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# AUDIENCE LIST DENMARK





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# INTRODUCTION

## +2000 NORDIC AUDIENCES

Nordic Data Resources partners with the next-gen privacy-safe targeting tool [idfree.com](https://idfree.com). Built on privacy-first, the tool enables marketers to build or buy Nordic audiences and instantly activate on all major marketing channels - without relying on IDs or cookies.

We have identified millions of unique neighbourhoods (minimum of 15 households) as our dynamic cluster algorithm can pinpoint relevant geographical hot spots for hundreds of social-demographic characteristics as well as consumer attitudes and preferences.

What you see in this list is a complete record of pre-built audience data available to you in Denmark.

## OTHER OR CUSTOM AUDIENCES?

Our experienced consultants build custom audiences for clients every day. Please reach out to us with inquiries:  
[nordicdataresources.com/contact](https://nordicdataresources.com/contact)

## TRUSTED DATA PARTNERS

Data quality, data transparency, and reliability are fundamental to our partnerships. We only work with the very best of trusted industry leaders:

**KANTAR**

**INSIGHTONE**



Statistical offices  
Census data

# AUDIENCE LIST DENMARK



## CATEGORY 1: CONSUMER CLASSIFICATION

### ONLINE MOSAIC



- A) Established Elite
- B) Modern, Married, and Affluent
- C) Educated and on the rise
- D) Young in the city
- E) Campus
- F) Prosperous Countryside
- G) Midlife Surplus
- H) House and family
- I) Multicultural City Blocks
- J) Senior Surplus
- K) The Quiet Pensioner
- L) Empty Nesters in Countryside

### ONLINE CAMEO



- 01 High Society
- 02 Flourishing Families
- 03 Affluent Communities
- 04 Prosperous Homeowners
- 05 Comfortable Neighbourhoods
- 06 Middle Income Households
- 07 Diverse Localities
- 08 Modest Means
- 09 Urban Tenants
- 10 Strained Society

### 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

## NDR INTERNATIONAL (CONTINUED)



- 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

### ATTITUDES



- Attractive
- Early Adopters
- Interested in: Economy & Society
- Interested in: Movies
- Interested in: Movies & Series
- Interested in: Music
- Interested in: Politics
- Lifestyle: Center group
- Lifestyle: Community oriented
- Lifestyle: Individuals
- Lifestyle: Modern
- Lifestyle: Traditionals
- Stressed



### BUSINESS & EMPLOYMENT

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

### HOUSEHOLD INCOME



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

## LIFE PHASES



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

## LIFE STAGES



- Kantar Baby Boomers
- Kantar Families with kids
- Kantar Generation X
- Kantar Generation Z
- Kantar Millenials
- Valentine Couples (no children) with outward activities
- Valentine Singles - online dating

# CATEGORY 3: WHO WE ARE

## CHILDREN



- Has children
- No children

## EDUCATION



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

## HOUSEHOLD SIZE

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



## NUMBER OF CHILDREN

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

## HOUSEHOLD AGE



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

## STUDENT IN THE HOUSEHOLD



- Student in the household



## TYPE OF HOUSEHOLD



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

## YOUNGEST CHILD'S AGE

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

# CATEGORY 4: OUR FINANCES

## HOUSEHOLD INCOME

- 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.
- Less than 100.000 kr.
- Over 1 mio. kr.



## HOUSEHOLD PENSION ASSETS

- 1 Mio. - 2,2 Mio. kr.
- 100.000 - 450.000 kr.
- 450.000 - 1 Mio. kr.
- Less than 100.000 kr.
- More than 2,2 Mio. kr.



## HOUSEHOLD WEALTH

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



## INVESTMENT

- Bonds
- Education savings
- Group investment



- House savings
- Overdraft facility
- Shares
- Stocks

## CATEGORY 5: HOW WE LIVE

### APPLICATION ENTITY

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



### HOUSEHOLD DENSITY

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



### LIVING TIME IN RESIDENCY

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



### NO DIRECT MARKETING

- No Direct Mail



### NUMBER OF ROOMS

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

### OWNERSHIP CONDITIONS

- Cooperative housing
- Home owner
- Home renter



### TOWN SIZE



- Big city: More than 100.000 citizens
- Rural area

- Town 2.000-20.000 citizens
- Town 20.000-100.000 citizens
- Town: Less than 2.000 citizens

## YEAR OF CONSTRUCTION

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



## OWNS A COTTAGE

- Cottage owner

# CATEGORY 6: EMPLOYMENT

## BRANCH



- Agriculture
- Business services
- Construction
- Culture
- Industrial
- Information and Communication
- Insurance and Finance
- Public Administration
- Real estate
- Trade and Transport

## EMPLOYMENT INSURANCE

- 1 member
- 2 members or more
- No member



## HOUSEHOLD - PRIVATE FIRM - SAME ADDRESS

- Household with a private firm at the same address



## SOCIO-ECONOMIC STATUS

- Ground-Level Employment
- High-Level Employment or Independent



- Medium-Level Employment
- Others
- Pensioner
- Unemployed

## CATEGORY 7: CONSUMER ELECTRONICS

### ATTITUDES



- Interested in: Photo
- Purchase Intent: New Tech  
very + rather

### INFLUENCERS



- High-Spender: Consumer electronics
- Interested in: New Technology
- Purchase Intent: "Home Entertainment"

### DOMESTIC APPLIANCES

- Purchase Intent: White goods



## CATEGORY 8: CONSUMER FINANCIAL

### INFLUENCERS



- Interested in: Banking
- Interested in: Private Economy
- Interested in: Wine

### PROPERTY AND MORTGAGE

- Considers building a home
- Considers selling a home



### INSURANCE



- Online Shopping: Insurances
- Purchase Intent: Home alarm  
very + rather probable

## CATEGORY 9: CONSUMER PACKAGED

### ALCOHOL



- Medium/high Spender:  
Cigaret/Snuff/Tobacco
- Occasional smokers
- Regular smokers
- Wants to quit smoking

## 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



## ATTITUDES



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

# CATEGORY 10: ADVOCACY

## CLIMATE AND SUSTAINABILITY



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

## CHARITY



- High-Spenders: Charity

## CATEGORY 11: AUTOMOTIVE

### ATTITUDES



- Interested in: Nature conservation

### IN MARKET



- 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
- Considers a Traile

### OWNER



- Has 0 cars
- Has 1 car
- Has 2 cars

### IN MARKET



- Considers a BMW
- Considers a brand-new car
- Considers a Citroen
- Considers a Dacia
- 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 1 year
- Considers car using diesel
- Considers car using petrol
- Considers hybrid car
- Considers hybrid or electric car
- Has a leasing car
- Online shopping: Auto parts
- Owns a Lexus
- Owns a Tesla
- Prefer/Considers a Lexus
- Prefer/Considers a Tesla

### INFLUENCERS

- Interested in: Repairing cars
- Travels: Private boat



## OWNER

- Owns a BMW
- Owns a caravan
- 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 Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Alfa Romeo
- Owns an Audi
- Owns an Opel

## CATEGORY 12: CARS

### COMMUTING

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

## CATEGORY 13: HEALTH AND WELLNESS

### ATTITUDES

- Kantar Brand Usage: Pharmacy cosmetics, and skin care, use regularly
- Kantar Brand Usage: Private doctoral services, customers paying themselves
- Kantar High Frequency: Vitamin users

### CONDITIONS AND TREATMENTS

- Online shopping: Pharmaceuticals

## DIET AND EXERCISE

- Eat diet foods
- Interested in Nutrition & Health
- Kantar High-Frequency:

Oat drink users

- Kantar Interested in

Gym exercise, gym

# CATEGORY 14: MEDIA AND ENTERTAINMENT

## BOOKS AND EBOOKS

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

## INFLUENCERS

- Interested in: Celebrities

## MOBILE DEVICE USAGE

- Uses Spotify

## GAMING

- Gamers
- Online shopping: Computer games and software

## CINEMA

- Online shopping: Movies

## ONLINE VIDEO CONSUMPTION

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



## OTHER MEDIA



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

## TV & VIDEO SERVICES



- Daily coverage DR 2
- Daily coverage DR P1
- Daily coverage DR1
- Daily coverage DR3
- Daily coverage TV2
- Daily coverage: Discovery Networks Denmark
- Daily coverage: TLC
- Daily coverage: TV3



## TV AND VIDEO SERVICES



- Kantar High-Spenders: Broadcaster TV services (Elisa Viihde, Telia TV, etc.)
- Kantar High-Spenders: SVOD services (Netflix, HBO, etc.)
- Streaming DRTV

- Streaming TV 2 Play (Danish)
- Uses C More
- Uses Telia TV
- Uses Viafree
- Uses YouSee

# CATEGORY 15: ONLINE GAMBLING/BETTING

## BETTING



- Interested in: Betting/Gambling

## GAMBLING



- Online gamblers

# CATEGORY 16: PERSONAL CARE AND BEAUTY

## INFLUENCERS



- Online shopping: Eyewear

## CATEGORY 17: SHOPPING

### ATTITUDES



- Crafts
- Deal hunter
- Do it yourself (DIY)
- Kantar Forerunners: Dining, Eating Out
- Kantar Forerunners: Travelling, Sights
- Kantar High-Frequent: Ice Cream Eaters
- Kantar High-Frequent: Take Out, Take Away Eaters
- Kantar High-Interest: Cottage Rent, Abroad
- Kantar High-Interest: Cottage Rent, Domestic
- Interior Design
- Kantar Fast Food junkies
- Kantar Forerunners Decor, Furnishing
- Kantar High-Spenders: Clothing
- Kantar High-Spenders: Travel
- Kantar Interested in Boats, Boating
- Kantar Interested in Cottage Life, Renting a Cottage
- Kantar Interested in Grilling
- Kantar Novelty: Pioneers in Drinks
- Kantar Novelty: Pioneers in Food
- Loves Shopping

### GROCERY PREFERENCES



- Shops private label
- Uses more than 1.000 DKK on groceries per week
- Shops in 7-Eleven
- Shops in Lidl
- Shops in Meny
- Shops in Rema 1000
- Shops in Spar

### HIGH-SPENDERS



- Goes to Festivals
- High Spender: Internet purchase
- High Spender: Kid's clothes
- High Spender: Ladie's clothes
- High Spender: Men's clothes
- High Spender: Shoes
- High Spender: Sport/Leisure equipment



## HOME IMPROVEMENT

- Bathroom Refurbishment (next 12 months)
- Interested in Kitchen Design & Remodeling
- Kitchen Refurbishment (next 12 months)
- Shops in Builders Merchant



## OTHER RETAILERS

- Shops in Border stores
- Shops in Malls
- Shops in Outlet stores



## ONLINE SHOPPING

- Online shopping: Beauty products
- Online shopping: Furniture
- Online shopping: Groceries
- Online shopping: Home electronics
- Online shopping: Music
- Online shopping: Sports and Leisure Equipment
- Online shopping: Travels
- Prefers brick-and-mortar stores over online
- Shops at online auctions



## PURCHASE INTENT

- Kantar Purchase Intent: Cottage/ Vacation Home
- Kantar Purchase Intent: Mortgage



# CATEGORY 18: SPORTS AND LEISURE

## INFLUENCERS



- Adrenalin Junkies
- Interested in Outdoor Life
- Sports Enthusiast

## LEISURE INTERESTS

- Active in basketball
- Active in cycling
- Active in fitness
- Active in golf
- Active in high-end sports (sailing, hunting, golf, or tennis)
- Active in hunting
- Active in sailing
- Active in skiing
- Active in Tennis



## LEISURE INTERESTS (CONTINUED)

- Attend classical concerts
- Attend evening school
- Attend pop concert, rock concert
- Attend shows or stand-up
- Attend theater or musicals
- Cardiocravers
- Frequent cross-country skier
- Goes to art exhibitions
- Goes to the cinema, concerts, and sports events
- Goes to the museum
- Interested in: Golf
- Interested in: Healthy foods
- Interested in: Hunting & Fishing
- Interested in: Ice Hockey
- Interested in: Meditation/Yoga
- Interested in: Motorsports
- Interested in: Riding
- Goes to the Opera/Ballet
- Interested in Spiritual, Religious
- Interested in: Art
- Interested in: Biking
- Interested in: Classic music
- Interested in: Concerts
- Interested in: Football
- Interested in: Foreign culture
- Interested in: Sailing
- Interested in: Tennis
- Interested in: Theater
- Kantar Hobbies: Cross-country Skiing
- Kantar Hobbies: Skiing
- Kantar Hobbies: Tennis, Squash, Badminton
- Travels: Amusement Park/Zoo
- Winter sports



## SPORTS FANS



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

## CATEGORY 19: TRAVEL

### ACCOMODATION



- Interested in: Camping
- Travels: Interested in Cabin Vacation

### ATTITUDES



- Interested in Travel
- Travels: Frequent Travellers

## DESTINATION



- Considers a long weekend abroad (Overvejer en forlænget weekend i udlandet)
- Golf holiday
- One-day trips abroad
- Skiing enthusiasts with children of school-age
- Travels: Cruises
- Travels: Culture
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Vacation in other countries (excl. Europe)
- Vacation in South- and North America
- Travels: Going to restaurants/bars
- Travels: Holiday Abroad
- Travels: Holiday by the sea
- Travels: Holiday in Denmark
- Travels: Holiday in the mountains
- Travels: Skiing
- Travels: Spa
- Travels: Visit waterpark
- Vacation abroad by train

## CATEGORY 20: DINING

### ATTITUDES



- Kantar High-Spenders: Eating out

### DELIVERY



- Pizza lover
- Sushi lover

## CATEGORY 21: FASHION

### ATTITUDES



- High focus on Design
- Interested in: Items for kids
- Interested in: Watches and Jewelry
- Interested in: Clothes and Shoes
- Interested in: Fashion
- Interested in: Interior Design

### BEHAVIOURS

- Online shopping: Clothes and Shoes
- Shops Luxury Products

