

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 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.

TGI

All adults aged 15+

TGI Europa

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

TGI Global Quick View

Harmonised consumer behaviour in key sectors across 35 countries worldwide

Find out more:

anfragen@fifty5blue.com

www.fifty5blue.com

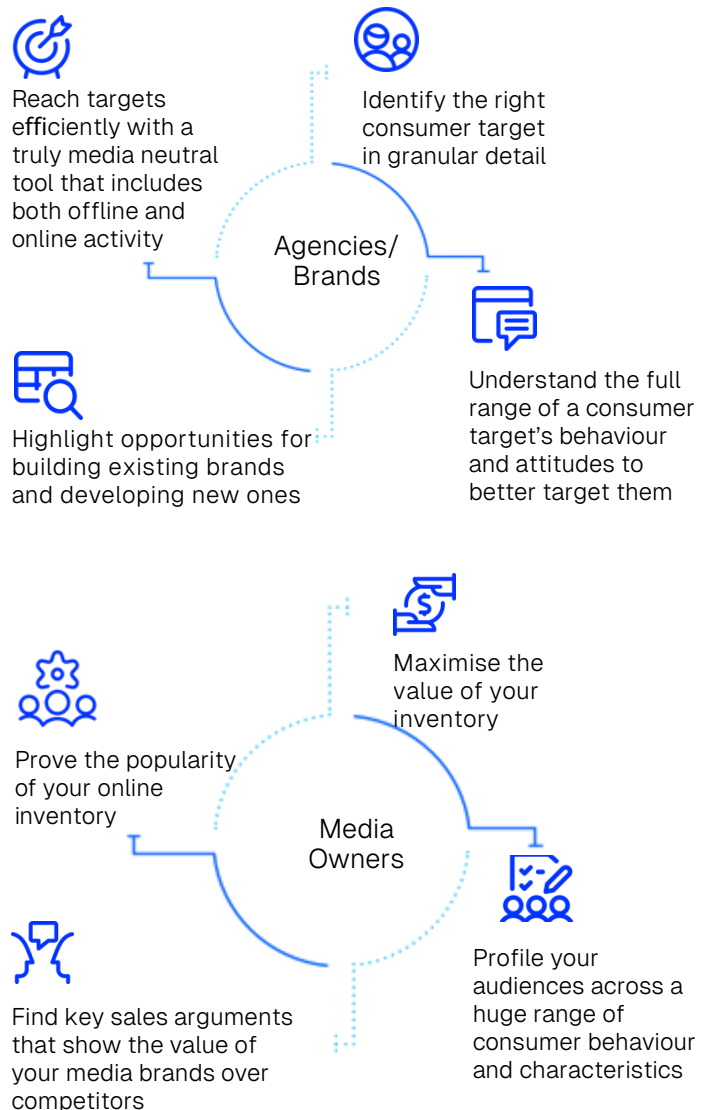
Great Britain TGI

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 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

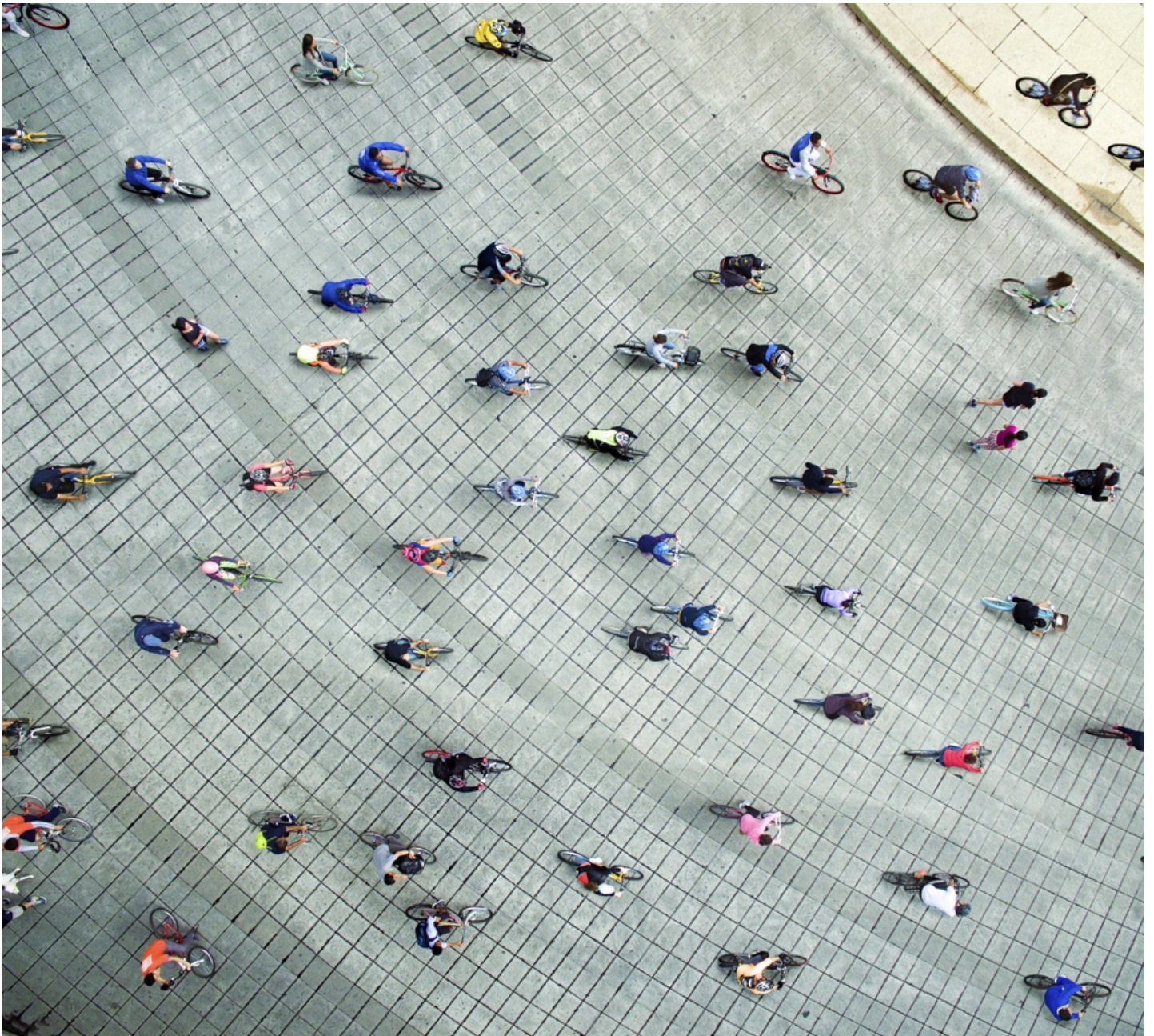
We interview a representative sample of adults aged 15+ every year about their behaviour and characteristics.

Our in-depth behaviour coverage

Offline and online consumer behaviour includes:

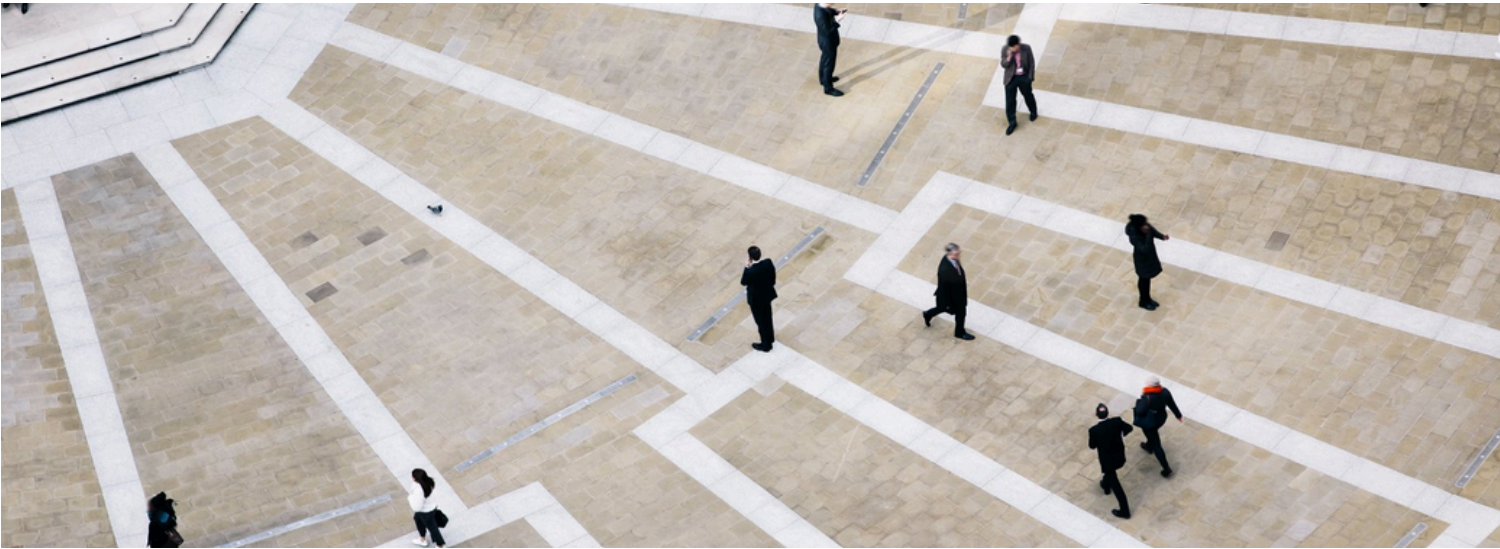
Directly claimed data:

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



TGI Europa

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

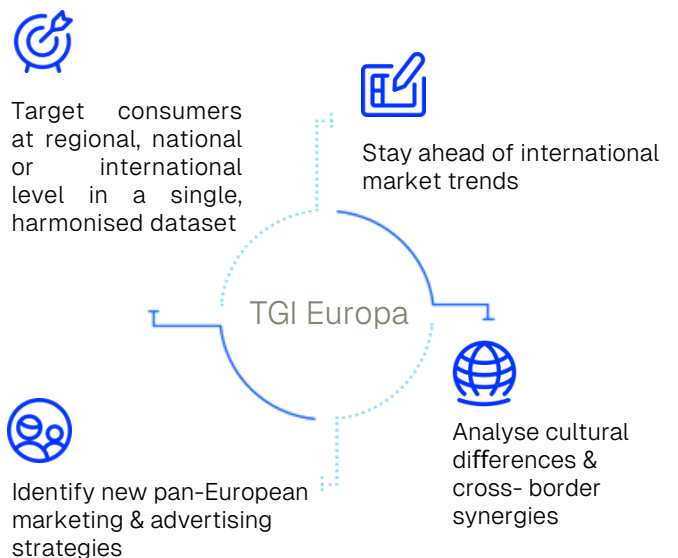


Enhanced pan-market consumer understanding

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



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.



For more information please contact:

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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

