



updated
upmarkets
identifying the **real** ABC1s

Methodology overview



Multi-stage research process conducted by Kantar Media in 2014*

1 Initial qualitative phase

In-depth face-to-face exploratory interviews with industry experts and academics focusing on the current issues with the ABC1 definition:

- David Grainger, Head of Strategy, Initiative
- Anna Hickey, Managing Partner, MEC
- Hamid Habib, Managing Partner, OMD
- Simon Jenkins, Head of Planning, Havas Media
- Alice Lee-Smith, Business Director, Zenith Optimedia
- Adam Morton, Managing Partner, UM London
- Dr. Sam Freidman, LSE
- Professor Mike Savage, LSE
- Professor Colin Mills, University of Oxford

2 Segmentation of TGI

Two main factors influence consumers personal taste and preferences:

- 1) Cultural capital (Someone's general knowledge e.g. social background, academic achievement, cultural habits etc.)
 - 2) Economic capital (somebody's wealth e.g. income, savings, investments etc.)
- Everyone has a combination of the two which forms the "overall level of capital"
 - The high capital population is defined as the 3 groups in society who have the highest levels of cultural and economic capital
 - The Proactives, Practicals and Primes are a segmentation of the high capital sample in TGI using cluster analysis

3 Second qualitative phase

In-home depth interviews amongst consumers from each segment

4 x Proactives
2 x Practicals
2 x Primes

Interviews were conducted in September 2014

4 Industry survey

Online quantitative survey of 85 Media planners and buyers conducted by eDigital Research.

Fieldwork dates: 20th Oct – 30th Oct 2014

*Except the industry survey which was conducted by eDigital Research