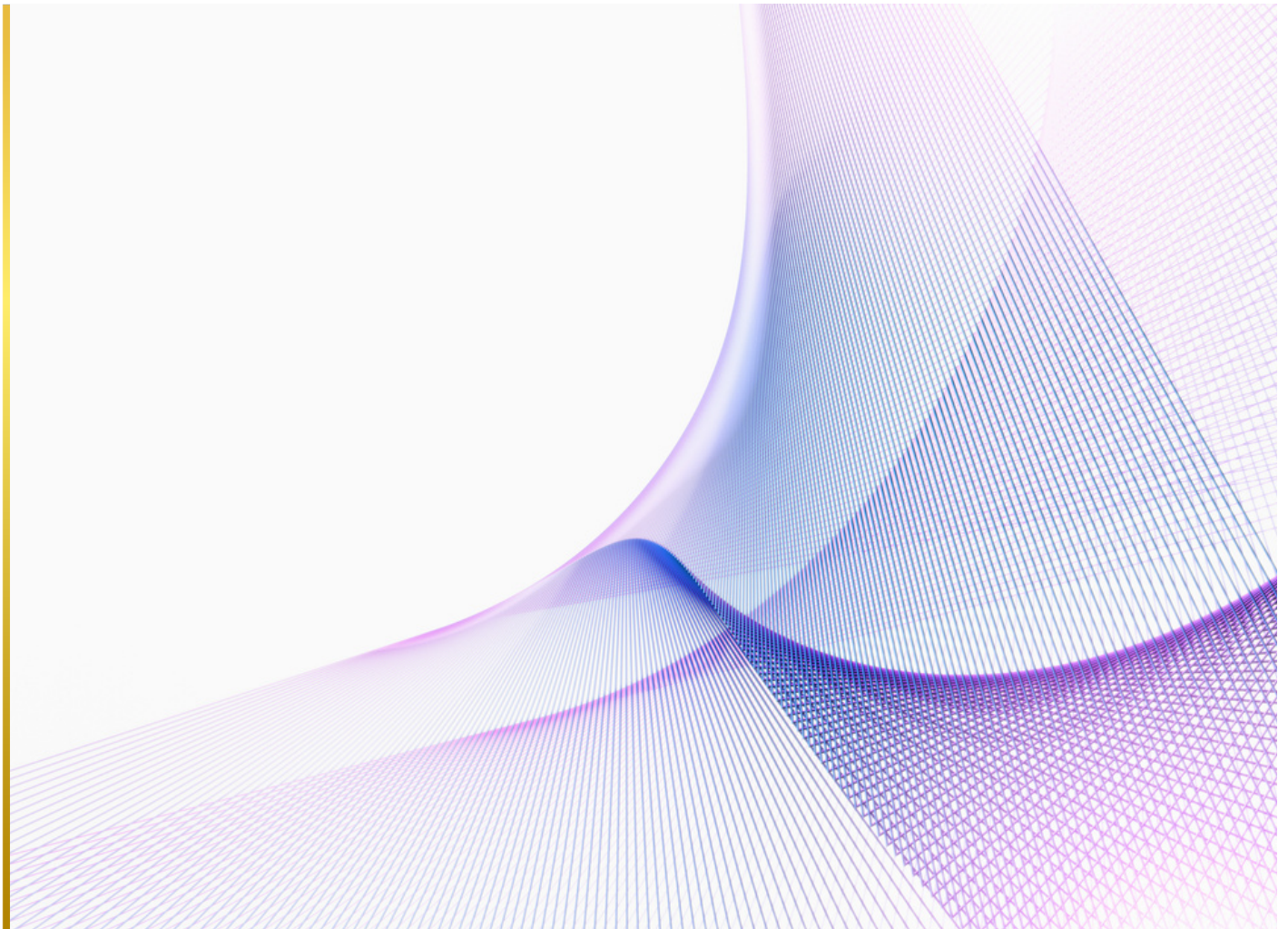
Nearly 300 attitudes and motivations



Leisure activities



All forms of media consumption (overall and specific media brands)





## The who, why and how of consumer behaviour



### TGI Consumer Data – A Unique Solution

Data from our TGI consumer survey makes media planning and selling far more effective for all players in the media industry. No other solution reliably measures consumer behaviour and characteristics with such breadth and depth.



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## About our TGI Consumer Survey

Republic of Ireland TGI consumer data is trusted and used every day by scores of communications agencies, media owners and brands and is built on a highly robust representative sample of 4,000 adults aged 16+ every year. Data is released twice yearly, in May and October.

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**4,000 adults** aged 16+ every year

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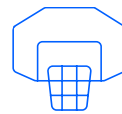
## Our in-depth behaviour coverage



Use of over 4,000 brands across hundreds of product areas



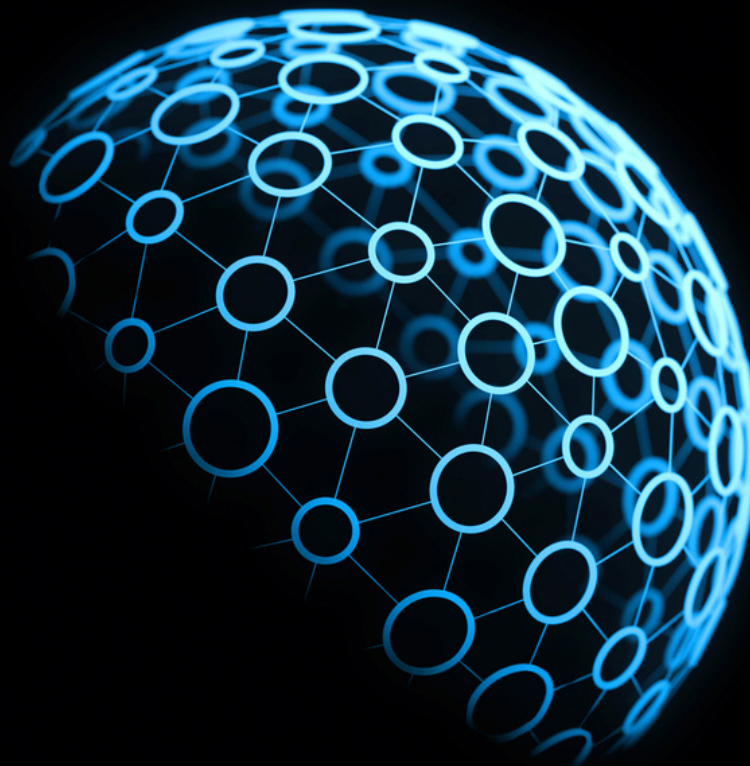
400 attitudes and motivations



Leisure activities



All forms of media consumption (overall and specific media brands)

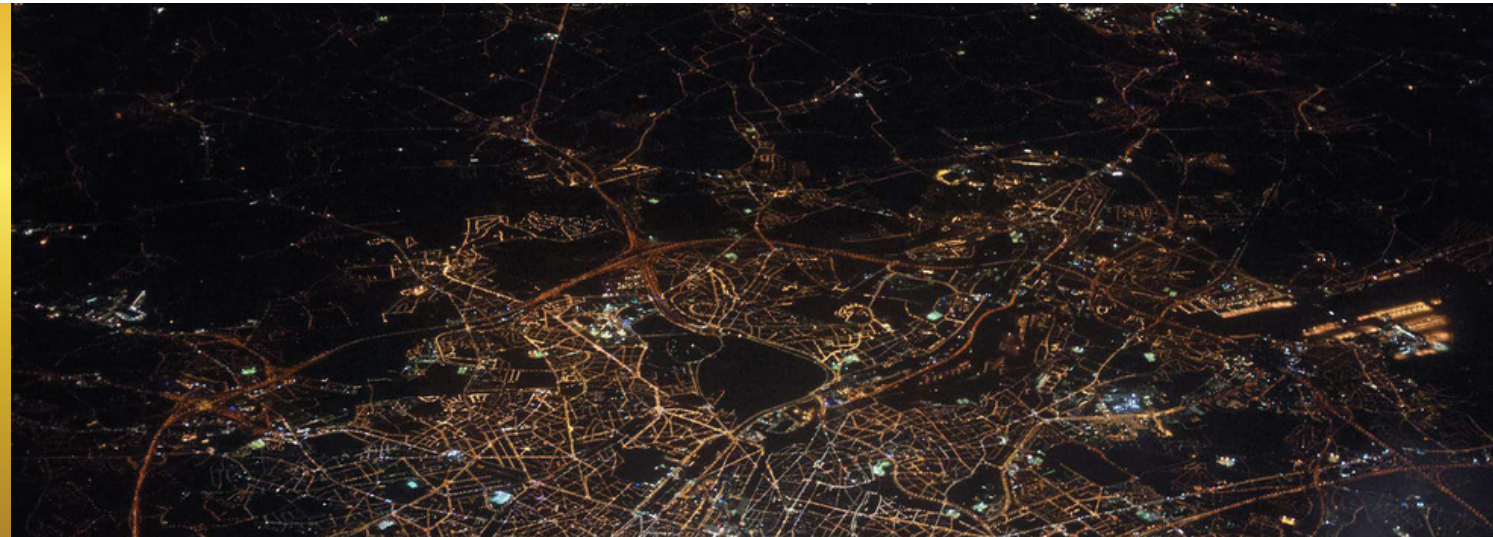






## TGI Europa

# The who, why and how of consumer behaviour across multiple markets



## Enhanced pan-market consumer understanding

TGI Europa provides rich, in-depth, harmonised insights into consumer behaviour across the most prominent Western European markets:



Germany



France



Great Britain



Spain

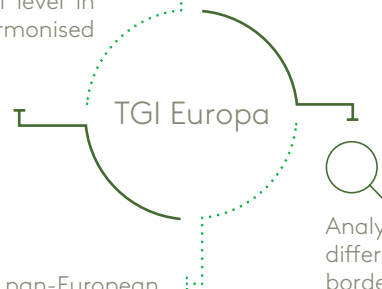
Whether you need a consistent overview of consumer behaviour across countries or an in-depth dive into a specific market's consumers, TGI Europa has the breadth and depth of insight to identify, reach and engage target audiences with confidence.



Target consumers at regional, national or international level in a single, harmonised dataset



Stay ahead of international market trends



Identify new pan-European marketing & advertising strategies



Analyse cultural differences & cross-border synergies





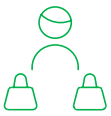
## How the study works

We interview a representative sample of 60,000 adults aged 15+ across Germany, Great Britain, France and Spain every year, representing over 215 million consumers. TGI Europa data is used daily by many of the most prominent multinational media agencies, media owners and brands. Data is released twice a year (spring and autumn).

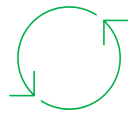
### 60,000 adults

aged 15+ across Germany, Great Britain, France and Spain representing over 215 million consumers

## Our in-depth behaviour coverage



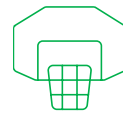
Use of over 500 products & 10,000 brands across a wide range of sectors



In-depth coverage of all online and offline media types & brands



Over 250 attitudes & motivations across a wide range of topics



Leisure activities



Demographics





## TGI Global Quick View

# Profile and plan with globally harmonized consumer data



## Comparable data from over 85,000 connected consumers in 35 countries worldwide

TGI Global Quick View provides a holistic picture of online consumers that enables you to profile the digital media consumption and purchase preferences of audiences at a global level.

As well as profiling global audiences, TGI Global Quick View data can be complemented with individual TGI national studies for enhanced and in-depth localised media planning.

Kantar's TGI Country Datasets cover both global and domestic brands in great detail and are typically the local currency for media planning.

For more information please contact

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## Media owners

- Understand online trends, gauge the competitive landscape and identify points of difference.
- Profile audiences consistently across markets to grow ad sales revenue from advertisers globally.



Media habits



Media frequency

## Media agencies

- Assess the digital maturity of a market and identify local differences to guide successful activation of target audiences.
- Feed international data into the planning process to inform budget allocation across regions.



Online news & podcasts



Platform engagement

## Advertisers

- Focus your marketing efforts on the right digital channels and online audiences.
- Gain insights on digital commerce behaviours to uncover country, regional and global growth.



Positive impact



Personal finance



# Country Coverage



## North & South America

- Argentina
- Brazil
- Canada
- Mexico
- USA

## EMEA

- Austria
- Belgium
- Denmark
- Egypt
- France
- Germany
- Great Britain
- Italy
- Netherlands
- Nigeria
- Norway
- Poland
- South Africa
- Spain
- Sweden
- Switzerland

## APAC

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- New Zealand
- Phillipines
- Saudi Arabia
- Singapore
- South Korea
- Taiwan
- Thailand
- Turkey

# Data Coverage

## Demographics

- Online frequency
- Gender & Age
- City or region
- Highest level of education
- Employment status
- Household structure
- Age of children
- Household income
- Home ownership
- Commuting
- Finance - saving
- Finance - spending
- COVID attitudes

## Other Media

- Offline media behaviours - weekday and weekend volume
- Global TV brands - last 7 days
- Travel - weight of usage by vehicle
- Games played - last month
- Types of games played
- Activities whilst gaming

## Interests

- Outings
- Short breaks / holidays - volume
- Sports following
- Football competition interest - Other competition interest
- Football club following

## Product/Brand

- Product categories
- Air Travel
- Airline brands
- Appliance/Device ownership
- Car ownership
- Motoring brands
- Financial services brands
- Mobile service provider
- Technology brands
- Sports brands
- Toiletries brands
- Food/Drink brands
- Alcoholic drinks brands
- Sustainability behaviors
- Sustainability attitudes

## Digital Engagement & Brands

- Audio streaming - brands used and weight of usage
- Paid video content - brands used and weight of usage
- Free video content - brands used and weight of usage
- Social networking - brands used and frequency by network
- Online news - brands used and weight of usage
- Podcasts - frequency of usage

## TGI Personas

- OCEAN classification
- Life Values classification
- Connected Life classification
- SEL classification

## Media Establishment

- Online volume
- Device ownership
- Online activities by device

## Content Preferences

- Topics of interest
- Ad-blocking
- Technology attitudes
- Interests researched online
- Genres of music - listen to
- Genres of podcast - listen to
- Genres of film - watch
- Genres of TV programme - watch



## Over 200 media brands covered

### Global TV Brands



### Paid Video Streaming



### Audio Streaming



### Gaming Brands



### Free Video Streaming



### Social networks



### Gaming Networks



## Over 500 brands across a wide range of industries

### Technology



### Mobile Services



### Financial Services



### E-commerce



### Food and Drink



### Motoring



## Explore sports and club following

### Competitions Following



### Club Following



### Sports Brands







# Conduct multi-country analysis with TGI Snapshot

TGI Global Quick View data is accessed through Kantar's data visualisation tool, TGI Snapshot. The intuitive software – optimised for the international dataset – is loaded with new features to help users identify global trends and compare connected consumer variables across markets.

## Interactive maps

Quickly identify countries of interest for your audience with a global and regional view.

## Target comparison

Create your own lists of targets for quick comparisons.

## Country statistics

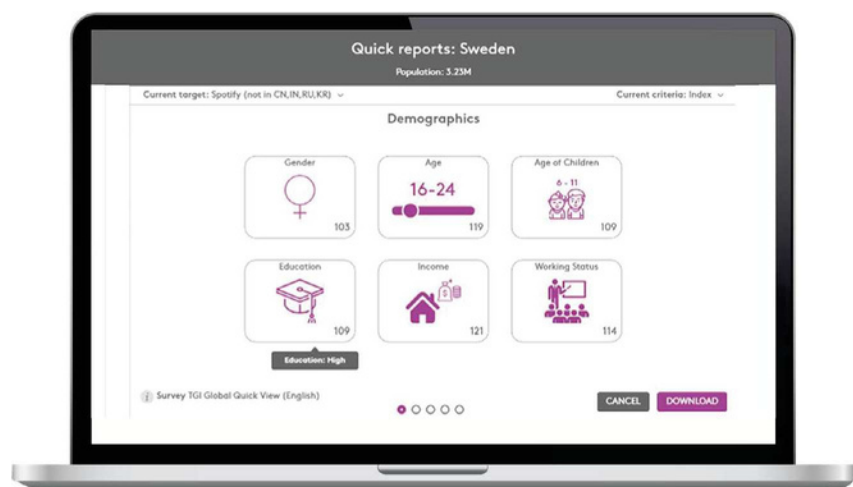
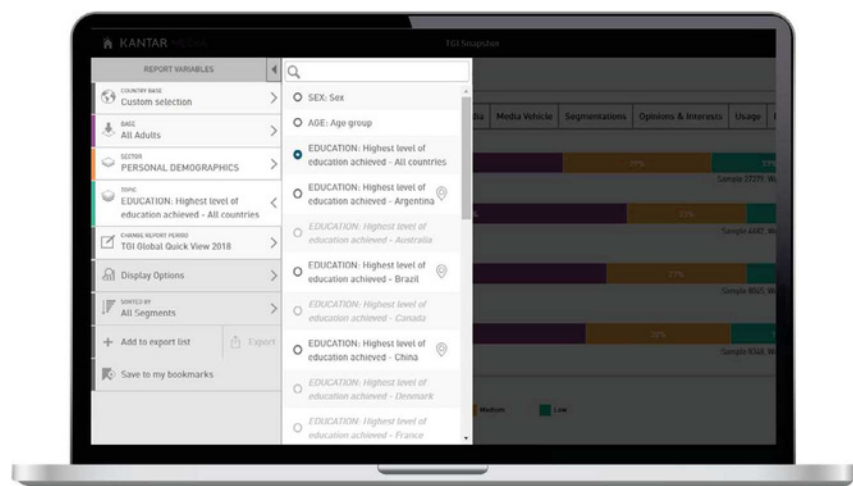
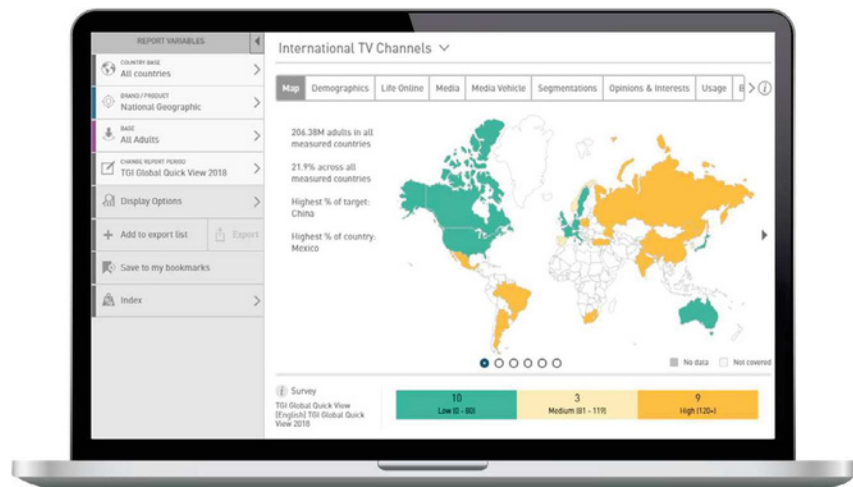
Immediately get statistics for your targets on single countries or combinations of them for multi-country analysis.

## Auto-filtering

Making the analysis of international data easier and error free. Results are automatically filtered by the countries where your target is available and visual signposting aids the selection of profiling variables for that geography.

## Quick Reports

Interactive data visualisation that can be downloaded into PowerPoint slides.



TGI Global Quick View data is also accessible in TGI Choices Online and via third-party analysis tools.