



TGI Definition: The household has a cat

Our cat owners stand for 19 % of the total population • Almost 7 out of 10 are between the ages of 30-59 • They have a personal income very close to the average, where 24 % make 600k+ a year • In total, there are 840k cat owners in Norway, compared to dog owners who are 800K.

Cat owners like to stay inside • They are not the most active & outgoing, and 44 % (114i) agree that they tend to be lazy • Even from home, they stay active in other ways than physically, as you can see from their passions and lifestyle.

Much like dog owners, cat owners care for animals in general • 38 % of cat owners are very interested in animal welfare • Cat owners are more likely to buy food products where animal welfare has been considered.



Attitude & Lifestyle

STAYING AT HOME

They like to spend time in their homes, play video games, stream, listen to music, and gardening. They get food delivered more than average as 16 % (123i) of cat owners order takeaway weekly.

LOVES MUSIC

They listen to music as much as the average person but are highly more interested in especially hard rock/metal. 44 % (128i) favor this genre. They like the concept of audio with 17 % (125i) listening to audiobooks at least once a week and 34 % listening to podcast.

SOME BAD HABITS

Our cat owners are less likely to be physically active, some consider themselves lazy as they don't work out frequently. More considering is the fact that 16 % (142i) of them smoke cigarettes/e-cigarettes on a daily basis.

Passions

ONLINE GAMERS

They are active gamers with 15 % (147i) playing video games on console at least once a week. They might also be streaming as 9 out of 10 have access to at least one streaming service, compared to the general population where 78 % have access.

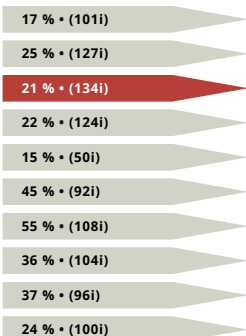
GARDENING

As much as 19 % (124i) are highly interested in garden work. They also spend a lot more than the average person on this category,

HUNTING & FISHING

Both hunting and fishing are key interests. 20 % (124i) are into hunting and 9 % (146i) hunt at least once a month. They say they are not too interested in fishing but at the same time, 17 % (124i) goes fishing monthly.

Socio-Demographics



- 18-29 YO
- 30-39 YO
- 40-49 YO
- 50-59 YO
- 60+ YO
- Male
- Female
- Income <400K
- 400-600K
- Income >600K

HEAVY use



MEDIUM use



LIGHT use



Media

- Cinema
- Streaming

- Internet
- Radio
- Digital News

- Print

Daily Coverage



Twitter
15 %



YouTube
44 %



Instagram
50 %



Facebook
75 %



Snap
64 %



TikTok
19 %