

GOLF CENTER ADVERTISING



CONSUMER PROFILE

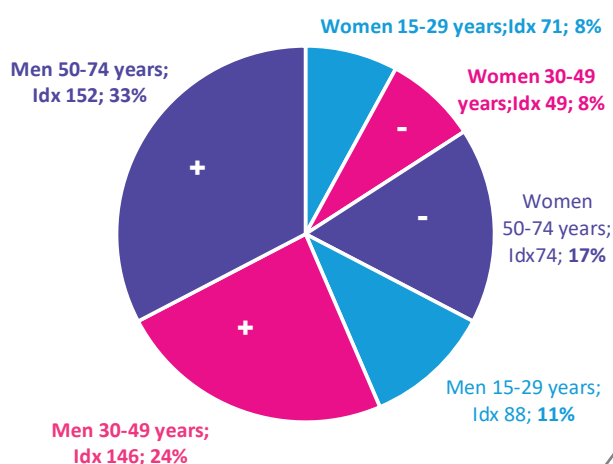




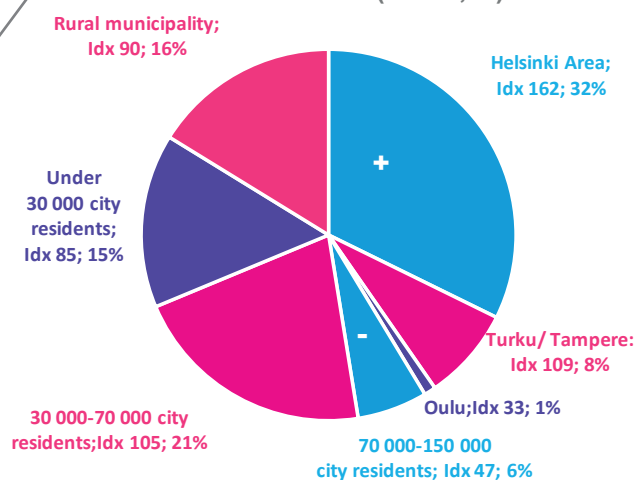
Golfers

Lähde: TNS Atlas 2017

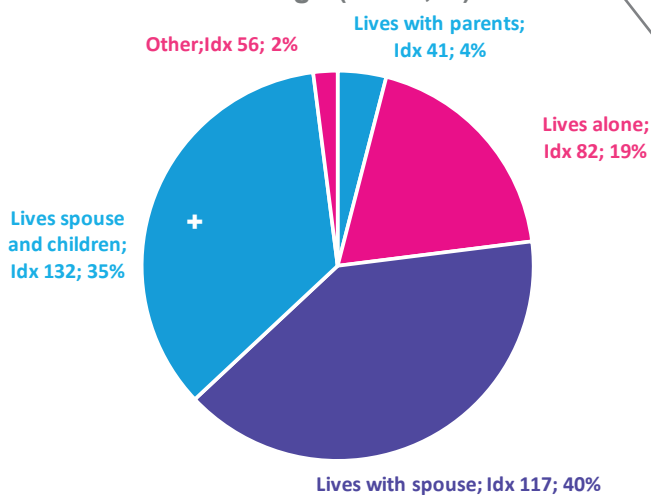
Age (Index; %)



Residence (Index; %)



Life stage (Index; %)



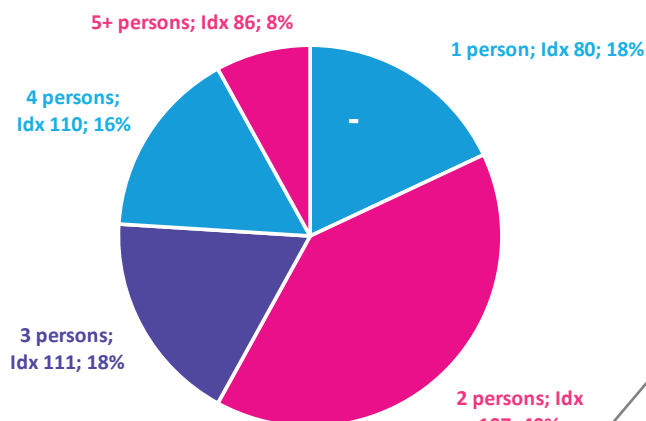
+: highlights in relation to population, -: Under highlights in relation to population
Source: TNS Atlas 2017



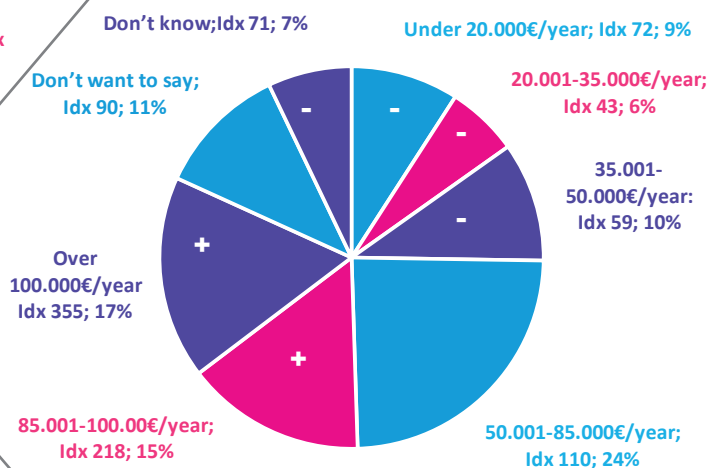
Golfers

Lähde: TNS Atlas 2017

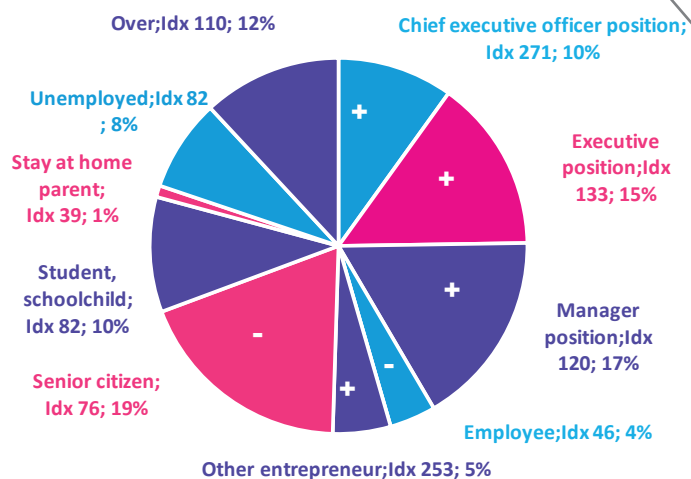
Household size (Index; %)



Household income (Index; %)



Position (Index; %)



+: highlights in relation to population, -: Under highlights in relation to population
Source: TNS Atlas 2017



Golfers

Lähde: TNS Atlas 2017

PURCHASE BEHAVIOR

- + Try new products before their friends (Idx 163; 31 %)
- + Money is the best indicator for success (Idx 145; 21 %)
- + Brand stands for quality (Idx 141; 29 %)
- + Often buy new brands to test them out by them selfs (Idx 133; 26 %)
- + People come to ask their advice before buying new things (Idx 129; 25 %)
- + Willing to spent more money to get better quality (Idx 128; 59 %)

ATTITUDE TOWARDS FOOD, DRINKS AND HEALTH

- + Are interested in wines (Idx 156; 57 %)
- + Follows food trends (Idx 141; 28 %)
- + They like to try new drinks (idx 137; 65 %)
- + Pay attention more to the brand than price when buying groceries (Idx 135; 43 %)
- + Pursues overall well-being and compleates diet by takeing dietary supplements, super foods or functional provisions (Idx 132; 29 %)
- + They get regular chek ups even though they are feeling well (Idx 124; 28 %)

DURABLE GOODS

- + Always repair their car at the dealarship (Idx 171; 52 %)
- + Want's their future home to be a smart home (Idx 165; 40 %)
- + When buying technological devices, usually pick the expensive one (Idx 159; 35 %)
- + If possible they would furnish their home with latest technology (Idx 139; 43 %)
- + They like to buy new devices and contraptions (Idx 128; 44 %)

SELF IMAGE, PERSONALITY & MOTIVATION

- + Want to have authority with people or resource (Idx 151; 47 %)
- + Likes to take risks (Idx 143; 45 %)
- + Wants to have own company someday (Idx 143; 36 %)
- + Usually see their work as a career than a just job (Idx 140; 45 %)
- + Are completely content with their living standarts (Idx 137; 62 %)
- + Prefer to work in a group than alone (idx 136; 39 %)
- + They enjoy life and dont worry about the future (Idx 129; 58 %)



Golfers

Lähde: TNS Atlas 2017

APPEARANCE & CLOTHING

- + In sports clothing and shoes brand is more important than the price (Idx 169; 32 %)
- + Feel like designer products improve their image (idx 166; 30 %)
- + For them it's important what clothing brand to wear (Idx 151; 27 %)
- + Like to dress up to the latest fashion (Idx 149; 17 %)
- + Use only respected brands in skincare and cosmetic products (idx 138; 24 %)
- + Choose only brands what are known for quality (Idx 136; 51 %)
- + It's important to them to keep youthful appearance (Idx 132; 47 %)

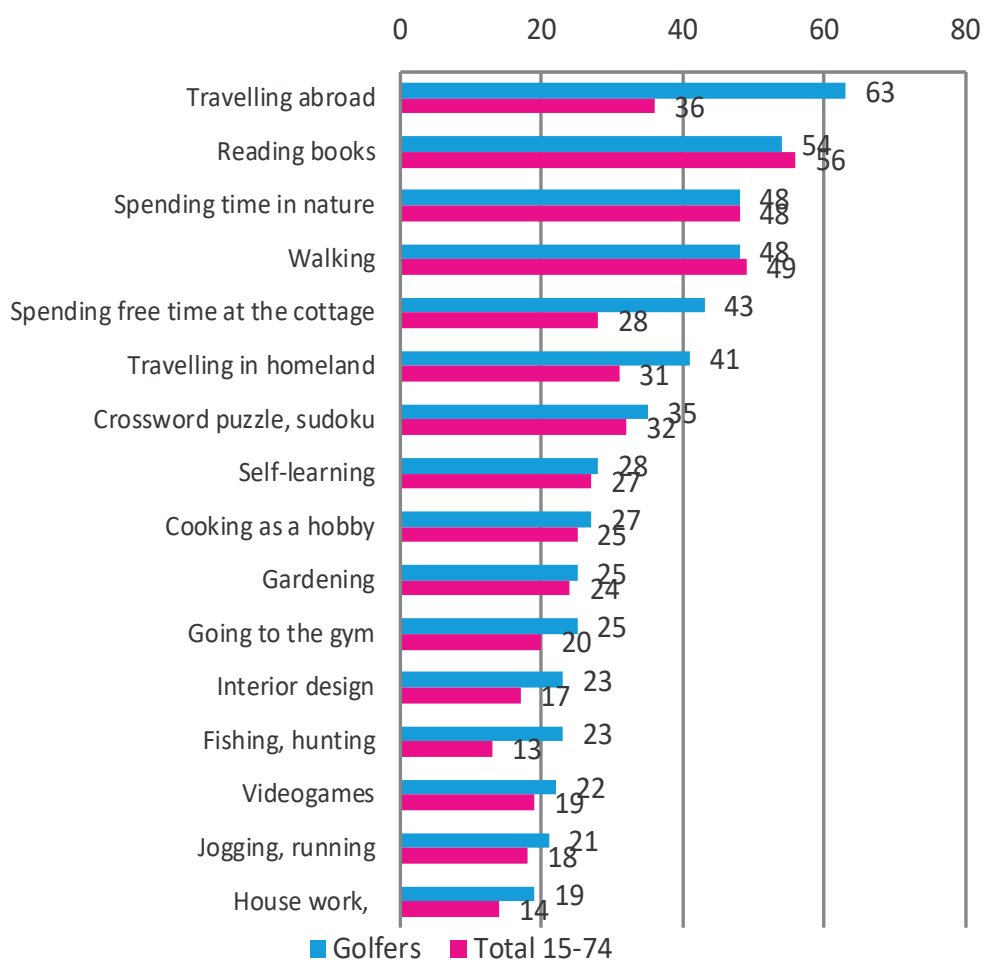
ATTITUDE TOWARDS MEDIA AND ADVERTISING

- + They often share their comments about tv shows in social media (Twitter, Facebook etc.) (Idx 167; 13 %)
- + Are willing to pay to get online newspaper content and services (Idx 141; 28 %)
- + Newspaper is big part of their day (Idx 128; 69 %)
- + Traditional tv viewing is reduced, programs are being watched more and more from paid tv providers (Netflix, HBO, Viaplay, Elisa Viihde etc.) (Idx 126; 40 %)
- + Often listen to the radio on the way to grocery store (Idx 126; 71 %)
- + Other people's comments and assessment online affects them (Idx 126; 42 %)
- + Like the idea of wide range of tv channels (Idx 125; 73 %)
- + Radio is big part of their day (Idx 123; 62 %)
- + They use internet more with smartphone or tablet than a laptop/desktop computer (Idx 123; 55 %)



Golfers

Hobbies/ Interest





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