



# THE KINGDOM HAS A **TGI** PREMIER

## COMPREHENSIVE INSIGHTS INTO KSA'S MOST UPMARKET AND AFFLUENT CONSUMERS

- Acquire in-depth insights into those in the highest social grades and with the greatest spending power
- Target business people, assess their value and where they source business information
- Market to the right mix of affluent adults based on their propensity to spend and ability to buy
- Evaluate which media vehicles best reach this notoriously hard-to-get or gain premium market

Premier TGI is an annual survey based on a robust sample of 2000 adults (men & women aged 30 & above) in KSA who are in the top AB social grades.

Premier from TGI gives you a complete picture of the premium market providing **Single-Source** insights in the lives of upmarket consumers through:

- Demographics
- Lifestyle and Attitudes
- Media Exposure & Consumption
- Shopping & Eating Out
- Travel, Hotels & Airlines (Business & Leisure)
- Telecommunications & Internet
- Personal, Finance & Banking
- Real Estate & Investments
- Motoring & Cars
- Luxury Items & Valuables
- Cosmetics, Fragrance & Beauty Aid
- Apparel & Accessories
- Sports & Leisure Activities
- Arts & Antiques

### Targeting Key Business People

The database is also dedicated to providing detailed business information to enhance business-to-business targeting as well as providing valuable corporate insights. Discover those who are responsible for making business decisions by industry as well by what kind of corporate budget they are in charge of and the specific corporate products and services in which they have a say in the purchase or hire.

### Engaging With the Upmarket

Premier TGI focuses in particular on the kinds of lifestyle choices made by the premium market in KSA. This includes in-depth insights into investment choices, luxury products, business travel, properties owned and engagement with blue chip brands. Combined with extensive media consumption and attitudinal insights, Premier TGI provides a unique perspective into the most high-end consumers.

**To find out more on how PARC's Premier TGI can help your business,  
or to gain access to the data, please contact:**

**M.S. Umar** - Marketing Director  
Pan Arab Research Center  
P. O. Box: 14680 Dubai - UAE

Mob: +971-50-5593945 | Tel: +971-04-3376696 | Fax: +971-4-334 4456  
Email: [umar@arabresearch.com](mailto:umar@arabresearch.com) / [marketing@parc.ae](mailto:marketing@parc.ae) | Website: [www.arabiandemographics.com](http://www.arabiandemographics.com)

