



# SWEDEN

## DO-IT-YOURSELF

### AUDIENCE PROFILE

Younger families living in houses or semidetached houses. They are often between 30-45 y/o with young children. They have nice upper-middle-class incomes and own their house.

Often, they have recently moved from apartments to a house, and spend most of their savings on the house.

### LIFESTYLE

They live busy lives with houses, jobs, and younger children. They live in suburban areas and enjoy working on their house (DIY) and gardening.

They drive modest car brands like Skoda, Mazda, Nissan, or Kia.

### ALL USERS • ALL CHANNELS

The audience work toward all users, incl. IOS/Safari users. The audience can be used on display, mobile, video, DOOH and Facebook, YouTube, Instagram, Snapchat, Pinterest etc.



### UNIQUE AUDIENCE

Unique audience to reach the families that are more likely to spend on Do-It-Yourself than the average Swede.

Built by high-quality consumer insight data from Kantar Research and SCB.

### REACH

Reach: 1,558,179  
15% of Swedes

The audience covers the 1,558,179 Swedes that are more likely to spend on Do-It-Yourself than the average Swedish consumer.