

COLLECTED

ALL AUDIENCE LISTS 2024



NDR

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NORWAY

AUDIENCE LIST 2024



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DEVELOPED BY

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INTRODUCTION



AUDIENCE DATA ● NORWAY

With a New Unified Nordic Taxonomy (NUNT), NDR can set you up to be able to push the same unique audience to over 27M across all four Nordic countries - Denmark, Finland, Norway, and Sweden - in the time it takes you to have a cup of coffee!

We empower marketers to reach their target audience without compromising user data security. We provide a variety of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your specific campaign goals.

GEO HOT SPOTS

We have identified millions of unique neighbourhoods (a minimum of 15 households). See more in our white paper [Why Neighbourhoods Matter](#).

Our dynamic cluster algorithm pinpoints relevant geographical hot spots for hundreds of social-demographic characteristics and consumer attitudes & preferences.

This list is a complete record of audience data available to you in **Norway**.

ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries nordicdataresources.com/contact

ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This ensures our audience segments are built on trustworthy and accurate consumer insights.

We strategically collaborate only with the most respected industry leaders in data provision and AdTech development.

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NORDIC FOOTPRINTS

"We're very happy to collaborate with IDFree.com and NDR who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."

- Pierce Cook-Anderson, Managing Director Northern Europe, Equativ

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ETHICALLY SOURCED DATA

"By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."

- Christopher Hernandez, Managing Director, Nordics, Matterkind

CATEGORY 1

CONSUMER CLASSIFICATION

MOSAIC™

- A Solsiden
- B Graatt gull
- C Smaabyliv
- D Nybyggeren
- E Storbypuls
- F Boligbyggelaget
- G Maurtua
- H Campus
- I Eldrebolgen
- J Typisk norsk
- K Industri og tilskudd
- L Fjord og fjell
- M Bondelandet

CAMEO GROUPS

- Upper Crust
- Flourishing Families
- Ambitious Households
- Settled Society
- Enterprising Households
- Comfortable Communities
- Hardworking Neighbourhoods
- Modest Means
- Striving Margins
- Stretched Tenants



CONSUMER CLASSIFICATIONS

Consumer classification is the act of seeking out and identifying common traits in a group of customers.

CATEGORY 1

CONSUMER CLASSIFICATION

NDR INTERNATIONAL

- A1 Less Affluent Pre-Family Couples And Singles
- A2 Less Affluent Young Couples With Children
- A3 Less Affluent Families With School Age Children
- A4 Less Affluent Mature Families And Couples In Retirement
- B1 Comfortable Pre-Family Couples And Singles
- B2 Comfortable Young Couples With Children
- B3 Comfortable Families With School-Age Children
- B4 Comfortable Mature Families And Couples In Retirement
- C1 Prosperous Pre-Family Couples And Singles
- C2 Prosperous Young Couples With Children
- C3 Prosperous Families With School-Age Children
- C4 Prosperous Mature Families And Couples In Retirement

CATEGORY 2

SOCIODEMOGRAPHICS

LIFE PHASES

- Pre-Family Couples And Singles
- Young Couples With Children
- Families With School Age Children
- Older Families And Mature Couples
- Elders In Retirement

ABOUT NDR

NDR provides a comprehensive suite of solutions that help marketers, advertisers, agencies, publishers, and tech vendors discover, analyze, and activate intelligent audiences across the Nordic region (Denmark, Finland, Norway, and Sweden - covering over 27 million individuals).

nordicdataresources.com

CATEGORY 2

SOCIODEMOGRAPHICS

WEALTH

- 0–200,000
- 200,000–500,000
- 500,000–1,000,000
- 1,000,000 +

HOUSEHOLD INCOME

- 1 Modest Income Families
- 2 Less Affluent Families
- 3 Comfortable Families
- 4 Prosperous Families
- 5 Wealthy Families



PERSONAL INCOME

- 0–100,000
- 100,000–200,000
- 200,000–300,000
- 300,000–400,000
- 400,000–500,000
- 500,000+

LIFESTAGE

- Movers
- Lifecycle - "Young & Free"
- Lifecycle - "Singles"
- Lifecycle - "Couple no kids"
- Lifecycle - "Infant years"
- Lifecycle - "School kids"
- Lifecycle - "Single parents"
- Lifecycle - "Empty nesters"
- Lifecycle - "Senior Couples "
- Lifecycle - "Single Pensioner"

KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.

CATEGORY 2

SOCIODEMOGRAPHICS

ATTITUDES

- Early Adopters
- Attractive
- Impulsive
- Interested in: Economy & Society
- Interested in: Politics
- Interested in: Classic Culture
- Interested in: Music
- Interested in: Movies
- Interested in: Movies & Series
- Equality For All
- Lifestyle: Center Group
- Lifestyle: Community oriented
- Lifestyle: Individuals
- Lifestyle: Modern
- Lifestyle: Modern-community oriented
- Lifestyle: Modern-individuals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals
- Lifestyle: Traditional
- Stressed

INDUSTRY

- Agricultural, forestry, fishing
- Manufacturing, oil exploration, and construction
- Finance/retail/hotels/restaurants/transport
- Public and other services



CATEGORY 2

SOCIODEMOGRAPHICS

INDUSTRY SECTOR

- Public administration
- Municipal administration
- Private sector and public enterprises

EMPLOYMENT

- Employees
- Self-employed

COMMUTING

- Domestic movers: Out of municipality
- Domestic movers: In from another municipality

HOURS WORKED

- 1–19 hours a week
- 20–29 hours a week
- 30 hours or more a week



BUSINESS AND EMPLOYMENT

- Kantar B2B - Decision-makers within the organization, CEO, Board Members, etc.
- Kantar B2B - IT decision makers
- Kantar B2B - Marketing and communication decision-makers
- Kantar B2B - Recruitment decision makers
- Occupation: Full-time employed
- Occupation: Part-time employed
- Occupation: Retired
- Occupation: Self-employed
- Occupation: Student
- Occupation: Unemployed
- High Net Worth Individuals

COOKIELESS

"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."

- Marcus Johansson, Founder & CEO,
BidTheatre

CATEGORY 3

WHO WE ARE

CHILDREN GROUPS

- Under 5
- 5-11 Years Old
- 12-17 Years Old
- Over 18

GENDER OF CHILD (ALL)

- Male
- Female

CHILDREN HOUSEHOLD MEMBERS

- No children
- 1 child
- 2 children
- 3 children
- 4 children
- 5 or more kids



MARITAL STATUS

- Single
- Married/Living With Partner
- Divorced/Widowed

EDUCATION LEVEL

- Elementary education
- Secondary education
- University and college (short stay)
- University and college (long stay)

HOUSEHOLD MEMBERS

- 1 person household
- 2 person household
- 3 person household
- 4 person household
- 5 Or More person household

CATEGORY 3

WHO WE ARE

FIELD OF EDUCATION

- General Studies
- Humanities
- Teaching and Education
- Law and social sciences
- Business and economics
- Science and technology
- Health, social, and sports
- Agricultural and fisheries
- Transport, security and maintenance

AGE

- 20–29 years
- 30–39 years
- 40–49 years
- 50–59 years
- 60–69 years
- 70+ years

FAMILY TYPE

- Couples
- Singles
- Children
- No children
- 1 person
- 2 persons
- 3 persons
- 4 persons or more

DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.



CATEGORY 4

HOW WE LIVE

TYPE OF HOUSING

- Detached house
- Semi-detached house
- Terraced house
- Non high-rise flat
- Shared accommodation
- High-rise flat
- Farmhouse
- Student house

DWELLING SIZE

- 0-50 sqm
- 50-99 sqm
- 100-139 sqm
- 140-199 sqm
- Over 200 sqm

AGE OF HOUSING

- 2000 onwards
- 1980-1999
- 1960-1979
- 1946-1959
- 1900-1945
- Before 1900

DWELLING OWNERSHIP

- Freeholders
- Housing associations
- Renting

HAS CABIN

- Has Cabin in Norway
- Has Cabin Abroad



CATEGORY 5

CONSUMER FINANCIAL

PROPERTY AND MORTGAGE

- High Spender - Building equip.

INFLUENCERS

- Interested in: Private Economy

INSURANCE

- Purchase intent - Home alarm very+rather probable
- Considers switching insurance company

INVESTMENT

- Interested in: Stocks and Bonds

BANKING

- Considers switching bank
- Customer at Nordea
- Customer at Danske Bank
- Heavy users payments via mobile phone



MOSAIC™ LIFESTYLES

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments to describe the complete market.

CATEGORY 6

CONSUMER ELECTRONICS

ATTITUDES

- Interested in: Computers
- Techies
- Purchase intent - New Tech very+rather
- Interested in: Photo

INFLUENCERS

- High Spender - Consumer electronics
- Interested in: New Technology
- Purchase intent - "HomeEntertainment"
- Purchase intent - Camera Very+Rather
- Interested in Hifi

CATEGORY 7

CONSUMER PACKAGED GOODS

ATTITUDES

- Quality over price
- Traditional Norwegian food
- Prefer Norwegian goods
- Interested in: Trying new products
- Interested in: Trying new dishes
- Foreign & exotic dishes
- Flexitarians
- Foodies
- Food conscious

AMBIENT BAKERY PRODUCTS

- Interested in cooking



CATEGORY 7

CONSUMER PACKAGED GOODS

PET FOOD

- Dog Owners
- Cat Owners

ALCOHOL

- Regular smokers
- Occasional smokers
- Regular "snusere"
- Occasional "snusere"



IDFREE NEWSLETTER

Consider subscribing to the monthly newsletter **IDFree Insider**. It will keep you up to date on new features, partners, and integrated activation platforms.

[Subscribe](#)

CATEGORY 8

MEDIA AND ENTERTAINMENT

BOOKS AND EBOOKS

- Interested in: Books and Literature
- Reads magazines
- Listens to audiobooks
- Member or considers book club
- Online shopping: Books
- Reads non-fiction
- Uses the library

TV & VIDEO SERVICES

- Kantar High spenders - SVOD services (Netflix, HBO etc.)
- Uses C More
- Daily coverage: NRK Super/NRK3
- Daily coverage: TV2/TV2 Zebra
- Daily coverage: NRK P2
- Uses Viafree
- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks Norway
- Light TV Viewers - Watch Less Than 10 Hours Per Week
- Medium TV Viewers - Watch 10-20 Hours Per Week
- Heavy TV Viewers - Watch More Than 20 Hours Per Week
- Heavy YouTube Users

MUSIC SERVICES

- Interested in: Pop and rock music
- Streaming music
- Spotify Free Subscribers

GAMING

- Interested in: Computer games
- Gamers
- On-line shopping: Computer games and software

ONLINE VIDEO CONSUMPTION

- Streaming Viaplay
- Streaming Discovery+
- Streaming HBO
- Streaming YouTube
- Streaming Netflix
- Streaming TV2 Play
- Daily coverage: TV2 Nyhetskanalen
- Streaming NRK Nett-TV

MOBILE DEVICE USAGE

- Uses Spotify

SOCIAL MEDIA

- Heavy Social Media Users
- Heavy Facebook Users
- Heavy Instagram Users
- Heavy Twitter Users
- Heavy TikTok Users

CATEGORY 8

MEDIA AND ENTERTAINMENT

INFLUENCERS

- Interested in: Celebrities



CINEMA

- On-line shopping: Movies

OTHER MEDIA

- Daily coverage: NRK1
- Daily coverage: NRK P1
- Daily coverage: NRK2
- Daily coverage: P4
- Daily coverage: Storbyradioen
- Daily coverage: TVNorge
- Daily coverage: Radio Norge
- Daily coverage: Max
- Daily coverage: VOX
- Daily coverage: Utenlandsk radio
- Daily coverage: Lokalradio

CATEGORY 9

ONLINE GAMBLING/BETTING

GAMBLING

- Online gamblers
- Play Lotto
- Play the National Lotto

BETTING

- High Spender - Tips, Pool, Lottery
- Interested in: Betting on horses / Horse racing
- Online betting, sports betting
- Interested in: Betting/Gambling

CATEGORY 10

SHOPPING

ATTITUDES

- Eco, Fair & Local
- Interior design
- Green fingers
- Crafts
- Deal hunter
- Interested in: Handicraft
- Kantar Fast food junkies
- Kantar High frequency - Ice cream eaters
- Kantar High frequency - Take out, take away eaters
- Kantar High spenders - clothing
- Kantar High spenders - travel
- Kantar Interested in - Boats, boating
- Kantar Interested in - Cottage life, hiring a cottage
- Kantar Interested in - Grilling
- Loves shopping
- Kantar Forerunners - Decor, furnishing
- Kantar Forerunners - Dining, eating out
- Kantar Forerunners - Travelling, sights



HOME IMPROVEMENT

- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: house & garden
- Shops in builders merchant

GROCERY PREFERENCES

- Uses more than 1.000 NOK on groceries per week

CATEGORY 10

SHOPPING

HIGH SPENDERS

- High Spender - Men's clothes
- High Spender - Ladies' clothes
- High spenders - cosmetics, skin-& haircare
- High spenders - Eyewear
- Goes to festivals
- High Spender - Kid's clothes
- High Spender - Sport/leisure equipment
- High Spender - Training/Exercise

OTHER RETAILERS

- Shops in border stores
- Shops in malls

PURCHASE INTENT

- Kantar Purchase intent - cottage/ vacation home
- Kantar Purchase intent - mortgage
- Purchase intent - Big Furniture
- Home interior practicals

GROCERY RETAILERS

- Shops in 7-Eleven
- Shops in Meny
- Shops in Rema 1000
- Shops in Spar



AUDIENCE ALLIANCE

Audience Alliance is a new network of several of the best developers and data providers in the programmatic market - reaching the Nordic region and EU.

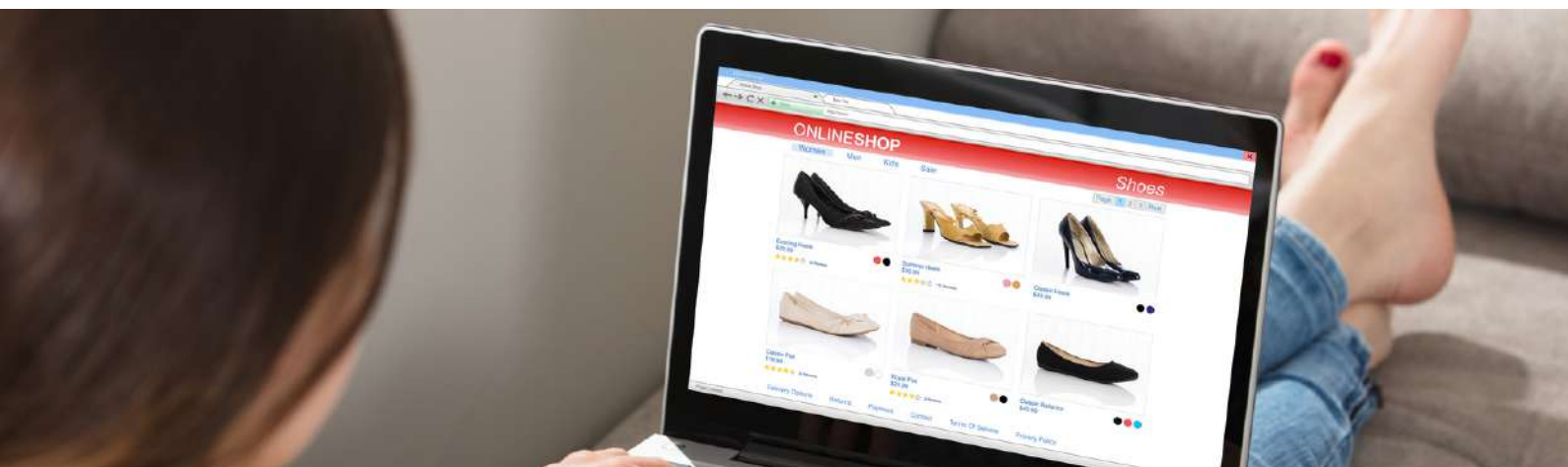
audiencealliance.org

CATEGORY 10

SHOPPING

ONLINE SHOPPING

- Internet shoppers
- Online shopping: Furniture
- Online shopping: Groceries
- Online shopping: Home electronics
- Online shopping: Music
- Online shopping: Travels
- Prefer brick-and-mortar stores over online
- Shops on online auctions
- Online shopping: Beauty products
- Online shopping: Sports and leisure equipment
- Shops online weekly



CATEGORY 11

PERSONAL CARE AND BEAUTY

INFLUENCERS

- Interested in: Looks & Glamour
- Interested in: Beauty Care
- On-line shopping: Eyewear

CATEGORY 12

DINING



ATTITUDES

- Often seen at restaurants
- Interested in: Baking
- Kantar High spenders - Eating out
- Shops in specialty stores with quality products

DELIVERY

- Sushi-lover
- Pizza-lover

CATEGORY 13

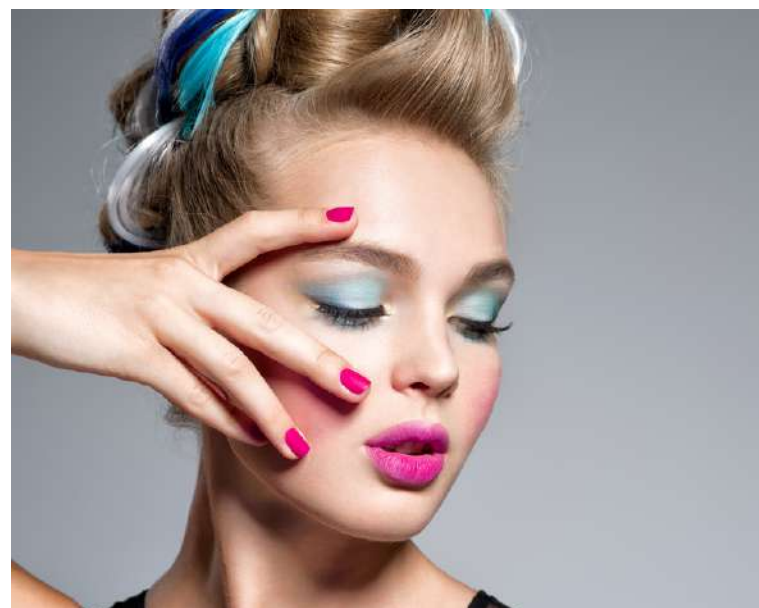
FASHION

ATTITUDES

- Interested in: Clothes and shoes
- Beauty babes
- Interested in: Fashion
- Interested in: Interior Design
- Interested in items for kids

BEHAVIORS

- On-line shopping: Clothes and shoes



CATEGORY 14

HEALTH AND WELLNESS

VITAMINS

- Vitamins - heavy users



ATTITUDES

- Interested in items for kids
- Kantar High frequency - Vitamin users
- Health and well-being
- Kantar Brand usage - Pharmacy cosmetics, skincare, use regularly
- Would consider surgery for physical appearance

DIET AND EXERCISE

- Interested in Nutrition and health
- Interested in: Diet tips
- Kantar interested in - Gym exercise, gym
- Easily cooked food
- Healthy Eating Habits
- Fitness Fanatics

CONDITIONS AND TREATMENTS

- On-line shopping: Pharmaceuticals
- Chronic pains/frequent pain reliever users
- Allergy/cold medication users

TOBACCO

- Uses E-Cigarettes

CATEGORY 15

ADVOCACY

CHARITY

- High Spender - Charity
- Interested in: Science & History
- Interested in: Animal Rights

CLIMATE AND SUSTAINABILITY

- Interested in: Environment
- Environmental products
- Interested in: Energy Saving
- Prefer ecological groceries
- Interested in: Eco-friendly Lifestyle

CATEGORY 16

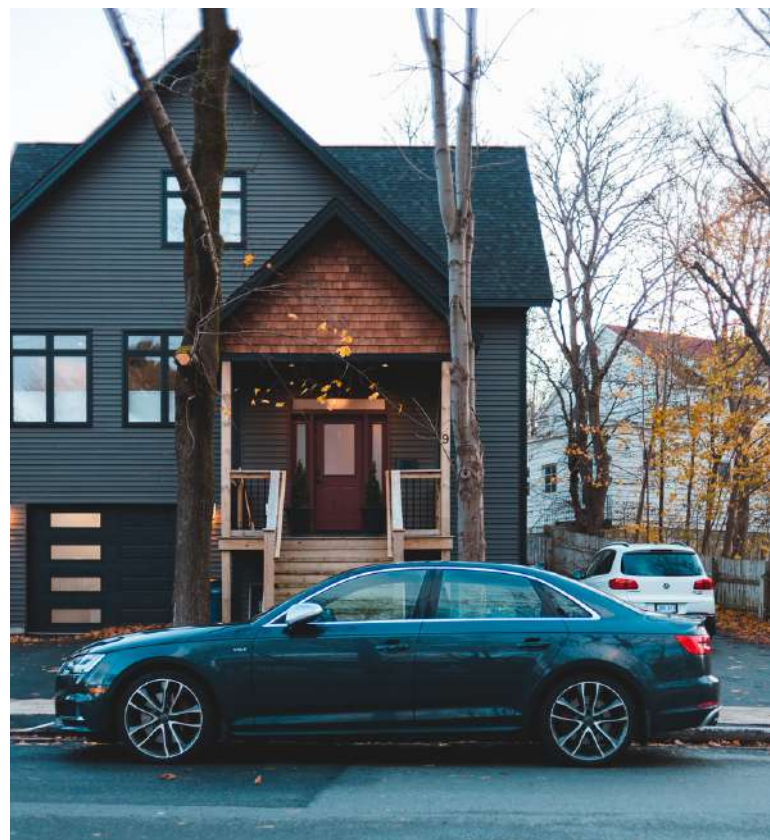
AUTOMOTIVE

INFLUENCERS

- Interested in: Cars
- Motormaniacs
- Travels: Private boat
- Sailing (owns a boat)

ATTITUDES

- Interested in: Nature conservation
- Purchase intent - Motor toys
- Purchase intent - Water toys



CATEGORY 16

AUTOMOTIVE

PRIVATE CAR OWNED

- Petrol car
- Diesel car
- Electric car
- Hybrid car

NEXT CAR PURCHASE

- Sedan
- Hatchback
- Estate
- SUV

CAR CULTURE

Car Culture is the shared beliefs, values, purpose, customs, arts, language, institutions, achievements, etc., of a particular group of people that have an affinity for automobiles.



CATEGORY 16

AUTOMOTIVE

IN MARKET

- Considers a used car
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers an Alfa Romeo
- Considers an Audi
- Considers an electrical car
- Considers an Opel
- Considers buying a car within one year
- Considers car using diesel
- Considers car using petrol
- Considers hybrid car
- Considers hybrid or electrical car
- Has a leasing car
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla
- Owns a Tesla
- Owns a Lexus
- Owns a Porsche
- Prefer/Considers a Lexus
- Considers a BMW
- Considers a brand-new car
- Considers a Citroen
- Considers a Dacia
- Considers a Fiat
- Considers a Ford
- Considers a Honda
- Considers a Hyundai
- Considers a Kia
- Considers a Land Rover
- Considers a leasing car
- Considers a Mazda
- Considers a Mercedes-Benz
- Considers a Mitsubishi
- Considers a Nissan
- Considers a Peugeot
- Considers a Renault
- Considers a Seat
- Considers a Skoda
- Considers a Subaru
- Considers a Suzuki
- Considers a Toyota



CATEGORY 16

AUTOMOTIVE

OWNER CAR MODEL

- Owns a Mini
- Owns a Jaguar
- Owns a Polestar
- Owns a MG
- Owns an Audi
- Owns a BMW
- Owns a Citroen
- Owns a Dacia
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Kia
- Owns a Toyota
- Owns a VW (Volkswagen)
- Owns a Volvo
- Owns a Mitsubishi
- Owns a Nissan
- Owns an Opel
- Owns a Peugeot
- Owns a Renault
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Has 0 cars
- Has 1 car
- Has access to minimum 1 car
- Is part of a car-sharing pool
- Has 2 cars
- AUDI - Audi e-tron
- BMW - 225xe iPerformance
- BMW - X5 xDrive40e iPerformance
- BMW - X3 xDrive20d
- BMW - 530e iPerformance
- BMW I - I3
- BMW I - I3S
- CITROEN - C3 AIRCROSS
- DACIA - DUSTER
- FORD - Focus
- FORD - Kuga
- FORD - Fiesta
- FORD - S-MAX
- FORD - EcoSport
- HONDA - CR-V
- HYUNDAI - IONIQ
- HYUNDAI - Kona
- JAGUAR - JAGUAR I-PACE
- KIA - SOUL
- KIA - NIRO
- KIA - Optima
- KIA - SPORTAGE
- MAZDA - Mazda CX-5
- MAZDA - Mazda CX-3
- MAZDA - Mazda3
- MERCEDES-BENZ - GLC 350 e 4MATIC
- MERCEDES-BENZ - GLC 250 d 4MATIC
- MERCEDES-BENZ - A 200
- MINI - Countryman Cooper SE ALL4
- MITSUBISHI - Mitsubishi Outlander
- NISSAN - NISSAN LEAF 40kWh
- NISSAN - NISSAN QASHQAI

CATEGORY 16

AUTOMOTIVE

OWNER CAR MODEL

- NISSAN - Nissan Leaf 62kWh
- NISSAN - Nissan e-NV200
- OPEL - Ampera-e
- OPEL - GRANDLAND X
- OPEL - CROSSLAND X
- PEUGEOT - 3008
- PEUGEOT - 5008
- PEUGEOT - 2008
- RENAULT - ZOE
- SKODA - OCTAVIA
- SKODA - KODIAQ
- SKODA - KAROQ
- SKODA - SUPERB
- SKODA - FABIA
- SUBARU - XV
- SUBARU - OUTBACK
- SUBARU - FORESTER
- SUZUKI - Vitara
- SUZUKI - Swift
- SUZUKI - S-Cross
- SUZUKI - IGNIS
- TESLA MOTORS - Model X
- TESLA MOTORS - Model S
- TOYOTA - RAV4
- TOYOTA - C-HR
- TOYOTA - YARIS HYBRID
- TOYOTA - TOYOTA YARIS HYBRID
- TOYOTA - AURIS
- TOYOTA - TOYOTA COROLLA
- VOLKSWAGEN - GOLF
- VOLKSWAGEN - TIGUAN
- VOLKSWAGEN - PASSAT
- VOLKSWAGEN - UP!
- VOLKSWAGEN - POLO
- VOLKSWAGEN - KOMBI
- VOLKSWAGEN - T ROC
- VOLVO - XC60 T8 Twin Engine
- VOLVO - XC40
- VOLVO - XC90 T8 Twin Engine
- VOLVO - V90 T8 Twin Engine
- VOLVO - V90 Cross Country
- VOLVO - XC60
- VOLVO - V60
- MG - MG ZS EV
- Polestar - Polestar 2
- VOLVO - V90
- VOLVO - V60 Twin Engine
- VOLVO - V60 Cross Country
- VOLVO - V40 Cross Country
- VOLVO - V40



CATEGORY 16

AUTOMOTIVE

OWNER CAR MODEL

- VOLKSWAGEN - TOURAN
- VOLKSWAGEN - T-CROSS
- SUZUKI - SX4
- SKODA - CITIGO
- PORSCHE - Taycan 4S
- PEUGEOT - 308
- PEUGEOT - 208
- NISSAN - NISSAN LEAF 30kWh
- MERCEDES-BENZ - EQC 400 4MATIC
- MERCEDES-BENZ - CLA 180
- MERCEDES-BENZ - C 350 e
- MERCEDES-BENZ - B 250 e
- MERCEDES-BENZ - A 180
- MAZDA - Mazda6
- MAZDA - MAZDA CX-30
- HYUNDAI - TUCSON
- FORD - Mondeo
- CITROEN - C5 AIRCROSS
- CITROEN - C4 PICASSO
- CITROEN - C4 CACTUS
- CITROEN - C3
- BMW - X5 xDrive45e
- BMW - X1 xDrive18d
- BMW - 520d xDrive
- BMW - 320d xDrive
- AUDI - Q5
- AUDI - Q2
- AUDI - e-tron 55
- AUDI - e-tron 50
- AUDI - A4 Avant
- AUDI - A4 allroad quattro
- AUDI - A3 Sportback e-tron
- AUDI - A3 Sportback

EVIDENCE-BASED GUIDE TO MARKETERS

In seven chapters, Kantar shares actionable tips to help you strengthen your brand's intangible perceptions in the mind of consumers.

Free Download
[Modern Marketing Dilemmas](#)



CATEGORY 17

SPORTS AND LEISURE



- Goes to the opera/ballet
- Frequent cross-country skiers
- Frequent runners
- Interested in Spiritual, religious
- Active in basketball
- Active in team sports (football, handball, basket etc)

LEISURE INTERESTS

- Goes to art exhibitions
- Goes to the museum
- Interested in: Classic music
- Travels: Amusement Park/Zoo
- Cardiocravers
- Devoted Exercisers
- Winter sports
- Interested in: Football
- Interested in: Ice Hockey
- Interested in: Exercise
- Interested in: Wellness
- Interested in: Hunting & Fishing
- Active in cycling
- Active in golf
- Active in handball
- Active in hunting
- Active in skiing
- Attend pop concert, rock concert
- Attend theater or musicals
- Cook gourmet food
- Interested in: Biking
- Interested in: Foreign culture
- Interested in: Motorsports
- Kantar Hobbies - Cross-country skiing
- Kantar Hobbies - Ski
- Online dating
- Interested in: Sailing
- Interested in: Theater
- Interested in: Golf
- Interested in: Healthy foods
- Interested in: Concerts
- Interested in: Art
- Goes to cinema, concerts and sports events

CATEGORY 17

SPORTS AND LEISURE

INFLUENCERS

- SportEnthusiast
- Interested in: Outdoor Life
- Adrenalin junkies
- Interested in: Status/Posh Sports

SPORTS FANS

- Kantar Fanatics - Ice Hockey on TV
- Interested in: Sports Event
- Interested in: Sports in Media
- Interested in: Team Sports

AUDIENCE 2 GO

Look to our ready-2-Go audiences, created with privacy-safe quality data for your convenience and ready to be activated across all relevant marketing channels & platforms.

nordicdataresources.com/audiencetogo

CATEGORY 18

DEMOGRAPHICS

HOUSEHOLD COMPOSITION

- "The well-to-do"
- Parent with children
- Parent with children aged 0-3
- Parent with children aged 3-6
- Parent with children aged 7-11

AGE AND GENDER

- Age 18 to 34
- Age 35 to 49
- Age 50 to 64
- Age 65 and older
- Age 25 and older currently employed

CATEGORY 19

TRAVEL

REACH US

Please reach out to our team to hear more and/or set up a company account on idfree.com.

nordicdataresources.com/contact

ATTITUDES

- Travels: Frequent travelers
- Travels: All Inclusive
- Interested in travel

ACCOMODATION

- Interested in: Camping
- Travels: Interested in cabin-vacation

DESTINATION

- Travels: Holiday in the mountains
- Travels: Holiday by the sea
- Travels: Theme travel
- Travels: Holiday in Norway
- Travels: Holiday Abroad
- Travels: Sun & Bath
- Travels: City
- Travels: Adventure
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Skiing
- Travels: Spa
- Travels: Training
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Vacation in Scandinavia
- Vacation in South- and North America
- Travels: Backpacking/interrail
- Skiing enthusiasts with children of school-age
- Travels: Going to restaurants/bars



DENMARK

AUDIENCE LIST 2024



OFFERED &
DEVELOPED BY

[NORDICDATARESOURCES.COM](https://www.nordicdataresources.com)

INTRODUCTION



AUDIENCE DATA ● DENMARK

With a New Unified Nordic Taxonomy (NUNT), NDR can set you up to be able to push the same unique audience to over 27M across all four Nordic countries - Denmark, Finland, Norway, and Sweden - in the time it takes you to have a cup of coffee!

We empower marketers to reach their target audience without compromising user data security. We provide a variety of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your specific campaign goals.

GEO HOT SPOTS

We have identified millions of unique neighbourhoods (a minimum of 15 households). See more in our white paper [Why Neighbourhoods Matter](#).

Our dynamic cluster algorithm pinpoints relevant geographical hot spots for hundreds of social-demographic characteristics and consumer attitudes & preferences.

This list is a complete record of audience data available to you in **Denmark**.

ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries nordicdataresources.com/contact

ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This ensures our audience segments are built on trustworthy and accurate consumer insights.

We strategically collaborate only with the most respected industry leaders in data provision and AdTech development.

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NORDIC FOOTPRINTS

"We're very happy to collaborate with IDFree.com and NDR, a trusted partner who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."

- Pierce Cook-Anderson, Man. Dir. Northern Europe, Equativ

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ETHICALLY SOURCED DATA

"By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."

- Christopher Hernandez
Managing Director, Nordics, Matterkind

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CATEGORY 1

CONSUMER CLASSIFICATION

MOSAIC™

- Established Elite
- Modern, Married and Affluent
- Educated and on the rise
- Young in the city
- Campus
- Prosperous Countryside
- Midlife Surplus
- House and family
- Multicultural City Blocks
- Senior Surplus
- The Quiet Pensioner
- Empty Nesters in the Countryside

CAMEO GROUPS

- High Society
- Flourishing Communities
- Affluent Communities
- Prosperous Homeowners
- Comfortable Neighbourhoods
- Middle-Income Households
- Diverse Localities
- Modest Means
- Urban Tenants
- Strained Society



CONSUMER CLASSIFICATIONS

Consumer classification is the act of seeking out and identifying common traits in a group of customers.

CATEGORY 1

CONSUMER CLASSIFICATION

NDR INTERNATIONAL

- A1 Less Affluent Pre-Family Couples And Singles
- A2 Less Affluent Young Couples With Children
- A3 Less Affluent Families With School Age Children
- A4 Less Affluent Mature Families And Couples In Retirement
- B1 Comfortable Pre-Family Couples And Singles
- B2 Comfortable Young Couples With Children
- B3 Comfortable Families With School-Age Children
- B4 Comfortable Mature Families And Couples In Retirement
- C1 Prosperous Pre-Family Couples And Singles
- C2 Prosperous Young Couples With Children
- C3 Prosperous Families With School-Age Children
- C4 Prosperous Mature Families And Couples In Retirement

CATEGORY 2

SOCIODEMOGRAPHICS

LIFE PHASES

- Pre-Family Couples And Singles
- Young Couples With Children
- Families With School Age Children
- Older Families And Mature Couples
- Elders In Retirement

ABOUT NDR

NDR provides a comprehensive suite of solutions that help marketers, advertisers, agencies, publishers, and tech vendors discover, analyze, and activate intelligent audiences across the Nordic region (Denmark, Finland, Norway, and Sweden - covering over 27 million individuals).

nordicdataresources.com

CATEGORY 2

SOCIODEMOGRAPHICS

LIFESTAGE

- Valentine couples (no children) with outward activities
- Valentine singles - online dating
- Kantar Families with kids
- Kantar Baby boomers
- Kantar Generation X
- Kantar Millenials
- Kantar Generation Z
- Lifecycle - "Young & Free"
- Lifecycle - "Singles"
- Lifecycle - "Couple no kids"
- Lifecycle - "Infant years"
- Lifecycle - "School kids"
- Lifecycle - "Single parents"
- Lifecycle - "Empty-nesters"
- Lifecycle - "Senior Couples "
- Lifecycle - "Single Pensioner"



EDUCATION

- Folk High School stay (Højskoleophold)

HOUSEHOLD INCOME

- 1 Modest Income Families
- 2 Less Affluent Families
- 3 Comfortable Families
- 4 Prosperous Families
- 5 Wealthy Families

KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.

CATEGORY 2

SOCIODEMOGRAPHICS

ATTITUDES

- Lifestyle: Center Group
- Lifestyle: Community oriented
- Lifestyle: Individuals
- Lifestyle: Modern
- Lifestyle: Traditional
- Lifestyle: Modern-community oriented
- Lifestyle: Modern-individuals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals
- Early Adopters
- Stressed
- Interested in: Movies
- Interested in: Movies & Series
- Interested in: Music
- Interested in: Economy & Society
- Interested in: Politics
- Attractive
- Impulsive
- Interested in: Classic Culture
- Equality For All

BUSINESS AND EMPLOYMENT

- Self-employed
- Occupation: Full-time employed
- Occupation: Part-time employed
- Occupation: Self-employed
- Occupation: Student
- Occupation: Retired
- Occupation: Unemployed
- Kantar B2B - Recruitment decision makers
- Kantar B2B - Marketing and communication decision-makers
- Kantar B2B - IT decision-makers
- Kantar B2B - Decision makers within the organization, CEO, Board Members, etc.
- International business air travelers
- Domestic business air travelers



CATEGORY 3

WHO WE ARE

TYPE OF HOUSEHOLD

- Couple with kids
- Couple, no kids
- Single with kids
- Single, no kids
- Other households

HOUSEHOLD AGE

- 18-25 years
- 26-45 years
- 46-60 years
- 61-79 years
- 80+ years

NUMBER OF CHILDREN

- 0 kids
- 1 kid
- 2 kids
- 3 kids or more

CHILDREN

- Has children
- No children

YOUNGEST CHILD'S AGE

- 0-6 years
- 16-21 years
- 7-15 years

COOKIELESS

"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."

- Marcus Johansson
Founder & CEO, BidTheatre



CATEGORY 3

WHO WE ARE

HOUSEHOLD SIZE

- 1 person
- 2 persons
- 3 persons
- 4 persons
- 5+ persons

STUDENT IN THE HOUSEHOLD

- Student in the household

EDUCATION

- No education
- Trade
- Short education
- Medium long education
- Long education



CATEGORY 4

HOW WE LIVE

LIVING TIME IN RESIDENCY

- Shorter than 5 years
- 5-10 years
- 10-15 years
- 15-25 years
- Longer than 25 years

NO DIRECT MARKETING

- No direct mail

APPLICATION ENTITY

- Other
- Farmhouse
- Apartment
- Detached single-family house
- Semi-detached house
- Summer house

OWNS A COTTAGE

- Cottageowner

TOWN SIZE

- Rural area
- Town, 2.000-20.000 citizens
- Town, 20.000-100.000 citizens
- Town, less than 2.000 citizens
- Big city, More than 100.000 citizens

NUMBER OF ROOMS

- 1 room
- 2 rooms
- 3 rooms
- 4 rooms
- 5 rooms
- 6 rooms
- 7+ rooms

DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.

CATEGORY 4

HOW WE LIVE

YEAR OF CONSTRUCTION

- No later than 1900
- 1901-1920
- 1921-1940
- 1941-1960
- 1961-1980
- 1981-2000
- Efter 2000

HOUSEHOLD DENSITY

- 1-2 households
- 3-5 households
- 6-9 households
- 10-19 households
- 20-49 households
- 50-74 households
- 75+ households

OWNERSHIP CONDITIONS

- Cooperative housing
- Home owner
- Home renter

REACH US

Please reach out to our management team to hear more and/or set up a company account on idfree.com.

nordicdataresources.com/contact



CATEGORY 5

CONSUMER FINANCIAL

PROPERTY AND MORTGAGE

- High Spender - Building equip.
- Considers building a home
- Considers selling a home

INSURANCE

- Purchase intent - Home alarm very+rather probable
- Online shopping: Insurances

INFLUENCERS

- Interested in: Private Economy

INVESTMENT

- Interested in: Stocks and Bonds
- Online stocks trading

CATEGORY 6

CONSUMER ELECTRONICS

INFLUENCERS

- Interested in: New Technology
- High Spender - Consumer electronics
- Purchase intent - "HomeEntertainment"
- Purchase intent - Camera Very+Rather
- Interested in Hifi

ATTITUDES

- Purchase intent - New Tech very+rather
- Techies
- Interested in: Photo
- Interested in: Computers

DOMESTIC APPLIANCES

- Purchase intent - White goods
- Purchase intent - Home luxury

NAVIGATING PRIVACY

We help marketers, advertisers, agencies, publishers and tech vendors in the Nordic countries - without relying on private data.

CATEGORY 7

CONSUMER PACKAGED GOODS

ATTITUDES

- Quality over price
- Food conscious
- Interested in: Trying new dishes
- Interested in: Trying new products
- Traditional Danish food
- Foreign & exotic dishes
- Interested in trying new products (for cooking)
- Flexitarians
- Prefer Danish goods

ALCOHOL

- Occasional smokers
- Regular smokers
- Wants to quit smoking
- Medium/high Spender: Cigarette/Snuff/Tobacco
- High Spender - Wine
- High Spender - Spirits
- High Spender - Beer
- Regular "snusere"
- Occasional "snusere"
- Use Stop Smoking Products

AMBIENT BAKERY PRODUCTS

- Interested in cooking

PET FOOD

- Cat Owners
- Dog Owners



TAKE HOME SAVOURIES

- Eats fast-food (take-away)
- Online shopping: Take Away Food

CATEGORY 8

MEDIA AND ENTERTAINMENT

BOOKS AND EBOOKS

- Uses the library
- Reads e-books
- Reads fiction
- Member or considers book club
- Listens to audiobooks
- Reads non-fiction
- Reads magazines
- Interested in: Books and Literature
- Online shopping: Books

NEWSLETTER IDFREE INSIDER

Consider subscribing to the monthly newsletter **IDFree Insider**. It will keep you up to date on new features, partners, and integrated activation platforms.

[Subscribe](#)

- Streaming DRTV
- Daily coverage DR3
- Daily coverage TV2
- Daily coverage DR1
- Daily coverage DR P1
- Daily coverage DR 2
- Uses DRTV
- Uses TV2 Play

GAMING

- Online shopping: Computer games and software
- Gamers
- Interested in: Computer games

ONLINE VIDEO CONSUMPTION

- Streaming YouTube
- Streaming Discovery+
- Streaming HBO
- Streaming Netflix
- Streaming Viaplay

TV & VIDEO SERVICES

- Uses C More
- Uses Telia TV
- Uses Viafree
- Uses YouSee
- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks Denmark
- Kantar High spenders - SVOD services (Netflix, HBO, etc.)
- Kantar High spenders - Broadcaster TV services (Telia TV etc.)
- Streaming TV 2 Play (Danish)

CATEGORY 8

MEDIA AND ENTERTAINMENT

INFLUENCERS

- Interested in: Celebrities

CINEMA

- Online shopping: Movies

OTHER MEDIA

- Daily coverage DR P4
- Daily coverage NOVA
- Daily coverage POP FM
- Daily coverage The Voice
- Daily coverage Radio 100
- Daily coverage myRock
- Daily coverage Radio Soft

MUSIC SERVICES

- Interested in: Pop- and rock music
- Streaming music



CATEGORY 9

ONLINE GAMBLING/BETTING

GAMBLING

- Online gamblers
- Online competitions
- Play Lotto
- Play the National Lotto

BETTING

- Interested in: Betting/Gambling
- High Spender - Tips, Pool, Lottery
- Online betting, sports betting

CATEGORY 10

SHOPPING

ATTITUDES

- Deal hunter
- Crafts
- Do it yourself (DIY)
- Interior design
- Loves shopping
- Eco, Fair & Local
- Green fingers
- Kantar Novelty pioneers in drinks
- Kantar Novelty pioneers in food
- Kantar Fast food junkies
- Kantar High spenders - travel
- Kantar High spenders - clothing
- Kantar Interested in - Grilling
- Kantar Forerunners - Decor, furnishing
- Kantar Forerunners - Dining, eating out
- Kantar Forerunners - Travelling, sights
- Kantar High frequency - Ice cream eaters
- Kantar Interested in - Cottage life, hiring a cottage
- Kantar High frequency - Take out, take away eaters
- Kantar interested in - Boats, boating
- Kantar High interest - Cottage rent domestic
- Kantar High interest - Cottage rent abroad
- Interested in: Handicraft
- Locally produced goods
- Often influenced by advertising



HOME IMPROVEMENT

- Interested in kitchen design & remodeling
- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Shops at builders merchant
- Does not read offer newspaper from Jysk
- Outside renovation plans: house & garden

CATEGORY 10

SHOPPING

GROCERY RETAILERS

- Shops in Aldi
- Shops in Bilka
- Shops in Dagli' Brugsen
- Shops in Fakta
- Shops in Foetex
- Shops in Irma
- Shops in Kvikly
- Shops in Netto
- Shops in SuperBrugsen
- Shops in coop.dk
- Does not read offer newspaper from Superbrugsen
- Does not read offer newspaper from Dagli' Brugsen
- Does not read offer newspaper from Kvikly
- Does not read offer newspaper from Irma
- Does not read offer newspaper from Bilka
- Does not read offer newspaper from Netto
- Does not read offer newspaper from Aldi
- Does not read offer newspaper from Fakta
- Does not read offer newspaper from Føtex
- Does not read offer newspaper from Meny
- Does not read offer newspaper from Rema 1000
- Does not read offer newspaper from Spar
- Does not read offer newspaper from Lidl
- Does not read offer newspaper from Min Købmand
- Reads offer newspaper from Superbrugsen
- Reads offer newspaper from Dagli' Brugsen
- Reads offer newspaper from Kvikly
- Reads offer newspaper from Irma
- Reads offer newspaper from Bilka
- Reads offer newspaper from Netto
- Reads offer newspaper from Aldi
- Reads offer newspaper from Fakta
- Reads offer newspaper from Føtex
- Reads offer newspaper from Meny
- Reads offer newspaper from Rema 1000
- Reads offer newspaper from Spar
- Reads offer newspaper from Lidl
- Reads offer newspaper from Min Købmand
- Shops in Min Købmand
- Shops in nemlig.com

AUDIENCE ALLIANCE

Audience Alliance is a new network of several of the best developers and data providers in the programmatic market - reaching the Nordic region and EU.

audiencealliance.org

CATEGORY 10

SHOPPING

ONLINE SHOPPING

- Shops online weekly
- Shops on online auctions
- Prefer brick-and-mortar stores over online
- Online shopping: Home electronics
- Online shopping: Groceries
- Online shopping: Music
- Online shopping: Furniture
- Online shopping: Travels
- Online shopping: Beauty products
- Online shopping: Sports and leisure equipment

HIGH SPENDERS

- High Spender - Shoes
- High Spender - Sport/leisure equipment
- High Spender - Ladies' clothes
- High Spender - Men's clothes
- High Spender - Kid's clothes
- High Spender - Internet purchase
- Goes to festivals
- High Spender - Training/Exercise
- High spenders - amusement & entertainment
- High spenders - cosmetics, skin-& haircare
- High spenders - Eyewear

OTHER RETAILERS

- Reads offer newspaper from Bauhaus
- Reads offer newspaper from Silvan
- Reads offer newspaper from Jem & Fix
- Reads offer newspaper from Harald Nyborg
- Reads offer newspaper from Imerco
- Reads offer newspaper from Elgiganten
- Reads offer newspaper from Punkt1/Expert
- Reads offer newspaper from Power
- Shops in border stores
- Shops in malls
- Shops in outlet stores

PURCHASE INTENT

- Kantar Purchase intent - mortgage
- Kantar Purchase intent - cottage/vacation home
- Purchase intent - Big Furniture
- Home interior practicals

GROCERY PREFERENCES

- Uses more than 1.000 DKK on groceries per week



CATEGORY 11

PERSONAL CARE AND BEAUTY

INFLUENCERS

- On-line shopping: Eyewear
- Interested in: Looks & Glamour
- Interested in: Beauty Care



CATEGORY 12

DINING

ATTITUDES

- Interested in: Baking
- Interested in: Wine
- Kantar High spenders - Eating out
- Often seen at restaurants
- Has dinner or meal boxes delivered
- Shops in specialty stores with quality products

DELIVERY

- Sushi-lover
- Pizza-lover

CATEGORY 13

FASHION

ATTITUDES

- Interested in: Interior Design
- Interested in watches and jewelry
- Interested in items for kids
- Interested in: Fashion
- High focus on design
- Interested in: Clothes and shoes
- Beauty babes

BEHAVIORS

- Shops luxury products
- Online shopping: Clothes and shoes
- Shops regardless of economy



CATEGORY 14

HEALTH AND WELLNESS

ATTITUDES

- Kantar Brand usage - Private doctoral services, customers paying themselves
- Kantar Brand usage - Pharmacy cosmetics, skincare, use regularly
- Kantar High frequency - Vitamin users
- Health and well-being

DIET AND EXERCISE

- Eat diet foods
- Interested in Nutrition and health
- Kantar High-frequency oat drink users
- Kantar interested in - Gym exercise, gym
- Interested in: Diet tips
- Easily cooked food

CONDITIONS AND TREATMENTS

- On-line shopping: Pharmaceuticals

CATEGORY 15

ADVOCACY

CHARITY

- High Spender - Charity

CLIMATE AND SUSTAINABILITY

- Attend fleamarkets, buys second hand
- Environmental products
- Prefer ecological groceries
- Conscious about CO2 emission
- Avoid artificial ingredients
- Interested in: Environment
- Interested in: Energy Saving
- Interested in: Eco-friendly Lifestyle

EVIDENCE-BASED GUIDE TO MARKETERS

In seven chapters, Kantar shares actionable tips to help you strengthen your brand's intangible perceptions in the mind of consumers.

Free Download
[Modern Marketing Dilemmas](#)

CATEGORY 16

EMPLOYMENT

SOCIO-ECONOMIC STATUS

- Unemployed
- Ground level employment
- High level employment or independent
- Medium level employment
- Others
- Pensioner

EMPLOYMENT INSURANCE

- No member
- 1 member
- 2 members or more

CATEGORY 16

EMPLOYMENT

BRANCH

- Construction
- Real estate
- Business services
- Insurance and finance
- Trade and transport
- Industrial
- Information and communication
- Culture
- Agriculture
- Public administration

HOUSEHOLD WITH A PRIVATE FIRM AT THE SAME ADDRESS

- Household with a private firm at the same address



CATEGORY 17

OUR FINANCES

HOUSEHOLD PENSION ASSETS

- Less than 100.000 kr.
- 100 - 450.000 kr.
- 450.000 - 1 mio. kr.
- 1 mio. - 2,2 mio. kr.
- More than 2,2 mio. kr.

INVESTMENT

- Stocks
- Shares
- House savings
- Group investment
- Overdraft facility
- Bonds
- Education savings

CATEGORY 17

OUR FINANCES

HOUSEHOLD INCOME

- Less than 100.000 kr.
- 100-199.999 kr.
- 200-299.999 kr.
- 300-399.999 kr.
- 400-499.999 kr.
- 500-599.999 kr.
- 600-699.999 kr.
- 700-799.999 kr.
- 800-899.999 kr.
- 900-999.999 kr.
- Over 1 mio. kr.

HOUSEHOLD WEALTH

- Less than -250.000 kr.
- -250.000 - -50.000 kr.
- -50.000 - 50.000 kr.
- 50.000 - 650.000 kr.
- 650.000 - 1.500.000 kr.
- More than 1,5 mio. kr.



CATEGORY 18

AUTOMOTIVE

OWNER

- Has 0 cars
- Has 1 car
- Has 2 cars
- Owns a caravan
- Owns an Alfa Romeo
- Owns an Audi
- Owns a BMW
- Owns a Citroen
- Owns a Dacia
- Owns a Fiat
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan
- Owns an Opel
- Owns a Peugeot
- Owns a Renault
- Owns a Seat
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)



CATEGORY 18

AUTOMOTIVE

IN MARKET

- Has a leasing car
- Considers buying a car within one year
- Considers car using petrol
- Considers a used car
- Considers an electric car
- Considers an Alfa Romeo
- Considers an Audi
- Considers a BMW
- Considers a Citroen
- Considers a Dacia
- Considers car using diesel
- Considers a Fiat
- Considers a Ford
- Considers a Honda
- Considers a Hyundai
- Considers a Kia
- Considers a Land Rover
- Considers a Mazda
- Considers a Mercedes-Benz
- Considers a Mitsubishi
- Considers a Nissan
- Considers an Opel
- Considers a Peugeot
- Considers a Renault
- Considers a Seat
- Considers a Skoda
- Considers a Subaru
- Considers a Suzuki
- Considers a Toyota
- Considers a Trailer
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers a brand-new car
- Considers hybrid car

CAR CULTURE

Car Culture is the shared beliefs, values, purpose, customs, arts, language, institutions, achievements, etc., of a particular group of people that have an affinity for the automobile.

- Considers hybrid or electric car
- Considers a leasing car
- Prefer/Considers a Lexus
- Prefer/Considers a Tesla
- Owns a Lexus
- Owns a Tesla

ATTITUDES

- Interested in: Nature conservation
- Purchase intent - Motor toys
- Purchase intent - Water toys

INFLUENCERS

- Travels: Private boat
- Motormaniacs
- Interested in: Cars
- Sailing (owns a boat)

CATEGORY 19

CARS



COMMUTING

- Less than 10 km
- 10-20 km
- 20-30 km
- Over 30 km

CATEGORY 20

SPORTS AND LEISURE

LEISURE INTERESTS

- Active in basketball
- Active in cycling
- Active in fitness
- Interested in: Football
- Active in golf
- Active in high-end sports (sailing, hunting, golf, or tennis)
- Interested in: Ice Hockey
- Active in hunting
- Active in sailing
- Active in skiing
- Active in Tennis
- Goes to cinema, concerts and sports events
- Attend theater or musicals
- Attend evening school
- Goes to art exhibitions
- Goes to the museum
- Goes to the opera/ballet
- Attend classical concerts
- Attend pop concert, rock concert
- Attend shows or stand-up
- Interested in: Classic music
- Interested in Spiritual, religious
- Interested in: Hunting & Fishing
- Interested in: Riding
- Cardiocravers
- Winter sports
- Devoted Exercisers

CATEGORY 20

SPORTS AND LEISURE



LEISURE INTERESTS

- Interested in: Biking
- Interested in: Sailing
- Interested in: Motorsports
- Interested in: Theater
- Interested in: Golf
- Interested in: Tennis
- Interested in: Meditation/Yoga
- Interested in: Healthy foods
- Interested in: Foreign culture
- Interested in: Concerts
- Interested in: Art
- Travels: Amusement Park/Zoo
- Frequent cross-country skiers
- Kantar Hobbies - Ski
- Kantar Hobbies - Cross-country skiing
- Kantar Hobbies - Tennis, squash, badminton

SPORTS FANS

- Interested in: Team Sports
- Kantar Fanatics - Ice Hockey on TV
- Interested in: Sports Event
- Interested in: Sports in Media

INFLUENCERS

- Interested in: Outdoor Life
- Adrenalin junkies
- Sports Enthusiast
- Interested in: Status/Posh Sports

CATEGORY 21

DEMOGRAPHICS

HOUSEHOLD COMPOSITION

- "The well-to-do"

MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give us almost endless combinations.

But [What Is Wrong With Micro-Targeting?](#)

CATEGORY 22

TRAVEL

ATTITUDES

- Interested in travel
- Travels: Frequent travelers
- Travels: All Inclusive

ACCOMODATION

- Interested in: Camping
- Travels: Interested in cabin-vacation

DESTINATION

- One-day trips abroad
- Vacation in Asia
- Travels: Holiday in Denmark
- Vacation in Europe (excl. Scandinavia)
- Vacation in Other countries (excl. Europe)
- Vacation in South- and North America
- Vacation abroad by train
- Golf holiday

CATEGORY 22

TRAVEL

MOSAIC™ LIFESTYLES

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments to describe the complete market.

- Camping abroad
- Camping in Denmark
- Extended weekend holidays abroad
- Extended weekend holidays in Denmark
- Holiday by car, not camping, abroad
- Holiday by car, not camping, domestic
- Holiday in rented cabin, abroad
- Holiday in rented cabin, domestic
- Round trip
- Vacation in Scandinavia

DESTINATION

- Travels: Holiday Abroad
- Considers a long weekend abroad
- Travels: Cruises
- Travels: Culture
- Travels: Skiing
- Travels: Spa
- Skiing enthusiasts with children of school-age
- Travels: Holiday in the mountains
- Travels: Holiday by the sea
- Travels: Visit water park
- Travels: Sun & Bath
- Travels: City
- Travels: Adventure
- Travels: Food & Wine
- Travels: Training
- Travels: Backpacking/interrail
- Interested in family vacations abroad
- Interested in family vacations (domestic)
- Travels: Cross-country skiing holidays
- Travels: Theme travel



SWEDEN

AUDIENCE LIST 2024



OFFERED &
DEVELOPED BY

[NORDICDATARESOURCES.COM](https://nordicdataresources.com)

INTRODUCTION



AUDIENCE DATA ● SWEDEN

With a New Unified Nordic Taxonomy (NUNT), NDR can set you up to be able to push the same unique audience to over 27M across all four Nordic countries - Denmark, Finland, Norway, and Sweden - in the time it takes you to have a cup of coffee!

We empower marketers to reach their target audience without compromising user data security. We provide a variety of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your specific campaign goals.

GEO HOT SPOTS

We have identified millions of unique neighbourhoods (a minimum of 15 households). See more in our white paper [Why Neighbourhoods Matter](#).

Our dynamic cluster algorithm pinpoints relevant geographical hot spots for hundreds of social-demographic characteristics and consumer attitudes & preferences.

This list is a complete record of audience data available to you in **Sweden**.

ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries nordicdataresources.com/contact

ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This ensures our audience segments are built on trustworthy and accurate consumer insights.

We strategically collaborate only with the most respected industry leaders in data provision and AdTech development.

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ETHICALLY SOURCED DATA

"By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."

- Christopher Hernandez, Managing Director, Nordics, Matterkind

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CATEGORY 1

CONSUMER CLASSIFICATION

MOSAIC™

- A Kopstarka Pionjaerer
- B Metropolitiska Pionjaerer
- C Medvetna Urbana Pionjaerer
- D Nyfikna Pionjaerer med Laag Kopkraft
- E Familjecentrerade Efterfoljare med God Kopkraft
- F Budgethaemmade Efterfoljare i Hyresraett
- G Multikulturella Efterfoljare
- H Kopstarka Efterslaentrare i Villa
- I Kopstarka Efterslaentrare i Bostadsraett
- J Budgetbegransade Efterslaentrare
- K Traditionalister med Kopkraft
- L Trygghet och Tradition
- M Aaterhaallsamma Traditionalister
- N Glesbygdstraditionalister

CAMEO GROUPS

- Executive Households
- Professional Neighbourhoods
- Urban Achievers
- Comfortable Communities
- Provincial Households
- Diverse Localities
- Stretched Households
- Strained Society



CONSUMER CLASSIFICATIONS

Consumer classification is the act of seeking out and identifying common traits in a group of customers.

CATEGORY 1

CONSUMER CLASSIFICATION

NDR INTERNATIONAL

- A1 Less Affluent Pre-Family Couples And Singles
- A2 Less Affluent Young Couples With Children
- A3 Less Affluent Families With School Age Children
- A4 Less Affluent Mature Families And Couples In Retirement
- B1 Comfortable Pre-Family Couples And Singles
- B2 Comfortable Young Couples With Children
- B3 Comfortable Families With School-Age Children
- B4 Comfortable Mature Families And Couples In Retirement
- C1 Prosperous Pre-Family Couples And Singles
- C2 Prosperous Young Couples With Children
- C3 Prosperous Families With School-Age Children
- C4 Prosperous Mature Families And Couples In Retirement

CATEGORY 2

SOCIODEMOGRAPHICS

OCCUPATION

- Full time employed
- Part-time employed
- Self-employed
- Student
- On parental leave
- Retired
- Unemployed
- Others
- People 20-64 in Employment
- People 20-64 Unemployed

ABOUT NDR

NDR provides a comprehensive suite of solutions that help marketers, advertisers, agencies, publishers, and tech vendors discover, analyze, and activate intelligent audiences across the Nordic region (Denmark, Finland, Norway, and Sweden - covering over 27 million individuals).

nordicdataresources.com

CATEGORY 2

SOCIODEMOGRAPHICS

RESPONSIBILITIES

- Managerial responsibilities
- Staff responsibilities
- P&L responsibilities
- Management team member
- Board member

PERSONAL INCOME

- 0-99999
- 100000-199999
- 200000-299999
- 300000-499999
- 500000-699999
- 700000-

INDUSTRY

- Agriculture/ forestry & fishing
- Manufacturing/ Mining & Quarrying
- Electricity/ Water/ Sewage - utilities - etc
- Construction Industry
- Retail and Wholesale
- Transport & Warehousing
- Hotels & restaurants
- Information & Communication Services
- Finance & Insurance
- Real Estate Services
- Business Services
- Governmental Organisations & defense
- Education & Research
- Health & Social work
- Cultural & Personal Services
- Unspecified Industry

KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.

HOUSEHOLD INCOME

- 0-149999
- 150000-299999
- 300000-499999
- 500000-749999
- 750000-999999
- 1000000-

CATEGORY 2

SOCIODEMOGRAPHICS

INCOME FROM CAPITAL

- No Income from Capital
- Low Income from Capital
- Fairly low Income from Capital
- Fairly high Income from Capital
- High Income from Capital

AGE OF HOUSING

- Families in Housing Built Before 1931
- Families in Housing Built 1931-1950
- Families in Housing Built 1950-1970
- Families in Housing Built 1971-1980
- Families in Housing Built 1981-1990
- Families in Housing Built 1991-2000
- Families in Housing Built 2001-2006
- Families in Housing Built After 2006

PURCHASING POWER

- Families with Very Low Purchasing Power
- Families with Low Purchasing Power
- Families with Fairly Low Purchasing Power
- Families with Fairly High Purchasing Power
- Families with High Purchasing Power
- Families with Very High Purchasing Power



CATEGORY 2

SOCIODEMOGRAPHICS

TYPE OF HOUSING

- Privately Owned Detached/Semi-detached House
- Cooperatively Owned Detached/Semi-detached House
- Rented apartment
- Cooperatively Owned apartment

DWELLING AREA APARTMENTS

- Small apartments
- Fairly small apartments
- Fairly big apartments
- Big apartments

LOANS AND MORTGAGES

- No Interest Expenses
- Low-Interest Expenses
- Fairly Low-Interest Expense
- Fairly High-Interest Expenses
- High-Interest Expenses

DWELLING AREA HOUSES

- Small houses
- Fairly small houses
- Fairly big houses
- Big houses

ATTITUDES

- Early Adopters
- Stressed
- Attractive
- Interested in: Economy & Society
- Interested in: Politics
- Interested in: Classic Culture
- Interested in: Music
- Interested in: Movies
- Interested in: Movies & Series
- Equality For All

IDFREE NEWSLETTER

Consider subscribing to the monthly newsletter **IDFree Insider**. It will keep you up to date on new features, partners, and integrated activation platforms.

[Subscribe](#)

CATEGORY 2

SOCIODEMOGRAPHICS

HOUSEHOLD INCOME

- 1 Modest Income Families
- 2 Less Affluent Families
- 3 Comfortable Families
- 4 Prosperous Families
- 5 Wealthy Families

LIFE PHASES

- Pre-Family Couples And Singles
- Young Couples With Children
- Families With School Age Children
- Older Families And Mature Couples
- Elders In Retirement

BUSINESS AND EMPLOYMENT

- Self-employed
- International business air travelers
- Domestic business air travelers
- Occupation: Full-time employed
- Occupation: Part-time employed
- Occupation: Self-employed
- Occupation: Student
- Occupation: Retired
- Occupation: Unemployed
- High Net Worth Individuals

LIFESTAGE

- Movers
- Lifecycle - "Young & Free"
- Lifecycle - "Singles"
- Lifecycle - "Couple no kids"
- Lifecycle - "Infant years"
- Lifecycle - "School kids"
- Lifecycle - "Single parents"
- Lifecycle - "Empty-nesters"
- Lifecycle - "Senior Couples "
- Lifecycle - "Single Pensioner"
- Valentine couples (no children) with outward activities
- Valentine singles - online dating
- Kantar Baby boomers
- Kantar Generation X
- Kantar Millenials
- Kantar Generation Z



CATEGORY 3

WHO WE ARE

CHILDREN

- Have Children
- No Children

NUMBER OF CHILDREN

- Families with 1 Child
- Families with 2 Children
- Families with 3 Children or more

FAMILY SIZE

- Family Size 1 Person
- Family Size 2 Persons
- Family Size 3 Persons
- Family Size 4 Persons
- Family Size 5 Persons or more

FAMILY TYPE

- Couples
- Singles
- Children
- No children
- 1 person
- 2 persons
- 3 persons
- 4 persons or more

AGE

- Age 16-25
- Age 26-35
- Age 36-45
- Age 46-55
- Age 56-65
- Age 66+



LIFE STAGE

- Young without Children
- Young Family with Children
- Mid Aged without children
- Mature Family with Children
- Older Family without Children
- Older Family with Children
- Elderly Single
- Elderly Family

CATEGORY 3

WHO WE ARE

HOUSEHOLD COMPOSITION

- Singles
- Home sharers
- Married Couples
- Others
- Parent with children
- Parent with children aged 0-2
- Parent with children aged 3-5
- Parent with children aged 6-11
- Parent with children aged 12-15
- Parent with children aged 16-19

AGE AND GENDER

- Age 18 to 34
- Age 35 to 49
- Age 50 to 64
- Age 65 and older
- Age 25 and older currently employed

EDUCATION LEVEL

- Compulsory school
- Upper secondary education
- Post-secondary education less than 3 years
- Post-secondary education 3 years or more

ETHNICITY

- Population Born in Sweden
- Population Born in Nordics - excl. Sweden
- Population Born in EU27 - excl. Sweden and Nordics
- Population Born Outside EU27 or Unknown Origin

AGE OF YOUNGEST CHILD

- 0- 6 yrs
- 7-15 yrs
- 16-19 yrs

DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.

ORIGIN

- Population Born in SE with Both Parents Born in SE
- Population Born in SE with One parent Population Born in SE
- Population Born in SE with Both Parents Born outside SE
- Population Born Abroad

CATEGORY 4

CONSUMER FINANCIAL

BANKING

- Heavy users payments via mobile phone



INSURANCE

- Purchase intent - Home alarm very+rather probable
- Online shopping: Insurance
- No Private Health Insurance
- Heavily insured (multiple insurance policies)
- Member of Union

INVESTMENT

- Interested in: Stocks and Bonds
- Online stocks trading

PROPERTY AND MORTGAGE

- High Spender - Building equip.

INFLUENCERS

- High Spender - Consumer electronics
- Purchase intent - "HomeEntertainment"
- Purchase intent - Camera Very+Rather
- Interested in: New Technology
- Interested in: Private Economy

CATEGORY 5

CONSUMER ELECTRONICS

INFLUENCERS

- High Spender - Consumer electronics
- Interested in: New Technology
- Purchase intent - "HomeEntertainment"
- Purchase intent - Camera Very+Rather
- Interested in Hifi

ATTITUDES

- Techies
- Purchase intent - New Tech very+rather
- Interested in: Photo
- Interested in: Computers

DOMESTIC APPLIANCES

- Purchase intent - White goods
- Purchase intent - Home luxury

MOSAIC™ LIFESTYLES

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments to describe the complete market.



CATEGORY 6

CONSUMER PACKAGED GOODS

ATTITUDES

- Flexitarians
- Foodies
- Food conscious
- Interested in: Trying new dishes
- Interested in: Trying new products
- Quality over price

ALCOHOL

- High Spender - Wine
- High Spender - Spirits
- High Spender - Beer
- Regular smokers
- Occasional smokers
- Regular "snusere"
- Occasional "snusere"
- Use Stop Smoking Products
- Medium/high Spender:
Cigaret/Snuff/Tobacco

PET FOOD

- Dog Owners
- Cat Owners

TAKE HOME SAVOURIES

- Online shopping: Take Away Food



NORDIC FOOTPRINTS

"We're very happy to collaborate with IDFree.com and NDR, a trusted partner who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."

- Pierce Cook-Anderson, Managing Director Northern Europe, Equativ

CATEGORY 7

MEDIA AND ENTERTAINMENT

BOOKS AND EBOOKS

- Interested in: Books and Literature
- Online shopping: Books
- Reads magazines
- Listens to audiobooks
- Reads e-books
- Uses the library

SOCIAL MEDIA

- Heavy Social Media Users
- Heavy Facebook Users
- Heavy Instagram Users
- Heavy Twitter Users
- Heavy TikTok Users

TV AND VIDEO SERVICES

- Heavy YouTube Users

MUSIC SERVICES

- Interested in: Pop and rock music
- Streaming music
- Spotify Free Subscribers
- Podcast Subscribers

CINEMA

- Online shopping: Movies

GAMING

- Gamers
- Interested in: Computer games
- On-line shopping: Computer games and software

INFLUENCERS

- Interested in: Celebrities



CATEGORY 8

ONLINE GAMBLING/BETTING

GAMBLING

- Online gamblers
- Play Lotto
- Play the National Lotto

BETTING

- High Spender - Tips, Pool, Lottery
- Interested in: Betting on horses / Horse racing
- Interested in: Betting/Gambling

CATEGORY 9

SHOPPING

ATTITUDES

- Eco, Fair & Local
- Do it yourself (DIY)
- Interior design
- Green fingers
- Crafts
- Interested in: Handicraft
- Loves shopping
- Deal hunter
- Locally produced goods
- Often influenced by advertising
- Kantar High spenders - travel

HIGH SPENDERS

- High Spender - Shoes
- High Spender - Men's clothes
- High Spender - Ladies' clothes
- High Spender - Kid's clothes
- High Spender - Sport/leisure equipment
- High Spender - Training/Exercise
- High Spender - Internet purchase
- High spenders - amusement & entertainment
- High spenders - cosmetics, skin- & haircare

CATEGORY 9

SHOPPING

HOME IMPROVEMENT

- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: house & garden
- Shops in builders merchant

OTHER RETAILERS

- Shops in malls
- Shops in outlet stores

ONLINE SHOPPING

- Internet shoppers
- Online shopping: Home electronics
- Online shopping: Groceries
- Online shopping: Music
- Online shopping: Furniture
- Online shopping: Travels
- Online shopping: Beauty products
- Online shopping: Sports and leisure equipment
- Use Food Delivery Apps
- Prefer brick-and-mortar stores over online

PURCHASE INTENT

- Purchase intent - Big Furniture
- Kantar Purchase intent - cottage/ vacation home



AUDIENCE ALLIANCE

Audience Alliance is a new network of several of the best developers and data providers in the programmatic market - reaching the Nordic region and EU.

audiencealliance.org

CATEGORY 10

PERSONAL CARE AND BEAUTY

INFLUENCERS

- Interested in: Looks & Glamour
- Interested in: Beauty Care
- On-line shopping: Eyewear



CATEGORY 11

DINING

ATTITUDES

- Often seen at restaurants
- Interested in: Baking
- Kantar High spenders - Eating out
- Shops in specialty stores with quality products

CATEGORY 12

FASHION

ATTITUDES

- Beauty babes
- Interested in: Fashion
- Interested in: Interior Design
- High focus on design

BEHAVIORS

- Online shopping: Clothes and shoes



CATEGORY 13

HEALTH AND WELLNESS

IDFREE GO!

IDFree GO! is a safe & easy gateway to instant activation of audiences created in local Nordic Kantar Media TGI's.

nordicdataresources.com/idfreego

DIET AND EXERCISE

- Interested in: Diet tips
- Fitness Fanatics

CONDITIONS AND TREATMENTS

- Online shopping: Pharmaceuticals

CATEGORY 14

ADVOCACY

CHARITY

- High Spender - Charity
- Interested in: Animal Rights
- Interested in: Science & History

CLIMATE AND SUSTAINABILITY

- Interested in: Environment
- Interested in: Energy Saving
- Interested in: Eco-friendly Lifestyle
- Attend fleamarkets, buys second hand
- Environmental products

CATEGORY 15

AUTOMOTIVE



(PRIVATE) CARS PER HOUSEHOLD

- 0 cars
- 1 car
- 2 or more cars per HH

AGE OF VEHICLE

- Up to 12 months
- 13-24 months
- 25-36 months
- 37-48 months
- 49-60 months
- 61-120 months
- Above 120 months

CATEGORY 15

AUTOMOTIVE

YEARLY MILEAGE

- Low yearly mileage
- Fairly low yearly mileage
- Fairly high yearly mileage
- High yearly mileage

VEHICLE BOUGHT AS

- New
- Almost new
- Used
- Direct imported

COMPANY CARS

- No Company cars
- Uncommon with Company car
- Fairly uncommon with company car
- Fairly common with company car
- Common with company car

INFLUENCERS

- Motormaniacs
- Interested in: Cars
- Interested in: Repairing cars
- Sailing (owns a boat)



CATEGORY 15

AUTOMOTIVE

MAKE

- Audi
- BMW
- Chevrolet
- Chrysler
- Citroën
- Dacia
- Fiat
- Ford
- Honda
- Hyundai
- Jeep
- Kia
- Lexus
- Mazda
- Mercedes
- Mini
- Mitsubishi
- Nissan
- Opel
- Peugeot
- Renault
- SAAB
- Seat
- Skoda
- Subaru
- Suzuki
- Toyota
- Volvo
- Volkswagen

IN MARKET

- Online shopping: Auto parts
- Considers a BMW
- Considers a Ford
- Considers a Hyundai
- Considers a Kia
- Considers a Mercedes-Benz
- Considers a Nissan
- Considers a Peugeot
- Considers a Renault
- Considers a Skoda
- Considers a Toyota
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers an Audi
- Considers an Opel
- Considers buying a car within one year
- Considers car using petrol
- Considers car using diesel
- Considers hybrid car
- Considers an electric car
- Considers hybrid or electric car
- Has a leasing car
- Considers a brand-new car
- Considers a used car
- Considers a leasing car
- Prefer/Considers a Lexus
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla

AUDIENCE 2 GO

Look to our ready-2-Go audiences, created with privacy-safe quality data for your convenience and ready to be activated across all relevant marketing channels & platforms.

nordicdataresources.com/audiencetogo

CATEGORY 15

AUTOMOTIVE

OWNER

- Has access to minimum 1 car
- Has 0 cars
- Has 1 car
- Has 2 cars
- Is part of a car-sharing pool
- Owns a caravan
- Owns a BMW
- Owns a Ford
- Owns a Hyundai
- Owns a Kia
- Owns a Mercedes-Benz
- Owns a Nissan
- Owns a Peugeot
- Owns a Renault
- Owns a Skoda
- Owns a Toyota
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Audi
- Owns an Opel

EVIDENCE-BASED GUIDE TO MARKETERS

In seven chapters, Kantar shares actionable tips to help you strengthen your brand's intangible perceptions in the mind of consumers.

Free Download
[Modern Marketing Dilemmas](#)



CATEGORY 16

SPORTS AND LEISURE



LEISURE INTERESTS

- Cardiocravers
- Devoted Exercisers
- Winter sports
- Interested in: Football
- Interested in: Ice Hockey
- Interested in: Exercise
- Interested in: Wellness
- Interested in: Hunting & Fishing
- Interested in: Riding
- Interested in: Biking
- Interested in: Sailing
- Interested in: Motor sports
- Interested in: Theater
- Interested in: Golf
- Interested in: Tennis
- Interested in: Meditation/Yoga
- Interested in: Healthy foods
- Interested in: Foreign culture
- Interested in: Concerts
- Interested in: Art
- Interested in: Classic music
- Frequent cross-country skiers
- Frequent runners
- Cook gourmet food
- Interested in Spiritual, religious
- Online dating
- Active in riding

INFLUENCERS

- SportEnthusiast
- Adrenalin junkies
- Interested in: Outdoor Life
- Interested in: Status/Posh Sports

SPORTS FANS

- Interested in: Sports Event
- Interested in: Sports in Media
- Interested in: Team Sports

CATEGORY 17

DEMOGRAPHICS

HOUSEHOLD COMPOSITION

- "The well-to-do"
- Parent with children
- Parent with children aged 0-2
- Parent with children aged 3-5
- Parent with children aged 6-11
- Parent with children aged 12-15
- Parent with children aged 16-19

AGE AND GENDER

- Age 18 to 34
- Age 35 to 49
- Age 50 to 64
- Age 65 and older
- Age 25 and older currently employed

CATEGORY 18

TRAVEL

ATTITUDES

- Travels: All Inclusive
- Travels: Frequent travelers

ACCOMODATION

- Interested in: Camping

DESTINATION

- Travels: Holiday in Sweden
- Travels: Holiday Abroad
- Travels: Sun & Bath

- Travels: City
- Travels: Adventure
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Skiing
- Travels: Spa
- Travels: Training
- Skiing enthusiasts with children of school-age
- Travels: Theme travel
- Golf holiday
- Vacation abroad by train
- Vacation in Europe (excl. Scandinavia)
- Vacation in Other countries (excl. Europe, North)

FINLAND

AUDIENCE LIST 2024



OFFERED &
DEVELOPED BY

[NORDICDATARESOURCES.COM](https://nordicdataresources.com)

INTRODUCTION



AUDIENCE DATA ● FINLAND

With a New Unified Nordic Taxonomy (NUNT), NDR can set you up to be able to push the same unique audience to over 27M across all four Nordic countries - Denmark, Finland, Norway, and Sweden - in the time it takes you to have a cup of coffee!

We empower marketers to reach their target audience without compromising user data security. We provide a variety of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your specific campaign goals.

GEO HOT SPOTS

We have identified millions of unique neighbourhoods (a minimum of 15 households). See more in our white paper [Why Neighbourhoods Matter](#).

Our dynamic cluster algorithm pinpoints relevant geographical hot spots for hundreds of social-demographic characteristics and consumer attitudes & preferences.

This list is a complete record of audience data available to you in **Finland**.

ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries nordicdataresources.com/contact

ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This ensures our audience segments are built on trustworthy and accurate consumer insights.

We strategically collaborate only with the most respected industry leaders in data provision and AdTech development.

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NORDIC FOOTPRINTS

"We're very happy to collaborate with IDFree.com and GDR who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."

- Pierce Cook-Anderson, Managing Director Northern Europe, Equativ

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ETHICALLY SOURCED DATA

"By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."

- Christopher Hernandez, Managing Director, Nordics, Matterkind

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CATEGORY 1

CONSUMER CLASSIFICATION

MOSAIC™

- A) Elite
- B) House-Owner Families
- C) Responsibility with wealth
- D) Big city lights
- E) Paperwork and balcony
- F) Post-career life
- G) Life in high-rise
- H) House and garden
- I) Countryside folk

NDR INTERNATIONAL

- A1) Less Affluent Pre-Family Couples And Singles
- A2) Less Affluent Young Couples With Children
- A3) Less Affluent Families With School-Age Children
- A4) Less Affluent Mature Families And Couples In Retirement
- B1) Comfortable Pre-Family Couples And Singles
- B2) Comfortable Young Couples With Children
- B3) Comfortable Families With School-Age Children
- B4) Comfortable Mature Families And Couples In Retirement
- C1) Prosperous Pre-Family Couples And Singles
- C2) Prosperous Young Couples With Children
- C3) Prosperous Families With School-Age Children
- C4) Prosperous Mature Families And Couples In Retirement



CONSUMER CLASSIFICATIONS

Consumer classification is the act of seeking out and identifying common traits in a group of customers.

CATEGORY 1

CONSUMER CLASSIFICATION



CAMEO GROUPS

- Wealthy Elite
- Affluent Professionals
- Provincial Prosperity
- Flourishing Households
- Settled Communities
- Comfortable Neighbourhoods
- Aspiring Communities
- Humble Households
- Urban Dynamics
- Struggling Society
- Stretched Tenants

CATEGORY 2

SOCIODEMOGRAPHICS

LIFE PHASES

- Pre-Family Couples And Singles
- Young Couples With Children
- Families With School Age Children
- Older Families And Mature Couples
- Elders In Retirement

ABOUT NDR

NDR provides a comprehensive suite of solutions that help marketers, advertisers, agencies, publishers, and tech vendors discover, analyze, and activate intelligent audiences across the Nordic region (Denmark, Finland, Norway, and Sweden - covering over 27 million individuals).

nordicdataresources.com

CATEGORY 2

SOCIODEMOGRAPHICS

LIFESTAGE

- Kantar Families with kids
- Lifecycle - "Senior Couples "
- Lifecycle - "Empty-nesters"
- Lifecycle - "Singles"
- Lifecycle - "Young & Free"
- Lifecycle - "Infant years"
- Lifecycle - "School kids"
- Lifecycle - "Single parents"
- Lifecycle - "Couple no kids"
- Lifecycle - "Single Pensioner"
- Kantar Generation X
- Kantar Millenials
- Kantar Generation Z
- Valentine singles - online dating
- Movers

HOUSEHOLD INCOME

- Under €10,000
- 10 000€-19 999€
- 20 000€-29 999€
- 30 000€-39 999€
- 40 000€-49 999€
- 50 000€-59 999€
- 60 000€-69 999€
- 70 000€-79 999€
- 80 000€-89 000€
- 90 000€-99 000€
- More than 100 000€



HOUSEHOLD INCOME GROUPS

- 1 Modest Income Families
- 2 Less Affluent Families
- 3 Comfortable Families
- 4 Prosperous Families
- 5 Wealthy Families

KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.

CATEGORY 2

SOCIODEMOGRAPHICS

ATTITUDES

- Early Adopters
- Stressed
- Attractive
- Impulsive
- Interested in: Classic Culture
- Interested in: Music
- Interested in: Movies
- Interested in: Movies & Series
- Equality For All

BUSINESS AND EMPLOYMENT

- Occupation: Full-time employed
- Occupation: Student
- Occupation: Retired
- Self-employed
- Occupation: Unemployed
- Kantar B2B - Marketing and Communication decision-makers
- Kantar B2B - Recruitment decision-makers
- Kantar B2B - IT decision-makers
- Kantar B2B - Decision-makers within the organization, CEO, Board Members etc.



COOKIELESS

"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."

- Marcus Johansson, Founder & CEO, BidTheatre

CATEGORY 2

SOCIODEMOGRAPHICS

FINANCIAL PRODUCTS

- Personal Loan
- Mortgage
- Shares/Share Options
- Home Buildings And/Or Contents Insurance
- Motor Insurance
- Life insurance
- Other Insurance Products



CATEGORY 3

WHO WE ARE

CHILDREN GROUPS

- Under 5
- 5-11 Years Old
- 12-17 Years Old
- Over 18

EDUCATION

- Upper Secondary School
- Vocational Course In College (E.G. Plumbing, Hairdressing)
- High School (With A Levels At The End Of The Three Years)
- A Higher Level Vocational Course (E.G. Nursing)
- University/Ba
- University/Masters

CHILDREN HOUSEHOLD MEMBERS

- No children
- 1 child
- 2 children
- 3 children
- 4 children
- 5 or more kids

CATEGORY 3

WHO WE ARE

DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.

GENDER OF CHILD (ALL)

- Male
- Female

HOUSEHOLD MEMBERS

- 1 person household
- 2 person household
- 3 person household
- 4 person household
- 5 Or More person household

MARITAL STATUS

- Single
- Married/Living With Partner
- Divorced/Widowed



CATEGORY 4

HOME STATUS

HOME STATUS

- Home Owner
- Home Renter

CATEGORY 5

CONSUMER ELECTRONICS

INFLUENCERS

- Purchase intent - "Home Entertainment"
- High Spender - Consumer electronics
- Purchase intent - Camera Very+Rather
- Interested in: New Technology

ATTITUDES

- Techies
- Purchase intent - New Tech very+rather
- Interested in: Photo
- Interested in: Computers

DOMESTIC APPLIANCES

- Purchase intent - White goods



CATEGORY 6

CONSUMER FINANCIAL

INSURANCE

- Purchase intent - Home alarm very+rather probable
- Heavily insured (multiple insurance policies)

INVESTMENT

- Interested in: Stocks and Bonds
- Online stocks trading

BANKING

- Customer at Nordea
- Customer at Danske Bank
- Customer at SEB
- Heavy users Mobile Pay

MOSAIC™ LIFESTYLES

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments to describe the complete market.

CATEGORY 7

CONSUMER FINANCIAL

TAKE HOME SAVOURIES

- On-line shopping: Take Away Food

ATTITUDES

- Flexitarians
- Foodies
- Food conscious
- Interested in: Trying new dishes
- Interested in: Trying new products
- Quality over price
- Foreign & exotic dishes

ALCOHOL

- Regular smokers
- Occasional smokers
- Use Stop Smoking Products
- Medium/high Spender: Cigaret/Snuff/Tobacco

PET FOOD

- Cat Owners
- Dog Owners

CATEGORY 8

MEDIA AND ENTERTAINMENT

BOOKS AND EBOOKS

- Interested in: Books and Literature
- On-line shopping: Books
- Reads magazines
- Listens to audiobooks
- Reads e-books

ONLINE VIDEO CONSUMPTION

- Streaming Viaplay
- Streaming Netflix
- Streaming Discovery+
- Streaming HBO
- Streaming YouTube

GAMING

- Interested in: Computer games
- On-line shopping: Computer games and software

TV AND VIDEO SERVICES

- Daily coverage: TLC
- Daily coverage: Discovery Networks Norway
- Uses C More
- Uses Telia TV
- Uses Viafree
- Kantar High spenders - SVOD services (Netflix, HBO etc.)
- Kantar High spenders - Broadcaster TV services (Elisa Viihde, Telia TV etc.)
- Light TV Viewers - Watch Less Than 10 Hours Per Week
- Medium TV Viewers - Watch 10-20 Hours Per Week
- Heavy TV Viewers - Watch More Than 20 Hours Per Week
- Heavy YouTube Users



CATEGORY 8

MEDIA AND ENTERTAINMENT

MOBILE DEVICE USAGE

- Uses Spotify

MUSIC SERVICES

- Streaming music

SOCIAL MEDIA

- Heavy Social Media Users
- Heavy Facebook Users
- Heavy Instagram Users
- Heavy Twitter Users
- Heavy TikTok Users

CATEGORY 9

ONLINE GAMBLING/BETTING

GAMBLING

- Online competitions

BETTING

- Interested in: Betting/Gambling
- Online betting, sports betting



CATEGORY 10

SHOPPING

ATTITUDES

- Kantar Interested in - Cottage life, hiring a cottage
- Kantar interested in - Boats, boating
- Do it yourself (DIY)
- Kantar High interest - Cottage rent domestic
- Kantar High interest - Cottage rent abroad
- Kantar High frequency - Ice cream eaters
- Kantar High frequency - Take out, take away eaters
- Kantar High spenders - travel
- Kantar High spenders - clothing
- Kantar Novelty pioneers in drinks
- Kantar Novelty pioneers in food
- Kantar Fast food junkies
- Eco, Fair & Local
- Interior design
- Green fingers
- Crafts
- Interested in: Handicraft
- Loves shopping
- Deal hunter
- Locally produced goods
- Often influenced by advertising
- Deal hunter
- Locally produced goods
- Often influenced by advertising



AUDIENCE ALLIANCE

Audience Alliance is a new network of several of the best developers and data providers in the programmatic market - reaching the Nordic region and the EU.

audiencealliance.org

CATEGORY 10

SHOPPING

HIGH SPENDERS

- High Spender - Men's clothes
- High Spender - Ladies' clothes
- High spenders - cosmetics, skin-& haircare
- High spenders - Eyewear
- Goes to festivals
- High Spender - Kid's clothes
- High Spender - Sport/leisure equipment
- High Spender - Training/Exercise

HOME IMPROVEMENT

- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: house & garden

PURCHASE INTENT

- Kantar Purchase intent - morgage
- Kantar Purchase intent - cottage/ vacation home



CATEGORY 10

SHOPPING

ONLINE SHOPPING

- Shops online weekly
- Shops on online auctions
- Internet shoppers
- On-line shopping: Travels
- On-line shopping: Beauty products
- On-line shopping: Sports and leisure equipment

OTHER RETAILERS

- Shops in malls
- Shops in outlet stores

GROCERY RETAILERS

- Shops in Lidl

GROCERY PREFERENCES

- Uses more than 1.000 FIN on groceries per week
- Shops private label



CATEGORY 11

DINING



ATTITUDES

- Interested in: Baking
- Interested in: Wine
- Often seen at restaurants
- Kantar High spenders - Eating out

DELIVERY

- Pizza-lover

CATEGORY 12

FASHION

ATTITUDES

- Interested in: Fashion
- Interested in: Interior Design
- Interested in: Clothes and shoes
- Interested in watches and jewelry
- High focus on design

BEHAVIORS

- On-line shopping: Clothes and shoes
- Shops regardless of economy



CATEGORY 13

HEALTH AND WELLNESS



ATTITUDES

- Kantar Brand usage - Private doctoral services, customers paying themselves
- Kantar Brand usage - Pharmacy cosmetics, skincare, use regularly
- Kantar High frequency - Vitamin users
- Health and well-being

DIET AND EXERCISE

- Kantar High-frequency oat drink users
- Easily cooked food
- Interested in Nutrition and health
- Kantar interested in - Gym exercise, gym
- Dietary supplements - heavy users
- Healthy Eating Habits
- Fitness Fanatics

VITAMINS

- Vitamins - heavy users

TOBACCO

- Uses E-Cigarettes
- Uses E-Cigarettes and trying to quit
- Smokers - trying to quit

CATEGORY 14

ADVOCACY

CLIMATE AND SUSTAINABILITY

- Interested in: Environment
- Interested in: Eco-friendly Lifestyle
- Environmental products
- Prefer ecological groceries

CATEGORY 15

AUTOMOTIVE

CAR OWNERSHIP

- Leased/Company Car
- Self-owned

CAR SEGMENT

- CityCars
- SuperminiCars
- SmallFamilyCars
- LargeFamilyCars
- ExecutiveCars
- LuxuryCars
- LCV
- MPV
- Sports
- SUV

CAR TYPE

- 2-Door Coupe/Convertible/Roadster
- 3-Door Hatchback
- 4-Door Saloon
- 5-Door Hatchback
- Estate/Wagon
- MPV (Multi Purpose Vehicle)/People Carrier
- SUV (Sports Utility Vehicle)/4X4

CATEGORY 15

AUTOMOTIVE

FINANCE OF MOST USED CAR

- Personal Loan
- Bought It Outright/Cash
- Financed In Another Way
- Other

MILES DRIVEN ON AVERAGE PER YEAR

- Up To 5,000 Miles (8,000Km)
- 5,001 To 10,000 Miles (8,001 To 16,000 Km)
- 10,001 To 15,000 Miles (16,001 To 24,000 Km)
- 15,001 To 20,000 Miles (24,001 To 32,000 Km)
- More Than 20,000 Miles (More Than 32,000 Km)

PURCHASE CONDITION OF MOST USED CAR

- New
- Nearly New (Less Than 1 Year Old)
- Previously Used (More Than 1 Year Old)

CAR CULTURE

Car Culture is the shared beliefs, values, purpose, customs, arts, language, institutions, achievements, etc., of a particular group of people that have an affinity for automobiles.

NUMBER OF CARS IN THE HOUSEHOLD

- No children
- 1 child
- 2 children
- 3 children
- 4 children
- 5 or more kids



CATEGORY 15

AUTOMOTIVE

INFLUENCERS

- Interested in: Cars

IN MARKET

- Online shopping: Auto parts
- Considers a BMW
- Considers a Citroen
- Considers a Dacia
- Considers a Fiat
- Considers a Ford
- Considers a Honda
- Considers a Hyundai
- Considers a Kia
- Considers a Land Rover
- Considers a Mazda
- Considers a Mercedes-Benz
- Considers a Mitsubishi
- Considers a Nissan
- Considers a Peugeot
- Considers a Renault
- Considers a Seat
- Considers a Skoda
- Considers a Subaru
- Considers a Suzuki
- Considers a Toyota

ATTITUDES

- Interested in: Nature conservation
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers an Alfa Romeo
- Considers an Audi
- Considers an Opel
- Considers buying a car within one year
- Considers car using petrol
- Considers car using diesel
- Considers hybrid car
- Considers an electric car
- Considers hybrid or electric car
- Has a leasing car
- Considers a brand-new car
- Considers a used car
- Prefer/Considers a Lexus
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla



CATEGORY 15

AUTOMOTIVE

OWNER

- Has 0 cars
- Has access to minimum 1 car
- Owns a BMW
- Owns a Citroen
- Owns a Dacia
- Owns a Fiat
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan
- Owns a Peugeot
- Owns a Renault
- Owns a Seat
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Alfa Romeo
- Owns an Audi
- Owns an Opel



CATEGORY 16

SPORTS AND LEISURE



SPORTS FANS

- Interested in: Team Sports
- Kantar Fanatics - Ice Hockey on TV

LEISURE INTERESTS

- Active in cycling
- Interested in: Golf
- Winter sports
- Interested in: Football
- Interested in: Ice Hockey
- Interested in: Wellness
- Interested in: Hunting & Fishing
- Interested in: Riding
- Interested in: Biking
- Interested in: Sailing
- Interested in: Motorsports
- Interested in: Tennis
- Interested in: Meditation/Yoga
- Interested in: Healthy foods
- Interested in: Concerts
- Interested in: Art
- Goes to cinema, concerts, and sports events
- Goes to art exhibitions
- Goes to the opera/ballet
- Goes to the museum
- Frequent cross-country skiers
- Frequent runners
- Interested in Spiritual, religious
- Online dating
- Active in high-end sports (sailing, hunting, golf, or tennis)
- Active in motorsports
- Active in riding
- Active in skiing
- Active in team sports (football, handball, basket etc)
- Kantar Hobbies - Tennis, squash, badminton

CATEGORY 17

TRANSPORTATION

TRANSPORT METHODS OWN

- Car
- Van Or Light Commercial Vehicle (Pick Up Etc)
- Motorcycle
- Boat Or Yacht
- Bicycle
- Quad Bike
- Campervan
- Mobile Home Or Caravan
- None Of These

AUDIENCE 2 GO

Look to our ready-2-Go audiences, created with privacy-safe quality data for your convenience and ready to be activated across all relevant marketing channels & platforms.

nordicdataresources.com/audiencetogo

CATEGORY 18

DEMOGRAPHICS

HOUSEHOLD COMPOSITION

- "The well-to-do"
- Parent with children
- Parent with children aged 0-2
- Parent with children aged 3-5
- Parent with children aged 6-11
- Parent with children aged 12-15
- Parent with children aged 16-19

AGE AND GENDER

- Age 18 to 34
- Age 35 to 49
- Age 50 to 64
- Age 65 and older
- Age 25 and older currently employed

CATEGORY 19

TRAVEL

ACCOMODATION

- Interested in: Camping

ATTITUDES

- Travels: Frequent travelers

DESTINATION

- Travels: Culture
- Travels: Holiday in Finland
- Travels: Holiday Abroad
- Interested in family vacations abroad
- Interested in family vacations (domestic)
- Travels: Cruises
- Travels: Skiing
- Travels: City
- Travels: Spa
- Skiing enthusiasts with children of school-age
- Travels: Sun & Bath
- Travels: Adventure
- Travels: Going to restaurants/bars
- Vacation in South- and North America
- Holiday in a rented cabin, abroad
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)



REACH US

Please reach out to our team to hear more and/or set up a company account on idfree.com.

nordicdataresources.com/contact