

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.

TABLE OF CONTENT

1. Consumer Classification	1
• Mosaic™	1
• CAMEO Groups	1
• NDR International	2
2. Sociodemographics	2
• Life Phases	2
• Lifestage	3
• Education	3
• Household Income	3
• Attitudes	4
• Business and Employment	4
3. Who We Are	5
• Type of household	5
• Number of children	5
• Household age	5
• Children	5
• Youngest child's age	5
• Household size	6
• Student in the household	6
• Education	6

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

TABLE OF CONTENT

4. How We Live	7
• Owns a cottage	7
• Living time in residency	7
• Town size	7
• No direct marketing	7
• Application Entity	7
• Number of rooms	7
• Year of construction	8
• Household density	8
• Ownership conditions	8
5. Consumer Financial	9
• Property and Mortgage	9
• Insurance	9
• Influencers	9
• Investment	9
6. Consumer Electronics	9
• Attitudes	9
• Influencers	9
• Domestic Appliances	9
7. Consumer Packaged Goods	10
• Attitudes	10
• Alcohol	10
• Ambient bakery products	10
• Take Home Savouries	10
• Pet Food	10



TABLE OF CONTENT

8. Media and Entertainment	11
• Books and eBooks	11
• Gaming	11
• Online Video Consumption	11
• TV and Video Services	11
• Mobile Device Usage	11
• Influencers	12
• Cinema	12
• Other Media	12
• Music Services	12
9. Online gambling/betting	12
• Gambling	12
• Betting	12
10. Shopping	13
• Attitudes	13
• Home Improvement	13
• Grocery Retailers	14
• Online shopping	15
• Other Retailers	15
• High Spenders	15
• Purchase Intent	15
• Grocery Preferences	15
11. Personal Care and Beauty	16
• Influencers	16
12. Dining	16
• Attitudes	16
• Delivery	16

TABLE OF CONTENT

13. Fashion	17
• Attitudes	17
• Behaviors	17
14. Health and Wellness	17
• Attitudes	17
• Diet and Exercise	17
• Conditions and Treatments	17
15. Advocacy	18
• Charity	18
• Climate and sustainability	18
16. Employment	18
• Socio-economic status	18
• Employment insurance	19
• Branch	19
• Household with a private firm at the same address	19
17. Our finances	19
• Household pension assets	19
• Investment	19
• Household income	20
• Household wealth	20

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

TABLE OF CONTENT

18. Automotive	21
• Owner	21
• In Market	22
• Attitudes	22
• Influencers	22
19. Cars	23
• Commuting	23
20. Sports and Leisure	23
• Leisure Interests	23
• Influencers	24
• Sports Fans	24
21. Demographics	25
• Household Composition	25
22. Travel	25
• Accommodation	25
• Attitudes	25
• Destination	25



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

NAVIGATING PRIVACY

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

DOMESTIC APPLIANCES

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

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 Kvickly
- 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 Kvickly
- 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 Kvickly
- 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

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](#)

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

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

