

# AUDIENCES 2 GO

THREE EXAMPLES OF UNIQUE SWEDISH  
AUDIENCES, PRE-BUILT AND READY TO PUSH  
TO ALL MAJOR CHANNELS/PLATFORMS.



OFFERED &  
DEVELOPED BY

[NORDICDATARESOURCES.COM](https://nordicdataresources.com)



# SWEDEN

## LOVING BARBEQUE

### AUDIENCE PROFILE

Families living in houses with gardens. They are often between 35-55 y/o and have big families (+3 children).

They enjoy cooking and gardening – very often with their teenage or grown-up children and friends. They often have bachelor's degree education and own their house.

### LIFESTYLE

They live a comfortable established life with teenage or grown-up children. They live away from the busy city centres and enjoy working on house (DIY) and garden.

They have solid financials and prefer car brands like Volvo, Mazda, Ford, or Volkswagen.

### ALL USERS • ALL CHANNELS

The audience work toward all users, incl. IOS/Safari users.

The audience can be used on display, mobile, tv/video, DOOH and Facebook, YouTube, Instagram, Snapchat, and Pinterest.



### UNIQUE AUDIENCE

Unique audience to reach the families that are more likely to host and spend on barbeque than the average Swede.

Built by high-quality consumer insight data from Kantar and SCB.

### REACH

Reach: 2.340.960  
23% of Swedes

The audience covers the 2.340.960 Swedes that are more likely to host and spend on barbeque than the average Swedish person.



# SWEDEN

## NEW HYBRID CAR BUYERS

### AUDIENCE PROFILE

Families and empty-nester couples with high and medium to high income and savings.

Their age is mostly 40-60, and they have a university degree and well-paid jobs. They mostly live in big, often new houses in suburban areas.

### LIFESTYLE

They live a comfortable life with good jobs and grown-up children. They have an outgoing lifestyle and enjoy going out to cafes, restaurants, and museums.

Previously they would have been in the market for high-end cars like LandRover, Audi, BMW, or Jaguar.

### ALL USERS • ALL CHANNELS

The audience work toward all users, incl. IOS/Safari users.

The audience can be used on display, mobile, video, DOOH and Facebook, YouTube, Instagram, Snapchat, Pinterest etc.



### UNIQUE AUDIENCE

Unique audience to reach the families that are responsible for the majority of all purchases of new Hybrid cars in Sweden.

Built by high-quality consumer insight data from Kantar, SCB, and Statens vegvesen.

### REACH

Reach: 849,406  
8% of Swedes

The audience covers the 849,406 Swedes that are responsible for the majority of all purchases of new Hybrid cars in Sweden.



# SWEDEN

## DO-IT-YOURSELF

### AUDIENCE PROFILE

Younger families living in houses or semidetached houses. They are often between 30-45 y/o with young children.

They have nice upper-middle-class incomes and own their house.

Often, they have recently moved from apartments to a house, and spend most of their savings on the house.

### LIFESTYLE

They live busy lives with houses, jobs, and younger children. They live in suburban areas and enjoy working on their home (DIY) and gardening.

They drive modest car brands like Skoda, Mazda, Nissan, or Kia.

### ALL USERS • ALL CHANNELS

The audience work toward all users, incl. IOS/Safari users.

The audience can be used on display, mobile, video, DOOH and Facebook, YouTube, Instagram, Snapchat, Pinterest, etc.



### UNIQUE AUDIENCE

Unique audience to reach the families that are more likely to spend on Do-It-Yourself than the average Swede.

Built by high-quality consumer insight data from Kantar and SCB.

### REACH

Reach: 1,558,179  
15% of Swedes

The audience covers the 1,558,179 Swedes that are more likely to spend on Do-It-Yourself than the average Swedish consumer.