Introduction to Kantar Media TGI
The Who, Why and How of Consumer Behaviour

Kantar Media’s TGI surveys measure consumers: who they are, why they behave and make choices the way they do and how best to reach them.

**WHO?**
Detailed profile of product and brand users including demographics, retail and leisure habits.

**WHY?**
Understand their mindset by exploring in-depth both attitudes and motivations.

**HOW?**
Full analysis of all ATL & BTL Media consumption to identify most effective channels and tone of communication to reach each segment.
TGI Global Coverage

We offer our TGI surveys in almost 70 countries around the globe.
A methodology to provide high quality and robust data

In the majority of our markets, our clients use TGI data as the reference for media targeting and planning. Kantar Media TGI surveys more than 800,000 people in more than 65 countries every year with the data being released on an at least 12 month basis.

- Over 800,000 respondents worldwide
- Respondents recruited via face to face, telephone and online panels
- Survey completed online or print
- Respondents given a reward
- Weighted to total population structure on major demographics
- Survey with continuous rolling or periodic fieldwork
- Released at least once a year with 12 month of data
- Results via Choices/Apps or via consultancy report
TGI EUROPA

- Harmonized Data in D, GB, ES, F
- Weighting:
  - to national population
  - to local readership studies
- Respondents 15+*
  72,000 respondents each year
- Continuous fieldwork
- Data release: 2x a year
Coverage

We measure online and offline consumer behaviour, brand usage, attitude and media consumption. More than 40,000 variables are available in each country to identify, describe and understand your target audiences.

Product Areas & Brands

Media

Demographics
- Sex
- Age
- Marital Status
- Education
- Working status
- Household Mix

Income
Home ownership
Region
TGI Lifestage
Social Classification

Lifestyle Data
- Attitudes
  - “I love to buy new gadgets and appliances”
  - “I try to go somewhere different on holiday”
  - “I really enjoy cooking”
  - “When I find a brand, I tend to stick to it”

- Expectations
- Interests
- Opinions

Enhanced Understandings
- Leisure Activities
- Time Diary
- Motivation to Purchase
- Engagement
- Word of Mouth
- Life Events

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About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value.

For further information, please visit us at www.kantarmedia.com