

globaldataresources.io

# FINLAND



AUDIENCE LIST 2026



# Table Of Contents

	<b>INTRODUCTION</b>	1
	Introduction	1
	<b>CONSUMER CLASSIFICATION</b>	2
	Mosaic™	2
	GDR International	2
	<b>SOCIODEMOGRAPHICS</b>	3
	Household Income Groups	3
	Life Phases	3
	Lifestage	4
	Household Income	4
	Attitudes	4
	Business and Employment	5
	Financial Products	5
	<b>WHO WE ARE</b>	5
	Children Groups	5
	Children household members	5
	Education	5
	Gender of child (ALL)	6
	Household Members	6
	Marital Status	6
	Home Status	6

# Table Of Contents

	<b>CONSUMER ELECTRONICS</b>	7
	Influencers	7
	Attitudes	7
	Domestic Appliances	7
	<b>CONSUMER FINANCIAL</b>	7
	Insurance	7
	Investment	7
	Banking	8
	<b>CONSUMER PACKAGED GOODS</b>	8
	Pet Food	8
	Attitudes	8
	Take Home Savouries	8
	Tobacco	8
	<b>MEDIA AND ENTERTAINMENT</b>	9
	Books and eBooks	9
	Gaming	9
	Online Video Consumption	9
	TV and Video Services	9
	Mobile Device Usage	9
	Music Services	10
	Social Media	10

# Table Of Contents

	<b>ONLINE GAMBLING/BETTING</b>	10
	Betting	10
	Gambling	10
	<b>SHOPPING</b>	11
	Attitudes	11
	High Spenders	11
	Home Improvement	11
	Purchase intent	12
	Online shopping	12
	Other Retailers	12
	Grocery Retailers	12
	Grocery Preferences	12
	<b>DINING</b>	13
	Attitudes	13
	Delivery	13
	<b>FASHION</b>	13
	Attitudes	13
	Behaviors	13
	<b>FASHION</b>	14
	Attitudes	14
	Diet and Exercise	14
	Vitamins	14
	Tobacco	14

# Table Of Contents

	<b>ADVOCACY</b>	15
	Climate and sustainability	15
	<b>AUTOMOTIVE</b>	15
	Car ownership	15
	Car segment	15
	Car Type	15
	Finance of most used car	16
	Miles driven on average per year	16
	Number of cars in the household	16
	Purchase condition of most used car	16
	Influencers	16
	Attitudes	16
	In Market	17
	Owner	17
	<b>SPORTS AND LEISURE</b>	18
	Sports Fans	18
	Leisure Interests	18
	<b>TRANSPORTATION</b>	19
	Transport methods own	19
	<b>DEMOGRAPHICS</b>	19
	Household composition	19
	Age and gender	19

# Table Of Contents



## TRAVEL

Accommodation

Attitudes

Destination

20

20

20

20



# 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 people in 37 markets.

### HIGH-VALUE AUDIENCES ACROSS FINLAND

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

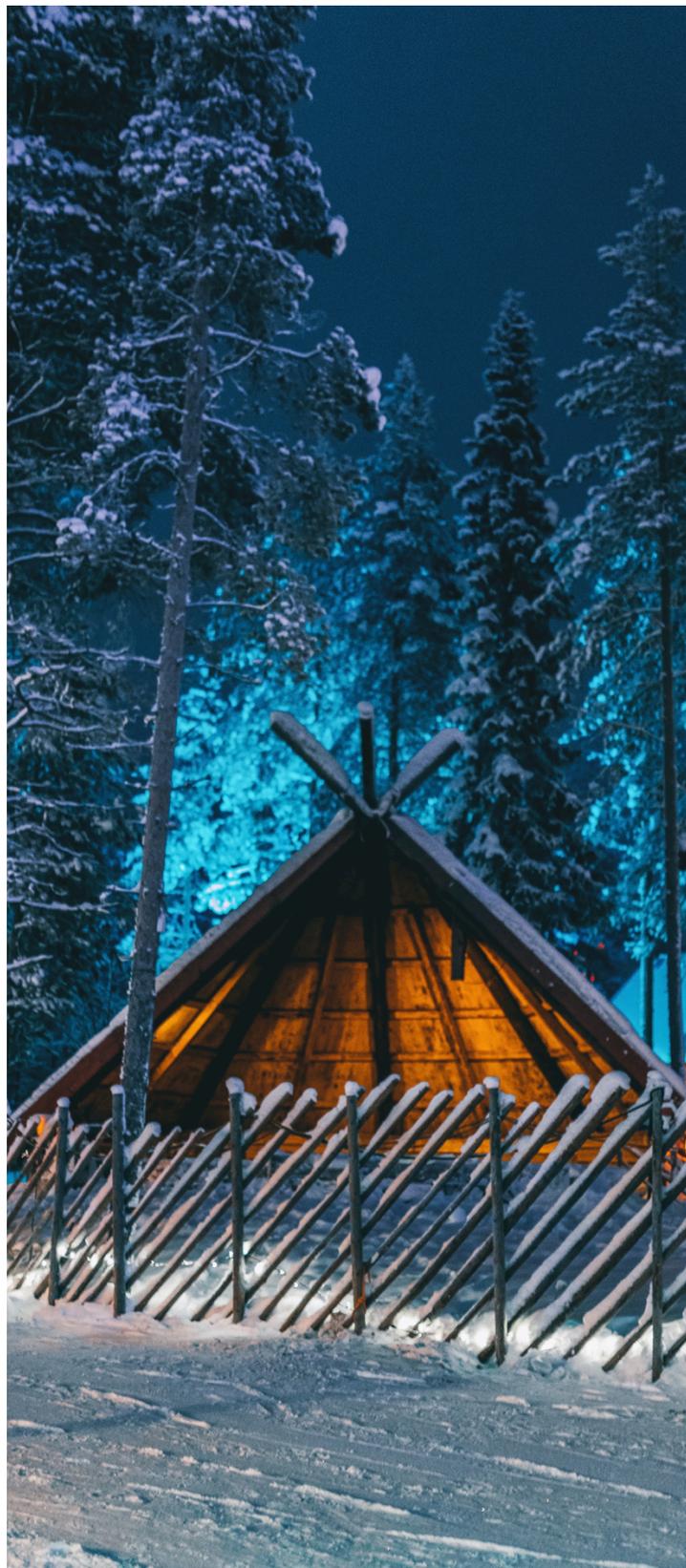
Start the conversation with a few keywords: [globaldataresources.io/contact](https://globaldataresources.io/contact)

## 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





## 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

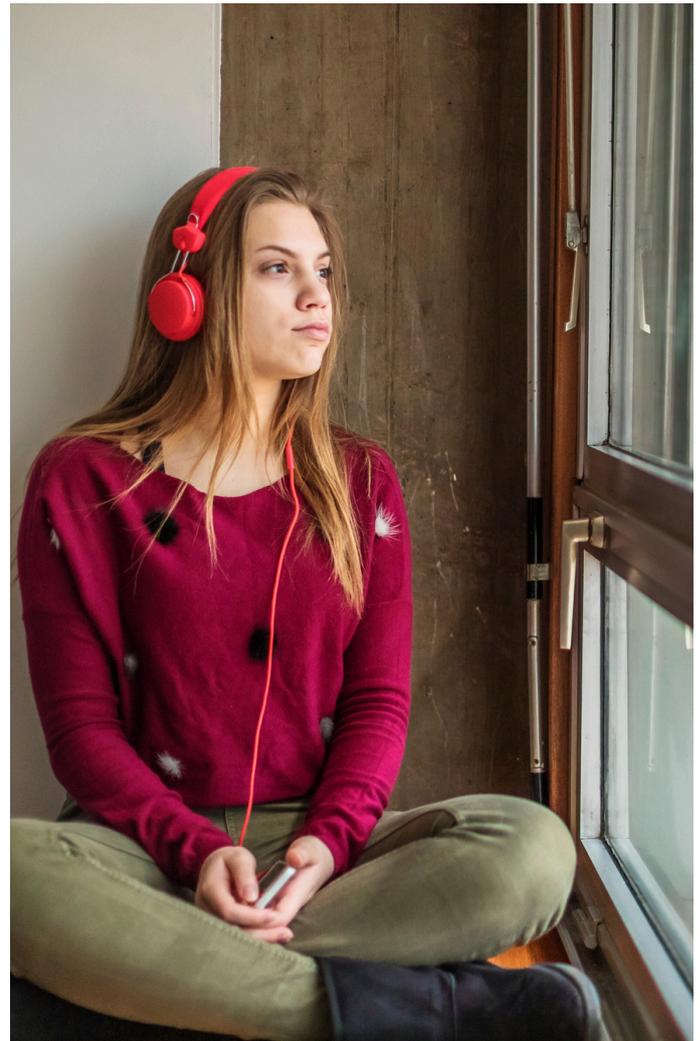
- Modest Income Families
- Less Affluent Families
- Comfortable Families
- Prosperous Families
- Wealthy Families

# Lifestage

- Fifty5Blue 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"
- Fifty5Blue Generation X
- Fifty5Blue Millenials
- Fifty5Blue 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
- 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.

# Financial Products

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

## 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



## Influencers

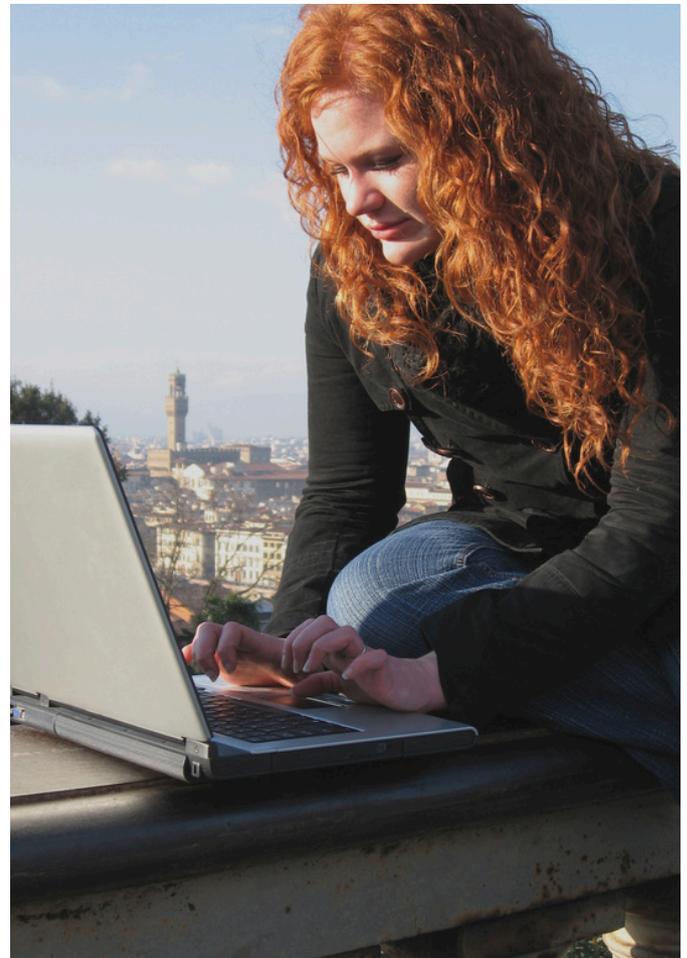
- Purchase intent - "HomeEntertainment"
- High Spender - Consumer electronics
- Purchase intent - Camera
- Interested in: New Technology

## 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

## 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
- Fifty5Blue High spenders - SVOD services (Netflix, HBO etc.)
- Fifty5Blue 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

- Fifty5Blue Interested in - Cottage life, hiring a cottage
- Fifty5Blue interested in - Boats, boating
- Do it yourself (DIY)
- Fifty5Blue High interest - Cottage rent domestic
- Fifty5Blue High interest - Cottage rent abroad
- Fifty5Blue High frequency - Ice cream eaters
- Fifty5Blue High frequency - Take out, take away eaters
- Fifty5Blue High spenders - travel
- Fifty5Blue High spenders - clothing
- Fifty5Blue Novelty pioneers in drinks
- Fifty5Blue Novelty pioneers in food
- Fifty5Blue 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

- Fifty5Blue Purchase intent - mortgage
- Fifty5Blue 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



## Attitudes

- Interested in: Baking
- Interested in: Wine
- Often seen at restaurants
- Fifty5Blue 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

## Attitudes

- Fifty5Blue Brand usage - Private doctoral services, customers paying themselves
- Fifty5Blue Brand usage - Pharmacy cosmetics, skincare, use regularly
- Fifty5Blue High frequency - Vitamin users
- Health and well-being

## Diet and Exercise

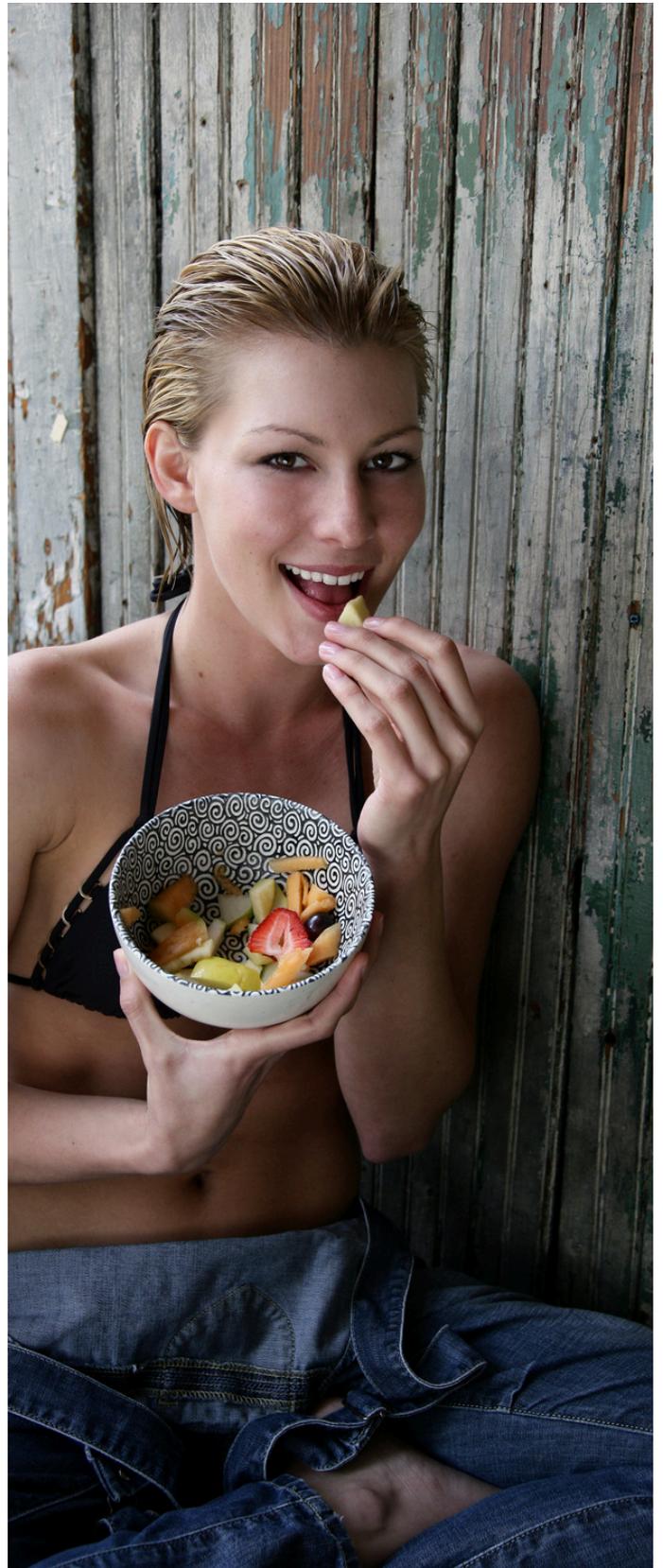
- Fifty5Blue High-frequency oat drink users
- Easily cooked food
- Interested in Nutrition and health
- Fifty5Blue interested in - Gym exercise, gym
- Dietary supplements - heavy users
- Healthy Eating Habits
- Fitness Fanatics

## Vitamins

- Vitamins - heavy users

## Tobacco

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



## 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

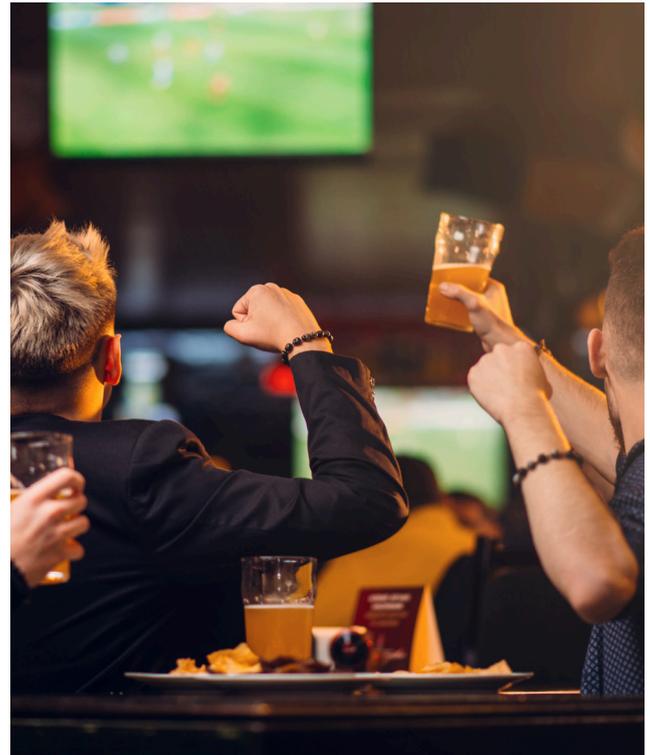
- New
- Nearly New (Less Than 1 Year Old)
- Previously Used (More Than 1 Year Old)

## 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



## 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

## Attitudes

- Interested in: Nature conservation



## 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

## 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)
- Fifty5Blue Hobbies - Tennis, squash, badminton



## Sports Fans

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

## 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)