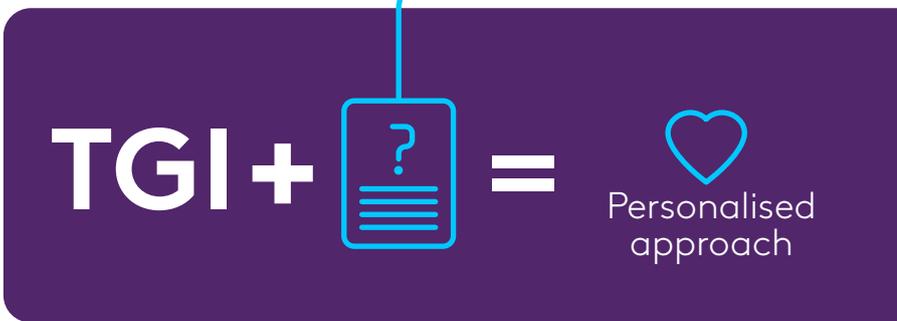


Postscript

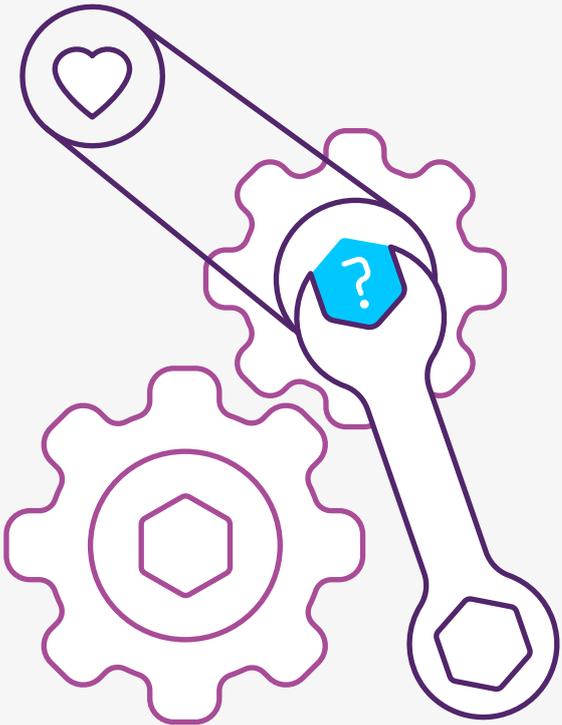
How Kantar Media can help you get more from your TGI insights

TGI survey data allows you to mine rich consumer insights, but there are times when your own research demands a more personalised approach. Postscript enables you to **pose your own questions** to TGI respondents



Sample of **1,500** nationally representative adults 16+

▶▶▶ Available monthly*



Benefits



Powerful

Attain extra insights by merging your proprietary questions with TGI



Cost effective

Fieldwork and data processing fees are shared



Convenient

Monthly opportunities to get more from your TGI surveys, without the need to commission large-scale research



Confidential

Accessed in your own private database



Flexible

Re-contacts can also be tailored to your needs

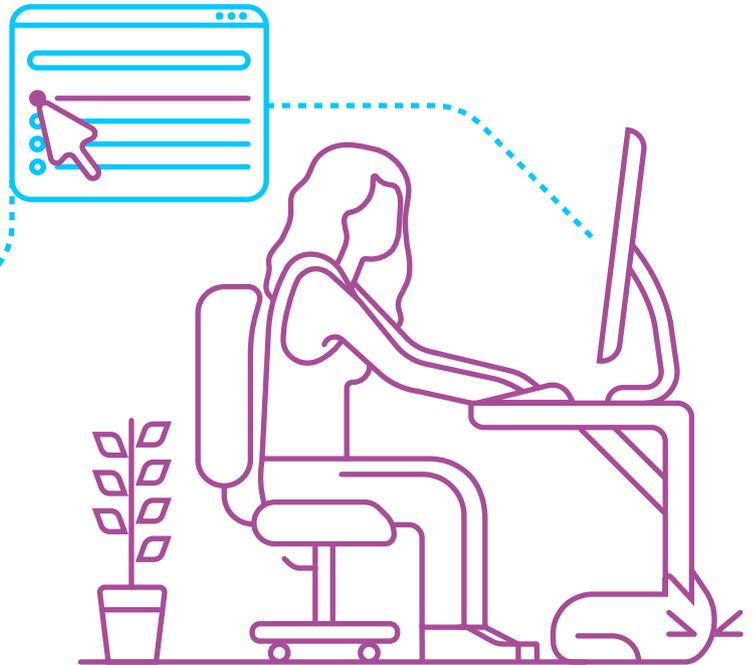
Sample & methodology

Sample of 1,500 adults aged 16+ in GB.
Quotas set on demographics to achieve nationally representative profile

Online self-completion

Invitations to complete the questionnaire are e-mailed to TGI respondents who have agreed to take part in online research

Other options are available e.g. adding telephone methodology to represent the offline population, increasing the sample size – please call to discuss



Timings

Postscript happens every month*

- 1 Questionnaire deadline**
First Friday of every month
- 2 Fieldwork period**
3 weeks
- 3 Data delivery**
6 weeks after questionnaire sign off



Deliverables

Results are merged with TGI and delivered to you as a single dataset in Choices, Telmar or IMS**



Fees

The below rate card fees provide an indication of the investment required, assuming a full sample size of 1,500 GB adults aged 16+

- ○ — A simple yes/no question **£800**
- ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ — A standard question with 12 pre-codes **£1000**

Discounts available when asking more than 15 standard questions

Contacts

*Minimum booking requirements apply

**Please note IMS or Telmar may charge for loading the data onto their system

For more information including a precise quote please contact:

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