

globaldataresources.io



FINLAND

AUDIENCE LIST 2025



Table Of Contents





	INTRODUCTION	1
	Introduction	1
	CONSUMER CLASSIFICATION	2
	Mosaic	2
	GDR International	2
	CAMEO	2
	DEMOGRAPHICS	3
	Age	3
	Household Composition	3
	SOCIODEMOGRAPHICS	3
	Business & Employment	3
	Financial Products	3
	Household Income	4
	Life Phases	4
	Lifestage	4
	WHO WE ARE	5
	Children Group	5
	Children Household Members	5
	Education	5
	Home Status	5
	Marital Status	5
	Household Members	5

Table Of Contents






	KANTAR LIFESTYLES	6
	Attitudes	6
	CONSUMER ELECTRONICS	7
	Consumer Purchase Intent	7
	CONSUMER FINANCIAL	7
	Banking	7
	Insurance	7
	Investment	7
	AUTOMOTIVE	8
	Car Ownership	8
	Car Segment	8
	Car Type	8
	Finance of Most Used Car	8
	In Market	9
	Influencers	9
	Number of Cars in the Household	9
	Miles Driven Per Average Year	9
	Owner	10
	Purchase Condition of Most Used Car	10
	TRANSPORTATION	11
	Transport Methods Own	11

Table Of Contents




	ADVOCACY	11
	Climate & Sustainability	11
	FOOD	12
	Attitudes	12
	FASHION	12
	Attitudes	12
	MEDIA AND ENTERTAINMENT	13
	Books and eBooks	13
	Entertainment	13
	Online Video Consumption	13
	TV and Video Services	13
	HEALTH AND WELLNESS	14
	Attitudes	14
	Conditions and Treatment	14
	Diet and Exercise	14
	Tobacco	14

Table Of Contents



PETS

14

Pet Food

14



ONLINE GAMBLING/BETTING

15

Betting

15



SHOPPING

15

Alcohol

15

Attitudes

15

Consumer Purchase Intent

16

Grocery Preferences

16

High Spenders

16

Home Improvement

16

Shopping

17

Take Home Savouries

17



SPORTS & LEISURE

17

Leisure Interests

17

Sports Fans

18



TRAVEL

18

Accommodation

18

Destination

19

Introduction

AUDIENCE DATA 2025 FINLAND



Global Data Resources is the owner and developer of IDfree: The next-generation digital advertising platform built on ethical and privacy-compliant data sources.

We empower marketers to reach their target audience without compromising user data security. We provide a variety of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your specific campaign goals.

GEO HOT SPOTS

We have identified millions of unique neighbourhoods (a minimum of 15 households). See more in our white paper [Why Neighbourhoods Matter](#).

Our dynamic cluster algorithm pinpoints relevant geographical hot spots for hundreds of social-demographic characteristics and consumer attitudes and preferences.

This list is a complete record of audience data available to you in **Finland**.

ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. It ensures our audience segments are built on trustworthy and accurate consumer insights.

We strategically collaborate only with the most respected industry leaders in data provision and AdTech development.

CONTACT OUR TEAM

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries: globaldataresources.io/contact

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

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



CAMEO

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

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
- Parent with children aged 12-15
- Parent with children aged 16-19

Sociodemographics

Business and Employment

- International business air travellers
- Domestic business air travellers
- Self employed
- Occupation: Full time employed
- Occupation: Student
- Occupation: Retired
- Occupation: Unemployed
- Kantar B2B - Decision makers, CEO, Board Members, etc.

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



Household Income

- More than 100 000€
- 1 Modest Income Families
- 2 Less Affluent Families
- 3 Comfortable Families
- 4 Prosperous Families
- 5 Wealthy Families

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

- Kantar Families with kids
- Lifecycle - "Senior Couples "
- Lifecycle - "Empty nesters"
- Lifecycle - "Singles"
- Lifecycle - "Young & Free"
- Lifecycle - "Infant years"
- Lifecycle - "School kids"
- Lifecycle - "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





Children Groups

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

Children Household Members

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

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

Home Status

- Home Owner
- Home Renter

Marital Status

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

Attitudes

- Early Adopters
- Stressed
- Attractive
- Impulsives
- Interested in: Classic Culture
- Interested in: Music
- Interested in: Movies
- Interested in: Movies & Series
- Equality For All
- 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: Independents (LifeValues segmentation)
- Lifestyle: Indifferents (LifeValues segmentation)





Consumer Purchase Intent

- Techies
- Purchase intent - New Tech very+rather
- Interested in: Photo
- Interested in: Computers
- Purchase intent - White goods
- Purchase intent - "HomeEntertainment"
- High Spender - Consumer electronics
- Purchase intent - Camera Very+Rather
- Interested in: New Technology

Consumer Financial

Banking

- Customer at Nordea
- Customer at Danske Bank
- Customer at SEB

Insurance

- Purchase intent - Home alarm very+rather probable
- Heavily insured (multiple insurance policies)

Investment

- Interested in: Stocks and Bonds
- Online stocks trading





Car Ownership

- Leased/Company Car
- Self owned

Car Segment

- CityCars
- SuperminiCars
- SmallFamilyCars
- LargeFamilyCars
- ExecutiveCars
- LuxuryCars
- Lcv
- Mpv
- Sports
- Suv

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

Finance of Most Used Car

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



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

Miles Driven On Average Per Year

- 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)

- Considers a car using petrol
- Considers a car using diesel
- Considers a hybrid car
- Considers an electric car
- Considers a hybrid or electrical car
- Has a leased 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

Influencers

- Interested in: Cars

Number Of Cars In The Household

- OneCar Household
- TwoCars Household
- ThreeCars Household
- FourCars Household



- 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

Owner

- Has access to at least 1 car
- 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

Purchase Condition Of Most Used Car

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



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



Advocacy



Climate And Sustainability

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



Attitudes

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

Attitudes

- Interested in: Fashion
- Interested in: Interior Design
- Interested in: Clothes and shoes
- Interested in watches and jewelry
- High focus on design
- Online shopping: Clothes and shoes
- Shops regardless of the economy
- Interested in: Looks & Glamour





Online Video Consumption

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

Books and eBooks

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

Entertainment

- Online shopping: Movies
- Interested in: Computer games
- Online shopping: Computer games and software
- Uses Spotify
- Streaming music

TV and Video Services

- Daily coverage: TLC
- Daily coverage: Discovery Networks Finland
- 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



Attitudes

- Kantar Brand usage - Private doctoral services, customers paying themselves
- Kantar Brand usage - Pharmacy cosmetics, skincare, uses regularly
- Kantar High frequency - Vitamin users
- Health and well-being

Conditions and Treatments

- Acid reduction/acid reflux - heavy users
- Chronic pains/frequent pain reliever users
- OTC Muscle Pain Treatment
- Vitamins - heavy users

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
- Interested in: Beauty Care
- Online shopping: Eyewear

Tobacco

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

Pets

Pet Food

- Cat Owners
- Dog Owners



Betting

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



Shopping

Alcohol

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



Attitudes

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



Consumer Purchase Intent

- Kantar Interested in - Cottage life, hiring a cottage
- Kantar interested in - Boats, boating
- 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 Purchase intent - mortgage
- Kantar Purchase intent - cottage/ vacation home

Home improvement

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

Grocery Preferences

- Uses more than 1.000 EUR on groceries per week
- Shops private label
- Shops in Lidl

High Spenders

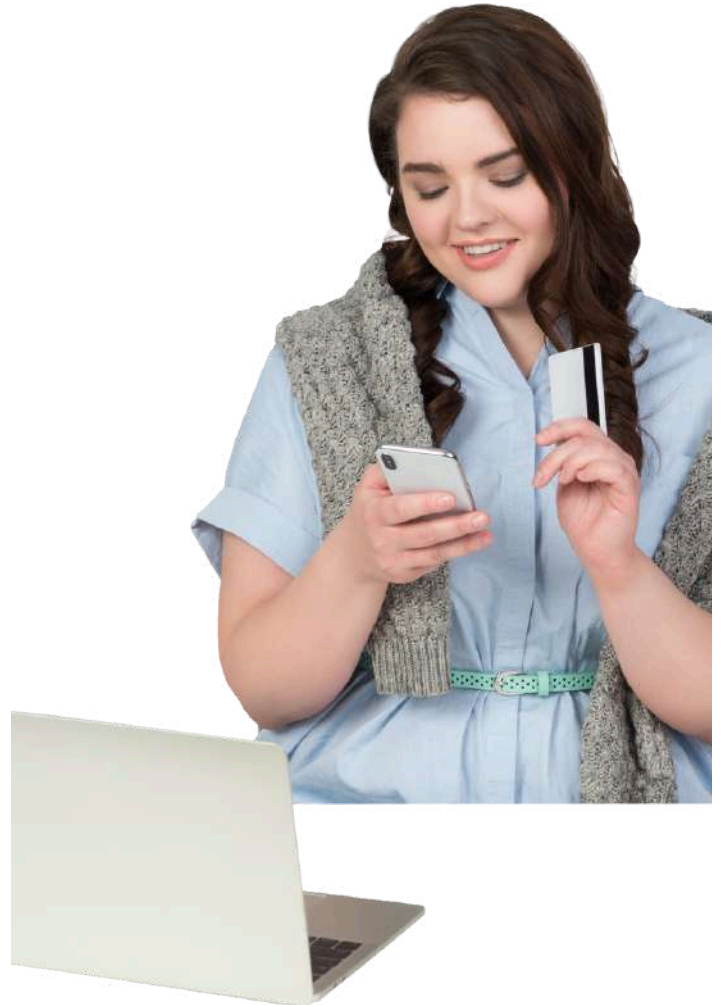
- High Spender - Kid's clothes
- High Spender - Sport/leisure equipment
- High Spender - Training/Exercise
- High Spender - Men's clothes
- High Spender - Ladies' clothes
- High spenders - cosmetics, skin-/haircare
- High spenders - Eyewear
- Goes to festivals

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
- Shops in malls
- Shops in outlet stores

Take Home Savouries

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



Sports and Leisure

Leisure Interests

- Interested in: Outdoor Life
- 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: Motor sports
- Interested in: Tennis

Sports and Leisure

Leisure Interests

- Interested in: Meditation/Yoga
- 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, basketball, etc.)
- Kantar Hobbies - Tennis, squash, badminton
- Active in golf
- Kantar Hobbies - Ski
- Kantar Hobbies - Cross country skiing

Sports Fans

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



Travel



Accommodation

- Interested in: Camping
- Travels: Interested in a cabin-vacation
- Travels: 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 rented cabin, abroad
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Holiday in rented cabin, domestic

