

TGI for university courses



Media industry insight for academic study

TGI²™



- Provide valuable hands-on experience with a key marketing and social research tool
- Add interest and relevance to projects and assignments
- Generate key consumer insights applicable in the real world
- Explore the complete TGI data set including 500 product areas and 4,000 brands
- Analyse data via intuitive online software

Details overleaf > > >

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Great Britain TGI (Target Group Index) is a continuous, single source survey of adults (aged 15+) in Britain. Our data stretches across six decades with a nationally-representative annual sample of 25,000, making TGI the most robust survey of its kind. Coverage of the consumer is comprehensive, including:

- Demographics
- Product usage
- Media habits
- Leisure activities
- Attitudes

Show the value of an audience

More than 300 organisations, including the UK's largest advertising agency groups, publishers, broadcasters and brand owners, use TGI to define their target audiences. Consumers can be profiled according to their attitudes as well as their consumption of hundreds of product categories and thousands of brands.

TGI's in-depth coverage of all media types (including television, radio, print, online, outdoor, cinema and word of mouth) allows for competing media properties to be accurately compared on a level playing field. Once a target has been identified, planners use this data to draw conclusions about how to efficiently reach and influence their audience.

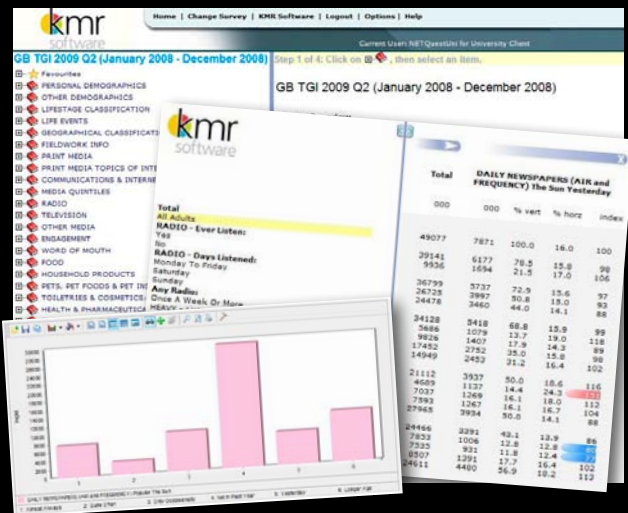
For the student, using TGI as part of an academic programme provides an unparalleled opportunity to handle the real life data used by experts in the media planning and buying industry.

By familiarising themselves with an industry currency data source, students can also make themselves stand out in the increasingly competitive graduate recruitment market.

Generate real life insights at the touch of a button

Students can access TGI data through our intuitive online platform known as **NETQuest**. This bypasses the need for individual computer installations, giving institutions the flexibility to allow entire classes of students to use the data at the same time.

Based on a straightforward four-step process, NETQuest allows you to analyse any of the thousands of TGI variables and export PDF reports and Excel spreadsheets in an instant – example output below.



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