

FINLAND



AUDIENCE LIST 2026



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GDR

Global Data Resources

Introduction

AUDIENCE DATA 2026 FINLAND



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

Reach the Right Audiences. Responsibly.

GDR helps marketers activate high-performing audiences without relying on cookies, IDs, or invasive tracking, but protecting user privacy while delivering results.

Choose from a wide range of *ready-to-use* audience segments based on real lifestyle behaviours, or work with our experts to build *custom* audiences designed to meet your campaign objectives - locally or globally.

Geo Hot Spots

In this list, we map hundreds of distinct neighbourhoods across **Finland**, each consisting of at least 15 households.

Our proprietary clustering technology identifies geo-contextual hotspots based on demographics, consumer attitudes, and lifestyle preferences.

Learn more in our white paper:
Why Neighbourhoods Matter.

Trusted Data. Proven Performance.

Every GDR audience is built on high-quality, transparent, and privacy-safe data.

In partnership with Kantar Media, we combine trusted consumer insight with our geo-contextual modelling and segmentation capabilities.

It ensures that audiences reflect the right patterns of how they live, think, and behave.

We also work closely with leading adtech partners to guarantee secure, compliant activation at scale.

Let's Build Your Next Audience

Our consultants help global and local brands turn insight into activation. Every day.

Start with a few keywords:
globaldataresources.io/contact

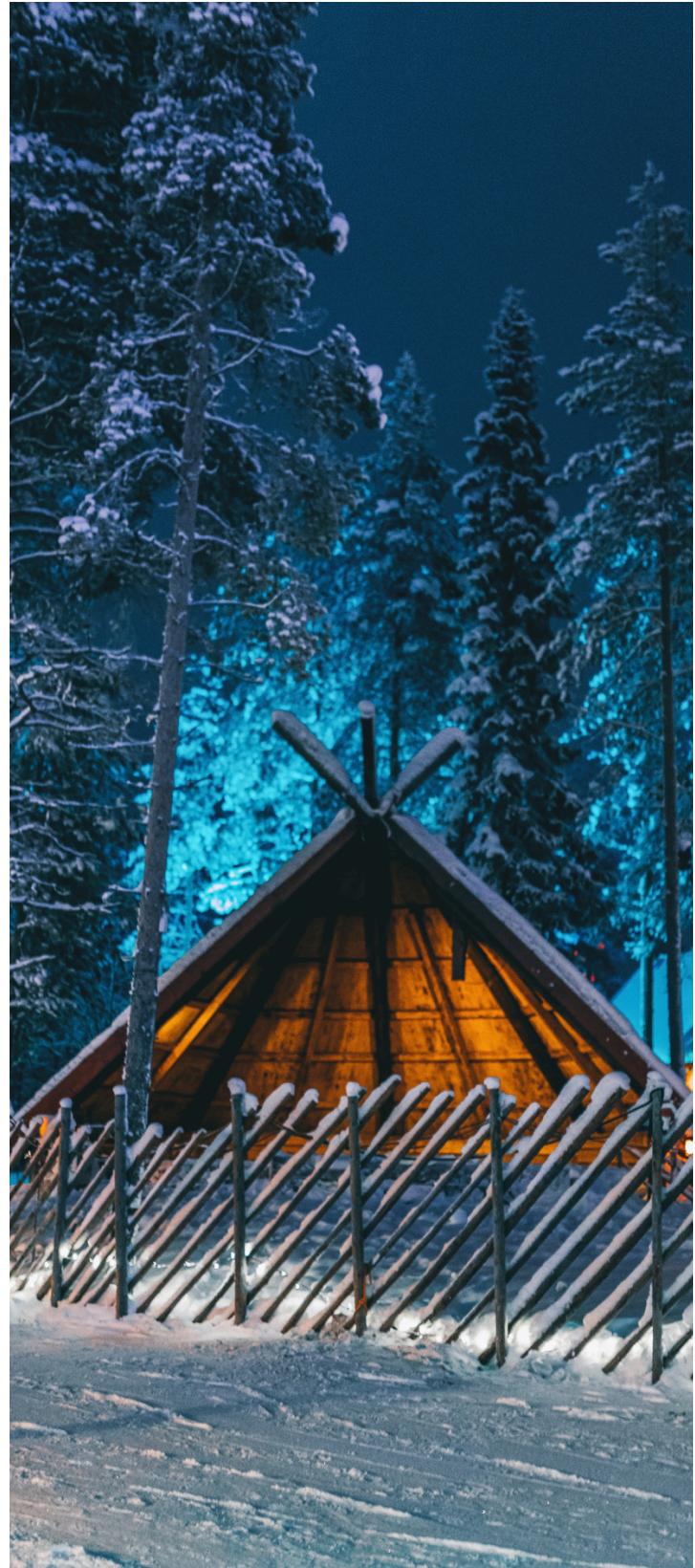
Consumer Classification

Mosaic

- Wealthy Elite
- Affluent Professionals
- Provincial Prosperity
- Flourishing Households
- Settled Communities
- Comfortable Neighbourhoods
- Aspiring Communities
- Humble Households
- Urban Dynamics
- Struggling Society
- Stretched Tenants

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



Consumer Classification

Cameo Groups

- Wealthy Elite
- Affluent Professionals
- Provincial Prosperity
- Flourishing Households
- Settled Communities
- Comfortable Neighbourhoods
- Aspiring Communities
- Humble Households
- Urban Dynamics
- Struggling Society
- Stretched Tenants



Socio Demographics



Life Phases

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

Household Income groups

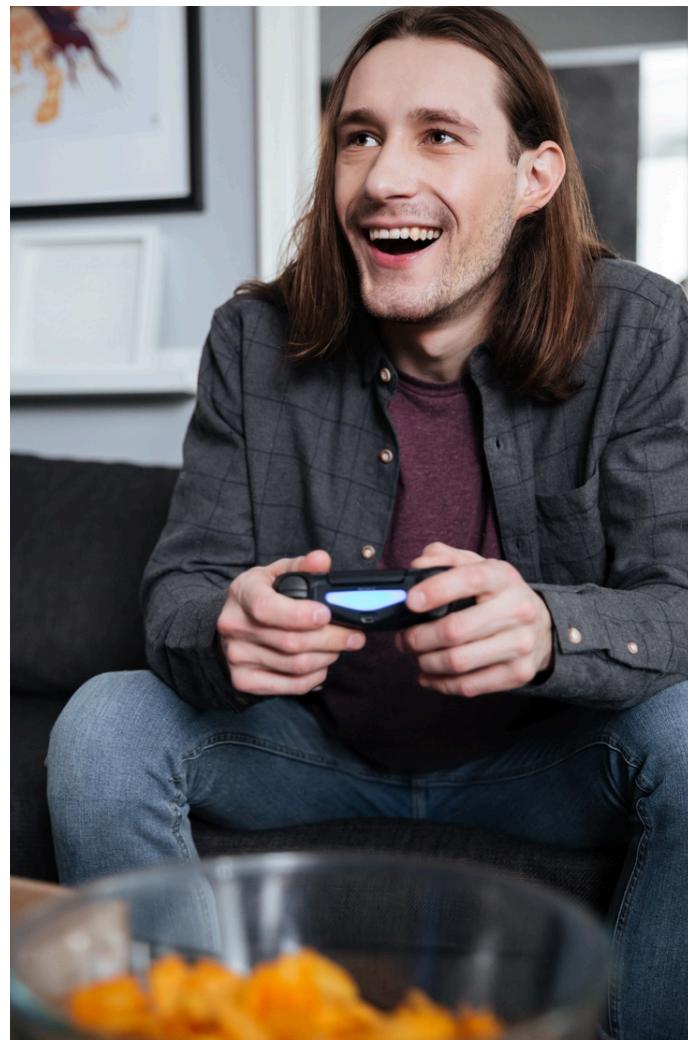
- Modest Income Families
- Less Affluent Families
- Comfortable Families
- Prosperous Families
- Wealthy Families

Lifestage

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

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€



Attitudes

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



Business and Employment

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

Financial Products

- Personal Loan
- Mortgage
- Shares/Share Options
- Home Buildings and/or contents insurance
- Motor Insurance
- Life insurance
- Other Insurance Products

05

Who We Are

Children Groups

- Under 5
- 5-11 Years Old
- 12-17 Years Old
- Over 18

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

Children Household Members

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



Gender of child (All)

- Male
- Female

Household Members

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

Marital Status

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

Home Status

- Home Owner
- Home Renter



Consumer Electronics

Influencers

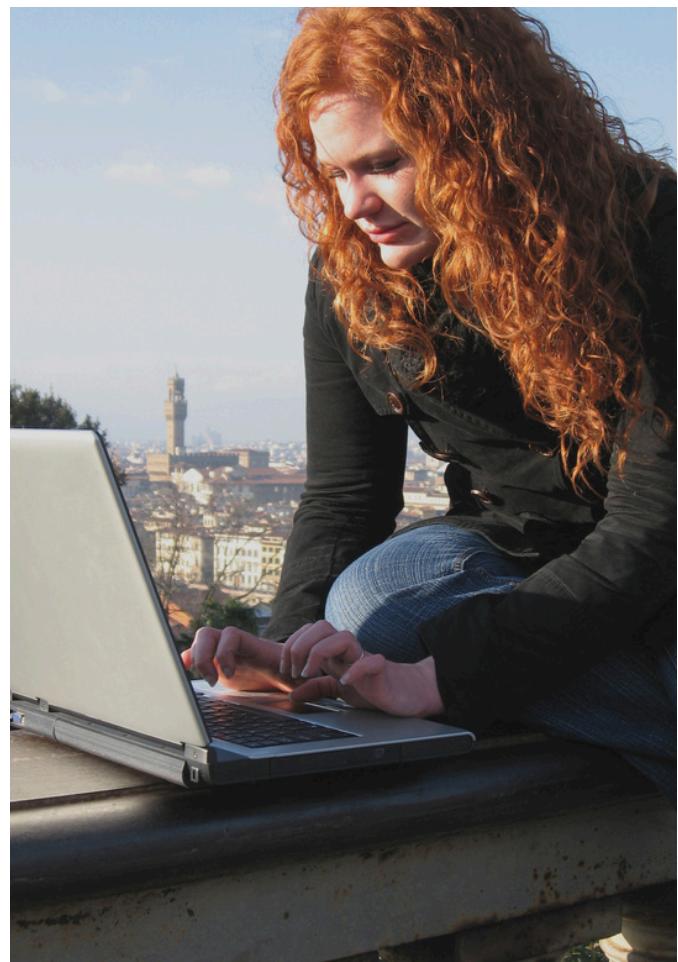
- Purchase intent - "HomeEntertainment"
- High Spender - Consumer electronics
- Purchase intent - Camera
- Interested in: New Technology

Attitudes

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

Domestic Appliances

- Purchase intent - White goods



Consumer Financial

Insurance

- Purchase intent - Home alarm
- Heavily insured (multiple insurance policies)

Investment

- Interested in: Stocks and Bonds
- Online stock trading

Banking

- Customer at Nordea
- Customer at Danske Bank
- Customer at SEB
- Heavy users Mobile Pay



Consumer Packaged Goods

Take Home Savouries

- Online shopping: Take Away Food



Attitudes

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

Pet Food

- Online shopping: Take Away Food

Tobacco

- Regular smokers
- Occasional smokers
- Use Stop Smoking Products
- Medium/high Spender: Cigaret/Snuff/Tobacco

Media and Entertainment

Books and eBooks

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

Online Video Consumption

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

Gaming

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

Mobile Device Usage

- Uses Spotify



TV and Video Services

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

Music Services

- Streaming music

Social Media

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



Online gambling/betting



Gambling

- Online competitions

Betting

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

Attitudes

- Kantar Interested in - Cottage life, hiring 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



High Spenders

- High Spender - Men's clothes
- High Spender - Ladies' clothes
- High spenders - cosmetics, skin- & haircare
- High spenders - Eyewear
- Goes to festivals
- High Spender - Kid's clothes
- High Spender - Sport/leisure equipment
- High Spender - Training/Exercise

Purchase Intent

- Kantar Purchase intent - mortgage
- Kantar Purchase intent - cottage/vacation home

Home Improvement

- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: house & garden

Online Shopping

- Shops online weekly
- Shops on online auctions
- Internet shoppers
- Online shopping: Travels
- Online shopping: Beauty products
- Online shopping: Sports and leisure equipment

Other Retailers

- Shops in malls
- Shops in outlet stores



Grocery Retailers

- Shops in Lidl

Grocery Preferences

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



Dining

Attitudes

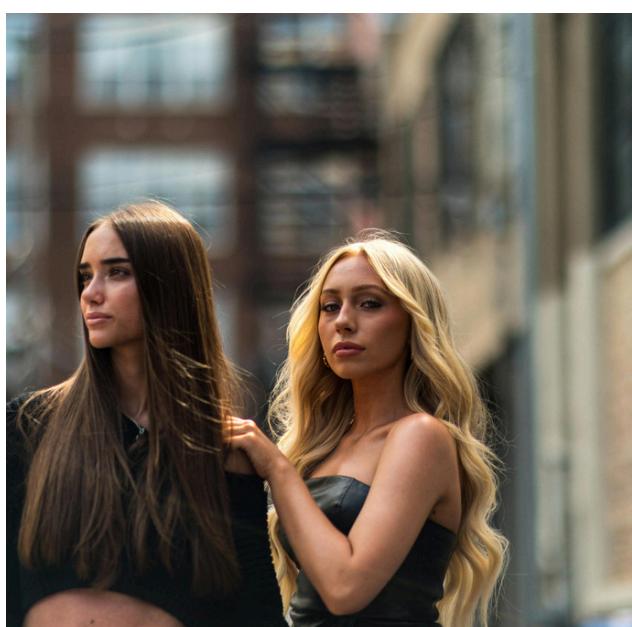
- Interested in: Baking
- Interested in: Wine
- Often seen at restaurants
- Kantar High spenders - Eating out

Delivery

- Pizza-lover



Fashion



Attitudes

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

Behaviors

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

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

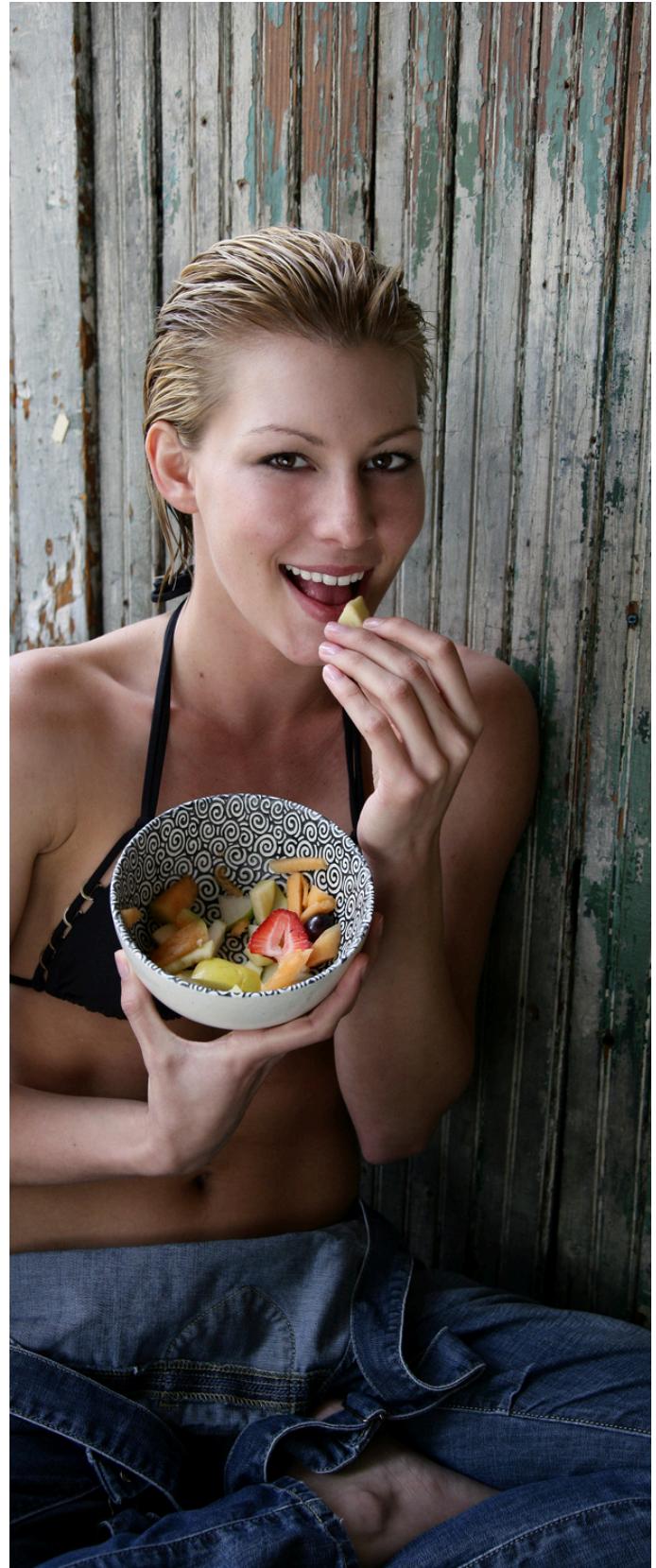
- Kantar High-frequency oat drink users
- Easily cooked food
- Interested in Nutrition and health
- Kantar interested in - Gym exercise, gym
- Dietary supplements - heavy users
- Healthy Eating Habits
- Fitness Fanatics

Vitamins

- Vitamins - heavy users

Tobacco

- Uses E-Cigarettes
- Uses E-Cigarettes and trying to quit
- Smokers - trying to quit



Advocacy

Climate and Sustainability

- Interested in: Environment
- Interested in: Eco-friendly Lifestyle
- Environmental products
- Prefer ecological groceries



Automotive

Car Ownership

- Leased/Company Car
- Self-owned

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

- CityCars
- SuperminiCars
- SmallFamilyCars
- LargeFamilyCars
- ExecutiveCars
- LuxuryCars
- LCV
- MPV
- Sports
- SUV

Finance of Most Used Car

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

Purchase Condition of Most Used Car

- New
- Nearly New (Less Than 1 Year Old)
- Previously Used (More Than 1 Year Old)

Purchase Condition of Most Used Car

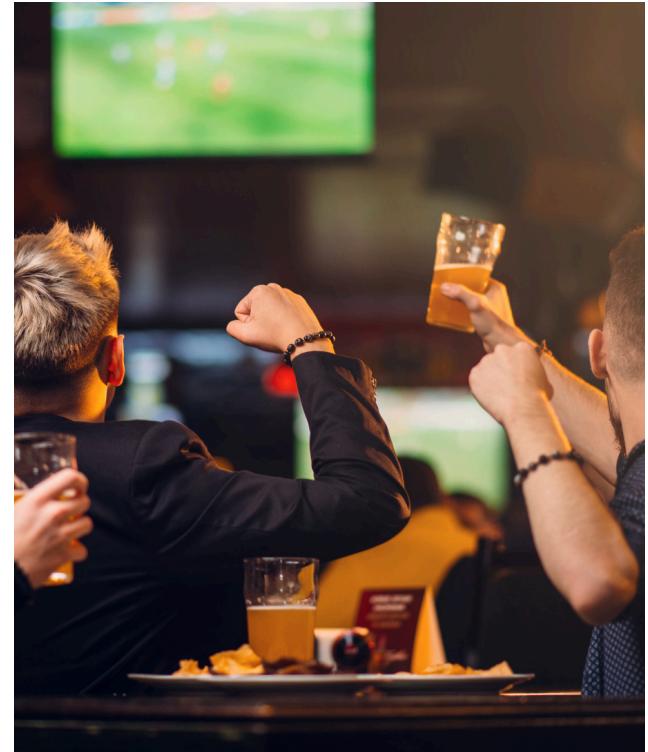
- New
- Nearly New (Less Than 1 Year Old)
- Previously Used (More Than 1 Year Old)

Number of Cars in the Household

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

Attitudes

- Interested in: Nature conservation



Miles Driven on Average Per Year

- Up To 5,000 Miles (8,000 Km)
- 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)

Influencers

- Interested in: Cars



Owner

- Has 0 cars
- Has access to minimum 1 car
- 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

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 electric 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
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla

Sports and Leisure

Leisure Interests

- 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
- Interested in: Healthy foods
- Interested in: Concerts
- Interested in: Art
- Goes to the cinema, concerts, 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, basketball etc)
- Kantar Hobbies - Tennis, squash, badminton



Sports Fans

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

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



Demographics

Household Composition

- "The well-to-do"
- Parent with children
- Parent with children aged 0-2
- Parent with children aged 3-5
- Parent with children aged 6-11
- Parent with children aged 12-15
- Parent with children aged 16-19

Age and Gender

- Age 18 to 34
- Age 35 to 49
- Age 50 to 64
- Age 65 and older
- Age 25 and older, currently employed



Accommodation

- Interested in: Camping

Attitudes

- Travels: Frequent travelers

Destination

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