



TGI Definition: The household has a dog

Our dog owners stand for 19 % of the total population • All ages, but 60+ should not be the main target • Over 60 % of the target group is between 30-59 years • High personal income, 28 % make 600K+ a year.

Dog owners love going outdoors regardless of the season • Hiking in the summer • Skiing in the winter • Passions and lifestyle reflect their love for nature • Most likely to be either fishing or hunting.

They care for their dogs, but also for animals in general • 4 out of 10 dog owners are very interested in animal welfare • More likely to buy food products where animal welfare has been taken into account.



Attitude & Lifestyle

SHOPPING & TRENDS

They keep up with the newest trends • Especially sports & leisure equipment • Spending +30 % more than the average person on the category.

EARLY ADAPTORS

They like to try new things, both clothes & electronics • 23 % like to try new things before their friends (121i) • They love talking about it to their friends.

LOCAL & ECOLOGICAL

Just under half of the target group prefers buying local goods • Not afraid of buying vegan and ecological • 26 prefer to buy ecological food.

AMBITIOUS

21 % want to get to the very top in their career (113i) • Many agree money equals success (23 % /125i).

Passions

OUTDOORS

They are often found taking a trip into the woods • Almost half of them go on walks at least 5 times a week = Twice as many as the general population • 41 % (142i) also go hiking in the woods or mountains weekly.

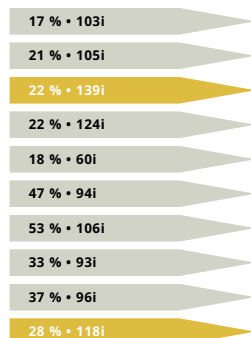
FISHING & HUNTING

They are highly overrepresented when in hunting • 25 % (159i) of them are interested in hunting • 37 % (123i) are interested in fishing.

ANIMAL WELFARE

44 % (142i) are very much interested in animal welfare • 55 % strongly agree with the statement: "If I can, I always buy food products where animal welfare has been taken into account".

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

- Digital News
- Streaming
- Internet
- Cinema
- Radio
- Print

Daily Coverage



Twitter
13 %



YouTube
38 %



Instagram
56 %



Facebook
78 %



Snapchat
68 %



TikTok
18 %