

# NEW UNIFIED NORDIC TAXONOMY COLLECTED AUDIENCE LISTS





# AUDIENCE LIST SWEDEN



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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 Sweden.

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

**KANTAR**

**TransUnion** 



Statistical offices  
Census data



# AUDIENCE LIST SWEDEN



**NDR**

NORDIC DATA RESOURCES

## CATEGORY 1: CONSUMER CLASSIFICATION

### ONLINE MOSAIC



- A) Kopstarka Pionjaerer
- B) Metropolitiska Pionjaerer
- C) Medvetna Urbana Pionjaerer
- D) Nyfikna Pionjaerer med Laag Kopkraft
- E) Familjecentrerade Efterfoljare med God Kopkraft
- F) Budgetaemmade 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

### ONLINE CAMEO



- 01 Executive Households
- 02 Professional Neighbourhoods
- 03 Urban Achievers
- 04 Comfortable Communities

- 05) Provincial Households
- 06 Diverse Localities
- 07 Stretched Households
- 08 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

### AGE OF HOUSING



- 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
- Families in Housing Built before 1931

### BUSINESS AND EMPLOYMENT



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

### DWELLING AREA APARTMENTS



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

### DWELLING AREA HOUSES



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



## HOUSEHOLD COMPOSITION

- "The well-to-do"



## INCOME FROM CAPITAL

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



## HOUSEHOLD INCOME

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



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

## INDUSTRY



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

## KANTAR PROFILE

- Kantar Baby Boomers
- Kantar Generation X
- Kantar Generation Z
- Kantar Millennials
- Stressed



## LIFE PHASES

- Elders in Retirement
- Families with School-Age Children
- Older Families and Mature Couples
- Pre-Family Couples and Singles
- Young Couples with Children



## LIFESTAGE

- "Couple no kids"
- "Empty Nesters"
- "Infant years"
- "School kids"
- "Senior Couples "
- "Single parents"
- "Single Pensioner"
- "Singles"
- "Young & Free"
- Movers
- Valentine couples (no children)



with outward activities

- Valentine singles - online dating

## PERSONAL INCOME

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



## LOANS AND MORTGAGES

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



## OCCUPATION



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

## PURCHASING POWER



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

## RESPONSIBILITIES



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

## TYPE OF HOUSING



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

# CATEGORY 3: WHO WE ARE

## AGE



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

## AGE OF YOUNGEST CHILD

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



## CHILDREN

- Have Children
- No Children



## EDUCATION LEVEL

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

## ETHNICITY

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


## FAMILY SIZE

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


## HOUSEHOLD COMPOSITION

- Home sharers
- Married Couples
- Others
- Singles

## LIFE STAGE

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

## NUMBER OF CHILDREN

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

## ORIGIN

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



## CATEGORY 4: CONSUMER ELECTRONICS

### ATTITUDES



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

### INFLUENCERS



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

### DOMESTIC APPLIANCES



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

## CATEGORY 5: CONSUMER FINANCIAL

### INFLUENCERS



- Interested in: Private Economy

### PROPERTY AND MORTGAGE



- High Spender - Building equip.

### INSURANCE



- Purchase Intent: Home alarm  
very + rather probable

### BANKING



- Interested in: Banking

## CATEGORY 6: CONSUMER PACKAGED

### ALCOHOL



- High Spender - Beer
- High Spender - Spirits

- High Spender - Wine

## ATTITUDES



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

## PET FOOD



- Cat Owners
- Dog Owners

## TAKE HOME SAVOURIES



- Online shopping: Take Away Food

## SMOKING PRODUCTS



- Medium/high Spender:  
Cigaret/Snuff/Tobacco
- Occasional "snusere"

- Occasional smokers
- Regular "snusere"
- Regular smokers
- Use Stop Smoking Products

# CATEGORY 7: ADVOCACY

## CHARITY



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

## CLIMATE AND SUSTAINABILITY



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

# CATEGORY 8: ATTITUDES

## ATTITUDES



- Attractive
- Early Adopters

- Equality For All
- Interested in Classic Culture
- Interested in: Economy & Society



- Interested in Movies
- Interested in Movies & Series
- Interested in Music
- Interested in Politics

## CATEGORY 9: AUTOMOTIVE

### (PRIVATE) CARS PER HOUSEHOLD



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

### COMPANY CARS



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

### IN MARKET



- Considers a BMW
- Considers a brand new car
- Considers a Ford
- Considers a Hyundai
- Considers a Kia
- Considers a leasing car
- Considers a Mercedes-Benz
- Considers a Nissan
- Considers a Peugeot
- Considers a Renault

### AGE OF VEHICLE



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

- Considers a Skoda
- Considers a Toyota
- Considers a used car
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers an Audi
- Considers an electrical car
- Considers an Opel/Vauxhall
- Considers buying a car within one year
- Considers car using diesel
- Considers car using petrol
- Considers hybrid car

## IN MARKET



- Considers hybrid or electric car
- Has a leasing car
- Online shopping Auto parts
- Owns a Lexus

- Owns a Porsche
- Owns a Tesla
- Prefer/Considers a Lexus
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla

## INFLUENCERS



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

## 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
- Volkswagen
- Volvo

## OWNER



- Has 0 cars
- Has 1 car
- Has 2 cars
- Has access to minimum 1 car
- Is part of a car-sharing pool
- Owns a BMW
- Owns a caravan
- 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/Vauxhall



## VEHICLE BOUGHT AS



- Almost new
- Direct import
- New
- Used

## YEARLY MILEAGE

- High yearly mileage
- Low yearly mileage

# CATEGORY 10: HEALTH AND WELLNESS

## DIET AND EXERCISE

- Interested in: Diet tips



## CONDITIONS AND TREATMENTS

- Online shopping:  
Pharmaceuticals



# CATEGORY 11: MEDIA AND ENTERTAINMENT

## BOOKS AND EBOOKS

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

## MUSIC SERVICES

- Interested in Pop & rock music
- Streaming music

## GAMING



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

## CINEMA



- Online shopping: Movies

## MUSIC SERVICES

- Interested in Pop and Rock music
- Streaming music

## INFLUENCERS

- Interested in Celebrities

# CATEGORY 12: ONLINE GAMBLING/BETTING

## BETTING

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

## GAMBLING

- Online gamblers
- Play Lotto
- Play the National Lotto

# CATEGORY 13: PERSONAL CARE AND

## ATTITUDES

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

## BEHAVIOURS

- Online shopping: Clothes and shoes

## INFLUENCERS

- Interested in Beauty Care
- Interested in Looks & Glamour
- Online shopping: Eyewear

## CATEGORY 14: SHOPPING

### ATTITUDES



- Crafts
- Deal hunter
- Do it yourself (DIY)
- Eco, Fair & Local
- Green fingers
- Interested in: Handicraft
- Interior design
- Locally produced goods
- Loves shopping
- Often influenced by advertising
- Has dinner or meal boxes delivered
- Often seen at restaurants

### HIGH SPENDERS



- Internet purchase
- Kid's clothes
- Ladie's clothes
- Men's clothes
- Shoes
- Sports/leisure equipment
- Training/Exercise
- Amusement & Entertainment
- Cosmetics, skincare & haircare

### HOME IMPROVEMENT



- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: House & Garden
- Shops in Builders' Merchant

### ONLINE SHOPPING



- Internet shoppers
- Beauty products
- Furniture
- Groceries
- Home electronics
- Music
- Sports and leisure equipment
- Travels
- Prefers brick-and-mortar stores over online

### OTHER RETAILERS



- Shops in border stores
- Shops in malls



## PURCHASE INTENT

- Big Furniture



## WINE



- Interested in Wine

# CATEGORY 15: SPORTS AND LEISURE

## INFLUENCERS



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

## SPORTS FANS



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

## LEISURE INTERESTS



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



## CATEGORY 16: TRAVEL

### ACCOMODATION



- Interested in Camping

### ATTITUDES



- Interested in travel
- Travels: All Inclusive

### DESTINATION



- Golf holiday
- Kantar High spenders - Travel
- Kantar Purchase intent - Cottage/ Vacation home
- Skiing enthusiasts with children of school-age
- Travels: Adventure
- Travels: City
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Holiday Abroad
- Travels: Holiday in Sweden
- Travels: Skiing
- Travels: Spa
- Travels: Sun & Bath
- Travels: Theme travel
- Travels: Training
- Vacation abroad by train
- Vacation in Europe (excl. Scandinavia)
- Vacation in Other countries (excl. Europe, North-/Southamerica, Asia, Africa, Australia, New Zealand)

# AUDIENCE LIST NORWAY



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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 Norway.

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



Statistical offices  
Census data



Statens vegvesen



# AUDIENCE LIST NORWAY



## CATEGORY 1: CONSUMER CLASSIFICATION

### ONLINE MOSAIC



- A) Solsiden
- B) Graatt gull
- C) Smaabyliv
- D) Nybyggeren
- E) Storbypuls
- F) Boligbyggelaget

- G) Murtua
- H) Campus
- I) Eldrebolgen
- J) Typisk norsk
- K) Industri og tilskudd
- L) Fjord og fjell

### ONLINE CAMEO



- 01) Upper Crust
- 02) Flourishing Families
- 03) Ambitious Households
- 04) Settled Society
- 05) Enterprising Households

- 06) Comfortable Communities
- 07) Hardworking Neighbourhoods
- 08) Modest Means
- 09) Striving Margins
- 10) Stretched Tenants

### 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

### BUSINESS & EMPLOYMENT

- Domestic business air travelers
- International business air travelers
- 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
- Part time employed
- Retired
- Self-employed
- Student
- Unemployed
- Self-employed

### HOURS WORKED



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

### HOUSEHOLD COMPOSITION

- "The well-to-do"



### COMMUTING



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

### EMPLOYMENT



- Employees
- 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

- Young Couples with Children
- Kantar Baby Boomers
- Kantar Families with kids
- Kantar Generation X
- Kantar Generation Z
- Kantar Millenials

## LIFECYCLE



- "Couple no kids"
- "Empty nesters"
- "Infant years"
- "School kids"
- "Senior Couples "

- "Single parents"
- "Single Pensioner"
- "Singles"
- "Young & Free"
- Movers

## PERSONAL INCOME

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



## WEALTH

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



## CATEGORY 3: WHO WE ARE

### AGE

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

### FAMILY SIZE

- 1 person
- 2 persons
- 3 persons
- 4 persons or more

### FIELD OF EDUCATION

- Agricultural and fisheries
- Business and economics
- General studies
- Health, social, and sports
- Humanities

### MARITAL STATUS

- Married
- Unmarried
- Widow/widower



### YOUNGEST CHILD'S AGE

- 0-5 years 
- 18+ years (living at home)
- 6-17 years

### EDUCATION LEVEL

- University and college (long stay)
- University and college (short stay)

### FAMILY TYPE

- Children
- Couples
- No children
- Singles

- Law and social sciences
- Science and technology
- Teaching and education
- Transport, security, and maintenance

## CATEGORY 4: HOW WE LIVE

### AGE OF HOUSING

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



### HAS CABIN

- Has Cabin Abroad
- Has Cabin in Norway



### NUMBER OF ROOMS

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



### DWELLING OWNERSHIP

- Freeholders
- Housing associations
- Renting



### DWELLING SIZE

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



### TYPE OF HOUSING

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





## CATEGORY 5: 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"
- Purchase intent - New Camera

### DOMESTIC APPLIANCES

- Purchase Intent: White goods



## CATEGORY 6: CONSUMER FINANCIAL

### INFLUENCERS



- Interested in: Private Economy

### PROPERTY AND MORTGAGE

- High Spender - Building equip.



### INSURANCE



- Purchase Intent: Home alarm  
very + rather probable

### BANKING



- Interested in: Banking

## CATEGORY 7: CONSUMER PACKAGED

### ALCOHOL



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

## ATTITUDES



- Interested in cooking
- Flexitarians
- Food conscious
- Foodies
- Foreign & exotic dishes
- Interested in: Trying new dishes
- Interested in: Trying new products
- Eats fast-food (take-away)

## CATEGORY 8: ADVOCACY

### CHARITY



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

### CLIMATE AND SUSTAINABILITY



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

### ATTITUDES



- Interested in: Classic Culture
- 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: Modern-community oriented
- Lifestyle: Modern-individuals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals
- Lifestyle: Traditionals
- Stressed

## CATEGORY 9: AUTOMOTIVE

### ATTITUDES



- Purchase intent - Motor toys
- Purchase intent - Water toys

### 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 electric car
- Has a leasing car
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla

### INFLUENCERS

- Interested in: Cars
- Motormaniacs
- Travels: Private boat



### IN MARKET



- 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

### OWNER



- Has 0 cars
- Has 1 car
- Has access to minimum 1 car
- Is part of a car-sharing pool

## OWNER



- Owns a BMW
- Owns a Citroen
- Owns a Dacia
- 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 Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Audi
- Owns an Opel

## OWNER CAR BRAND

- Owns a Jaguar
- Owns a MG
- Owns a Mini
- Owns a Polestar



## OWNER CAR MODEL

- AUDI - A3 Sportback
- AUDI - A3 Sportback e-tron
- AUDI - A4 allroad quattro
- AUDI - A4 Avant
- AUDI - Audi e-tron
- AUDI - e-tron 50
- AUDI - e-tron 55
- AUDI - Q2
- AUDI - Q5
- BMW - 225xe iPerformance
- BMW - 320d xDrive
- BMW - 520d xDrive
- BMW - 530e iPerformance
- BMW - X1 xDrive18d
- BMW - X3 xDrive20d
- BMW - X5 xDrive40e iPerformance
- BMW - X5 xDrive45e
- BMW I - I3



## OWNER CAR MODEL

- BMW I - I3S
- CITROEN - C3
- CITROEN - C3 Aircross
- CITROEN - C4 Cactus
- CITROEN - C4 Picasso
- CITROEN - C5 Aircross
- DACIA - Duster
- FORD - EcoSport
- FORD - Fiesta
- FORD - Focus
- FORD - Kuga
- FORD - Mondeo

## OWNER CAR MODEL

- FORD - S-MAX
- HONDA - CR-V
- HYUNDAI - IONIQ
- HYUNDAI - Kona
- HYUNDAI - TUCSON
- JAGUAR - JAGUAR I-PACE
- KIA - NIRO
- KIA - Optima
- KIA - SOUL
- KIA - SPORTAGE
- MAZDA - Mazda CX-3
- MAZDA - MAZDA CX-30
- MAZDA - Mazda CX-5
- MAZDA - Mazda3
- MAZDA - Mazda6
- MERCEDES-BENZ - A 180
- MERCEDES-BENZ - A 200
- MERCEDES-BENZ - B 250 e
- MERCEDES-BENZ - C 350 e
- MERCEDES-BENZ - CLA 180
- MERCEDES-BENZ - EQC 400 4MATIC
- MERCEDES-BENZ - GLC 250 d 4MATIC
- MERCEDES-BENZ - GLC 350 e 4MATIC
- MG - MG ZS EV
- MINI - Countryman Cooper SE ALL4
- MITSUBISHI - Mitsubishi Outlander
- NISSAN - Nissan e-NV200
- NISSAN - NISSAN LEAF 30kWh
- NISSAN - NISSAN LEAF 40kWh
- NISSAN - Nissan Leaf 62kWh
- NISSAN - NISSAN QASHQAI
- OPEL - Ampera-e
- OPEL - CROSSLAND X
- OPEL - GRANDLAND X
- PEUGEOT - 2008
- PEUGEOT - 208
- PEUGEOT - 3008
- PEUGEOT - 308
- PEUGEOT - 5008
- Polestar - Polestar 2
- PORSCHE - Taycan 4S
- RENAULT - ZOE
- SKODA - CITIGO
- SKODA - FABIA
- SKODA - KAROQ
- SKODA - KODIAQ
- SKODA - OCTAVIA
- SKODA - SUPERB
- SUBARU - FORESTER
- SUBARU - OUTBACK
- SUBARU - XV
- SUZUKI - IGNIS
- SUZUKI - S-Cross
- SUZUKI - Swift
- SUZUKI - SX4
- SUZUKI - Vitara
- TESLA MOTORS - Model S
- TESLA MOTORS - Model X
- TOYOTA - AURIS
- TOYOTA - C-HR
- TOYOTA - RAV4
- TOYOTA - TOYOTA COROLLA
- TOYOTA - TOYOTA YARIS HYBRID
- TOYOTA - YARIS HYBRID

## OWNER CAR MODEL

- VOLKSWAGEN - KOMBI
- VOLKSWAGEN - PASSAT
- VOLKSWAGEN - POLO
- VOLKSWAGEN - T ROC
- VOLKSWAGEN - T-CROSS
- VOLKSWAGEN - TIGUAN
- VOLKSWAGEN - TOURAN
- VOLKSWAGEN - UP!
- VOLVO - V40
- VOLVO - V40 Cross Country
- VOLVO - V60
- VOLVO - V60 Cross Country
- VOLVO - V60 Twin Engine
- VOLVO - V90
- VOLVO - V90 Cross Country
- VOLVO - V90 T8 Twin Engine
- VOLVO - XC40
- VOLVO - XC60
- VOLVO - XC60 T8 Twin Engine
- VOLVO - XC90 T8 Twin Engine

## PRIVATE CAR OWNED

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



## NEXT CAR PURCHASE

- Estate
- Hatchback
- Sedan
- SUV



# CATEGORY 10: HEALTH AND WELLNESS

## ATTITUDES

- Kantar High frequency -  
Vitamin users

## CONDITIONS AND TREATMENTS

- On-line shopping:  
Pharmaceuticals



## DIET AND EXERCISE

- Interested in Nutrition and health
- Interested in Diet tips
- Kantar Interested in Gym exercise, gym

## CATEGORY 11: MEDIA AND ENTERTAINMENT

### BOOKS AND EBOOKS



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

### MUSIC SERVICES



- Interested in: Pop & rock music
- Streaming music

### ONLINE VIDEO CONSUMPTION



- Streaming Netflix

### GAMING



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

### INFLUENCERS



- Interested in: Celebrities

### MOBILE DEVICE USAGE



- Uses Spotify

### TV AND VIDEO SERVICES



- Kantar High spenders - SVOD services (Netflix, HBO, etc.)
- Uses C More

## CATEGORY 12: ONLINE GAMBLING/BETTING

### BETTING



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

### GAMBLING



- Online gamblers
- Play Lotto
- Play the National Lotto



## CATEGORY 13: PERSONAL CARE AND BEAUTY

### INFLUENCERS

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

## CATEGORY 14: SHOPPING

### ATTITUDES

- Crafts
- Deal hunter
- Eco, Fair & Local
- Green fingers
- Interested in Handicraft
- Interior design
- 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, Renting a cottage
- Kantar Interested in - Grilling
- Kantar High spenders - Eating out
- Often seen at restaurants
- Shops in specialty stores with quality products



## GROCERY PREFERENCES

- Uses more than 1.200 NOK on groceries per week

## GROCERY RETAILERS

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



## HOME IMPROVEMENT



- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Shops in Builders' Merchant



## OTHER RETAILERS

- Shops in border stores
- Shops in malls

## HIGH-SPENDER

- Kid's clothes
- Ladies' clothes
- Men's clothes
- Shoes
- Sports/leisure equipment
- Training/Exercise
- Amusement & Entertainment
- Cosmetics, skincare & haircare
- Eyewear



## ONLINE SHOPPING



- Internet shoppers
- Online shopping: Furniture
- Online shopping: Groceries
- Online shopping: Home electronics
- Online shopping: Music
- Online shopping: Travels
- Prefers brick-and-mortar stores over online
- Shops at online auctions

## PURCHASE INTENT



- Home Interior Practicals
- Kantar Purchase Intent - Cottage/ Vacation home
- Kantar Purchase Intent - Mortgage
- Purchase Intent - Big furniture

## CATEGORY 15: FASHION

### ATTITUDES



- Beauty babes
- Interested in Clothes and Shoes
- Interested in Fashion
- Interested in Interior Design
- Online shopping Clothes and shoes

## CATEGORY 16: SPORTS AND LEISURE

### INFLUENCERS



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

### LEISURE INTERESTS



- Active in cycling
- Active in golf
- Active in handball
- Active in hunting
- Active in skiing
- Attend pop concerts, rock concerts
- Attend theater or musicals
- Cardiocravers
- Cook gourmet food
- Devoted Exercisers
- Goes to art exhibitions
- Goes to the museum

## LEISURE INTERESTS

- Interested in Classic music
- Interested in Exercise
- Interested in Football
- Interested in Foreign culture
- Interested in Hunting & Fishing
- Interested in Ice Hockey
- Interested in Motorsports
- Interested in Wellness
- Kantar Hobbies - Cross-country skiing
- Kantar Hobbies - Ski
- Online dating
- Travels: Amusement Park/Zoo
- Winter sports

## SPORTS FANS

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



## CATEGORY 17: TRAVEL

### ACCOMODATION

- Interested in Camping



### ATTITUDES

- Interested in travel
- Travels: All Inclusive



### DESTINATION

- Travels: Theme travel
- Travels: Training
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Vacation in Scandinavia
- Vacation in South- and North America

### DESTINATION

- Travels: Adventure
- Travels: City
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Holiday Abroad
- Travels: Holiday by the sea
- Travels: Holiday in Norway
- Travels: Holiday in the mountains
- Travels: Skiing
- Travels: Spa
- Travels: Sun & Bath



# 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:



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
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## 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

### NUMBER OF CHILDREN

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

### EDUCATION



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

### HOUSEHOLD AGE



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

### HOUSEHOLD SIZE

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



### 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

### 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

### OWNER



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

### 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 Lokalkradio

## 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

### ACCOMMODATION



- 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





# AUDIENCE LIST FINLAND



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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 Finland.

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

**KANTAR**

**TransUnion** 



Statistical offices  
Census data

# AUDIENCE LIST FINLAND



## CATEGORY 1: CONSUMER CLASSIFICATION

### ONLINE 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

### ONLINE CAMEO



- Wealthy Elite
- Affluent Professionals
- Provincial Prosperity
- Flourishing Households
- Settled Communities

- Comfortable Neighbourhoods
- Aspiring Communities
- Humble Households
- Urban Dynamics
- Struggling Society
- Stretched Tenants

### 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

- 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

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

### FINANCIAL PRODUCTS

- Credit Card(s)
- Savings Account(s)
- Personal Loan
- Mortgage
- Shares/Share Options
- Home Buildings And/Or Contents Insurance
- Motor Insurance
- Life insurance
- Other Insurance Products

### BUSINESS AND EMPLOYMENT

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

## 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

## LIFESTAGE



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

## LIFE PHASES



- Pre-Family couples and singles
- Young couples with children
- Families with school-age children
- Older families and mature couples
- Elders in retirement

## CATEGORY 3: WHO WE ARE

### CHILDREN GROUPS

- Under 5 years old
- 5-11 years old
- 12-17 years old
- Over 18 years old



### 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

### HOUSEHOLD MEMBERS

- 1 person household
- 2 person household
- 3 person household
- 4 person household
- 5 or more person household



### CHILDREN HOUSEHOLD MEMBERS

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



### GENDER OF CHILD (ALL)

- Male
- Female



### MARITAL STATUS

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



## CATEGORY 4: HOME STATUS

### HOME STATUS



- Home Owner
- Home Renter

## CATEGORY 5: CONSUMER ELECTRONICS

### ATTITUDES



- Techies
- Purchase intent - New Tech
- Interested in Photo
- Interested in Computers



### DOMESTIC APPLIANCES

- Purchase intent - White goods

### INFLUENCERS



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

## CATEGORY 6: CONSUMER FINANCIAL

### INFLUENCERS



- Interested in: Private Economy

### INSURANCE



- Purchase Intent: Home Alarm  
very + rather probable

### INVESTMENT



- Interested in: Stocks and Bonds
- Online Stocks Trading

### BANKING



- Interested in: Banking

## CATEGORY 7: CONSUMER PACKAGED

### ALCOHOL



- Regular smokers
- Occasional smokers

- Use Stop Smoking products
- Medium/High-Spender:  
Cigaret/Snuff/Tobacco

## ATTITUDES



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

## PET FOOD



- Cat Owners
- Dog Owners

## TAKE HOME SAVORIES



- Online shopping: Take Away Food

# CATEGORY 8: AUTOMOTIVE

## CAR OWNERSHIP



- Leased/Company Car
- Self-owned

## FINANCE OF MOST USED CAR



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

## 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

## CAR SEGMENT



- City Cars
- Supermini Cars
- Small Family Cars
- Large Family Cars
- Executive Cars
- Luxury Cars
- LCV
- MPV
- Sports
- SUV



## 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
- 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 electrical 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

## INFLUENCERS



- Interested in Cars

## PURCHASE CONDITION OF MOST USED CAR



- New
- Nearly New (Less than 1 year old)
- Previously Used (More than 1 year old)

## YEARLY MILEAGE



- 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)

## OWNER



- Has 0 cars
- 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
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla

## CATEGORY 9: 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

## CATEGORY 10: ADVOCACY

### CLIMATE AND SUSTAINABILITY



- Interested in Environment
- Interested in Eco-friendly lifestyle
- Interested in Nature Conservation
- Environmental products
- Prefer ecological groceries

## CATEGORY 11: DINING

### ATTITUDES



- Often seen at restaurants
- Kantar High spenders - Eating out
- 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



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

## CATEGORY 13: MEDIA AND ENTERTAINMENT

### BOOKS AND EBOOKS

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

### MUSIC SERVICES

- Streaming music 

### MOBILE DEVICE USAGE

- Uses Spotify 

### TV AND VIDEO SERVICES



- Daily coverage: TLC
- Daily coverage: Discovery Networks
- 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.)

### GAMING



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

### ONLINE VIDEO CONSUMPTION



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

## 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

- Kantar High-frequency oat drink users
- Easily cooked food
- Interested in Nutrition and health
- Kantar Interested in Gym exercise, gym

## CATEGORY 15: PERSONAL CARE & BEAUTY

### INFLUENCERS

- Interested in Beauty care
- Online shopping: Eyewear

## CATEGORY 16: ONLINE GAMBLING/BETTING

### BETTING

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

### GAMBLING

- Online competitions

## CATEGORY 17: SHOPPING

### ATTITUDES



- Kantar Interested in - Cottage life, renting 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

### GROCERY PREFERENCES



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

### GROCERY RETAILERS

- Shops at Lidl



### HOME IMPROVEMENT



- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: House & Garden

### HIGH SPENDERS



- Kid's clothes
- Sports/Leisure equipment
- Training/Exercise
- Men's clothes
- Ladie's clothes
- Cosmetics, skincare & haircare
- Eyewear
- Goes to Festivals

## 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
- Shops online weekly
- Shops at online auctions

## OTHER RETAILERS



- Shops in Malls
- Shops in Outlet stores

## PURCHASE INTENT



- Kantar Purchase Intent - Mortgage
- Kantar Purchase Intent - Cottage/ vacation home

## WINE



- Interested in Wine

# CATEGORY 18: SPORTS AND LEISURE

## LEISURE INTERESTS



- Interested in: Theater
- Interested in: Exercise
- 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

## SPORTS FANS



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

## INFLUENCERS



- Interested in Outdoor Life

## LEISURE INTERESTS

- Interested in: Healthy foods
- Interested in: Concerts
- Interested in: Art
- Goes to the 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 19: TRAVEL

### ACCOMODATION

- Interested in Camping 
- Interested in Cabin vacation

### ATTITUDES



- 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: Training
- Travels: Going to restaurants/bars
- Vacation in South- and North America
- Holiday in a rented cabin
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)