

Target Group Index (TGI) expands into East Africa

Consumer Insight, one of the largest pan African Research houses has successfully launched TGI covering Kenya, Tanzania and Uganda. With a sample of 16,000 adults, this represents the largest survey of its kind in Africa, out side of South Africa.

Media, product category, attitudes and brand usage is measured, providing a comprehensive strategic brand planning data base. The data is served via Choices 3 software so that subscribers are able to analyze the data to suit their particular needs. Tim Bester and Barbara Cooke (who launched TGI in South Africa, some three years ago) assisted the Consumer Insight team in setting up the TGI survey in East Africa. They have now been retained by Consumer Insight to represent TGI East Africa, in South Africa.

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