

SKI CENTER ADVERTISING

CONSUMER PROFILES

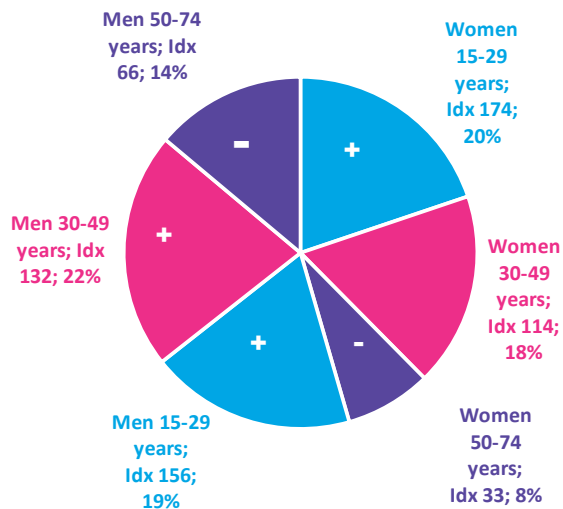




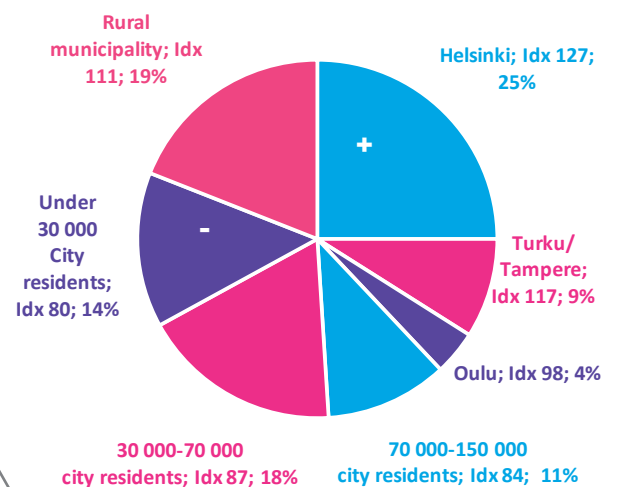
Down Hill Skiers/ Snowboarders

Source: TNS Atlas 2017

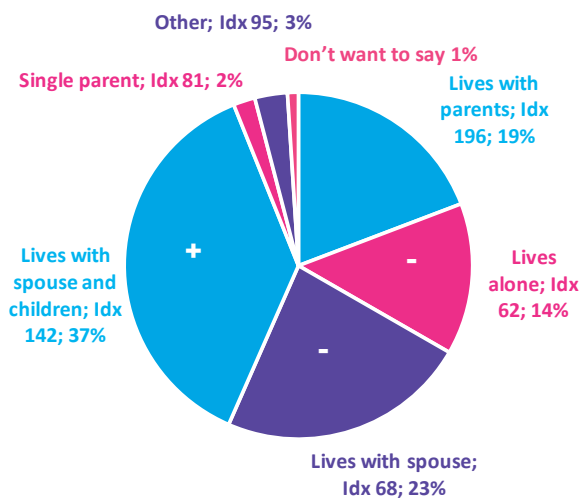
AGE GROUP



RESIDENCE



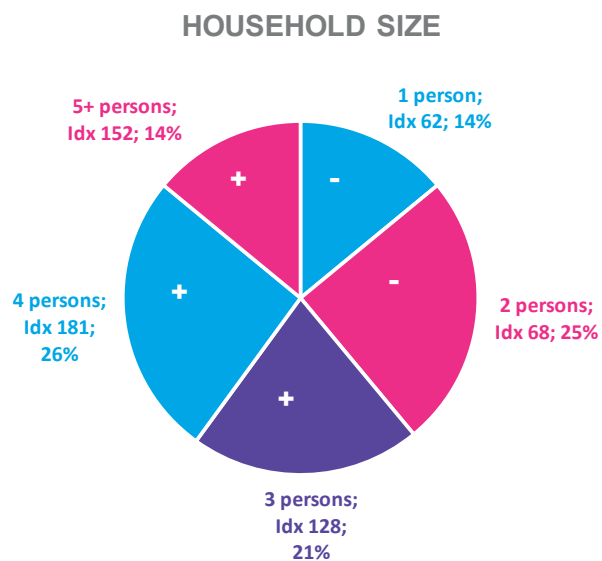
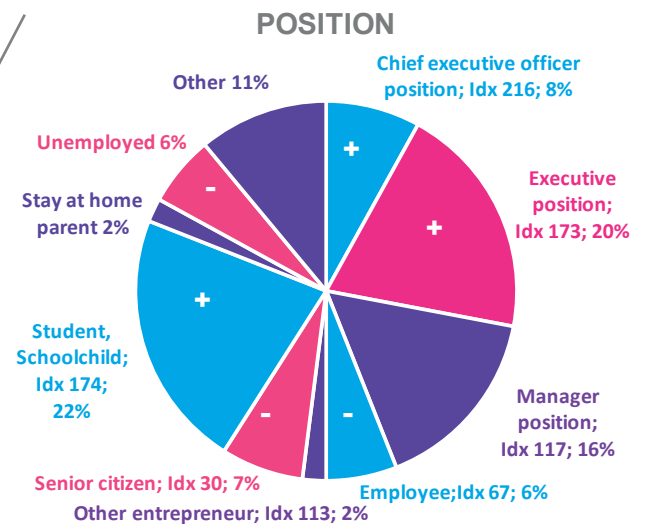
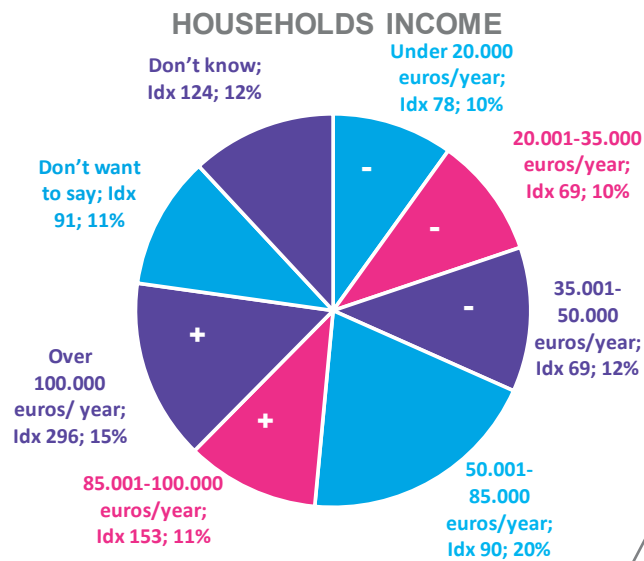
LIFE STAGE





Down Hill Skiers/ Snowboarders

Source: TNS Atlas 2017





Down Hill Skiers/ Snowboarders

Source: TNS Atlas 2017

PURCHASE BEHAVIOR

- + People come to ask their advice before buying new things (*Idx 152; 29 %*)
- + They also ask other people for advice before buying new things (*Idx 143; 29 %*)
- + They prefer known brands (*Idx 141; 46 %*)
- + Try new products before their friends (*Idx 135; 26 %*)
- + They enjoy all kind of shopping (*Idx 130; 34 %*)
- + Willing to spent money to get better quality (*Idx 129; 60 %*)
- + Easiness to purchase online is more valuable than price or features of the product or service (*Idx 129; 33 %*)
- + Often buy new brands to test them out (*Idx 126; 25 %*)
- + Spents time to compare attentively different brands (*Idx 124; 47 %*)
- + Buying online makes their life easier (*Idx 123; 64 %*)
- + Feel like quality products are worth paying more (*Idx 119; 80 %*)
- + Are usually devoted customers to products they know (*Idx 111; 60 %*)

ATTITUDE TOWARDS MEDIA AND ADVERTISING

- + Could pay for newspaper web content or service (*Idx 154; 30 %*)
- + Traditional tv viewing is reduced, programs are being wat (Netflix, HBO, Viaplay, Elisa Viihde etc.) (*Idx 153; 49 %*)
- + Other peoples comments and assessment online efects them (*Idx 139; 47 %*)
- + They have a need to use social media daily (*Idx 134; 61 %*)
- + They use internet more with smartphone or tablet than laptop or desktop computer nowadays (*Idx 134; 60 %*)
- + They share often their comments or assessments online (*Idx 124; 18 %*)
- + Look information from internet usually when whatching tv (*Idx 120; 43 %*)

SELF IMAGE, PERSONALITY & MOTIVATION

- + Desire someday establish their own company (*Idx 158; 40 %*)
- + Willing to sacrifice time spent with family to proceed their career (*Idx 148; 24 %*)
- + Tend to have authority with people and recources (*Idx 146; 46 %*)
- + Likes to take risks (*Idx 143; 45 %*)
- + Pursuits challenges, new things and changes in life (*Idx 135; 69 %*)
- + Usually see their work as a career than just a job (*Idx 134; 43 %*)
- + Are competely content with their standard of living (*Idx 131; 59 %*)
- + Are usually first ones to know what is happening in the friend group (*131; 38 %*)
- + For them it's important that others respects them (*Idx 123; 73 %*)



Down Hill Skiers/ Snowboarders

Source: TNS Atlas 2017

DURABLE GOODS

- + Desire their future home to be a smart home (Idx 163; 39 %)
- + When buying technological devices, usually pick the expensive one (Idx 161; 36 %)
- + If possible would furnish their home with latest technology (Idx 155; 48 %)
- + They like to buy new devices and contraptions (Idx 143; 49 %)
- + Always repair their car at the dealership (Idx 118; 36 %)

ATTITUDE TOWARDS FOOD, DRINKS AND HEALTH

- + Follows food trends (Idx 158; 31 %)
- + Are Interested in wines (Idx 137; 51 %)
- + Tries to take organic choice in groceries (Idx 136; 40 %)
- + Follows low carb diet (Idx 132; 15 %)
- + They like to try new drinks (Idx 131; 62 %)
- + Always chooses the diet version of foods and drinks (Idx 128; 22 %)
- + Always tries to choose Reilu Kauppa products when it's possible (Idx 127; 35 %)
- + Pursues overall well-being and compleates diet by takeing dietary supplements, super foods or functional provisions (Idx 126; 28 %)
- + Pay more attention to the brand than price when buying groceries (Idx 124; 39 %)
- + Usually eat snacks rather than meals on the road (Idx 121; 34 %)

APPEARANCE, CLOTHES, SKINCARE & DIETING

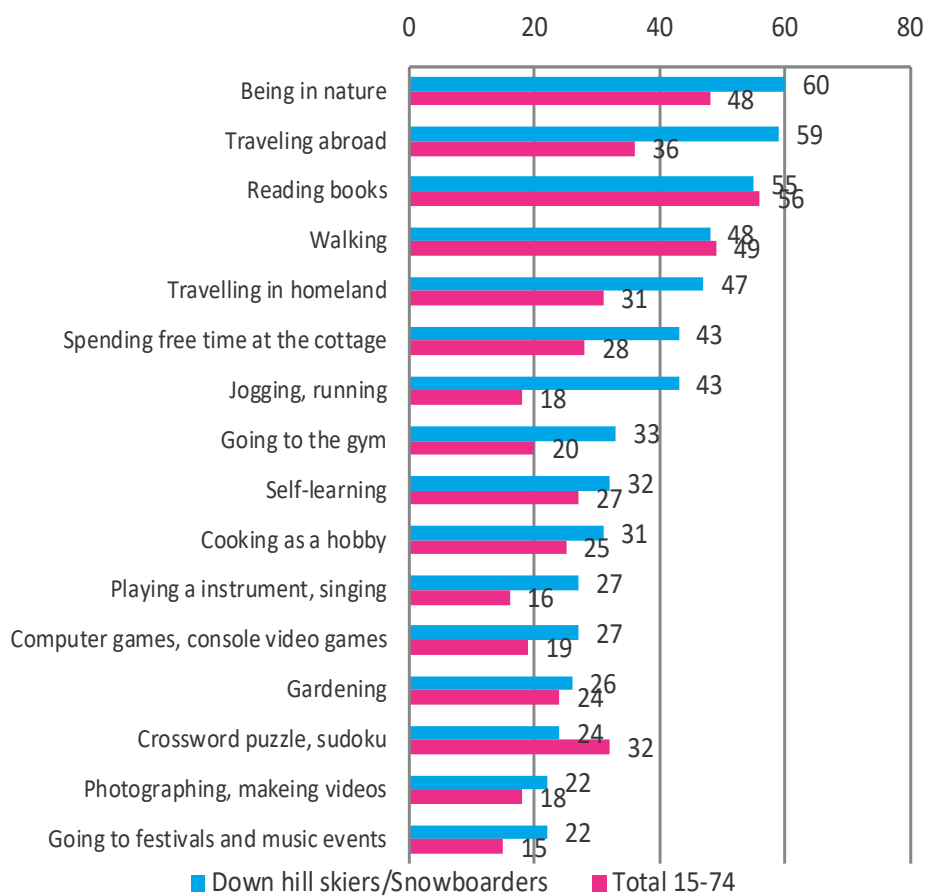
- + Likes to dress up by the latest fashion (Idx 190; 22 %)
- + Enjoys to follow the new trends (Idx 163; 23 %)
- + Feel like designer products improve their image (Idx 162; 30 %)
- + For them it's important what clothing brand to wear (Idx 160; 28 %)
- + In sports clothing and shoes brand is more important than price (Idx 155; 29 %)
- + They like to stand out of the crowd (Idx 145; 41 %)
- + They like to spend time to think what to wear (Idx 141; 33 %)
- + It's imporant to them to keep youthfull apperance (Idx 140; 50 %)
- + For them it's important to stay attractive to the opposite sex (Idx 131; 52 %)
- + Are interested of clothing advertisement (Idx 129; 21 %)



Down Hill Skiers/ Snowboarders

Source: TNS Atlas 2017

Hobbies/ Interest

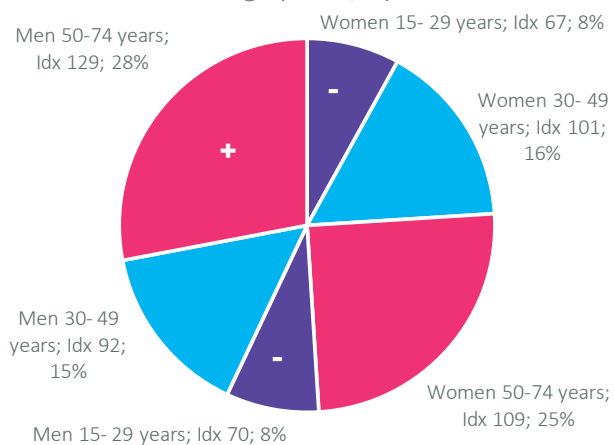




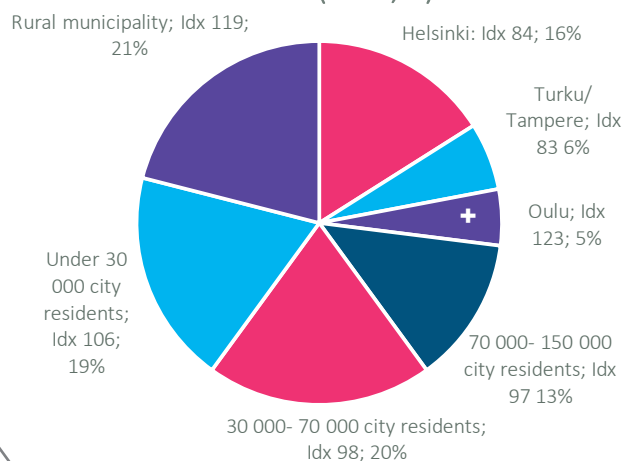
Cross-country skiers

Source: TNS Atlas 2017

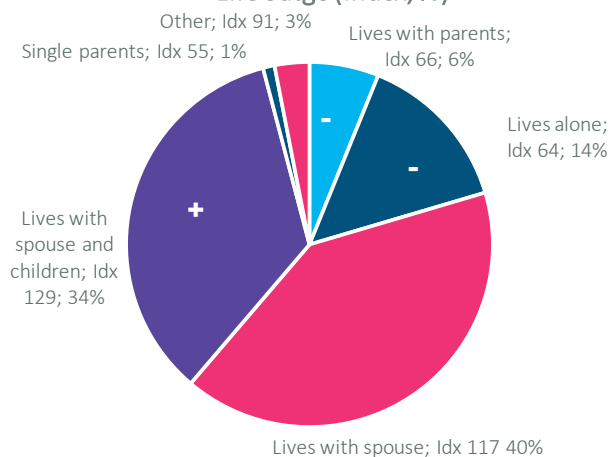
Age (Index; %)



Residence (Index; %)



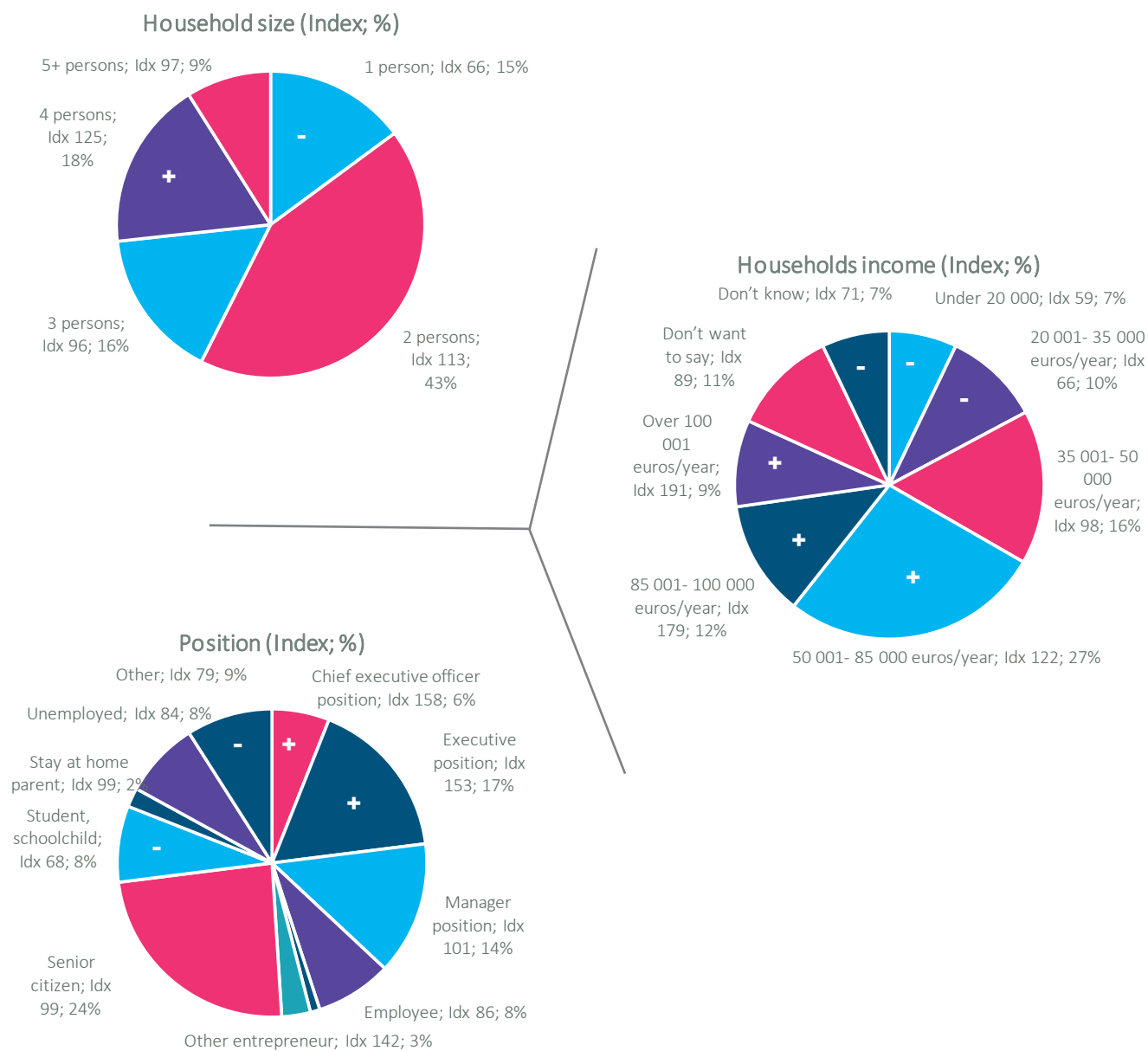
Life Satge (Index; %)





Cross-country skiers

Source: TNS Atlas 2017





Cross-country skiers

PURCHASE BEHAVIOR

- + Buy domestic products always when it's possible (Idx 126; 68 %)
- + Willing to spent money to get better quality (Idx 121; 56 %)
- + Spent time to compare different brands attentively (Idx 116; 44 %)
- + Feel like quality products are worth paying more (Idx 116; 78 %)
- + They prefer known brands (Idx 109; 36 %)
- + Are usually devoted customers to products they know (Idx 107; 58 %)

ATTITUDE TOWARDS MEDIA AND ADVERTISING

- + Could pay more for newspaper web content or service (Idx 129; 25 %)
- + Newspaper is big part of their day (Idx 125; 68 %)
- + Radio is big part of their day (Idx 121; 61 %)
- + They often listen to the radio on the way to the grocery store (Idx 121; 69 %)
- + They like to relax and get inspired by magazines (Idx 115; 57 %)
- + Pampering moment printed magazine provides can not be replaced by online magazine (Idx 114; 68 %)
- + They use internet more with smartphone or tablet than a laptop or desktop computer (Idx 113; 51 %)

SELF IMAGE, PERSONALITY & MOTIVATION

- + Religion is very important to them (Idx 121; 35 %)
- + Are willing to do charity work for a good cause (Idx 116; 61 %)
- + Want to have authority with people or resources (Idx 112; 35 %)
- + They think it's good to have close friends close by in case of hard times (Idx 106; 81 %)

DURABLE GOODS

- + Always repair car at the dealership (Idx 133; 41 %)
- + Car safety is more important than cars appearance (Idx 118; 71 %)
- + Enjoy their holiday best when they are far away from technology (Idx 113; 32 %)
- + Car is just a machine what takes them from place A to B (Idx 110; 64 %)



Cross-country skiers

ATTITUDE TOWARDS FOOD, DRINKS AND HEALTH

- + Have a healthy diet (Idx 146; 47 %)
- + Follow food trends (Idx 134; 26 %)
- + Get regular check ups even though they are feeling well (Idx 127; 29 %)
- + Try to choose organic choices in groceries (Idx 126; 37 %)
- + Pay attention more to the brand than price when buying groceries (Idx 125; 40 %)
- + Organic food is worth paying more (Idx 121; 47 %)
- + Pursues overall well-being and complements diet by taking dietary supplements, super food or functional provisions (Idx 121; 27 %)

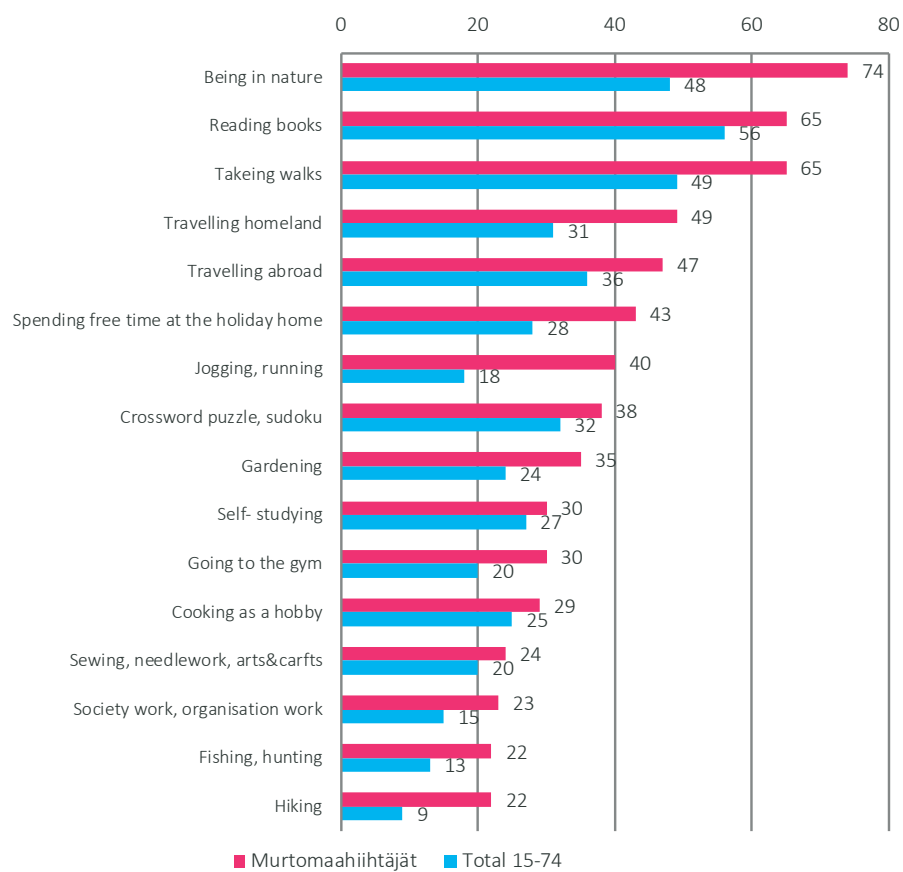
APPEARANCE, CLOTHES, SKINCARE & DIETING

- + Likes to do some exercises/ sports at least once a week (Idx 133; 87 %)
- + In sports clothing and shoes brand is more important than price (Idx 128; 24 %)
- + Choose mainly clothing brands that are known for good quality (Idx 125; 47 %)
- + Buying cosmetics usually choose natural cosmetics (Idx 125; 19 %)
- + Are interested in clothing advertisement (Idx 115; 19 %)
- + They like to spend time to think what to wear (Idx 115; 27 %)



Cross-country skiers

Hobbies/ Interest





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