

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

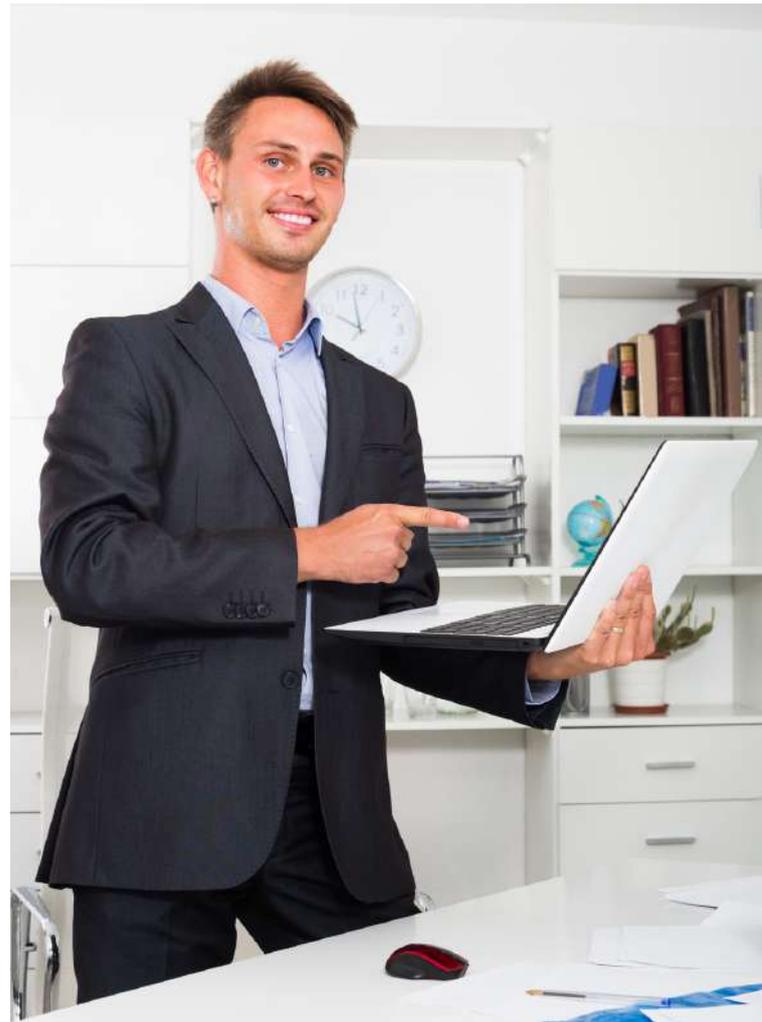
SOCIODEMOGRAPHICS

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

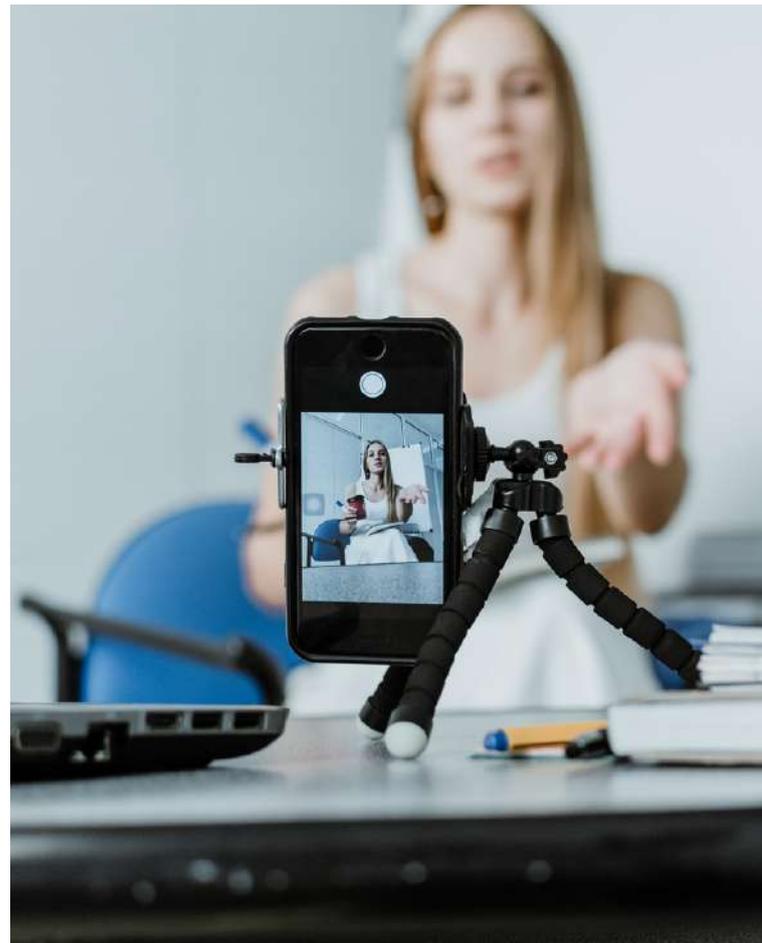
- Purchase intent - "Home Entertainment"
- High Spender - Consumer electronics
- Purchase intent - Camera Very+Rather
- Interested in: New Technology

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