

TGI release their second database

This month, TGI South Africa, release their second database, this time based on 15 000 interviews, representing 16.6 million adults living in communities of 8000 or more. The data covers the periods July 2003 to June 2004. Included in the survey is information covering 4769 brands together with information about media consumption, lifestyles and attitudes, all linked by a comprehensive set of demographics and geo-demographics.

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