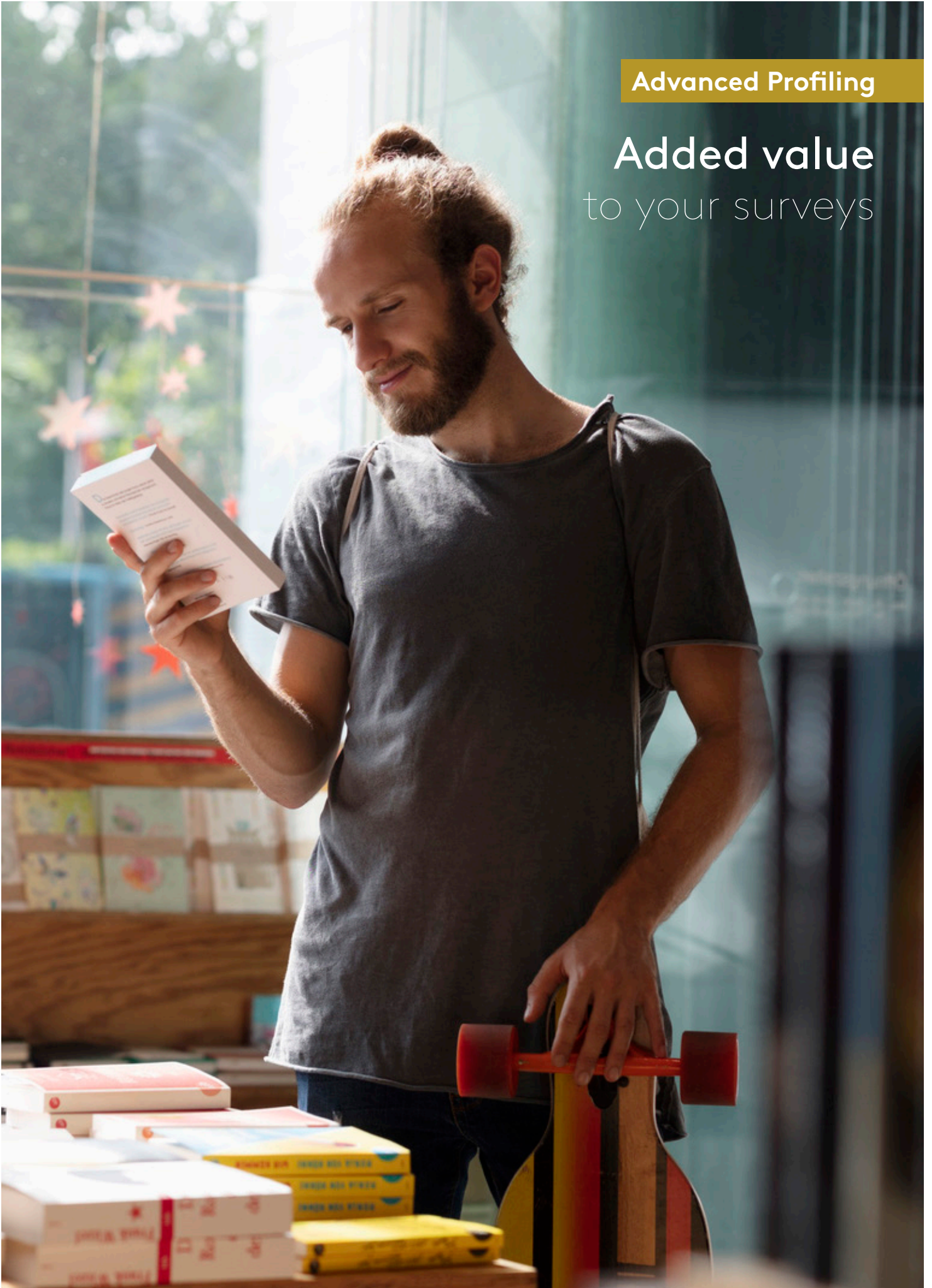


Advanced Profiling

Added value  
to your surveys



# GET MORE INSIGHT FOR YOUR CONSUMER SURVEYS

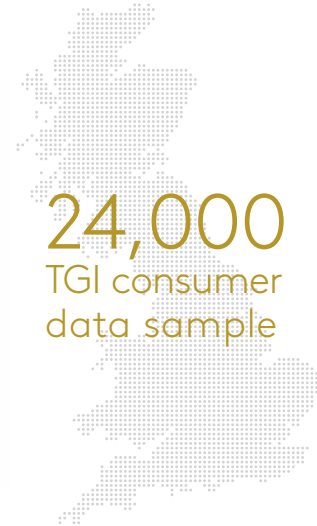
- 1 Ask questions of any consumer group, including niche audiences
- 2 Gain a rich profiling record of behaviours and attitudes from our TGI consumer data added to your bespoke survey

- 3 Get your data results back quickly
- 4 Enjoy a high level of insight for a low cost

## HOW WE DO IT

We fuse our 24,000-strong Great Britain TGI consumer data sample to our **large scale** Profiles panel service. This means our TGI consumer data is attributed to a far greater sample.

Consequently, through your bespoke survey, you gain a unique in-depth understanding of the consumers you need to know more about, in a single dataset.



## ABOUT TGI CONSUMER DATA

TGI consumer data is of unparalleled breadth and depth and covers a variety of consumer characteristics and behaviour including: demographics, attitudes, leisure activities, media consumption. It is leveraged daily by hundreds of media agencies, media owners and brand owners in Great Britain and beyond.

The TGI consumer data profiles listed right are the standard profiles provided with your bespoke survey data results. A tailored set of variables is also possible in some circumstances – please ask.

## THE ADDED TGI CONSUMER DATA PROFILES

A broad range of profiles are included in your data results, enabling insights from the following categories:

- Lifestage Classification
- Social DNA (cultural-economic mix driving behaviour)
- Life Values
- Word of Mouth – Products and Services
- Word of Mouth – Areas of Interest
- Green Values Segmentation
- Shopper Segmentation
- Holiday Segmentation
- Media Neutral Quintiles
- Attitudes Towards Internet and Social Media
- Internet and Communications Use
- Shopping
- Food
- Drinks
- Toiletries and Cosmetics
- Clothing and Accessories
- Consumer Electronics
- Home and Household Products/Appliances
- Motoring
- Holidays and Travel
- Financial Services
- Attitude Statements (relevant to your key groups)
- OCEAN Segmentation (the five big personality types)