

globaldataresources.io

NORWAY



AUDIENCE LIST 2026



Table Of Contents

	INTRODUCTION	1
	Introduction	1
	CONSUMER CLASSIFICATION	2
	GDR International	2
	Mosaic	2
	DEMOGRAPHICS	3
	Age	3
	Household Composition	3
	WHO WE ARE	3
	Age	3
	SOCIODEMOGRAPHICS	4
	Lifestage	4
	WHO WE ARE	4
	Birth Country	4
	Children 0-17 yrs	5
	Education Level	5
	Household Composition	5
	Household Lifestage	5
	Household Size	5
	Marital Status	5
	Origin	5

Table Of Contents

	SOCIODEMOGRAPHICS	6
	Attitudes	6
	Business and Employment	6
	HOW WE LIVE	7
	Multifamily	7
	Property Price Decile	7
	Tenancy	7
	Proximity to Top 4 Cities	7
	Type of Housing	7
	HOW WE MAKE A LIVING	8
	Employment Frequency	8
	Employment Industry	8
	Employment Sector	8
	Managerial Position	8
	Occupation	8
	OUR FINANCES	9
	Household Income	9
	Household Wealth	9
	Income Per Owner	9
	AUTOMOTIVE	10
	Car Engine Preferences	10
	Car Segment Preferences	10
	Owner	10
	In Market	11

Table Of Contents

	CONSUMER FINANCIAL	12
	Banking	12
	Influencers	12
	Insurance and Investment	12
	Property and Mortgage	12
	HEALTH AND WELLNESS	13
	Attitudes	13
	Conditions and Treatments	13
	Tobacco	13
	Vitamins	13
	Diet and Exercise	13
	ADVOCACY	14
	Climate and Sustainability	14
	ONLINE GAMBLING/BETTING	14
	Betting	14
	Gambling	14
	FASHION	15
	Attitudes	15
	PERSONAL CARE AND BEAUTY	15
	Influencers	15

Table Of Contents

	SPORTS AND LEISURE	16
	Influencers	16
	Leisure Interests	16
	Sports Fans	16
	TRAVEL	17
	Destination	17
	Accommodation	17
	Attitudes	17
	Destination	18
	MEDIA AND ENTERTAINMENT	18
	Books and eBooks	18
	Cinema and Influencers	18
	Gaming	18
	Mobile Device Usage	19
	Music Services	19
	Online Video Consumption	19
	Social Media	19
	Other Media	20
	TV and Video Services	20
	SHOPPING	20
	Attitudes	20
	Grocery Preferences	21
	Grocery Retailers	21
	High Spenders	21
	Home Improvement	21
	Influencers	21
	Online Shopping	22
	Other Retailers	22
	Purchase Intent	22

Table Of Contents

●	DINING	23
	Attitudes	23
	Delivery	23
●	ADVOCACY	23
	Charity	23
●	CONSUMER ELECTRONICS	24
	Attitudes	24
	Influencers	24
●	CONSUMER PACKAGED GOODS	24
	Smokers and Snusere	24
	Pet Food	24
	Attitudes	25



GDR

Global Data Resources

Introduction

AUDIENCE DATA 2026 NORWAY



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

HIGH-VALUE AUDIENCES ACROSS NORWAY

Want to reach the right audiences in Norway 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 Norway, 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 Norway or across multiple markets, our consultants help translate audience insight into ready-to-activate media segments.

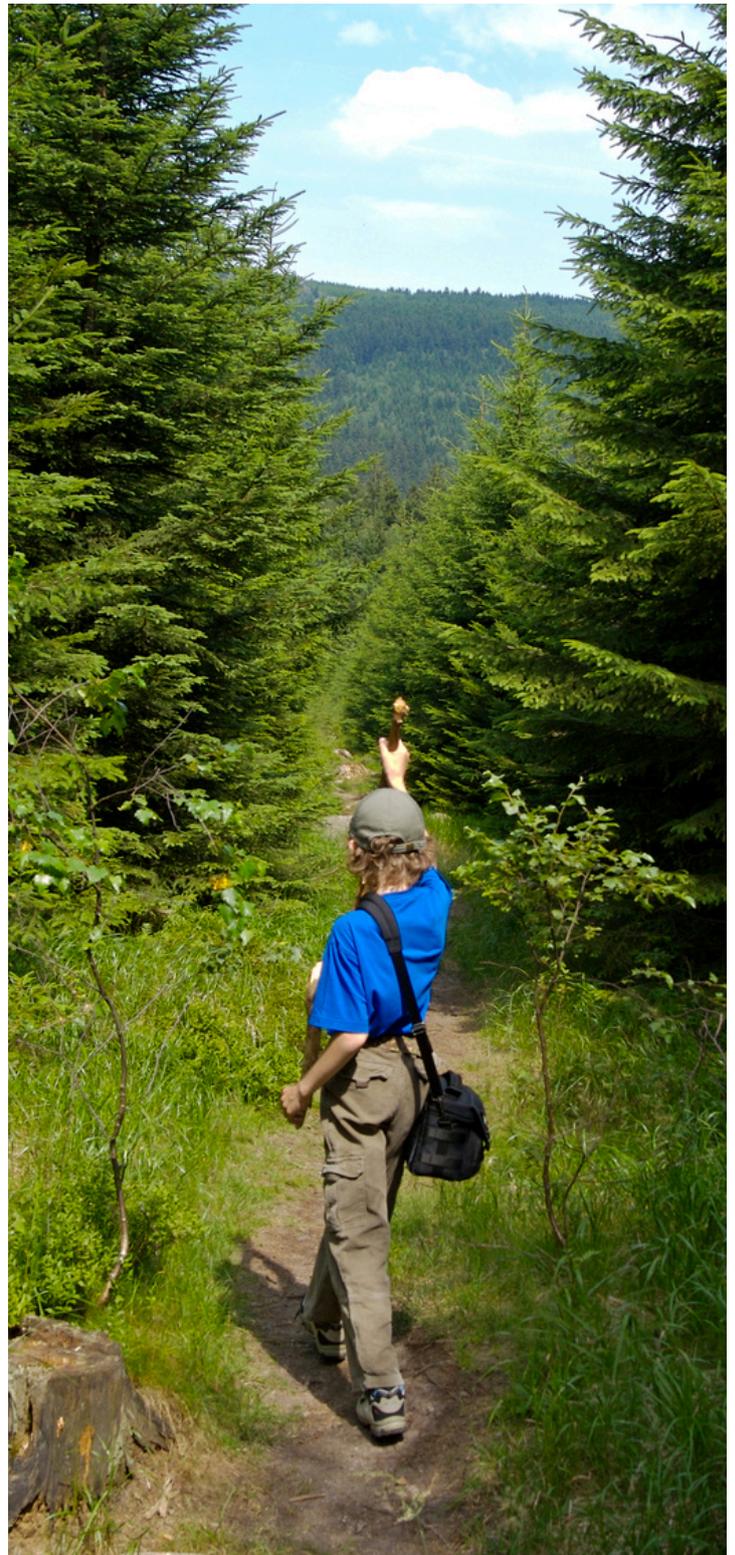
Start the conversation with a few keywords: globaldataresources.io/contact

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

Mosaic

- A. Ressurssterke innovatører
- B. Urbane innovatører
- C. Forstadsliv
- D. Kickstart
- E. Godt Norsk
- F. Singelliv i mindre byer
- G. Velstående etternølere
- H. Maurtua
- I. Landlig singelliv
- J. Arbeid og tradisjon
- K. Pensjon og tradisjon
- L. Landsbygd og tradisjon



Demographics

Age

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

Household Composition

- Parent with children
- Parent with children aged 0-3
- Parent with children aged 3-6
- Parent with children aged 7-11
- Age 25 and older currently employed

Who We Are



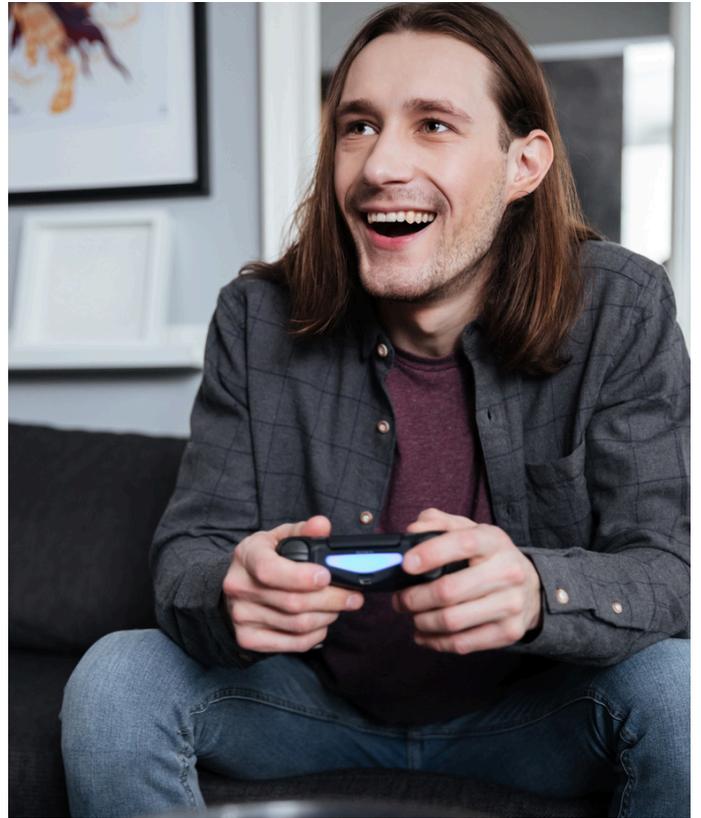
Age

- 18-25 yrs
- 26-35 yrs
- 36-45 yrs
- 46-55 yrs
- 56-67 yrs
- 68-80 yrs
- 80 + yrs

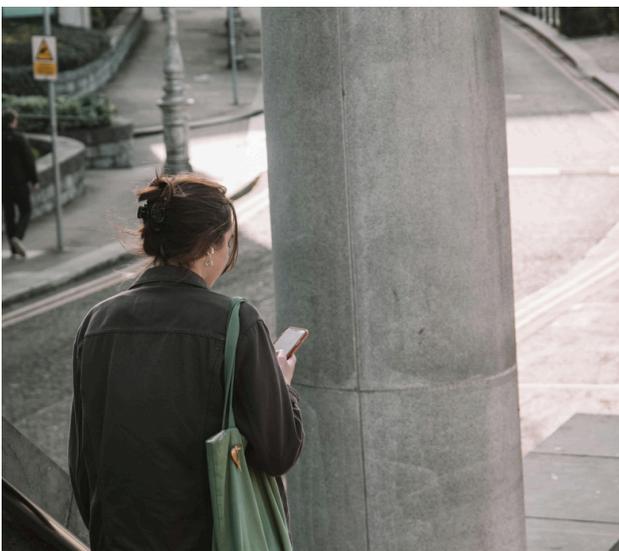


Lifestage

- 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"
- Valentine couples (no children) with outward activities
- Valentine singles - online dating
- Fifty5Blue Families with kids
- Fifty5Blue Baby boomers
- Fifty5Blue Generation X
- Fifty5Blue Millennials
- Fifty5Blue Generation Z



Who We Are



Birth Country

- Norway or EU27 EEA countries
- European countries outside EU27 EEA
- Africa
- Asia including Turkey
- North America
- South and Central America
- Oceania

Children 0-17 yrs

- No Children 0-17 yrs
- Children 0-17 yrs
- No Children 18-25 yrs
- Children 18-25 yrs

Household Composition

- Singles
- Couples

Household Size

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

Origin

- Born in Norway with parents born in Norway
- Born in Norway with one foreign-born parent
- Born in Norway with parents born abroad
- Born Abroad with parents born in Norway
- Born Abroad with one parent born in Norway
- Born Abroad with parents born abroad

Education Level

- Basic
- Secondary
- Vocational
- University
- Unregistered

Household Lifestage

- Young without Children
- Young Family with Children
- Mature Family without Children
- Mature Family with Children
- Older Family without Children
- Older Family with Children
- Elderly Family
- Elderly Single

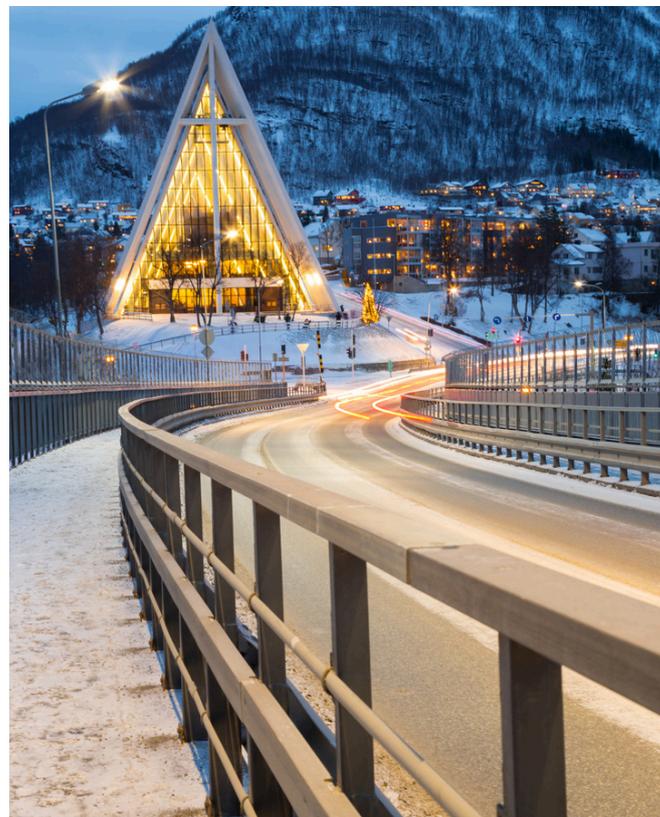
Marital Status

- Married
- Cohabitation
- Single
- Previously married



Attitudes

- Early Adopters
- Stressed
- Attractive
- Impulsive
- Interested in: Economy & Society
- Interested in: Politics
- Interested in: Classic Culture
- Interested in: Music
- Interested in: Movies & Series
- Equality For All
- Lifestyle: Center Group
- Lifestyle: Community oriented
- Lifestyle: Individuals
- Lifestyle: Modern
- Lifestyle: Modern-community oriented
- Lifestyle: Modern-individuals
- Lifestyle: Traditionals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals
- Big Five Personality: Openness
- Big Five Personality: Conscientiousness
- Big Five Personality: Agreeableness
- Big Five Personality: Extraversion
- Big Five Personality: Neuroticism
- 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: Indifferent (LifeValues segmentation)



Business and Employment

- Self-employed
- International business air travellers
- Domestic business air travellers
- High Net Worth Individuals
- 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 - Recruitment decision makers
- Fifty5Blue B2B - IT decision makers
- Fifty5Blue B2B - Decision makers within the organization, CEO, Board Members etc.
- "The well-to-do"
- Movers

Multifamily

- Residents of the same family
- Multigeneration residents
- Has other residents

Property Price Decile

- 01 Lowest Decile
- 02 Decile
- 03 Decile
- 04 Decile
- 05 Decile
- 06 Decile
- 07 Decile
- 08 Decile
- 09 Decile
- 10 Highest Decile



Tenancy

- Owned
- Rented

Type of Housing

- Owned Detached
- Rented Detached
- Owned Terraced
- Rented Terraced
- Owned Apartment
- Rented Apartment

Proximity to Top 4 Cities

- 0-5 km
- 5-10 km
- 10-15 km
- 15-20 km
- 20-25 km
- 25-30 km
- 30-35 km
- 35-40 km
- 40-50 km
- 50 km +

How We Make A Living

Employment Frequency

- Employed per persons 20 69

Employment Sector

- Private sector
- Public owned companies
- Central government
- County government
- Municipal government



Employment Industry

- Agriculture forestry and fishing
- Industrial activities
- Trade/transport/communication/financial/ business/services
- Public adm. defence social security
- Education
- Human health and social work activities
- Other service activities
- Unspecified

Managerial Position

- Senior manager
- Middle manager
- Work leader
- Varies
- Do not have a position

Occupation

- Full-time work
- Part-time work
- Self-employed
- Student
- Retiree
- Unemployed/Other

Household Income

- 0-150K
- 150-225K
- 225-300K
- 300-375K
- 375-450K
- 450-525K
- 525-650K
- 650-775K
- 775-925K
- 925-1150K
- 1150-1450K
- 1450K +



Household Wealth

- 0-100K
- 100-300K
- 300-500K
- 500-750K
- 750-1000K
- 1000-2000K
- 2000-3000K
- 3000-4500K
- 4500K +



Income per Earner

- 0-150K
- 150-225K
- 225-275K
- 275-325K
- 325-375K
- 375-425K
- 425-475K
- 475-550K
- 550-700K
- 700K +

Car Engine Preferences

- Gasoline engine
- Diesel engine
- Electric car
- Hybrid
- Plug-in hybrid
- Gas
- Hydrogen
- Other

Car Segment Preferences

- Sedan (regular passenger car)
- Coupé
- Station wagon
- Van (green license plate)
- Multi-purpose vehicle (MPV)
- Off-road vehicle (SUV)
- Another type of car



Owner

- Has access to minimum 1 car
- Has 0 cars
- Has 1 car
- Has 2 cars



Owner

- Owns a BMW
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan
- Owns a Peugeot
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Volvo

Owner

- Owns an Audi
- Owns an Opel
- Owns a Tesla



In Market

- 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
- Considers a leasing car
- Prefer/Considers a Lexus
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla

Banking

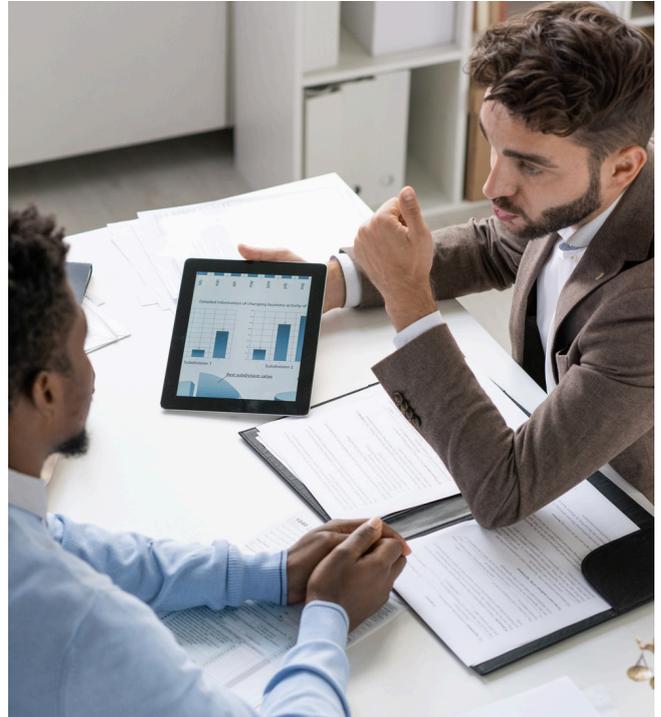
- Considers switching bank
- Customer at Nordea
- Customer at Danske Bank
- Heavy users payments via mobile phone

Influencers

- Interested in: Private Economy

Insurance and Investment

- Purchase intent - Home alarm
- Considers switching insurance company
- Interested in: Stocks and Bonds



Property and Mortgage

- High Spender - Building equipment



Attitudes

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

Conditions and Treatments

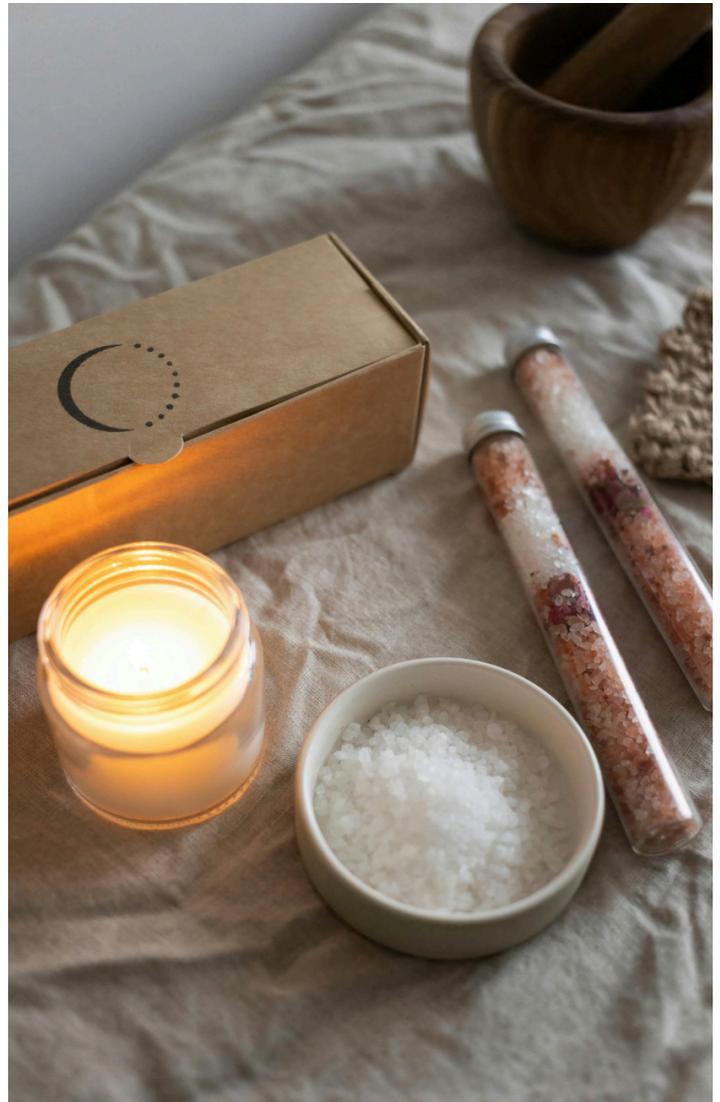
- Online shopping: Pharmaceuticals
- Chronic pains/frequent pain reliever users
- Allergy/cold medication users

Tobacco

- Uses E-Cigarettes

Vitamins

- Vitamins - heavy users



Diet and Exercise

- Interested in: Diet tips
- Easily cooked food
- Interested in Nutrition and health
- Fifty5Blue interested in - Gym exercise, gym
- Healthy Eating Habits
- Fitness Fanatics

Climate and Sustainability

- Interested in: Environment
- Sustainability Segment - Actives
- Sustainability Segment - Considerers
- Sustainability Segment - Believers
- Sustainability Segment - Dismissers
- Interested in: Energy Saving
- Interested in: Eco-friendly Lifestyle
- Environmental products
- Prefer ecological groceries



Online Gambling/Betting



Betting

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

Gambling

- Online gamblers
- Play Lotto
- Play the National Lotto

Attitudes

- Beautybabes
- Interested in: Fashion
- Interested in: Interior Design
- Interested in: Clothes and shoes
- Interested in items for kids



Personal Care and Beauty



Influencers

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

Influencers

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



Leisure Interests

- Cardiocravers
- Devoted Exercisers
- Winter sports
- Interested in: Football
- Interested in: Ice Hockey
- Interested in: Exercise
- Interested in: Wellness
- Interested in: Hunting & Fishing
- Interested in: Biking
- Interested in: Sailing
- Interested in: Motorsports
- Interested in: Golf
- Interested in: Healthy foods
- Interested in: Foreign culture
- Interested in: Concerts
- Interested in: Art
- Goes to cinema, concerts and sports events
- Goes to art exhibitions
- Goes to the opera/ballet
- Interested in: Classic music
- Goes to the museum
- Travels: Amusement Park/Zoo
- Frequent cross-country skiers
- Frequent runners
- Cook gourmet food
- Interested in Spiritual, religious
- Online dating
- Active in basketball
- Active in handball
- Active in hunting
- Active in skiing
- Active in team sports (football, handball, basketball etc.)
- Active in cycling
- Attend theatre or musicals
- Active in golf
- Attend pop concerts, rock concerts
- Fifty5Blue Hobbies - Ski
- Fifty5Blue Hobbies - Cross-country skiing

Sports Fans

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



Travel

Destination

- Travels: Domestic Holiday (In Norway)
- Travels: Holiday Abroad
- Travels: Sun & Bath
- Travels: City
- Travels: Adventure
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Skiing
- Travels: Spa
- Travels: Training
- Travels: Backpacking/interrail
- Skiing enthusiasts with children of school-age
- Travels: Going to restaurants/bars
- Travels: Holiday in the mountains
- Travels: Cross-country skiing holidays
- Travels: Holiday by the sea
- Travels: Visit water park
- Travels: Theme travel

Accommodation

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

Attitudes

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





Destination

- Vacation in South- and North America
- Golf holiday
- Holiday by car, not camping, abroad
- Holiday by car, not camping, domestic
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Vacation in Scandinavia

Media and Entertainment

Books and eBooks

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



Cinema and Influencers

- Online shopping: Movies
- Interested in: Celebrities

Gaming

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

Mobile Device Usage

- Uses Spotify

Music Services

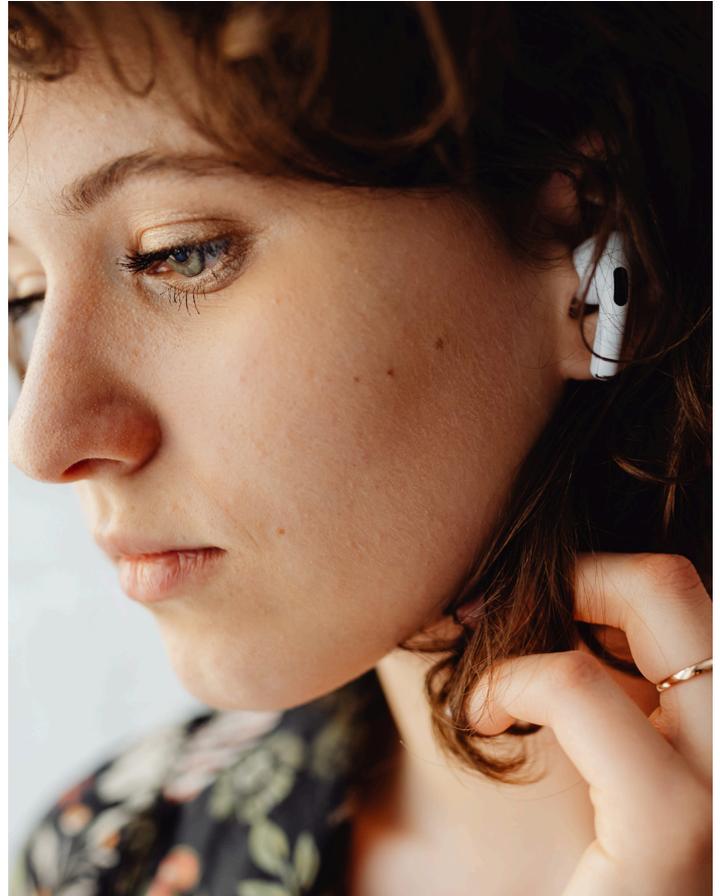
- Spotify Free Subscribers
- Interested in: Pop- and rock music
- Streaming music

Online Video Consumption

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

Other Media

- Daily coverage: Max
- Daily coverage: VOX
- Daily coverage: Utenlandsk radio
- Daily coverage: Lokalradio



Social Media

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



Media and Entertainment

TV and Video Services

- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks
- Uses C More
- Fifty5Blue High spenders - SVOD services (Netflix, HBO 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



Shopping

Attitudes

- Purchase intent - Motor toys
- Purchase intent - Water toys
- Interested in: Nature conservation
- Eco, Fair & Local
- Interior design
- Green fingers
- Loves shopping
- Deal hunter
- 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, takeaway eaters
- Fifty5Blue interested in - Boats, boating



Grocery Preferences

- Uses more than 1.000 kr. on groceries per week

Grocery Retailers

- Shops in Meny
- Shops in Rema 1000
- Shops in Spar

High Spenders

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



Home Improvement

- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: house & garden
- Shops in builders' merchant

Influencers

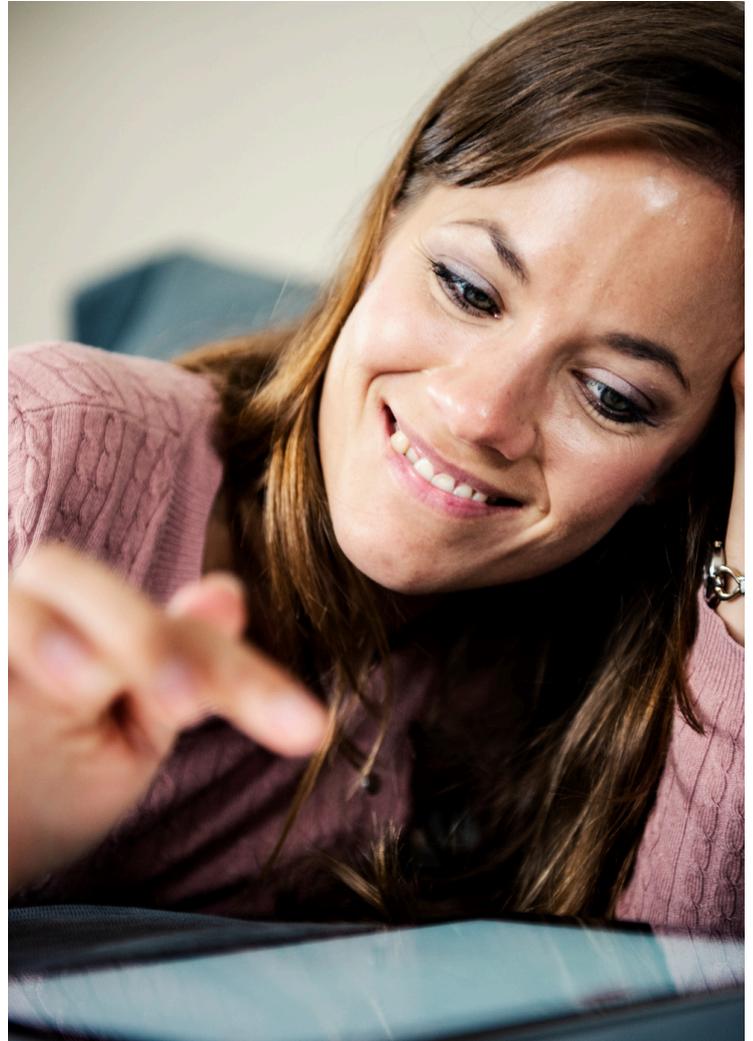
- Motormaniacs
- Interested in: Cars
- Travels: Private boat
- Sailing (owns a boat)

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 on online auctions
- Prefers brick-and-mortar stores over online

Other Retailers

- Shops in malls
- Shops in border stores



Purchase Intent

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

Attitudes

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

Delivery

- Sushi-lover
- Pizza-lover



Advocacy



Charity

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

Attitudes

- Techies
- Purchase intent - New Tech
- Interested in: Photo
- Purchase intent - White goods
- Purchase intent - Home Luxury

Influencers

- High Spender - Consumer electronics
- Purchase intent - "Home Entertainment"
- Purchase intent - Camera
- Interested in: New Technology
- Interested in HiFi

Consumer Packaged Goods



Smokers and Snusere

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

Pet Food

- Dog Owners
- Cat Owners

Attitudes

- Interested in cooking
- Flexitarians
- Foodies
- Food conscious
- Interested in: Baking
- Interested in: Trying new dishes
- Interested in: Trying new products
- Quality over price
- Traditional danish food
- Prefer norwegian goods
- Foreign & exotic dishes
- Eats fast food (takeaway)



GDR

Global Data Resources