

SWEDEN

AUDIENCE LIST 2024



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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

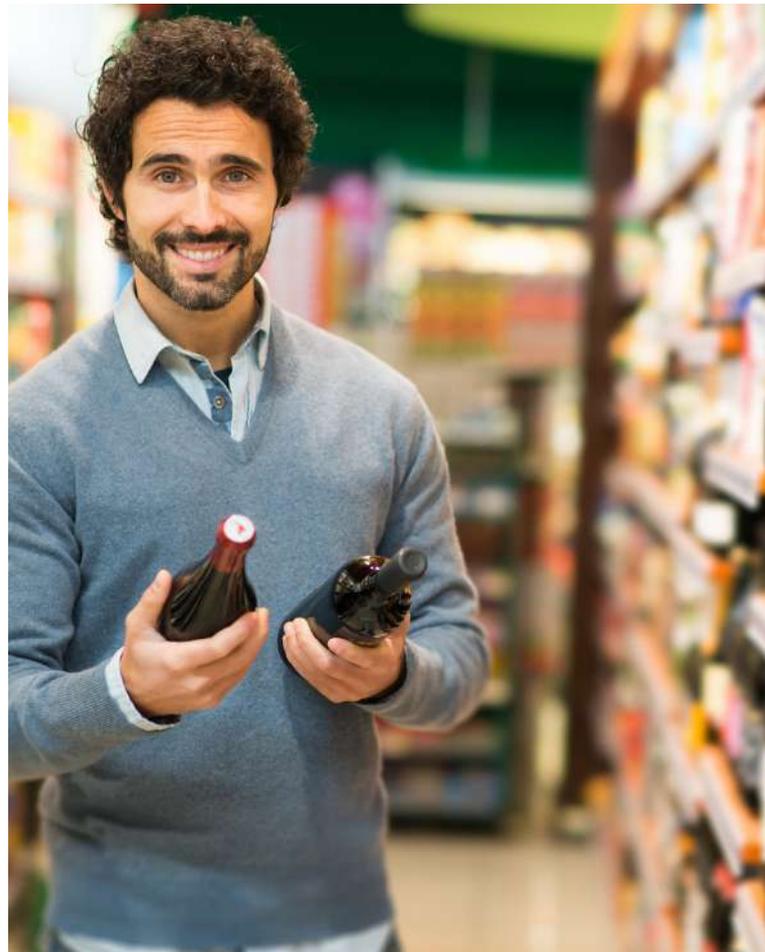
- High Spender - Wine
- High Spender - Spirits
- High Spender - Beer
- Regular smokers
- Occasional smokers
- Regular "snusere"
- Occasional "snusere"
- Use Stop Smoking Products
- Medium/high Spender:
Cigaret/Snuff/Tobacco

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

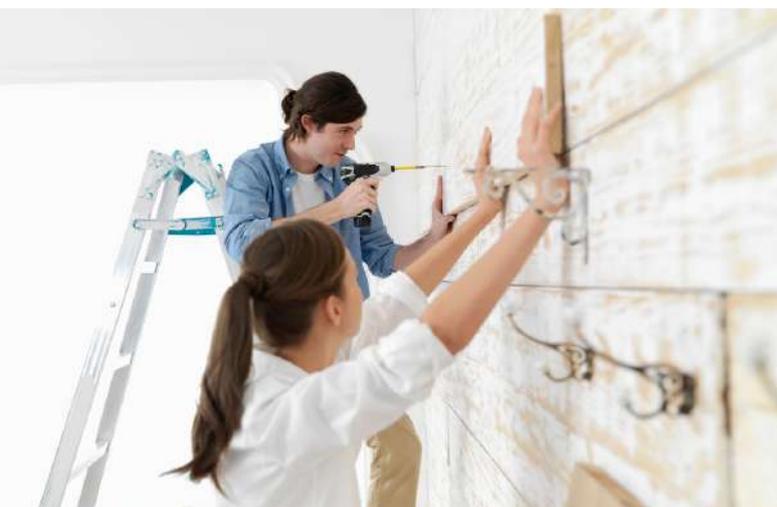
- Shops in malls
- Shops in outlet stores

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

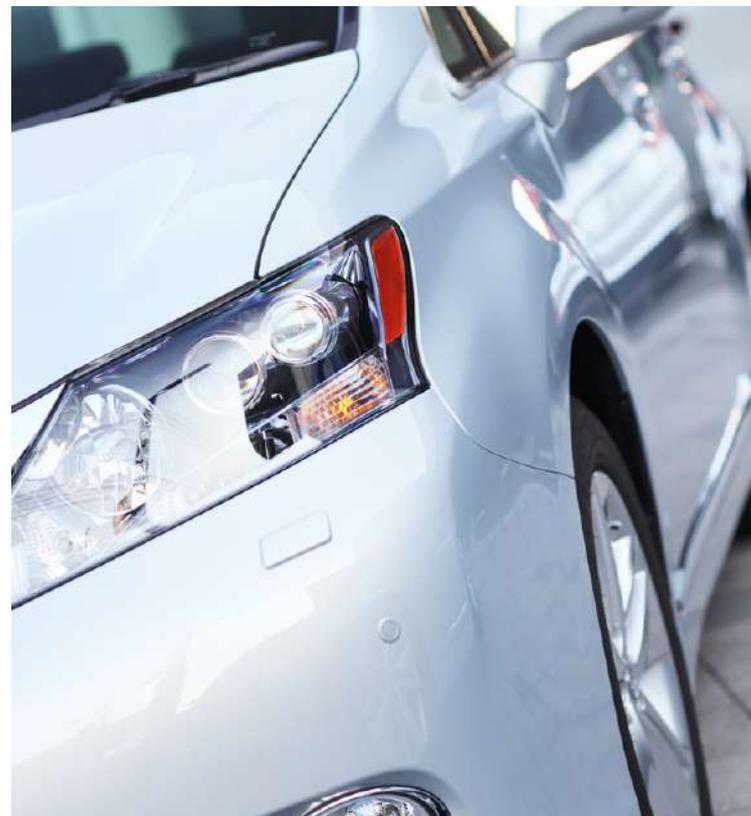
OWNER

- 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)