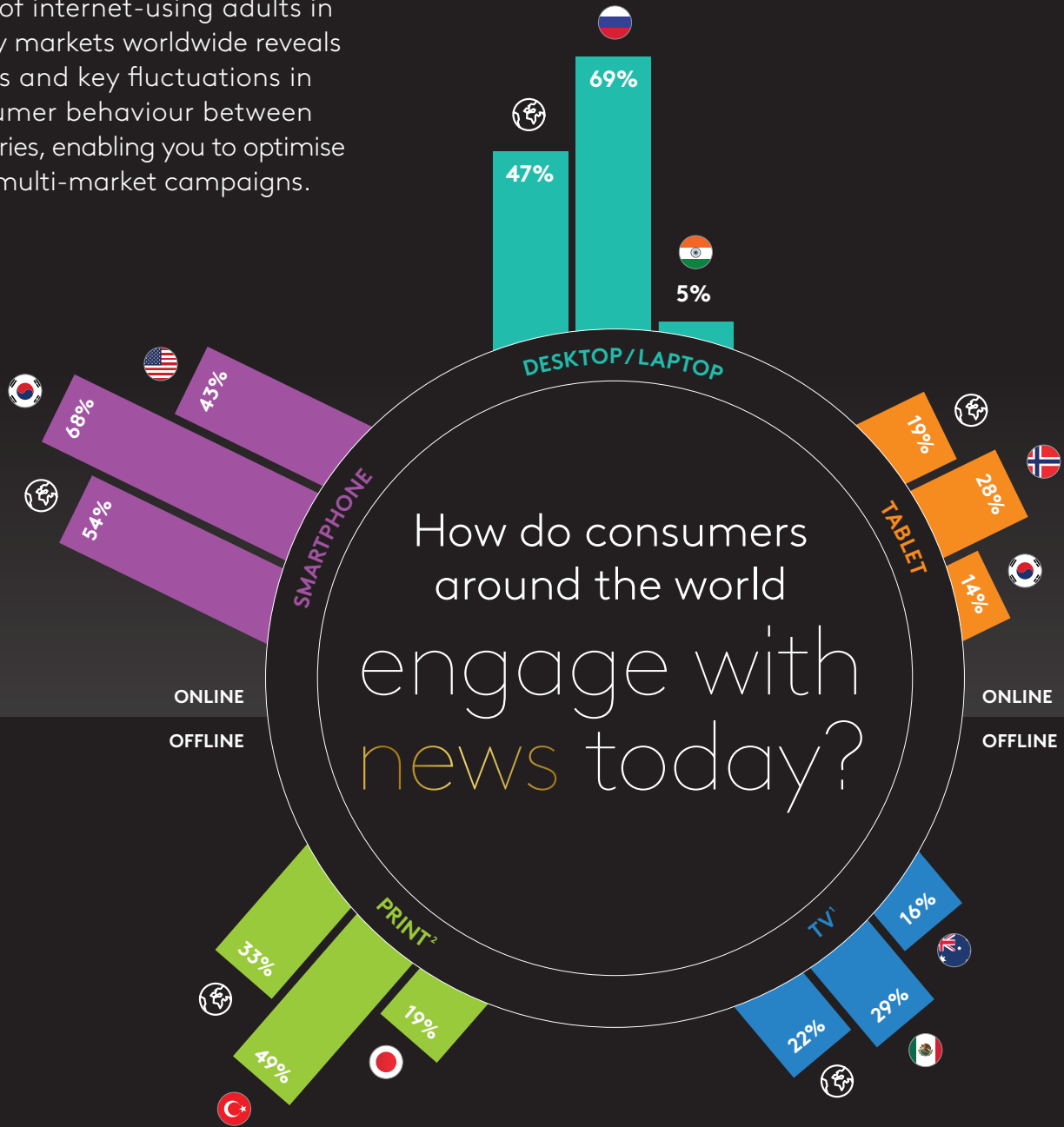


Our TGI Global Quick View consumer data of internet-using adults in 22 key markets worldwide reveals trends and key fluctuations in consumer behaviour between countries, enabling you to optimise your multi-market campaigns.



🌐 Global average
🇦🇺 Australia
🇮🇳 India
🇯🇵 Japan
🇲🇽 Mexico
🇳🇴 Norway
🇷🇺 Russia
🇰🇷 South Korea
🇹🇷 Turkey
🇺🇸 USA

¹Watched an international TV news channel 'in last 7 days' (any of: BBC World News, Bloomberg TV, CNN or Russia Today)

²Heavy readers of print newspapers

What's new for 2020

More news coverage

Our upcoming next wave of TGI Global Quick View data is out in early 2020 and extra news insights available will include:

- brands used for online news, and
- weight of online news consumption.

New survey coverage

The new TGI Global Quick View data will include a host of other survey coverage enhancements across 25 countries including:

CONTENT PREFERENCES:

- Interests research online
- Genres of music listened to
- Genres of films watched
- Genres of TV programmes watched

PRODUCT/BRAND:

- Holiday/travel brands
- Fashion/sports brands
- Gaming brands
- Alcoholic drinks brands

INTERESTS:

- Leisure activities
- Outings
- Sports: following
- Sports: participation
- Sports: competition interest
- Volume: short breaks
- Volume: holidays
- Locations visited