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DENMARK

AUDIENCE LIST 2026



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GDR

Global Data Resources

Introduction

AUDIENCE DATA 2026 DENMARK



Global Data Resources (GDR) uses real-world location data to build audiences, covering 2.5 billion people in 37 markets.

HIGH-VALUE AUDIENCES ACROSS DENMARK

Want to reach the right audiences in Denmark while staying privacy-safe and future-proof?

With GDR, you can activate **high-performing audience segments** using our geo-demographic intelligence.

Our data identifies where audiences live and how they behave - allowing you to target effectively while respecting privacy.

You can activate ready-to-use audience segments based on real lifestyle behaviours, or work with our team to build custom audiences tailored to your campaign objectives.

GEO HOT SPOTS

Across Denmark, GDR maps hundreds of distinct **neighbourhood clusters**, each representing at least 15 households.

Using our proprietary clustering technology, we **identify areas** where people share similar:

- Demographics
- Consumer attitudes
- Lifestyle preferences

TRUSTED DATA. PROVEN PERFORMANCE.

Every GDR audience is created from high-quality, transparent, ethically sourced data.

Through our partnership with [Fifty5Blue](#), we combine trusted consumer insight with advanced geo-contextual modelling and segmentation.

The result is audiences that reflect real patterns of how people live, think, behave.

To make activation seamless, we work closely with leading adtech partners to ensure secure, compliant, and scalable campaign deployment.

It gives agencies and brands audiences you can trust and activate with confidence.

LET'S BUILD YOUR NEXT AUDIENCE

Whether you're planning a campaign in Denmark or across multiple markets, our consultants help translate audience insight into ready-to-activate media segments.

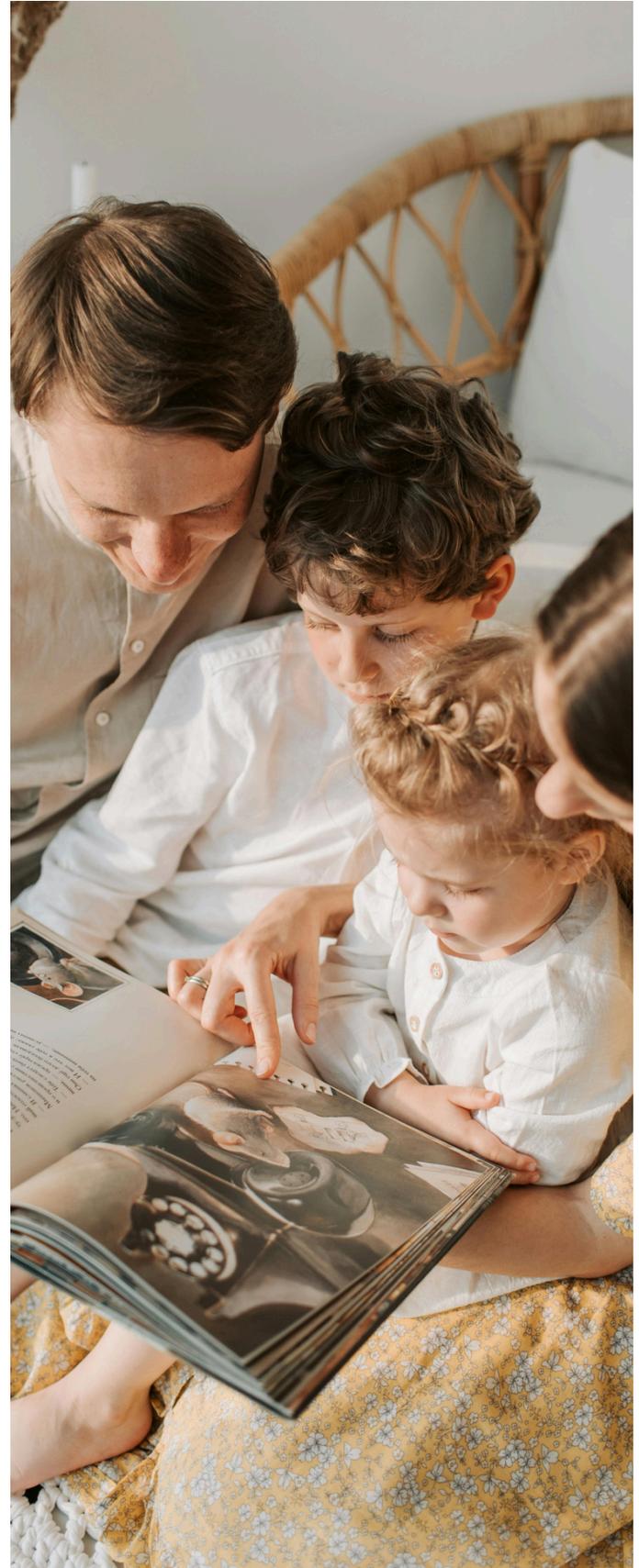
Start the conversation with a few keywords: globaldataresources.io/contact

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 the Countryside

GDR 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



Age

- Age 18 to 34
- Age 35 to 49
- Age 50 to 64
- Age 65 and older

Children

- Has children
- No children

Education

- Folk High School stay (Hoejskoleophold)
- No education
- Trade
- Short education
- Medium long education
- Long education

Household Age

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



Household Composition

- "The well-to-do"
- Parent with children
- Parent with children aged 0-3
- Parent with children aged 3-6
- Parent with children aged 7-11
- Parent with children aged 12-15
- Parent with children aged 16-19

Household Size

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

Number of Children

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

Type of Household

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

Youngest Child's Age

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





Attitudes

- High Net Worth Individuals
- Interested in: Movies
- Interested in: Movies & Series
- Interested in: Music
- Interested in: Economy & Society
- Interested in: Politics
- Attractive
- Early Adopters
- Stressed
- Impulsives
- 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
- Fifty5Blue B2B - Marketing and communication decision-makers
- Fifty5Blue B2B - IT decision makers
- Fifty5Blue B2B - Decision makers within the organization, CEO, Board Members etc.
- International business air travellers
- Domestic business air travellers
- Fifty5Blue B2B - Recruitment decision makers

Household Income

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

Fifty5Blue Lifestage

- Fifty5Blue Families with kids
- Fifty5Blue Baby boomers
- Fifty5Blue Generation X
- Fifty5Blue Millennials
- Fifty5Blue Generation Z

Life Phases

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

Lifestage

- Student in the household
- Valentine couples (no children) with outward activities
- Valentine singles - online dating
- 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"
- Lifestyle: Center Group
- Lifestyle: Community oriented
- Lifestyle: Individuals
- Lifestyle: Modern
- Lifestyle: Traditionals
- Lifestyle: Modern-community oriented
- Lifestyle: Modern-individuals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals



Life Values

- Lifestyle: Experiencers (LifeValues segmentation)
- Lifestyle: Motivated (LifeValues segmentation)
- Lifestyle: Materialists (LifeValues segmentation)
- Lifestyle: Comfort zone dwellers (LifeValues segmentation)
- Lifestyle: Traditionalists (LifeValues segmentation)
- Lifestyle: Virtuous (LifeValues segmentation)
- Lifestyle: Utopians (LifeValues segmentation)
- Lifestyle: Independants (LifeValues segmentation)
- Lifestyle: Indifferents (LifeValues segmentation)

Sociodemographics

Personality

- Big Five Personality: Openness
- Big Five Personality: Conscientiousness
- Big Five Personality: Agreeableness
- Big Five Personality: Extraversion
- Big Five Personality: Neuroticism



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.

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.

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.



Investments

- Stocks
- Shares
- House savings
- Group investment
- Overdraft facility
- Bonds
- Education savings

How We Live

Household Density

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

Housing

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

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

Ownership Conditions

- Cooperative housing
- Home owner
- Home renter

Town Size

- Rural area
- Town, 2.000-20.000 citizens
- Town, 20.000-100.000 citizens
- Town, less than 2.000 citizens
- Big city with more than 100.000 citizens



Number of Rooms

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

Owens a Cottage

- Cottageowner



Socio-Economic Status

- Household with a private firm at the same address
- Unemployed
- Ground level employment
- High-level employment or independent
- Medium level employment
- Others
- Pensioner

Consumer Electronics

Attitudes

- Interested in: Photo
- Purchase intent - New Tech very+rather
- Techies
- Interested in: Computers

Domestic Appliances

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

Influencers

- High Spender - Consumer electronics
- Purchase intent - "HomeEntertainment"
- Purchase intent - Camera Very+Rather
- Interested in Hifi



Banking

- Considers switching bank
- Customer at Nordea
- Customer at Danske Bank
- Heavy users of Mobile Pay
- Heavy users of payments via mobile phone
- Interested in: Private Economy



Insurance

- Purchase intent - Home alarm very+rather probable
- On-line shopping: Insurances
- No Private Health Insurance
- Considering Private Health Insurance
- Considers switching insurance company
- Heavily insured (multiple insurance policies)
- Member of Union
- Unemployment insurance

Property and Mortgage

- Considers building a home
- Considers selling a home
- High Spender - Building equipment

Investment

- Interested in: Stocks and Bonds
- Online stocks trading



Alcohol

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

Attitudes

- Interested in cooking
- Interested in: Baking
- Quality over price
- Foodies
- 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
- Has dinner or meal boxes delivered

Take Home Savouries

- Eats fast-food (take-away)
- On-line shopping: Take Away Food

Pet Food

- Cat Owners
- Dog Owners



Charity

- High Spender - Charity
- Interested in: Animal Rights
- Interested in: Science & History
- Households with a NGO membership (like Unicef, Red Cross, Plan, SOS)



Climate and Sustainability

- Attend fleamarkets, buys second hand
- Environmental products
- Prefer ecological groceries
- Consciuous about CO2 emission
- Avoid artificial ingredients
- Interested in: Environment
- Interested in: Energy Saving
- Interested in: Eco-friendly Lifestyle
- Sustainability Segment - Actives
- Sustainability Segment - Considerers
- Sustainability Segment - Believers
- Sustainability Segment - Dismissers

Automotive

Attitudes

- Interested in: Nature conservation
- Purchase intent - Motor toys
- Purchase intent - Water toys



Influencers

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



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 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 Mazda
- Considers a Mercedes-Benz
- Considers a Nissan
- Considers an Opel
- Considers a Peugeot
- Considers a Renault
- Considers a Seat
- Considers a Skoda
- Considers a Suzuki
- Considers a Toyota
- Considers a Trailer
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers a brand-new car
- Considers hybrid car
- Considers hybrid or electric car
- Considers a leasing car
- Online shopping: Auto parts
- Prefer/Considers a Tesla
- Owns a Tesla
- Prefer/Considers a Porsche



Owner

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

Commuting

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



Owner

- Owns a caravan
- 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 Mazda
- Owns a Mercedes-Benz
- Owns a Nissan
- Owns an Opel
- Owns a Peugeot
- Owns a Renault
- Owns a Seat
- Owns a Skoda
- Owns a Suzuki
- Owns a Toyota
- Owns a Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)
- Has access to minimum 1 car
- Is part of a car-sharing pool
- Owns a Porsche

Health and Wellness

Attitudes

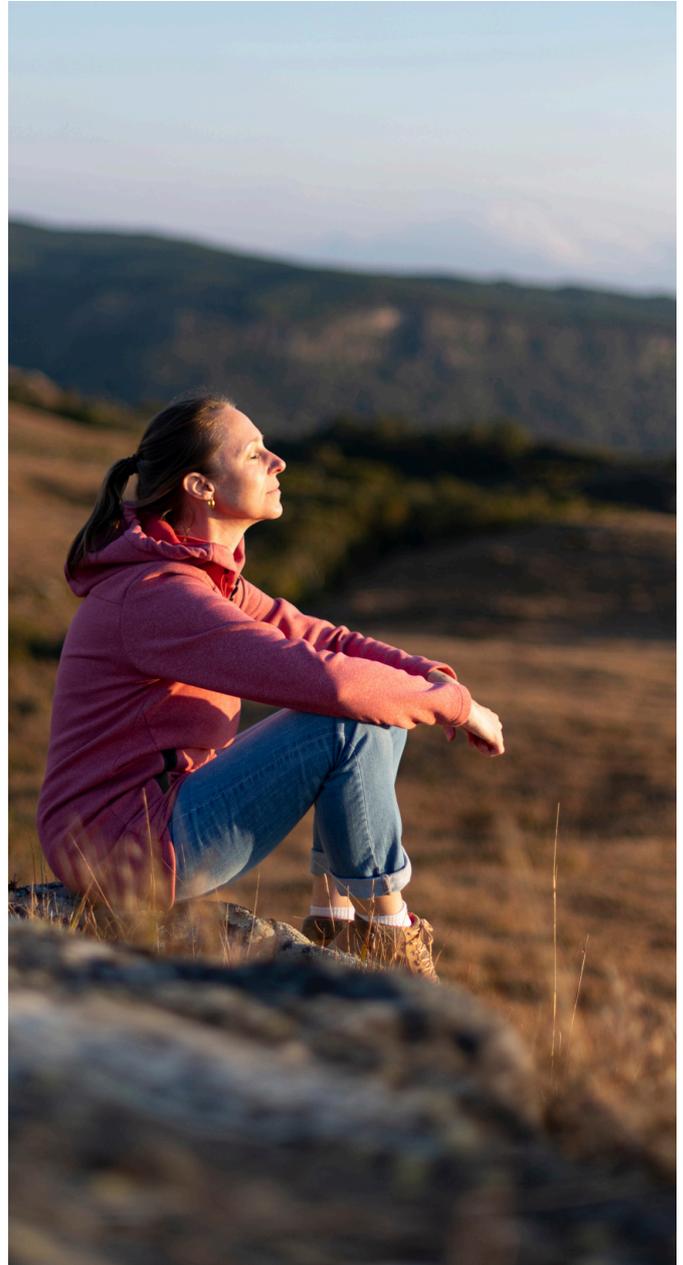
- Fifty5Blue Brand usage - Private doctoral services, customers paying themselves
- Fifty5Blue Brand usage - Pharmacy cosmetics, skincare, uses regularly
- Fifty5Blue High frequency - Vitamin users
- Health and well-being
- Would consider surgery for physical appearance

Conditions and Treatments

- Online shopping: Pharmaceuticals
- Acid reduction/acid reflux - heavy users
- Chronic pains/frequent pain reliever users
- Allergy/cold medication users
- OTC Muscle Pain Treatment

Diet and Exercise

- Eat diet foods
- Interested in Nutrition and health
- Fifty5Blue High frequency oat drink users
- Fifty5Blue interested in - Gym exercise, gym
- Interested in: Diet tips
- Easily cooked food
- Dietary supplements - heavy users
- Healthy Eating Habits
- Fitness Fanatics
- Vitamins - heavy users



Tobacco

- Uses E-Cigarettes
- Uses E-Cigarettes and trying to quit
- Smokers - trying to quit
- Uses Snus (Snuff) - trying to quit

Media and Entertainment

Books and eBooks

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



Other Media

- Online shopping: Movies
- Interested in: Celebrities
- Uses Spotify
- Daily coverage: Lokalradio
- 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

Gaming

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

Music Services

- Interested in: Pop- and rock music
- Streaming music
- Spotify Free Subscribers
- Podcast Subscribers

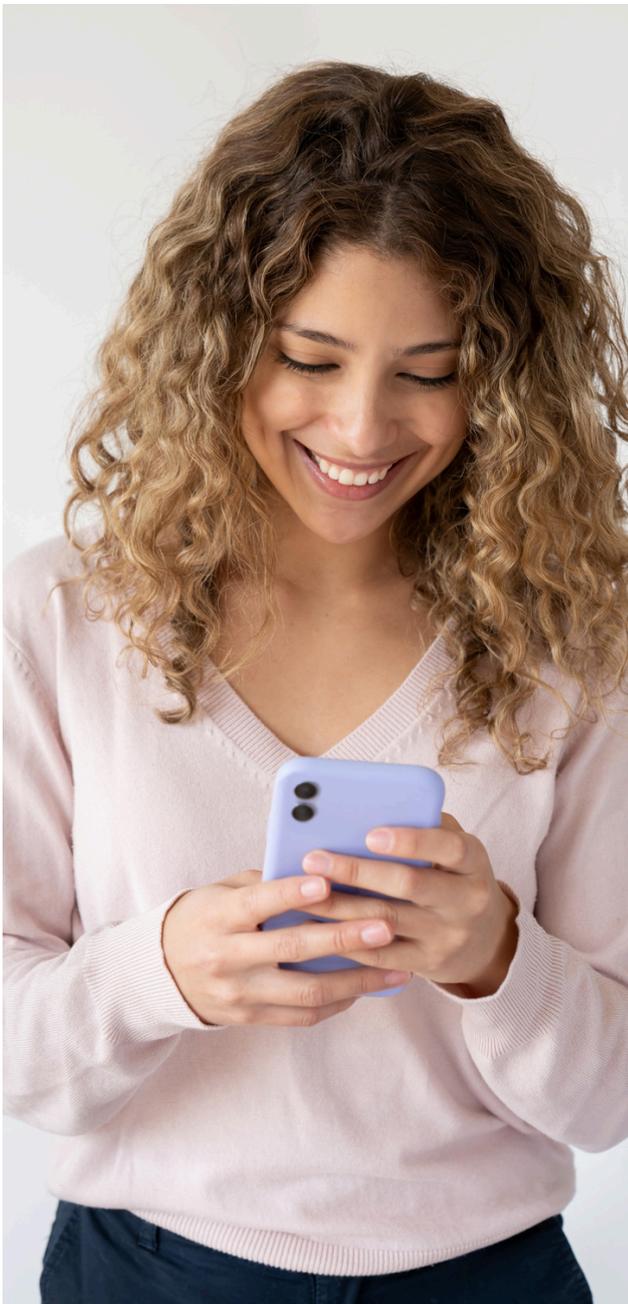
Online Video Consumption

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



Social Media

- Heavy Social Media Users
- Heavy Facebook Users
- Heavy Instagram Users
- Heavy X/Twitter Users
- Heavy TikTok Users



TV and Video Services

- Uses C More
- Uses Telia TV
- Uses Viafree
- Uses YouSee
- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks Denmark
- Fifty5Blue High spenders - SVOD services (Netflix, HBO etc.)
- Fifty5Blue High spenders - Broadcaster TV services (Elisa Viihde, Telia TV etc.)
- Streaming TV 2 Play (Danish)
- Streaming DRTV
- Daily coverage DR3
- Daily coverage TV2
- Daily coverage DR1
- Daily coverage DR P1
- Daily coverage DR 2
- Uses DRTV
- Uses TV2 Play
- Light TV Viewers - Watch Less Than 10 Hours Per Week
- Medium TV Viewers - Watch 10-20 Hours Per Week
- Heavy TV Viewers - Watch More Than 20 Hours Per Week
- Heavy YouTube Users

Online Gambling/Betting

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Betting

- Interested in: Betting/Gambling
- High Spender - Tips, Pool, Lottery
- Online betting, sports betting

Gambling

- Online gamblers
- Online competitions
- Play Lotto
- Play the National Lotto



Personal Care and Beauty

Influencers

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



Attitudes

- Deal hunter
- Crafts
- Do it yourself (DIY)
- Interior design
- Loves shopping
- Fifty5Blue Novelty pioneers in drinks
- Fifty5Blue Novelty pioneers in food
- Fifty5Blue Fast food junkies
- Fifty5Blue High spenders - travel
- Fifty5Blue High spenders - clothing
- Fifty5Blue Interested in - Grilling
- Fifty5Blue Forerunners - Decor, furnishing
- Fifty5Blue Forerunners - Dining, eating out
- Fifty5Blue Forerunners - Travelling, sights
- Fifty5Blue High frequency - Ice cream eaters
- Fifty5Blue Interested in - Cottage life, hiring a cottage
- Fifty5Blue High frequency - Take out, take away eaters
- Fifty5Blue interested in - Boats, boating
- Fifty5Blue High interest - Cottage rent domestic
- Fifty5Blue High interest - Cottage rent abroad
- Eco, Fair & Local
- Green fingers
- Interested in: Handicraft
- Locally produced goods
- Often influenced by advertising



Grocery Preferences

- Shops private label
- Uses more than 1.000 kr. on groceries per week
- Shops in Lidl
- Shops in Meny
- Shops in Rema 1000
- Shops in Spar
- Shops in 7-Eleven
- Shops in Min Købmand
- Shops in nemlig.com
- Reads offer newspaper from Superbrugsen
- Reads offer newspaper from Dagli' Brugsen
- 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
- Do not read offer newspaper from Superbrugsen
- Do not read offer newspaper from Dagli' Brugsen
- Do not read offer newspaper from Irma
- Do not read offer newspaper from Bilka
- Do not read offer newspaper from Netto
- Do not read offer newspaper from Aldi
- Do not read offer newspaper from Fakta
- Do not read offer newspaper from Føtex
- Do not read offer newspaper from Meny
- Do not read offer newspaper from Rema 1000
- Do not read offer newspaper from Spar
- Do not read offer newspaper from Lidl
- Do not read offer newspaper from Min Købmand

Grocery Preferences

- 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

Home Improvement

- Interested in kitchen design & remodelling
- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Shops in builders' merchant
- Reads offer newspaper from Jysk
- Do not read offer newspaper from Jysk
- Outside renovation plans: house & garden

Online Shopping

- 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



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

- Online shopping: Sports and leisure equipment
- Internet shoppers
- Shops online weekly
- Shops on online auctions
- Use Food Delivery Apps



Other Retailers

- Shops in border stores
- Shops in malls
- Shops in Matas
- Reads offer newspaper from Imerco
- Reads offer newspaper from Elgiganten
- Reads offer newspaper from Punkt1/Expert
- Reads offer newspaper from Power
- Reads offer newspaper from Bauhaus
- Reads offer newspaper from Silvan
- Reads offer newspaper from Jem & Fix
- Reads offer newspaper from Harald Nyborg
- Do not read offer newspaper from Imerco
- Do not read offer newspaper from Elgiganten
- Does not read offer newspaper from Punkt1/Expert
- Do not read offer newspaper from Power
- Do not read offer newspaper from Bauhaus
- Do not read offer newspaper from Silvan
- Do not read offer newspaper from Jem & Fix
- Do not read offer newspaper from Harald Nyborg
- Reads offer newspaper from XL-Byg
- Reads offer newspaper from Stark
- Reads offer newspaper from T. Hansen
- Reads offer newspaper from Matas
- Reads offer newspaper from Kop & Kande
- Do not read offer newspaper from XL-Byg
- Do not read offer newspaper from Stark
- Do not read offer newspaper from T. Hansen
- Do not read offer newspaper from Matas
- Do not read offer newspaper from Kop & Kande
- Shops in outlet stores

Purchase Intent

- Fifty5Blue Purchase intent - mortgage
- Fifty5Blue Purchase intent - cottage/vacation home
- Purchase intent - Big Furniture
- Home interior practicals



Influencers

- Interested in: Outdoor Life
- Adrenalin junkies
- SportEnthusiast
- Interested in: Status/Posh Sports

Sports Fans

- Interested in: Team Sports
- Fifty5Blue Fanatics - Ice Hockey on TV
- Interested in: Sports Event
- Interested in: Sports in Media

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 theatre or musicals
- Attend evening school
- Goes to art exhibitions
- Goes to the museum
- Goes to the opera/ballet
- Attend classical concerts
- Attend pop concerts, rock concerts
- Attend shows or stand-up
- Interested in: Classic music
- Interested in Spiritual, religious
- Interested in: Hunting & Fishing
- Interested in: Riding
- Cardiocravers
- Winter sports
- 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
- Fifty5Blue Hobbies - Ski
- Fifty5Blue Hobbies - Cross-country skiing
- Fifty5Blue Hobbies - Tennis, squash, badminton
- Devoted Exercisers
- Interested in: Exercise
- Interested in: Wellness
- Frequent runners
- Cook gourmet food
- Online dating
- Active in handball
- Active in motorsports
- Active in riding
- Active in team sports (football, handball, basket etc)

Accommodation

- Interested in: Camping
- Travels: Interested in cabin-vacation

Destination

- Travels: Going to restaurants/bars
- One-day trips abroad
- Vacation in Asia
- Travels: Holiday in Denmark
- Vacation in Europe (excl. Scandinavia)
- Vacation in South- and North America
- Vacation abroad by train
- Golf holiday
- 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

Attitudes

- Interested in travel
- Travels: Frequent travellers
- Travels: All Inclusive



- 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 a rented cabin, abroad
- Holiday in a rented cabin, domestic
- Round trip
- Vacation in Scandinavia

Attitudes

- Interested in: Interior Design
- Interested in watches and jewellery
- Interested in items for kids
- Interested in: Fashion
- High focus on design
- Interested in: Clothes and shoes
- Beautybabes

Behaviours

- Shops luxury products
- On-line shopping: Clothes and shoes
- Shops regardless of economy



Dining



Attitudes

- Fifty5Blue High spenders - Eating out
- Often seen at restaurants
- Shops in speciality stores with quality products

Delivery

- Sushi-lover
- Pizza-lover