

# Dog Owners



## 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

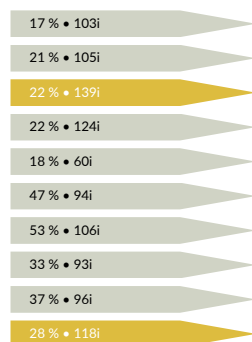
They are highly overrepresented when in hunting • 25 % (159i) of them are interested in hunting • 37 % (123i) are interested in fishing.

### 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 considered".

## 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



X (Twitter)  
13 %



Facebook  
78 %



YouTube  
38 %



Snapchat  
68 %



Instagram  
56 %



TikTok  
18 %