



Q1 2023

Social Audience Profile™

**Everything You Need to Know
About the Online Behaviour of
Young Female Cat Owners with
No Children in Urban UK Cities**

SHARED CHANNELS

ALL PLATFORMS

Purpose of This Research

To identify the interests and behavioural attributes of audience members meeting the following criteria:

- ✓ Interested in cats
- ✓ Based in Urban Cities in the UK
- ✓ Between the ages of 25-40
- ✓ Majority female
- ✓ Does not have children

Key Takeaways

One thing is clear, this audience is all about the happenings of pop culture in our society. They represent a version of the big-city woman who likes to be up-to-date with what's happening online. Having a good lifestyle is important to them. They can be found watching reality TV—or lifestyle content with cat features here and there.

Audience Demographics:

- Within the 24-49 year old age range, the audience is mostly 24-29 years old (32%).
- The top urban regions for this audience are focused in London, Manchester and Glasgow.
- 49% of the audience have a Bachelor's degree, followed by people with a Master's degree (11%).
- Most of the audience work in creative roles (17%) followed by business/administration (14%) and communications (4%).

Behaviour & Interests:

- Members of this audience are interested in storytelling. Reality TV (25%) and Talk Shows (16%) are among their top interests, aligning with additional interests in the Kardashians, TV Hosts, BBC Radio & ITV.
- This audience is keen on the mainstream. Publications like BBC, BuzzFeed, Vogue and National Geographic represent some of their top media entities. Major streaming artists like Taylor Swift represent an average of 32% of their interests.
- Beauty (26%) & Clothing (23%) represent this audience's top brands. They are pro-influencers with 60% of the top five beauty brands being influencer-run.

Key Takeaways

Interests & Likes:

- Aim to include pop music or catchy pop-sounding music in organic or paid content where applicable, it is the audience's top average interest at 38%. Think about how trending songs can be used on TikTok through collabs or if starting an owned account in the future.
- This audience is invested in Reality TV and Talk Shows— 4x and 5x more than the average global social media user. ITV's [Love Island](#) and [This Morning](#) may be good ways to capture the attention of potential buyers.

Brands:

- Beauty, Clothing, and Luxury Fashion brands see the top interest from this audience. Use social media to create an online position in a way that provides inspiration, the way our audience looks to beauty and clothing brands for style ideas. Romanticizing life with a cat may be a place to start.

Influencers & Celebrities:

- Leverage ad targeting interests towards mainstream celebrities. Work with UK-based influencers, data shows that this audience is 24x and 25x more engaged with UK personalities [Holly Willoughby](#) and [Fearne Cotton](#) compared to the global social media audience.

Key Takeaways

Media:

- This audience likes to be kept up to date and discover new things from their interest in media outlets like BBC and BuzzFeed. Use this to reimagine how you communicate brand details, FAQs and information with your audience. Building an interactive tool on your homepage, the way [this brand](#) has, helps provide options to this audience in a way that also gives them information about pricing plans.

YouTube:

- Target and work with influencers who share information about their every day with a mixture of fashion, makeup and lifestyle content. Creators like [this](#) and [this](#) are great examples of people who integrate living with a cat organically into their content through how they live with them in their daily routines to how they're sprucing up their home cat decor.

Podcasts:

- This audience enjoys pop culture and tv & film podcasts that give them a plot and a story from A to B as well as media recommendations. Work with podcasts or create your own recommendation platform. For example, create an outbound quiz like the [one you offer prospects online](#). Ask your audience questions about their cat's diet and routines and see if you can teach them something new.

How to Read this Research



This audience is connected to the world through their interests in **Music (28%), Media (18%), and Hobbies (16%).**

Percentage of Young Single Cat Owners in urban UK who have the following interests:

Music (28%)



Pop (2x)
38%



Alternative (2x)
28%



Rock (2x)
28%



Dance-Pop (2x)
25%



Dance (2x)
22%

This is a category. Hobbies (16%)



Reality TV (4x)
25%



Drama (3x)
20%



Comedy (2x)
16%



Talk Show (5x)
16%



Radio (2x)
14%



Fashion (2x)
22%



Makeup (3x)
21%



Art & Culture (1x)
14%



Photography (1x)
12%



Adventure (3x)
11%

Misc. (10%)



Charity (2x)
12%



Coffee (2x)
11%



Fiction (1x)
10%



Boxing (2x)
10%



Tattoos (3x)
9%

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Fiction (1x)
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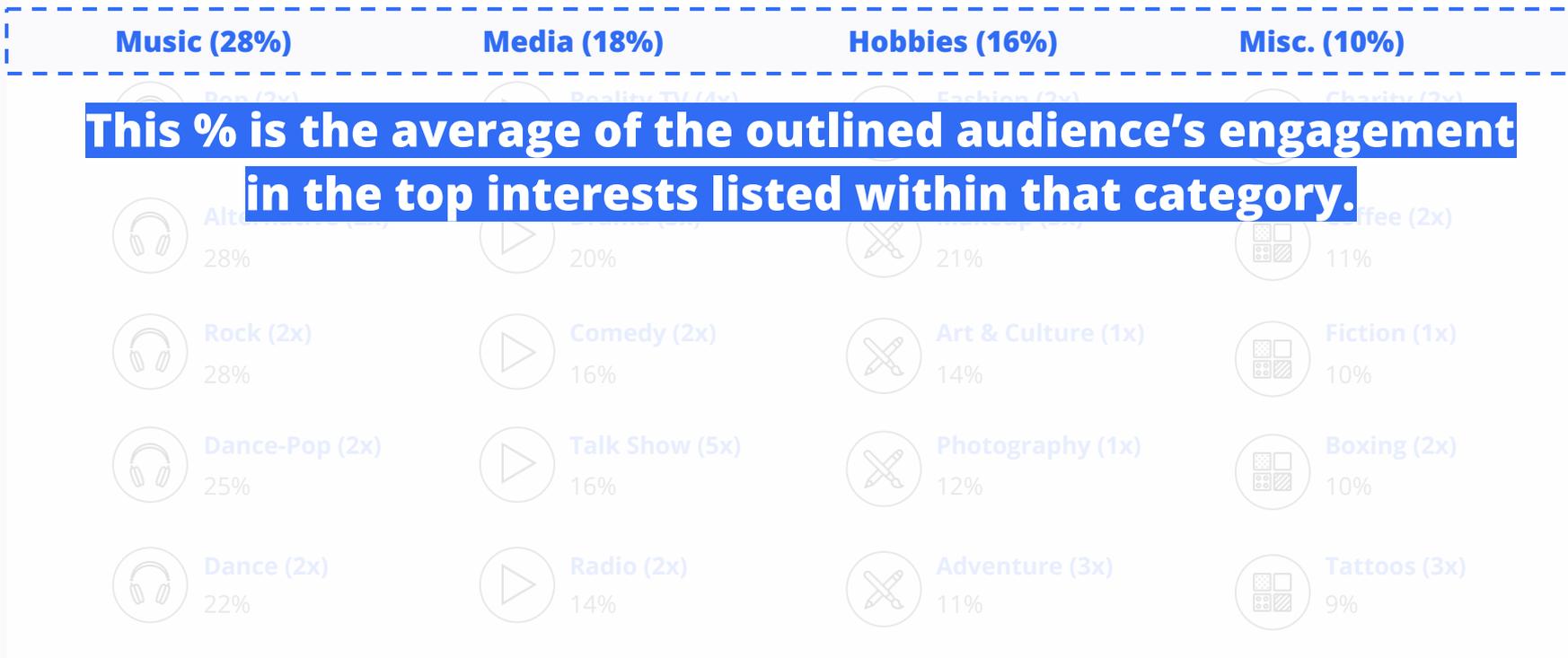
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Boxing (2x)

10%



Tattoos (3x)

9%

The % represents the share of audience members who engage with the interests.

This audience is connected to the world through their interests in **Music (28%), Media (18%), and Hobbies (16%).**

Percentage of Young Single C... (UK) who follow the following interests

This stat represents how much more the audience is interested in the outlined interest compared to the average global social media user. For example, people who fit the social audience profile like pop music 2x more than the global social media population.

Music (28%)



Pop (2x)
38%



Alternative
28%



Rock (2x)
28%



Dance-Pop (2x)
25%



Dance (2x)
22%



25%



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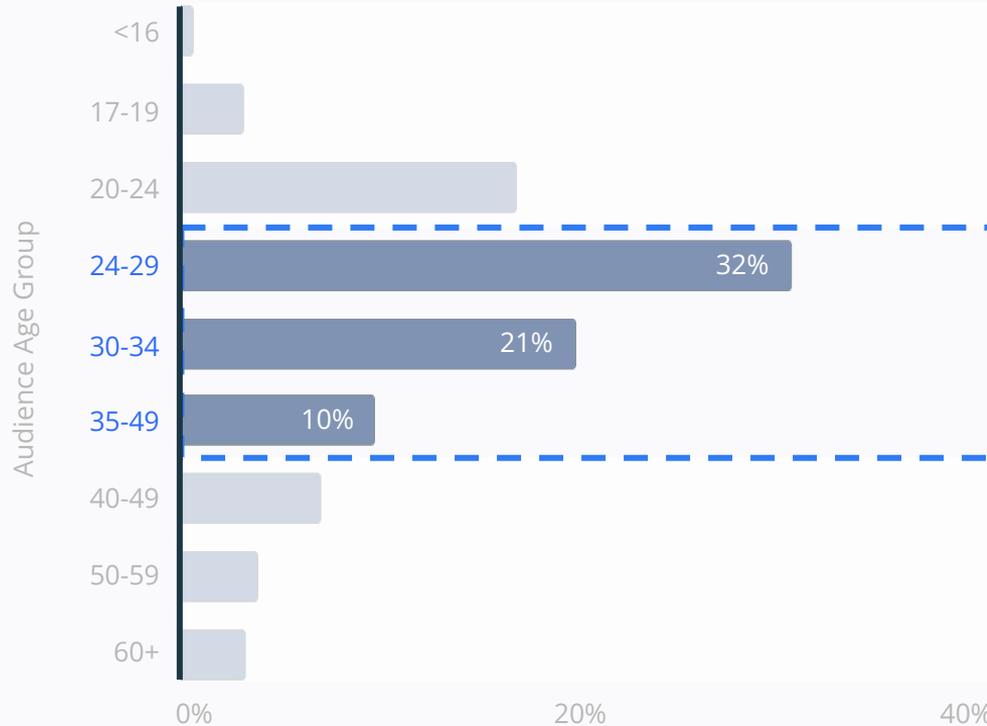


Tattoos (3x)
9%

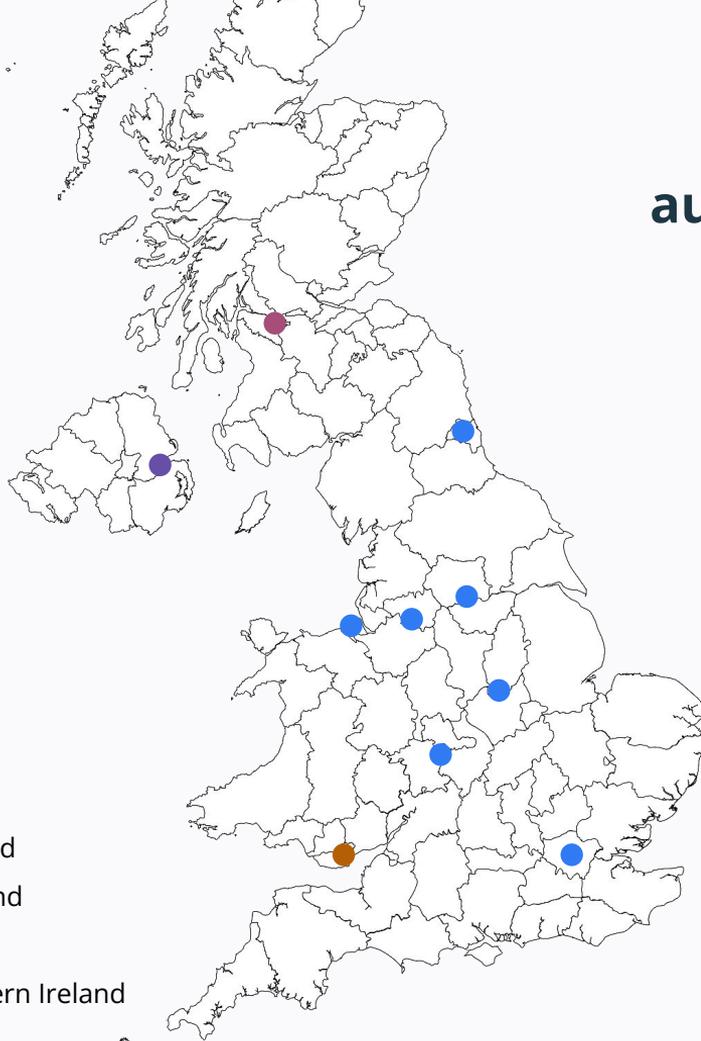
Everything You Need to Know About the Online Behaviour of Young Female Cat Owners with No Children who live in Urban UK Cities



Within the **24-49 year old** age range, the audience is mostly **24-29** years old (32%).

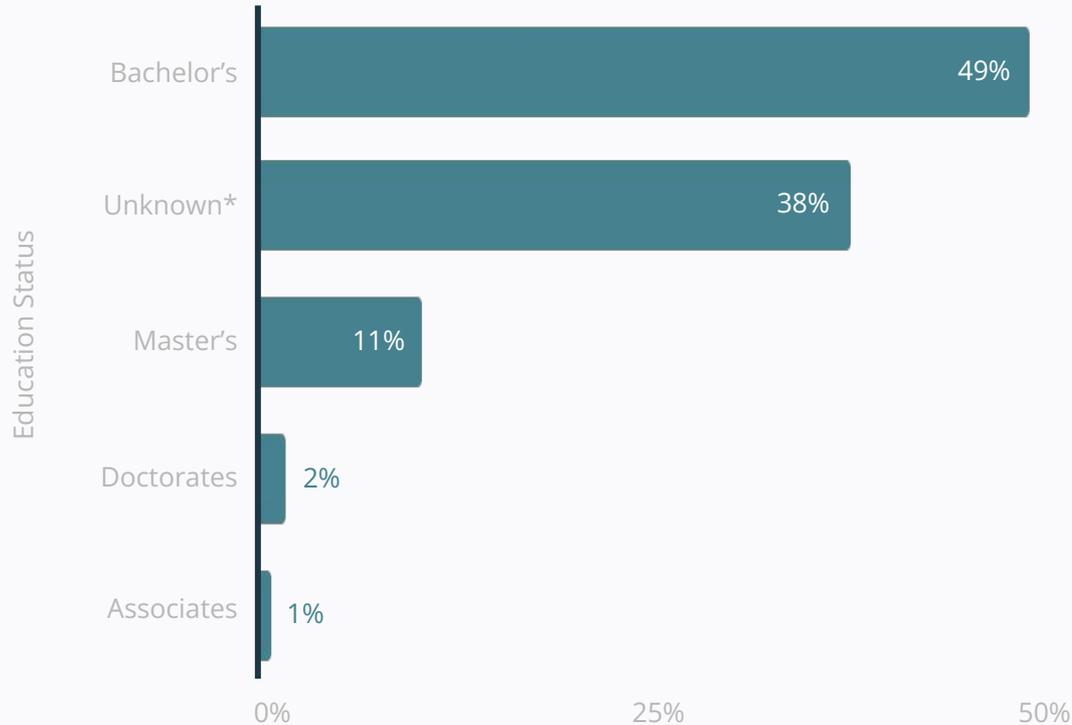


The top urban regions for this audience are focused in **England**.



| Top 10 Urban Regions | Concentration |
|---------------------------|---------------|
| London, England | 47% |
| Manchester, England | 7% |
| Glasgow, Scotland | 6% |
| Cardiff, Wales | 4% |
| Liverpool, England | 4% |
| Newcastle, England | 4% |
| Leeds, England | 4% |
| Birmingham, England | 3% |
| Belfast, Northern Ireland | 3% |
| Nottingham, England | 3% |

49% of the audience have a Bachelor's degree, followed by people with a Master's degree (11%).



*People who have not listed their education status publicly.

Demographic data is based on audience data compiled from various social media platforms that conform to the audience profile criteria from a sample size of 293K.

17% of the audience are in creative roles, 14% are in business or administration and 4% are in communication with 4% in other roles.

Percentage of Young Single Cat Owners in urban UK who work in the following occupations:



Blogger
4%



Author
1%



Brand-Owner
2%



Marketing Coordinator
1%



Performer
2%



Fashion Stylist
1%



Assistant
2%



Marketing Manager
1%



Makeup Artist
2%



Journalist
1%



Sales Associate
2%



Social Media Manager
1%



Artist
2%



Musician
1%



Administrator
1%



PR Specialist
1%



Graphic Designer
2%



Manager
3%



Consultant
1%



Nurse
3%



Actor
1%



Director
2%



Sales Representative
1%



Physical Therapist
1%

This audience is connected to the world through their interests in **Music, Media, and Hobbies.**

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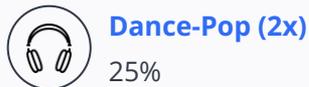
Tattoos (3x)

9%

Music and Media represent the top interests for this audience, inferring a strong connection to pop culture & entertainment.

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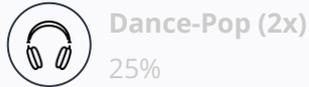


Multipliers represent how much more the audience is related to the entity compared to global social media audience averages. This list features the top 20 interests audience members are likely to have based on their social media profiles from a sample size of 293K.

This audience sees **4x** and **5x** more interest in **Reality TV** and **Talk Shows** than the average social media user.

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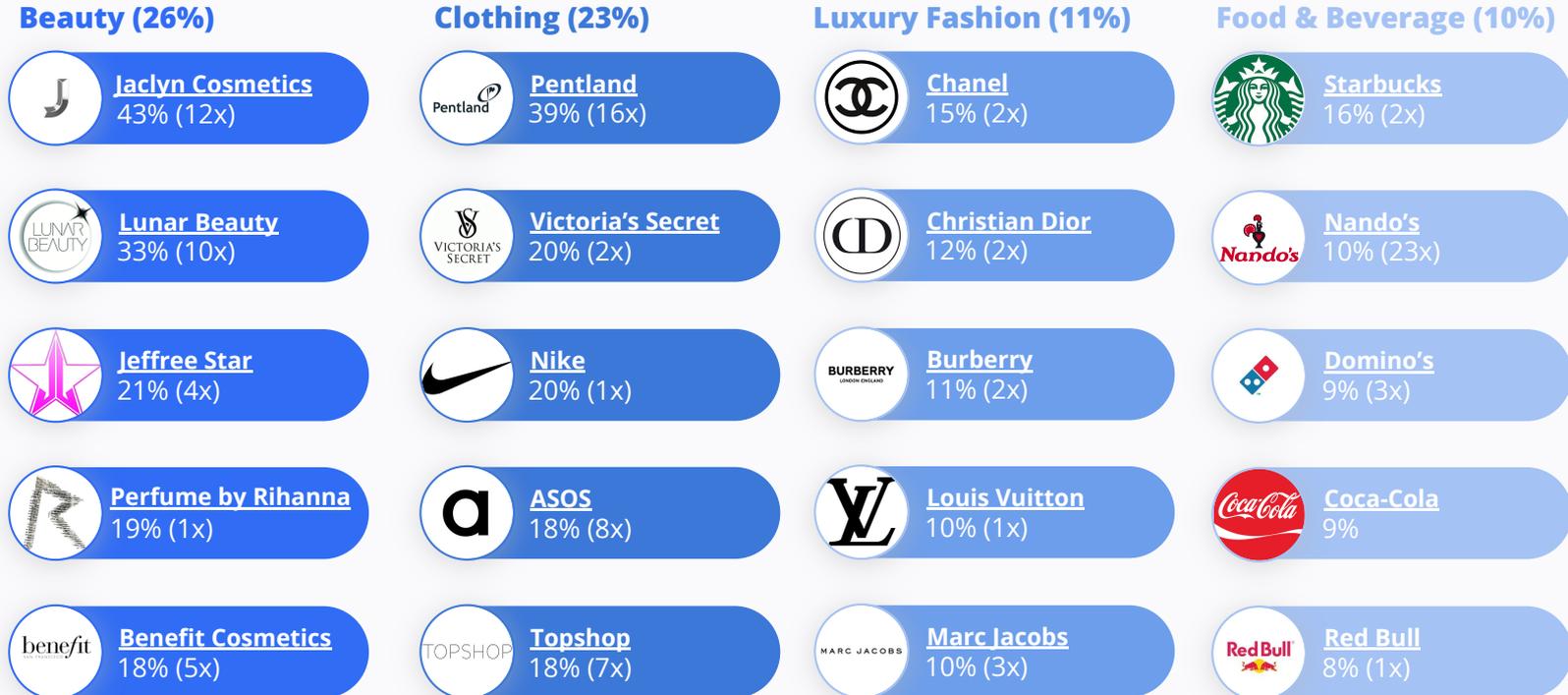


Misc. (10%)



Brands in the Beauty, Clothing, Luxury Fashion and Food & Beverage industries garner top average interests from this audience.

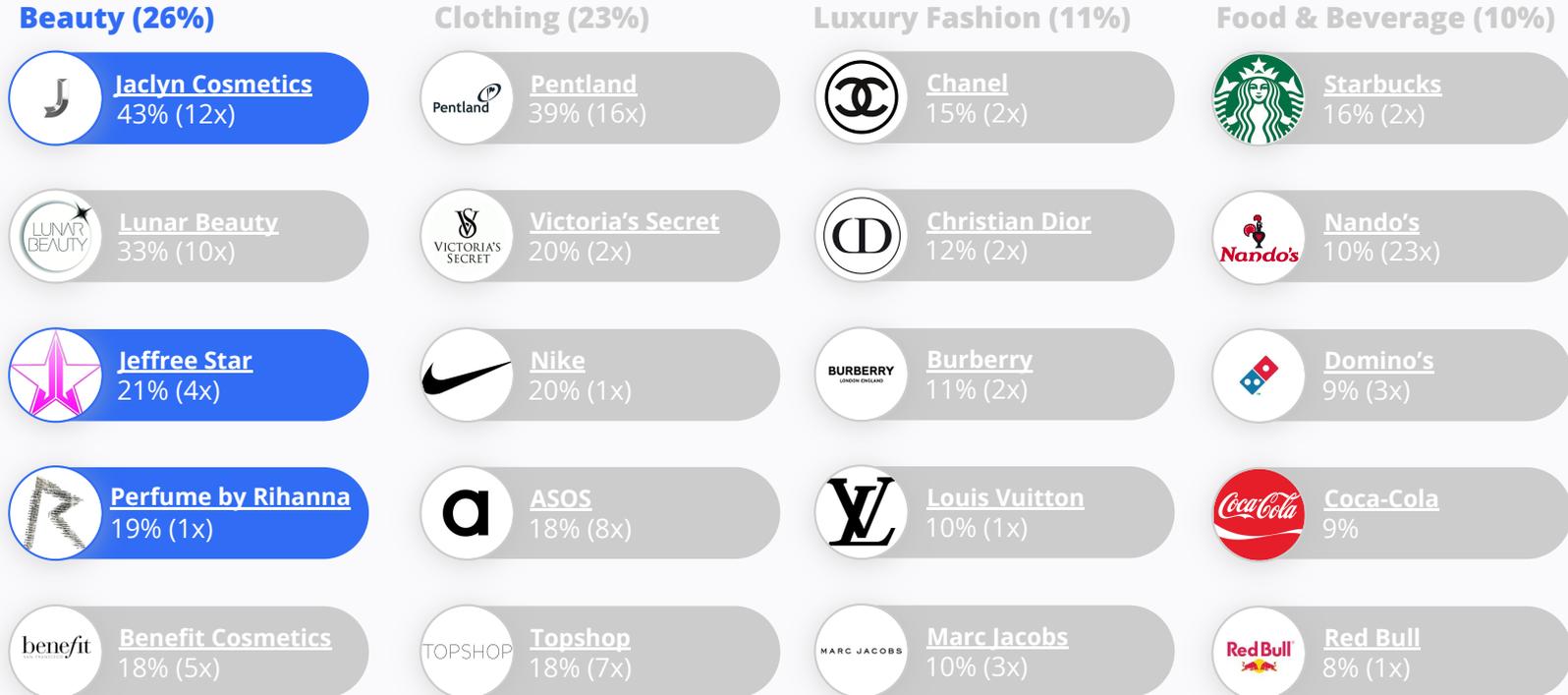
Percentage of Young Single Cat Owners in urban UK who engage with the following brands online:



Multipliers represent how much more the audience is related to the entity compared to global social media audience averages.
 This list features the top 20 brands audience members are likely to shop at based on their social media profiles from a sample size of 293K.

This audience sees an average of **6x** more interest than global social media users in beauty brands created by **celebrities or influencers**.

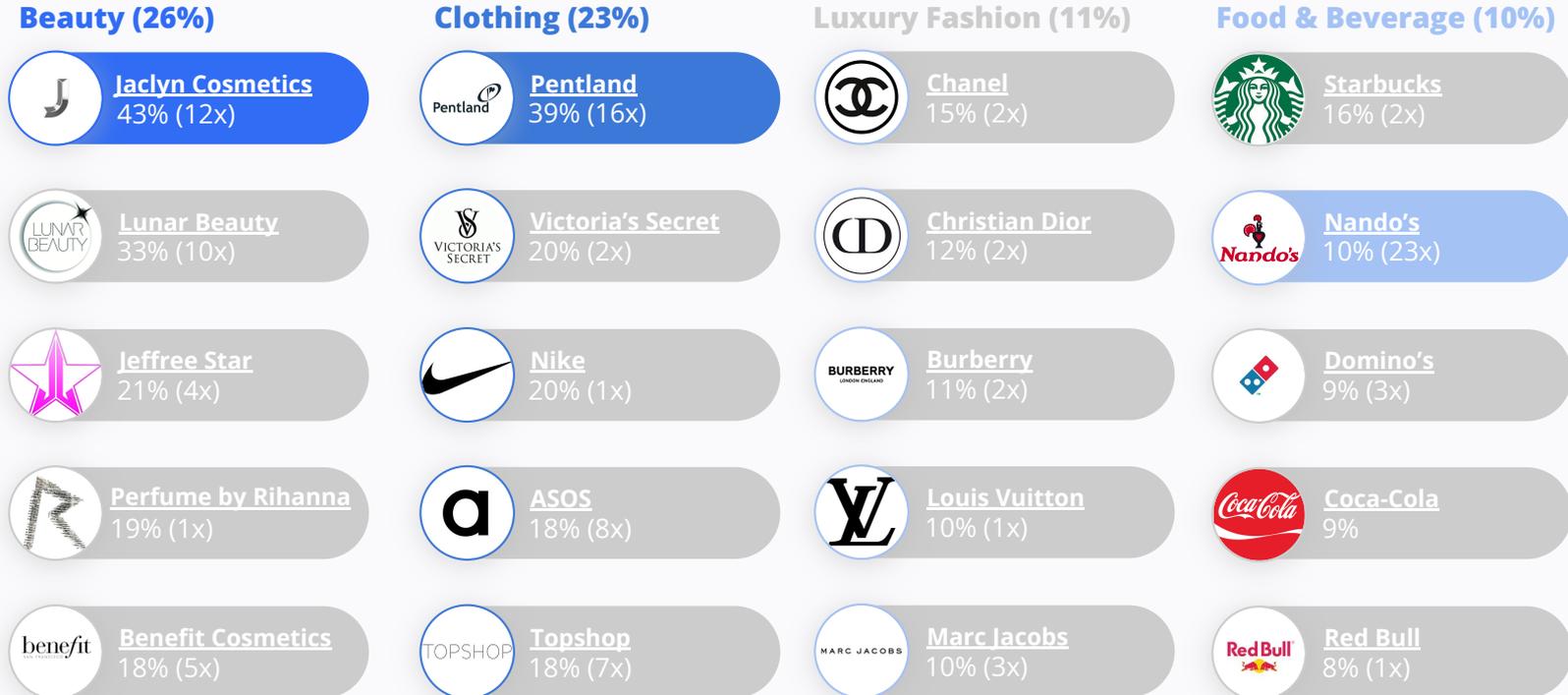
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Nando's (23x), Pentland Brands (16x) and Jaclyn Cosmetics (12x) see the highest interest compared to average global social media users.

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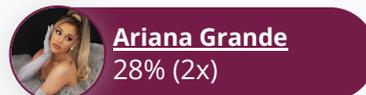
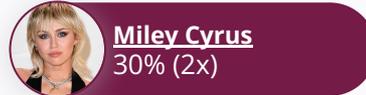
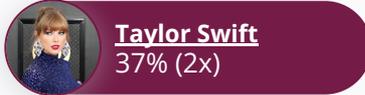


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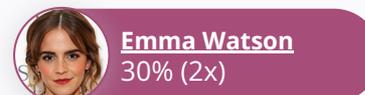
Pop culture icons lead the way as influencers for this audience, especially **artists** with an average audience following of **32%**.

Percentage of Young Single Cat Owners in urban UK who engage with the following influencers:

Artists (32%)



Personalities & Actors (31%)

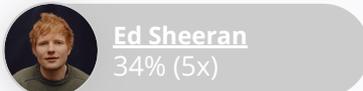
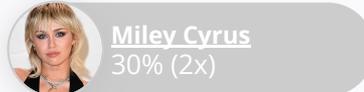


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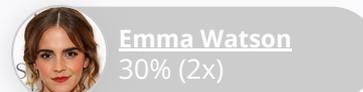
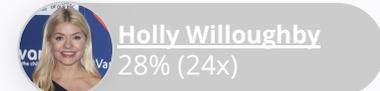
On average, **33%** of the audience follow **Kardashians**, likely due to the audience's interest in **reality television**.

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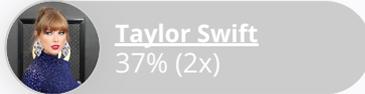


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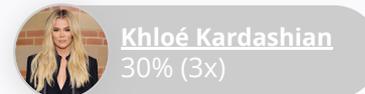
The audience also engages with UK TV personalities Holly Willoughby and Fearne Cotton, 24x and 25x more than average users.

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This audience is media-forward, with a range of interests from **News, Pop Culture, Fashion and Other** segments.

Percentage of Young Single Cat Owners in urban UK who engage with the following media outlets:

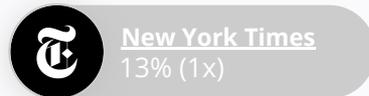


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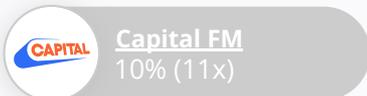
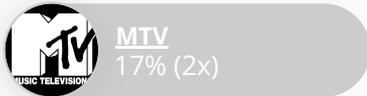
Mainstream media outlets and creators like BBC and BuzzFeed have captured this audience's attention and engagement.

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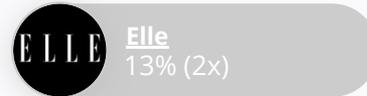
News (21%)



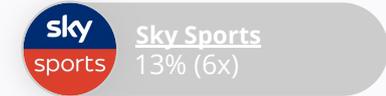
Pop Culture (15%)



Fashion (14%)



Misc. (12%)

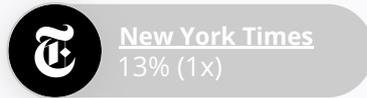
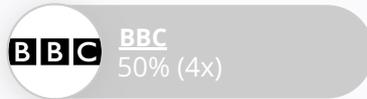


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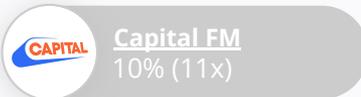
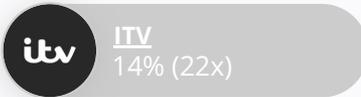
Radio plays a role in the audience's media consumption. This audience engages with **BBC Radio 11x** more than average global users.

Percentage of Young Single Cat Owners in urban UK who engage with the following media outlets:

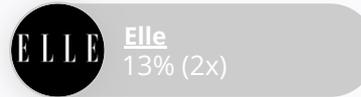
News (21%)



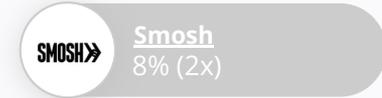
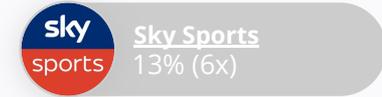
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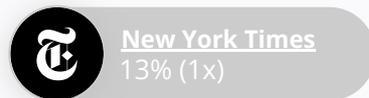
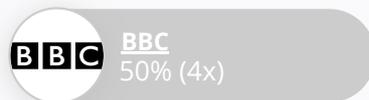


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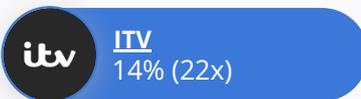
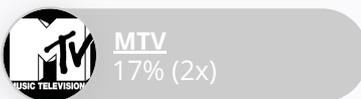
ITV (22x), BBC Radio (11x) and Capital FM (10x) see the highest interest compared to average social media users.

Percentage of Young Single Cat Owners in urban UK who engage with the following media outlets:

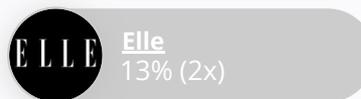
News (21%)



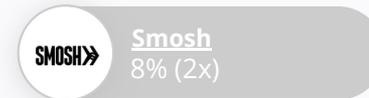
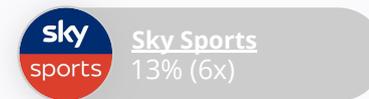
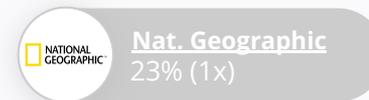
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Audience members engage with **Animal, Lifestyle, Makeup** and **Fashion** accounts on YouTube.

Percentage of Young Single Cat Owners in urban UK who engage with the following YouTube channels:

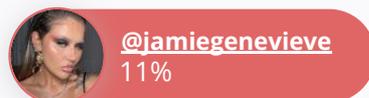
Animals (14%)



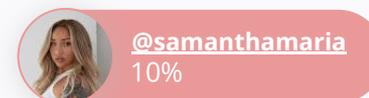
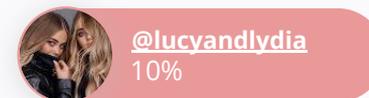
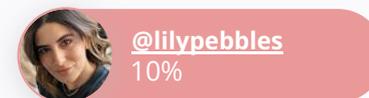
Lifestyle (13%)



Makeup (13%)



Fashion (10%)



Lifestyle accounts create a unique opportunity for creators to share their lives with everyday viewers, such as the female cat audience.

Percentage of Young Single Cat Owners in urban UK who engage with the following YouTube channels:

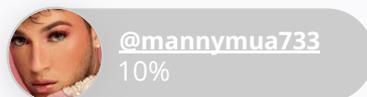
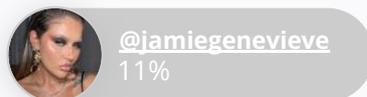
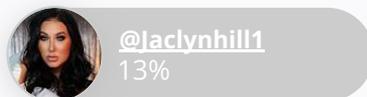
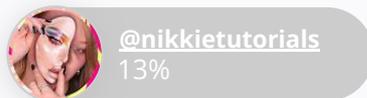
Animals (14%)



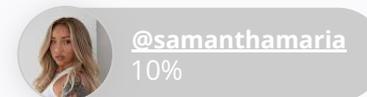
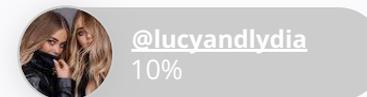
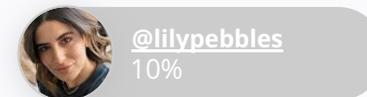
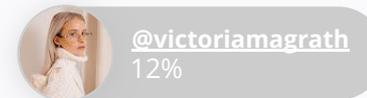
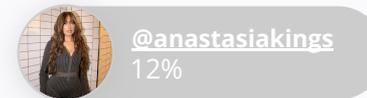
Lifestyle (13%)



Makeup (13%)



Fashion (10%)



Multipliers are not available for this data.

This list features the top 20 YouTube accounts audience members are likely to engage with based on their social media profiles from a sample size of 293K.

The YouTuber **@velvetghost** shares her life and her cat makes an organic appearance every now and then.

Percentage of Young Single Cat Owners in urban UK who engage with the following YouTube channels:

Animals (14%)



@batterseadogscats
17%

Lifestyle (13%)



@velvetgh0st
16%

Makeup (13%)



@sophdoeslife
18%

Fashion (10%)



@anastasiakings
12%



what's new in primark home? 🌟

Bedroom makeover - from pink to dark green 🌿

How to make butter at home in ten minutes 🧈

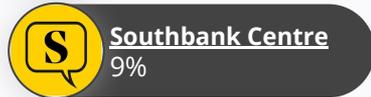
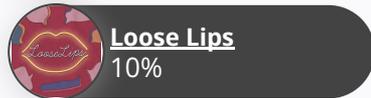
Cleaning and decluttering my apartment 🍃

Travelling with a cat 🐱
18K views

The audience listens to a wide range of podcasts. This media format sees the highest variety in interests across topics.

Percentage of Young Single Cat Owners in urban UK who engage with the following podcasts:

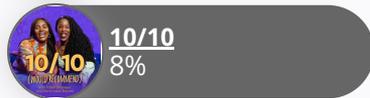
Pop Culture



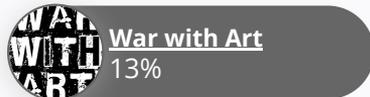
Travel



TV & Film



Productivity



Health & Wellness



Relationships



Earth & Animal



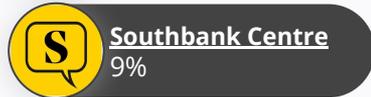
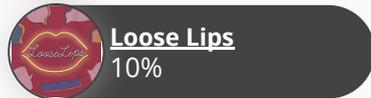
History



Pop Culture podcasts are aligned with interests in Reality TV, where they can hear news and casual life experiences from real people.

Percentage of Young Single Cat Owners in urban UK who engage with the following podcasts:

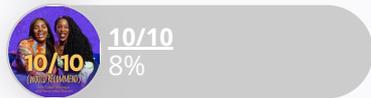
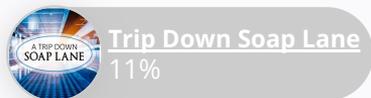
Pop Culture



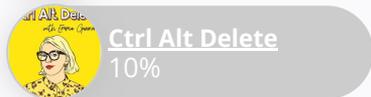
Travel



TV & Film



Productivity



Health & Wellness



Relationships



Earth & Animal



History



TV & Film podcasts speak to interests in stories. The audience invests time to understand plots and hear media recommendations.

Percentage of Young Single Cat Owners in urban UK who engage with the following podcasts:

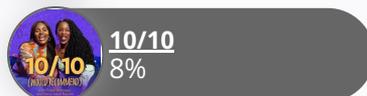
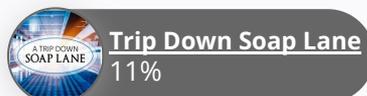
Pop Culture



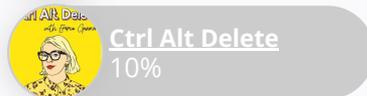
Travel



TV & Film



Productivity



Health & Wellness



Relationships



Earth & Animal



History



How the Social Audience Profile™ Methodology Works

