

# COLLECTED

ALL AUDIENCE LISTS 2024



**IDFree.com**

NEXT-GEN TARGETING

OFFERED &  
DEVELOPED BY

IDFREE.COM



# GERMANY

AUDIENCE LIST 2024

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NEXT-GEN TARGETING

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DEVELOPED BY

IDFREE.COM

# INTRODUCTION



## AUDIENCE DATA ● GERMANY

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach the exact audience they need 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 & preferences.

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

### **ONLINE OMNICHANNEL**

Based on data from i.a. Istat, we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries at [idfree.com/contact](https://idfree.com/contact)

### **ETHICAL DATA SOURCES**

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This 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.

# TABLE OF CONTENT

<b>1. Consumer Classification</b>	<b>2</b>
• Online Cameo	2
<b>2. Family-Parenting</b>	<b>2</b>
• Family Type	2
• Household Members	2
• Education	3
<b>3. Personal Finance</b>	<b>3</b>
• Family Economy	3
• Bank Loyalty	3
<b>4. Housing &amp; Property</b>	<b>4</b>
• Home Type	4
• Home Status	4
• Urban & Rural	4
<b>5. Lifestyle-Life Phases</b>	<b>5</b>
• Life stages	5
• Values	5
• Church	5
• Exercise	5
• Health	5
<b>6. Automotives</b>	<b>6</b>
• Car Segment	6
• Car Type	6
• Car Usage	6
• Purchase condition	6
• Car make	7
• Number of cars	7
• Owner Type	7
• Car Ownership	7
• Car Dealership	7



# TABLE OF CONTENT

<b>7. Interests</b>	<b>8</b>
• Hobbies and interests	8
<b>8. Travel</b>	<b>8</b>
• Travel	8
<b>9. Purchase Intent</b>	<b>9</b>
• Purchase intent	9
• High spenders	9



# CATEGORY 1

## CONSUMER CLASSIFICATION

### ONLINE CAMEO

1. Wealthy Households
2. Affluent Professionals
3. Flourishing Communities
4. Comfortable Households
5. Settled Society
6. Modest Communities
7. Hard Working Neighbourhoods
8. Stretched Households
9. Urban Travail



# CATEGORY 2

## FAMILY-PARENTING

### FAMILY-PARENTING

- Single, young couples (-34 years)
- Childless young couple (-34 years)
- Family: Small child (under 3 years)
- Family: No children
- Family w/ small child (under 7 years)
- Family w/ School-age child (7-12 yrs)
- Family w/ Teenager (13-17 years)
- Family of Grown-ups (18-64 years)
- Family: Pension-age (65- years)

### HOUSEHOLD MEMBERS

- (A) Elite
- (B) House-Owner Families
- (C) Responsibility with wealth
- (D) Big city lights
- (E) Paperwork and balcony



# CATEGORY 2

## FAMILY-PARENTING

### HOME TYPE

- Executive households
- Middle-class households
- Working-class households
- Farmer households

### 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/Master's

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[idfree.com](https://idfree.com)

# CATEGORY 3

## PERSONAL INCOME

### PERSONAL FINANCES

- High Income
- Medium Income
- Low Income

### BANK LOYALTY

- Very loyal
- Quite loyal
- Not very loyal
- Not at all loyal

# CATEGORY 4

## HOUSING & PROPERTY



### HOME TYPE

- Individualists in digital channels
- Self-centred and passive
- Spiritual and religious well-doers
- Patriots seeking security
- Prioritizing the common good
- Seeking inner growth

### HOME STATUS

- Home Owned
- Home Rented

### URBAN & RURAL

- Lives in cities
- Lives in the countryside

### ABOUT GDR

Global Data Resources (GDR) provides privacy-safe audiences and omnichannel activation via IDFree.com: The next-gen targeting tool for brands, agencies, and publishers.

We offer consumer classification and interest data for 35 markets, covering +750M people across EMEA, Australia, Asia, and the Americas.

[globaldataresources.io](https://globaldataresources.io)



# CATEGORY 5

## LIFESTYLE-LIFE PHASES

### LIFE PHASES

- Single and young couples
- Families with children
- Families with teens
- Mature couples, no children
- Older couples and seniors

### VALUES

- Dwellings in detached houses
- Dwellings in terraced & semi-detached houses
- Dwellings in blocks of flats
- Owner-occupied dwellings
- Rented dwellings
- Dwellings of other occupancy

### CHURCH

- Detached experience seekers
- Detached doers
- Traditional keepers
- Responsible open-minded
- Security seeking faithful

### EXERCISE

- Traditional Exercisers
- Trendy Exercisers
- Health-oriented Exercisers
- Couch Potatoes

### HEALTH

- Carefree
- Health Conscious
- Knowledgeable Passives
- Gloomies



### HIGH-PERFORMING

*"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."*

- **Marcus Johansson**  
 Founder & CEO, BidTheatre

# CATEGORY 6

## AUTOMOBILE

### CAR SEGMENT

- Mini Cars
- Small Cars
- Medium Cars
- Large Cars
- Executive Cars
- Luxury Cars
- LCV
- Multi-purpose Cars
- Sports Cars
- Sport utility Cars (including off-road vehicles)

### CAR TYPE

- 3-door Hatchback
- 4-door Saloon
- 5-door Hatchback Estate/wagon
- MPV (Multi-Purpose Vehicle)/people carrier SUV (Sports Utility Vehicle)/4x4



### CAR USAGE

- Distance is driven average/year: 24,001 to 32,000 km.
- Distance is driven average/year: 32,000 km. +

### PURCHASE CONDITION

- New
- Less than 1 year old
- More than 1 year old

### PARTNER INSIGHTS

Strategic partnerships can unlock valuable business insights by combining different areas of expertise and data. Read more from our partners who evaluate the gains of collaborating with GDR and IDFree.com.

[idfree.com/partnerinsights](https://idfree.com/partnerinsights)



# CATEGORY 6

## AUTOMOBILE

### REACH US

Please reach out to our team to hear more and/or set up a company account on [idfree.com](https://idfree.com).

[idfree.com/contact](https://idfree.com/contact)

### CAR DEALERSHIP

- VV-Auto Veho Laakkonen
- LänsiAuto

### NUMBER OF CARS

- 1 car
- 2 cars
- 3 cars
- 4+ cars

### CAR MAKE

- Alfa Romeo
- Audi
- BMW
- Chevrolet Citroen
- Dacia
- Fiat
- Ford
- Honda
- Hyundai
- Kia
- Land Rover

### OWNER TYPES

- Single and young couples
- Families with children
- Older couples and seniors

### CAR OWNERSHIP

- Leasing 1-3 years old
- Own Vans over 2 years old
- Own 4-7-year-old cars



- Lexus
- Mazda Mercedes-Benz Mini
- Mitsubishi Nissan
- Opel
- Peugeot Porsche Renault
- Saab
- Seat
- Skoda
- Smart
- Subaru
- Suzuki
- Tesla Motors Toyota
- Volvo Volkswagen

# CATEGORY 7

## INTERESTS & HOBBIES

### INTERESTS

- Cooking
- Gardening
- Motorized vehicles
- Technology
- Culture
- Fashion
- Sports & exercise
- Literature & reading
- Travelling/abroad
- Travelling/domestic
- Family vacations/abroad
- Family vacations/domestic
- Cruises
- Skiing holidays
- High-frequency moviegoers
- High-frequency theatregoers

# CATEGORY 8

## VACATION & TRAVEL

### VACATION

- Premium (quality above price)
- Discount (price above quality)
- Single and young couples
- Families with children
- Older couples and seniors



# CATEGORY 9

## PURCHASE INTENT

### PURCHASE INTENT

- New home
- Mortgage
- Shopping fanatics
- Cottage/vacation home
- Home Entertainment
- New car
- Used car
- Novelty pioneers in drinks
- Novelty pioneers in food
- High-frequency oat drink users
- Fast food junkies

### HIGH-SPENDERS

- Travel
- Clothing
- Kids clothing
- Sports clothing and shoes







# ITALY

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• Online Cameo	2
• GDR International	2
<b>2. Household</b>	<b>3</b>
• Household Income	3
• Household Type	3
• Food	3
• Pets	3
• Education	3
<b>3. Lifestyles</b>	<b>4</b>
• Life Phases	4
• Music	4
• Membership	4
• Online Behavior	4
<b>4. Interests &amp; Activities</b>	<b>5</b>
• Interests	5
• Activities	6
<b>5. Betting &amp; Lotto</b>	<b>6</b>
• Betting and Lotto	6
<b>6. Automobile</b>	<b>7</b>
• Car	7
• Disposal of car	8

## INDEPENDENT ALTERNATIVE

*"We're very happy to collaborate with IDFree.com and GDR who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."*

**- Pierce Cook-Anderson**

Managing Director Northern Europe, Equativ



# TABLE OF CONTENT

<b>7. Sports Activities</b>	<b>8</b>
• Sports	8
<b>8. Travel &amp; Vacation</b>	<b>9</b>
• Travel	9
<b>9. Shopping Habits</b>	<b>9</b>
• Shopping Habits	9



# CATEGORY 1

## CONSUMER CLASSIFICATION

### ONLINE CAMEO

1. Wealthy Households
2. Professional Families
3. Comfortable Families
4. Middle-Class Communities
5. Home Comfort
6. Suburban Endeavours
7. Provincial Communities
8. Modest Means
9. Stretched Families
10. Struggling Society

### 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

# CATEGORY 2

## HOUSEHOLD

### HOUSEHOLD INCOME

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

### FOOD

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

### EDUCATION

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

### PETS

- Dog owner
- Cat owner

### HOUSEHOLD TYPE

- Has cottage
- Has caravan
- Has motorboat or sailboat

## ABOUT IDFREE.COM

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# CATEGORY 3

## LIFESTYLES

### LIFE PHASES

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

### MUSIC

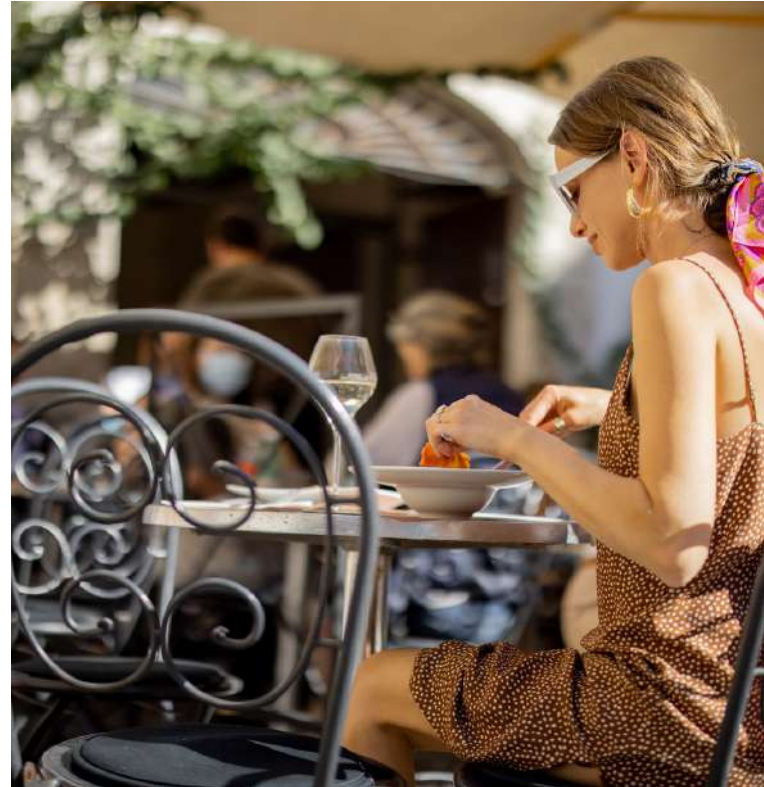
- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

### MEMBERSHIPS

- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

### ONLINE BEHAVIOR

- Receives newsletters and offer emails
- Uses online banking
- Watch TV online



### HIGH-PERFORMING

*"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."*

- **Marcus Johansson**  
Founder & CEO, BidTheatre

# CATEGORY 4

## INTERESTS & ACTIVITIES

### INTERESTS

- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Attending shows/stand-up
- Attending evening school/hobby class
- Practising sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Weight loss tips
- Spiritual or religious
- Jewellery and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- Car and motor
- Hi-Fi and stereo system
- IT and internet
- New technology
- Travelling

### PARTNER INSIGHTS

Strategic partnerships can unlock valuable business insights by combining different areas of expertise and data. Read more from our partners who evaluate the gains of collaborating with GDR and IDFree.com.

[idfree.com/partnerinsights](https://idfree.com/partnerinsights)



# CATEGORY 4

## INTERESTS & ACTIVITIES

### ACTIVITIES

- Makes minor repairs in the home
- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant



# CATEGORY 5

## BETTING & LOTTO

### ETHICAL DATA SOURCES

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### BETTING & LOTTO

- Playing online bingo and lotteries
- National lottery
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Plays in online competitions
- Online games with money price
- Online games
- Online betting
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Online Casino



# CATEGORY 6

## AUTOMOBILE

### CAR

- Driving Alfa Romeo
- Driving Audi
- Driving BMW
- Driving Chevrolet
- Driving Citroen
- Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
- Driving Land Rover
- Driving Mazda
- Driving Mercedes-Benz
- Driving Mitsubishi
- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen

### REACH US

Please reach out to our team to hear more and/or set up a company account on [idfree.com](http://idfree.com).

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# CATEGORY 6

## AUTOMOBILE

### DISPOSAL OF CAR

- No cars
- 1 car in the household
- 2 or more cars in the household
- Has trailer



# CATEGORY 7

## SPORTS ACTIVITIES

### SPORTS

- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

# CATEGORY 8

## TRAVEL & VACATION

### TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in the Netherlands
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in the Netherlands

# CATEGORY 9

## SHOPPING HABITS

### SHOPPING HABITS

- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands



# SPAIN

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# CATEGORY 2

## HOUSEHOLD

### HOUSEHOLD INCOME

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- Prosperous Families
- Wealthy Families

### FOOD

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
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# CATEGORY 3

## LIFESTYLES

### LIFE PHASES

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- Elders In Retirement

### MUSIC

- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
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### MEMBERSHIPS

- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

### ONLINE BEHAVIOR

- Receives newsletters and offer emails
- Uses online banking
- Watch TV online



# CATEGORY 4

## INTERESTS & ACTIVITIES

### INTERESTS

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- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Weight loss tips
- Spiritual or religious
- Jewellery and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- Car and motor
- Hi-Fi and stereo system
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- New technology
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### ACTIVITIES

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- Shops in thrift stores
- Eating at restaurant



# CATEGORY 5

## BETTING & LOTTO

### MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give us almost endless combinations.

But What Is Wrong With Micro-Targeting?

### BETTING & LOTTO

- Playing online bingo and lotteries
- National lottery
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Plays in online competitions
- Online games with money price
- Online games
- Online betting
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Online Casino



# CATEGORY 6

## AUTOMOBILE

### CAR

- Driving Alfa Romeo
- Driving Audi
- Driving BMW
- Driving Chevrolet
- Driving Citroen
- Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
- Driving Land Rover
- Driving Mazda
- Driving Mercedes-Benz
- Driving Mitsubishi
- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen



### REACH US

Please reach out to our management team to hear more and/or set up a company account on [idfree.com](https://idfree.com).

[idfree.com/contact](https://idfree.com/contact)

# CATEGORY 6

## AUTOMOBILE

### DISPOSAL OF CAR

- No cars
- 1 car in the household
- 2 or more cars in the household
- Has trailer



# CATEGORY 7

## SPORTS ACTIVITIES

### SPORTS

- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

# CATEGORY 8

## TRAVEL & VACATION

### TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Spain
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in Spain

# CATEGORY 9

## SHOPPING HABITS

### SHOPPING HABITS

- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food  
Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands





# THE UK

## AUDIENCE LIST 2024

**IDFree.com**

NEXT-GEN TARGETING

OFFERED &  
DEVELOPED BY

IDFREE.COM



# INTRODUCTION



## AUDIENCE DATA ● THE UK

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach the exact audience they need 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 (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 & preferences.

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

### **ONLINE OMNICHANNEL**

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries [idfree.com/contact](https://idfree.com/contact)

### **ETHICAL DATA SOURCES**

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This 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.

# TABLE OF CONTENT

<b>1. Consumer Classification</b>	<b>2</b>
• Online Cameo	2
• GDR International	2
<b>2. Sociodemographics</b>	<b>3</b>
• Household Income	3
• Life Phases	3
• Households	3
• Education	3
<b>3. Automobiles</b>	<b>4</b>
• Car Disposal	4
• Car Driving	4
<b>4. Interests</b>	<b>5</b>
• Interests	5
• Activities	6
• Music	6
• Online Behavior	6
• Pets	6
<b>5. Sports and Leisure</b>	<b>7</b>
• Leisure Activities	7
<b>6. Vacation &amp; Travel</b>	<b>8</b>
• Vacation & Travel	8

## INDEPENDENT ALTERNATIVE

*"We're very happy to collaborate with IDFree.com and GDR who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."*

- Pierce Cook-Anderson  
Managing Director Northern Europe, Equativ



# TABLE OF CONTENT

<b>7. Betting &amp; Gambling</b>	<b>8</b>
• Lotto	8
• Betting	8
<b>8. Food</b>	<b>9</b>
• Food Habits	9
<b>9. Shopping</b>	<b>9</b>
• Shopping Attitudes	9



# CATEGORY 1

## CONSUMER CLASSIFICATION

### ONLINE CAMEO

- 01 United Kingdom
- 02 Prosperous Professionals
- 03 Flourishing Society
- 04 Content Communities
- 05 White Collar Neighbourhoods
- 06 Enterprising Mainstream
- 07 Paying The Mortgage
- 08 Cash Conscious Communities
- 09 On A Budget
- 10 Family Value

### 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



# CATEGORY 2

## SOCIODEMOGRAPHICS

### HOUSEHOLD INCOME

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

### HOUSEHOLDS

- Has cottage
- Has caravan
- Has motor boat or sailboat

### EDUCATION

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

### LIFE PHASES

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

### ABOUT IDFREE.COM

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# CATEGORY 3

## AUTOMOBILE



### CAR/DRIVING

- Driving Alfa Romeo Driving Audi
- Driving BMW
- Driving Chevrolet Driving Citroen Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda Driving Hyundai Driving Kia
- Driving Land Rover Driving Mazda
- Driving Mercedes-Benz Driving Mitsubishi Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen

### CAR/DISPOSAL OF CAR

- No cars
- 1 car in the household
- 2 or more cars in the household
- Has trailer

### HIGH-PERFORMING

*"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."*

- **Marcus Johansson**  
 Founder & CEO, BidTheatre

# CATEGORY 4

## INTERESTS

### INTERESTS

- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Attending shows/stand-up
- Attending evening school/ hobby class
- Practising sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares
- Home interior design
- Kitchen decor
- Do-It-Yourself
- Gardening
- Health
- Wellness
- Nutrition and Health
- Weight loss tips
- Spiritual or religious
- Jewellery and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- Car and motor
- Hi-Fi and stereo system
- IT and internet
- New technology
- Travelling



### MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give us almost endless combinations.

But What Is Wrong With Micro-Targeting?

# CATEGORY 4

## INTERESTS

### ACTIVITIES

- Makes minor repairs in the home
- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant

### MUSIC

- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music



### ONLINE BEHAVIOR

- Receives newsletters and offers in emails
- Uses online banking
- Watch TV online

### PETS

- Dog owner
- Cat owner

## REACH US

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[idfree.com/contact](http://idfree.com/contact)



# CATEGORY 5

## SPORTS AND LEISURE



### LEISURE ACTIVITIES

- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

### ETHICAL DATA SOURCES

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# CATEGORY 6

## VACATION & TRAVEL

### VACATION & TRAVEL

- City or cultural holiday
- Holiday in the sun
- Cruise
- Round trip
- Ski holiday
- Golf vacation
- Active holiday
- Backpack holiday abroad
- Folk high school holiday
- Spa and wellness stay

# CATEGORY 7

## BETTING & LOTTO

### LOTTO

- Plays online bingo and lotteries
- Plays in online competitions
- Online games with money price
- Online games
- Buying scratch cards weekly
- Buying Lotto weekly
- Buying EuroMillions (Lotto)
- Online Casino
- National Lottery

### BETTING

- Online betting
- Sports betting
- Betting on football



# CATEGORY 8

## FOOD



### FOOD HABITS

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

# CATEGORY 9

## SHOPPING

### SHOPPING ATTITUDES

- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Often buying the supermarkets' own cheaper brands
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments



# FRANCE

AUDIENCE LIST 2024

**IDFree.com**

NEXT-GEN TARGETING

OFFERED &  
DEVELOPED BY

IDFREE.COM



# INTRODUCTION



## AUDIENCE DATA ● FRANCE

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach the exact audience they need 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 & preferences.

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

### **ONLINE OMNICHANNEL**

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries [idfree.com/contact](https://idfree.com/contact)

### **ETHICAL DATA SOURCES**

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# TABLE OF CONTENT

<b>1. Consumer Classification</b>	<b>2</b>
• Online Cameo	2
• GDR International	2
<b>2. Household</b>	<b>3</b>
• Household Income	3
• Household Type	3
• Food	3
• Pets	3
• Education	3
<b>3. Lifestyles</b>	<b>4</b>
• Life Phases	4
• Music	4
• Membership	4
• Online Behavior	4
<b>4. Interests &amp; Activities</b>	<b>5</b>
• Interests	5
• Activities	6
<b>5. Betting &amp; Lotto</b>	<b>6</b>
• Betting and Lotto	6
<b>6. Automobile</b>	<b>7</b>
• Car	7
• Disposal of car	8

## INDEPENDENT ALTERNATIVE

*"We're very happy to collaborate with IDFree.com and GDR who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."*

**- Pierce Cook-Anderson**

Managing Director Northern Europe, Equativ



# TABLE OF CONTENT

<b>7. Sports Activities</b>	<b>8</b>
• Sports	8
<b>8. Travel &amp; Vacation</b>	<b>9</b>
• Travel	9
<b>9. Shopping Habits</b>	<b>9</b>
• Shopping Habits	9



# CATEGORY 1

## CONSUMER CLASSIFICATION

### ONLINE CAMEO

- Wealthy City Society
- Prosperous Professionals
- Executive Families
- Middle-Class Communities
- Commuter Societies
- Comfortable Families
- Settled Provincial Communities
- Less Affluent Neighbourhoods
- Struggling Households

### 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

# CATEGORY 2

## HOUSEHOLD

### HOUSEHOLD INCOME

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

### FOOD

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

### EDUCATION

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

### PETS

- Dog owner
- Cat owner

### HOUSEHOLD TYPE

- Has cottage
- Has caravan
- Has motorboat or sailboat

## ABOUT IDFREE.COM

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# CATEGORY 3

## LIFESTYLES

### LIFE PHASES

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

### MUSIC

- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

### MEMBERSHIPS

- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

### ONLINE BEHAVIOR

- Receives newsletters and offer emails
- Uses online banking
- Watch TV online



# CATEGORY 4

## INTERESTS & ACTIVITIES

### INTERESTS

- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Attending shows/stand-up
- Attending evening school/hobby class
- Practising sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Weight loss tips
- Spiritual or religious
- Jewellery and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- Car and motor
- Hi-Fi and stereo system
- IT and internet
- New technology
- Travelling

### HIGH-PERFORMING

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# CATEGORY 4

## INTERESTS & ACTIVITIES

### ACTIVITIES

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- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant



# CATEGORY 5

## BETTING & LOTTO

### MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give us almost endless combinations.

But What Is Wrong With Micro-Targeting?

### BETTING & LOTTO

- Playing online bingo and lotteries
- National lottery
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Plays in online competitions
- Online games with money price
- Online games
- Online betting
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Online Casino



# CATEGORY 6

## AUTOMOBILE

### CAR

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- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
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- Driving Mitsubishi
- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen

### REACH US

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# CATEGORY 6

## AUTOMOBILE

### DISPOSAL OF CAR

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# CATEGORY 7

## SPORTS ACTIVITIES

### SPORTS

- Exercising
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- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

# CATEGORY 8

## TRAVEL & VACATION

### TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in France
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in France

# CATEGORY 9

## SHOPPING HABITS

### SHOPPING HABITS

- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands



# NETHERLANDS

AUDIENCE LIST 2024

**IDFree.com**

NEXT-GEN TARGETING

OFFERED &  
DEVELOPED BY

IDFREE.COM

# INTRODUCTION



## AUDIENCE DATA ● THE NETHERLANDS

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

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

### ONLINE OMNICHANNEL

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Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries [idfree.com/contact](https://idfree.com/contact)

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<b>9. Shopping Habits</b>	<b>9</b>
• Shopping Habits	9



# CATEGORY 1

## CONSUMER CLASSIFICATION

### ONLINE CAMEO

- Wealthy Households
- Affluent Communities
- Comfortable Families
- Provincial Neighbourhoods
- Settled Suburbia
- Cosmopolitan Communities
- Traditional Urban Dwellers
- Diverse Urban Communities
- Struggling Urban Households

### 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
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- C2.** Prosperous Young Couples With Children
- C3.** Prosperous Families With School-Age Children
- C4.** Prosperous Mature Families And Couples In Retirement

# CATEGORY 2

## HOUSEHOLD

### HOUSEHOLD INCOME

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

### FOOD

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

### EDUCATION

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

### PETS

- Dog owner
- Cat owner

### HOUSEHOLD TYPE

- Has cottage
- Has caravan
- Has motorboat or sailboat

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# CATEGORY 3

## LIFESTYLES

### LIFE PHASES

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

### MUSIC

- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

### MEMBERSHIPS

- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

### ONLINE BEHAVIOR

- Receives newsletters and offer emails
- Uses online banking
- Watch TV online



### HIGH-PERFORMING

*"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."*

- **Marcus Johansson**  
Founder & CEO, BidTheatre

# CATEGORY 4

## INTERESTS & ACTIVITIES

### INTERESTS

- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Attending shows/stand-up
- Attending evening school/hobby class
- Practising sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Weight loss tips
- Spiritual or religious
- Jewellery and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- Car and motor
- Hi-Fi and stereo system
- IT and internet
- New technology
- Travelling

### PARTNER INSIGHTS

Strategic partnerships can unlock valuable business insights by combining different areas of expertise and data. Read more from our partners who evaluate the gains of collaborating with GDR and IDFree.com.

[idfree.com/partnerinsights](https://idfree.com/partnerinsights)



# CATEGORY 4

## INTERESTS & ACTIVITIES

### ACTIVITIES

- Makes minor repairs in the home
- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant



# CATEGORY 5

## BETTING & LOTTO

### BETTING & LOTTO

- Playing online bingo and lotteries
- National lottery
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Plays in online competitions
- Online games with money price
- Online games
- Online betting
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Online Casino

### ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This 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.



# CATEGORY 6

## AUTOMOBILE

### CAR

- Driving Alfa Romeo
- Driving Audi
- Driving BMW
- Driving Chevrolet
- Driving Citroen
- Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
- Driving Land Rover
- Driving Mazda
- Driving Mercedes-Benz
- Driving Mitsubishi
- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen



### REACH US

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[idfree.com/contact](https://idfree.com/contact)

# CATEGORY 6

## AUTOMOBILE

### DISPOSAL OF CAR

- No cars
- 1 car in the household
- 2 or more cars in the household
- Has trailer



# CATEGORY 7

## SPORTS ACTIVITIES

### SPORTS

- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

# CATEGORY 8

## TRAVEL & VACATION

### TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in the Netherlands
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in the Netherlands

# CATEGORY 9

## SHOPPING HABITS

### SHOPPING HABITS

- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands



# SWITZERLAND

AUDIENCE LIST 2024

**IDFree.com**

NEXT-GEN TARGETING

OFFERED &  
DEVELOPED BY

IDFREE.COM

# INTRODUCTION



## AUDIENCE DATA ● SWITZERLAND

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach the exact audience they need 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 & preferences.

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

### ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

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# TABLE OF CONTENT

<b>1. Consumer Classification</b>	<b>2</b>
• Online Cameo	2
• GDR International	2
<b>2. Household</b>	<b>3</b>
• Household Income	3
• Household Type	3
• Food	3
• Pets	3
• Education	3
<b>3. Lifestyles</b>	<b>4</b>
• Life Phases	4
• Music	4
• Membership	4
• Online Behavior	4
<b>4. Interests &amp; Activities</b>	<b>5</b>
• Interests	5
• Activities	6
<b>5. Betting &amp; Lotto</b>	<b>6</b>
• Betting and Lotto	6
<b>6. Automobile</b>	<b>7</b>
• Car	7
• Disposal of car	8

## INDEPENDENT ALTERNATIVE

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# TABLE OF CONTENT

<b>7. Sports Activities</b>	<b>8</b>
• Sports	8
<b>8. Travel &amp; Vacation</b>	<b>9</b>
• Travel	9
<b>9. Shopping Habits</b>	<b>9</b>
• Shopping Habits	9



# CATEGORY 1

## CONSUMER CLASSIFICATION

### ONLINE CAMEO

- Affluent Mixed Neighbourhoods
- Affluent Mature Family Neighbourhoods
- Comfortable Households Nearing & Enjoying Retirement
- Comfortable Mixed Neighbourhoods
- Less Affluent Family Neighbourhoods
- Less Affluent Households Nearing & Enjoying Retirement
- Poorer Family Neighbourhoods
- Poorer Single Neighbourhoods

### 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

# CATEGORY 2

## HOUSEHOLD

### HOUSEHOLD INCOME

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

### FOOD

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

### EDUCATION

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

### PETS

- Dog owner
- Cat owner

### HOUSEHOLD TYPE

- Has cottage
- Has caravan
- Has motorboat or sailboat

## ABOUT IDFREE.COM

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# CATEGORY 3

## LIFESTYLES

### LIFE PHASES

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

### MUSIC

- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

### MEMBERSHIPS

- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

### ONLINE BEHAVIOR

- Receives newsletters and offer emails
- Uses online banking
- Watch TV online



## MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give us almost endless combinations.

But [What Is Wrong With Micro-Targeting?](#)

# CATEGORY 4

## INTERESTS & ACTIVITIES

### INTERESTS

- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Attending shows/stand-up
- Attending evening school/hobby class
- Practising sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Weight loss tips
- Spiritual or religious
- Jewellery and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- Car and motor
- Hi-Fi and stereo system
- IT and internet
- New technology
- Travelling

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Founder & CEO, BidTheatre



# CATEGORY 4

## INTERESTS & ACTIVITIES

### ACTIVITIES

- Makes minor repairs in the home
- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant



# CATEGORY 5

## BETTING & LOTTO

### ABOUT GDR

Global Data Resources (GDR) provides privacy-safe audiences and omnichannel activation via IDFree.com: The next-gen targeting tool for brands, agencies, and publishers. We offer consumer classification and interest data for 35 markets, covering +750M people across EMEA, Australia, Asia, and the Americas.

[globaldataresources.io](http://globaldataresources.io)

### BETTING & LOTTO

- Playing online bingo and lotteries
- National lottery
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Plays in online competitions
- Online games with money price
- Online games
- Online betting
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Online Casino



# CATEGORY 6

## AUTOMOBILE

### CAR

- Driving Alfa Romeo
- Driving Audi
- Driving BMW
- Driving Chevrolet
- Driving Citroen
- Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
- Driving Land Rover
- Driving Mazda
- Driving Mercedes-Benz
- Driving Mitsubishi
- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen

### REACH US

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[idfree.com/contact](https://idfree.com/contact)



# CATEGORY 6

## AUTOMOBILE

### DISPOSAL OF CAR

- No cars
- 1 car in the household
- 2 or more cars in the household
- Has trailer



# CATEGORY 7

## SPORTS ACTIVITIES

### SPORTS

- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

# CATEGORY 8

## TRAVEL & VACATION

### TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Switzerland
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in Switzerland

# CATEGORY 9

## SHOPPING HABITS

### SHOPPING HABITS

- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands



# AUSTRIA

AUDIENCE LIST 2024

**IDFree**

NEXT-GEN  
TARGETING

OFFERED &  
DEVELOPED BY

[IDFREE.COM](https://IDFREE.COM)

# INTRODUCTION



## AUDIENCE DATA ● AUSTRIA

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach the exact audience they need 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 & preferences.

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

### ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries [idfree.com/contact](https://idfree.com/contact)

### ETHICAL DATA SOURCES

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• Online Cameo	2
• GDR International	2
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• Household Income	3
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• Food	3
• Pets	3
• Education	3
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• Activities	6
<b>5. Betting &amp; Lotto</b>	<b>6</b>
• Betting and Lotto	6
<b>6. Automobile</b>	<b>7</b>
• Car	7
• Disposal of car	8

## INDEPENDENT ALTERNATIVE

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• Travel	9
<b>9. Shopping Habits</b>	<b>9</b>
• Shopping Habits	9



# CATEGORY 1

## CONSUMER CLASSIFICATION

### ONLINE CAMEO

- Wealthy Society
- Urban Elite
- Comfortable Communities
- City Dwellers
- Home Comfort
- Middle-Income Households
- Aspirational Neighbourhoods
- Humble Households
- Modest Rural Life

### 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
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- C1.** Prosperous Pre-Family Couples And Singles
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# CATEGORY 2

## HOUSEHOLD

### HOUSEHOLD INCOME

- Modest Income Families
- Less Affluent Families
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### FOOD

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

### EDUCATION

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

### PETS

- Dog owner
- Cat owner

### HOUSEHOLD TYPE

- Has cottage
- Has caravan
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# CATEGORY 3

## LIFESTYLES

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- Visiting flea market
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- Eating at restaurant



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- Online Casino



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- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen

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- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

# CATEGORY 8

## TRAVEL & VACATION

### TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Austria
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in Austria

# CATEGORY 9

## SHOPPING HABITS

### SHOPPING HABITS

- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
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# POLAND

AUDIENCE LIST 2024

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Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries [idfree.com/contact](https://idfree.com/contact)

### ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This 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.



# TABLE OF CONTENT

<b>1. Consumer Classification</b>	<b>2</b>
• Online Cameo	2
• GDR International	2
<b>2. Household</b>	<b>3</b>
• Household Income	3
• Household Type	3
• Food	3
• Pets	3
• Education	3
<b>3. Lifestyles</b>	<b>4</b>
• Life Phases	4
• Music	4
• Membership	4
• Online Behavior	4
<b>4. Interests &amp; Activities</b>	<b>5</b>
• Interests	5
• Activities	6
<b>5. Betting &amp; Lotto</b>	<b>6</b>
• Betting and Lotto	6
<b>6. Automobile</b>	<b>7</b>
• Car	7
• Disposal of car	8

## INDEPENDENT ALTERNATIVE

*"We're very happy to collaborate with IDFree.com and GDR who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."*

**- Pierce Cook-Anderson**

Managing Director Northern Europe, Equativ



# TABLE OF CONTENT

<b>7. Sports Activities</b>	<b>8</b>
• Sports	8
<b>8. Travel &amp; Vacation</b>	<b>9</b>
• Travel	9
<b>9. Shopping Habits</b>	<b>9</b>
• Shopping Habits	9



# CATEGORY 1

## CONSUMER CLASSIFICATION

### ONLINE CAMEO

- Urban Affluence
- Prosperous Professionals
- Ambitious Households
- Settled Society
- Comfortable Communities
- Modest Suburbia
- Hardworking Communities
- Stretched Families
- Less Affluent Neighbourhoods
- Rural Adversity

### 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

# CATEGORY 2

## HOUSEHOLD

### HOUSEHOLD INCOME

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

### FOOD

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

### EDUCATION

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

### PETS

- Dog owner
- Cat owner

### HOUSEHOLD TYPE

- Has cottage
- Has caravan
- Has motorboat or sailboat

## ABOUT IDFREE.COM

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources. We empower marketers to reach exact audiences without compromising user data security. We provide a variety of pre-built audience segments, or you can work with us to create custom groups tailored to your specific campaign goals.





# CATEGORY 3

## LIFESTYLES

### LIFE PHASES

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

### MUSIC

- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

### MEMBERSHIPS

- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

### ONLINE BEHAVIOR

- Receives newsletters and offer emails
- Uses online banking
- Watch TV online



## MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give us almost endless combinations.

But What Is Wrong With Micro-Targeting?

# CATEGORY 4

## INTERESTS & ACTIVITIES

### INTERESTS

- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Attending shows/stand-up
- Attending evening school/hobby class
- Practising sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Weight loss tips
- Spiritual or religious
- Jewellery and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- Car and motor
- Hi-Fi and stereo system
- IT and internet
- New technology
- Travelling

### HIGH-PERFORMING

*"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."*

**- Marcus Johansson**  
Founder & CEO, BidTheatre



# CATEGORY 4

## INTERESTS & ACTIVITIES

### ACTIVITIES

- Makes minor repairs in the home
- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant



# CATEGORY 5

## BETTING & LOTTO

### ABOUT GDR

Global Data Resources (GDR) provides privacy-safe audiences and omnichannel activation via IDFree.com: The next-gen targeting tool for brands, agencies, and publishers. We offer consumer classification and interest data for 35 markets, covering +750M people across EMEA, Australia, Asia, and the Americas.

[globaldataresources.io](http://globaldataresources.io)

### BETTING & LOTTO

- Playing online bingo and lotteries
- National lottery
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Plays in online competitions
- Online games with money price
- Online games
- Online betting
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Online Casino



# CATEGORY 6

## AUTOMOBILE

### CAR

- Driving Alfa Romeo
- Driving Audi
- Driving BMW
- Driving Chevrolet
- Driving Citroen
- Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
- Driving Land Rover
- Driving Mazda
- Driving Mercedes-Benz
- Driving Mitsubishi
- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen



### REACH US

Please reach out to our management team to hear more and/or set up a company account on [idfree.com](https://idfree.com).

[idfree.com/contact](https://idfree.com/contact)

# CATEGORY 6

## AUTOMOBILE

### DISPOSAL OF CAR

- No cars
- 1 car in the household
- 2 or more cars in the household
- Has trailer



# CATEGORY 7

## SPORTS ACTIVITIES

### SPORTS

- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

# CATEGORY 8

## TRAVEL & VACATION

### TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Poland
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in Poland

# CATEGORY 9

## SHOPPING HABITS

### SHOPPING HABITS

- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands



# DENMARK

AUDIENCE LIST 2024

**IDFree.com**

NEXT-GEN TARGETING

OFFERED &  
DEVELOPED BY

IDFREE.COM

# INTRODUCTION



## AUDIENCE DATA ● DENMARK

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach the exact audience they need 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 (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 & preferences.

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

### **ONLINE OMNICHANNEL**

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

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# TABLE OF CONTENT

<b>1. Consumer Classification</b>	<b>1</b>
• Mosaic™	1
• CAMEO Groups	1
• NDR International	2
<b>2. Sociodemographics</b>	<b>2</b>
• Life Phases	2
• Lifestage	3
• Education	3
• Household Income	3
• Attitudes	4
• Business and Employment	4
<b>3. Who We Are</b>	<b>5</b>
• Type of household	5
• Number of children	5
• Household age	5
• Children	5
• Youngest child's age	5
• Household size	6
• Student in the household	6
• Education	6

## NORDIC FOOTPRINTS

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- Pierce Cook-Anderson, Man. Dir. Northern Europe, Equativ



# TABLE OF CONTENT

<b>4. How We Live</b>	<b>7</b>
• Owns a cottage	7
• Living time in residency	7
• Town size	7
• No direct marketing	7
• Application Entity	7
• Number of rooms	7
• Year of construction	8
• Household density	8
• Ownership conditions	8
<b>5. Consumer Financial</b>	<b>9</b>
• Property and Mortgage	9
• Insurance	9
• Influencers	9
• Investment	9
<b>6. Consumer Electronics</b>	<b>9</b>
• Attitudes	9
• Influencers	9
• Domestic Appliances	9
<b>7. Consumer Packaged Goods</b>	<b>10</b>
• Attitudes	10
• Alcohol	10
• Ambient bakery products	10
• Take Home Savouries	10
• Pet Food	10



# TABLE OF CONTENT

<b>8. Media and Entertainment</b>	<b>11</b>
• Books and eBooks	11
• Gaming	11
• Online Video Consumption	11
• TV and Video Services	11
• Mobile Device Usage	11
• Influencers	12
• Cinema	12
• Other Media	12
• Music Services	12
<b>9. Online gambling/betting</b>	<b>12</b>
• Gambling	12
• Betting	12
<b>10. Shopping</b>	<b>13</b>
• Attitudes	13
• Home Improvement	13
• Grocery Retailers	14
• Online shopping	15
• Other Retailers	15
• High Spenders	15
• Purchase Intent	15
• Grocery Preferences	15
<b>11. Personal Care and Beauty</b>	<b>16</b>
• Influencers	16
<b>12. Dining</b>	<b>16</b>
• Attitudes	16
• Delivery	16

# TABLE OF CONTENT

<b>13. Fashion</b>	<b>17</b>
• Attitudes	17
• Behaviors	17
<b>14. Health and Wellness</b>	<b>17</b>
• Attitudes	17
• Diet and Exercise	17
• Conditions and Treatments	17
<b>15. Advocacy</b>	<b>18</b>
• Charity	18
• Climate and sustainability	18
<b>16. Employment</b>	<b>18</b>
• Socio-economic status	18
• Employment insurance	19
• Branch	19
• Household with a private firm at the same address	19
<b>17. Our finances</b>	<b>19</b>
• Household pension assets	19
• Investment	19
• Household income	20
• Household wealth	20

## ETHICALLY SOURCED DATA

*"By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."*

- **Christopher Hernandez**  
Managing Director, Nordics, Matterkind



# TABLE OF CONTENT

<b>18. Automotive</b>	<b>21</b>
• Owner	21
• In Market	22
• Attitudes	22
• Influencers	22
<b>19. Cars</b>	<b>23</b>
• Commuting	23
<b>20. Sports and Leisure</b>	<b>23</b>
• Leisure Interests	23
• Influencers	24
• Sports Fans	24
<b>21. Demographics</b>	<b>25</b>
• Household Composition	25
<b>22. Travel</b>	<b>25</b>
• Accommodation	25
• Attitudes	25
• Destination	25



# CATEGORY 1

## CONSUMER CLASSIFICATION

### MOSAIC™

- Established Elite
- Modern, Married and Affluent
- Educated and on the rise
- Young in the city
- Campus
- Prosperous Countryside
- Midlife Surplus
- House and family
- Multicultural City Blocks
- Senior Surplus
- The Quiet Pensioner
- Empty Nesters in the Countryside

### CAMEO GROUPS

- High Society
- Flourishing Communities
- Affluent Communities
- Prosperous Homeowners
- Comfortable Neighbourhoods
- Middle-Income Households
- Diverse Localities
- Modest Means
- Urban Tenants
- Strained Society



## CONSUMER CLASSIFICATIONS

Consumer classification is the act of seeking out and identifying common traits in a group of customers.

# CATEGORY 1

## CONSUMER CLASSIFICATION

### NDR 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

# CATEGORY 2

## SOCIODEMOGRAPHICS

### LIFE PHASES

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

### ABOUT IDFREE.COM

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# CATEGORY 2

## SOCIODEMOGRAPHICS

### LIFESTAGE

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



### EDUCATION

- Folk High School stay (Højskoleophold)

### HOUSEHOLD INCOME

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

### KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.

# CATEGORY 2

## SOCIODEMOGRAPHICS

### ATTITUDES

- Lifestyle: Center Group
- Lifestyle: Community oriented
- Lifestyle: Individuals
- Lifestyle: Modern
- Lifestyle: Traditional
- Lifestyle: Modern-community oriented
- Lifestyle: Modern-individuals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals
- Early Adopters
- Stressed
- Interested in: Movies
- Interested in: Movies & Series
- Interested in: Music
- Interested in: Economy & Society
- Interested in: Politics
- Attractive
- Impulsive
- 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
- Kantar B2B - Recruitment decision makers
- Kantar B2B - Marketing and communication decision-makers
- Kantar B2B - IT decision-makers
- Kantar B2B - Decision makers within the organization, CEO, Board Members, etc.
- International business air travelers
- Domestic business air travelers



# CATEGORY 3

## WHO WE ARE

### TYPE OF HOUSEHOLD

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

### HOUSEHOLD AGE

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

### NUMBER OF CHILDREN

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

### CHILDREN

- Has children
- No children

### YOUNGEST CHILD'S AGE

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

## COOKIELESS

*"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."*

**- Marcus Johansson**  
Founder & CEO, BidTheatre





# CATEGORY 3

## WHO WE ARE

### HOUSEHOLD SIZE

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

### STUDENT IN THE HOUSEHOLD

- Student in the household

### EDUCATION

- No education
- Trade
- Short education
- Medium long education
- Long education



# CATEGORY 4

## 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

### APPLICATION ENTITY

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

### OWNS A COTTAGE

- Cottageowner

### TOWN SIZE

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

### NUMBER OF ROOMS

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

## DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.

# CATEGORY 4

## HOW WE LIVE

### YEAR OF CONSTRUCTION

- No later than 1900
- 1901-1920
- 1921-1940
- 1941-1960
- 1961-1980
- 1981-2000
- Efter 2000

### HOUSEHOLD DENSITY

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

### OWNERSHIP CONDITIONS

- Cooperative housing
- Home owner
- Home renter

### REACH US

Please reach out to our management team to hear more and/or set up a company account on idfree.com.

[idfree.com/contact](https://idfree.com/contact)





# CATEGORY 5

## CONSUMER FINANCIAL

### PROPERTY AND MORTGAGE

- High Spender - Building equip.
- Considers building a home
- Considers selling a home

### INSURANCE

- Purchase intent - Home alarm very+rather probable
- Online shopping: Insurances

### INFLUENCERS

- Interested in: Private Economy

### INVESTMENT

- Interested in: Stocks and Bonds
- Online stocks trading

# CATEGORY 6

## CONSUMER ELECTRONICS

### INFLUENCERS

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

### ATTITUDES

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

## NAVIGATING PRIVACY

We help marketers, advertisers, agencies, publishers and tech vendors in the Nordic countries - **without** relying on private data.

### DOMESTIC APPLIANCES

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

# CATEGORY 7

## CONSUMER PACKAGED GOODS

### ATTITUDES

- Quality over price
- 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

### ALCOHOL

- Occasional smokers
- Regular smokers
- Wants to quit smoking
- Medium/high Spender: Cigarette/Snuff/Tobacco
- High Spender - Wine
- High Spender - Spirits
- High Spender - Beer
- Regular "snusere"
- Occasional "snusere"
- Use Stop Smoking Products

### AMBIENT BAKERY PRODUCTS

- Interested in cooking

### PET FOOD

- Cat Owners
- Dog Owners



### TAKE HOME SAVOURIES

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

# CATEGORY 8

## MEDIA AND ENTERTAINMENT

### BOOKS AND EBOOKS

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

### GAMING

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

### ONLINE VIDEO CONSUMPTION

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

### NEWSLETTER IDFREE INSIDER

Consider subscribing to our monthly newsletter **IDFree Insider**. We keep you up to date on new features, partners, and integrated activation platforms.

[Subscribe](#)

- Streaming DRTV
- Daily coverage DR3
- Daily coverage TV2
- Daily coverage DR1
- Daily coverage DR P1
- Daily coverage DR 2
- Uses DRTV
- Uses TV2 Play

### TV & VIDEO SERVICES

- Uses C More
- Uses Telia TV
- Uses Viafree
- Uses YouSee
- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks Denmark
- Kantar High spenders - SVOD services (Netflix, HBO, etc.)
- Kantar High spenders - Broadcaster TV services (Telia TV etc.)
- Streaming TV 2 Play (Danish)



# CATEGORY 8

## MEDIA AND ENTERTAINMENT

### INFLUENCERS

- Interested in: Celebrities

### CINEMA

- Online shopping: Movies

### OTHER MEDIA

- 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

### MUSIC SERVICES

- Interested in: Pop- and rock music
- Streaming music



# CATEGORY 9

## ONLINE GAMBLING/BETTING

### GAMBLING

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

### BETTING

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

# CATEGORY 10

## SHOPPING

### ATTITUDES

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



### HOME IMPROVEMENT

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

# CATEGORY 10

## SHOPPING

### GROCERY RETAILERS

- 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
- Does not read offer newspaper from Superbrugsen
- Does not read offer newspaper from Dagli' Brugsen
- Does not read offer newspaper from Kvickly
- Does not read offer newspaper from Irma
- Does not read offer newspaper from Bilka
- Does not read offer newspaper from Netto
- Does not read offer newspaper from Aldi
- Does not read offer newspaper from Fakta
- Does not read offer newspaper from Føtex
- Does not read offer newspaper from Meny
- Does not read offer newspaper from Rema 1000
- Does not read offer newspaper from Spar
- Does not read offer newspaper from Lidl
- Does not read offer newspaper from Min Købmand
- Reads offer newspaper from Superbrugsen
- Reads offer newspaper from Dagli' Brugsen
- Reads offer newspaper from Kvickly
- 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
- Shops in Min Købmand
- Shops in nemlig.com

### AUDIENCE ALLIANCE

Audience Alliance is a new network of several of the best developers and data providers in the programmatic market - reaching the Nordic region and EU.

[audiencealliance.org](https://audiencealliance.org)



# CATEGORY 10

## SHOPPING

### ONLINE SHOPPING

- Shops online weekly
- Shops on online auctions
- 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
- Online shopping: Sports and leisure equipment

### 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

### OTHER RETAILERS

- Reads offer newspaper from Bauhaus
- Reads offer newspaper from Silvan
- Reads offer newspaper from Jem & Fix
- Reads offer newspaper from Harald Nyborg
- Reads offer newspaper from Imerco
- Reads offer newspaper from Elgiganten
- Reads offer newspaper from Punkt1/Expert
- Reads offer newspaper from Power
- Shops in border stores
- Shops in malls
- Shops in outlet stores

### PURCHASE INTENT

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

### GROCERY PREFERENCES

- Uses more than 1.000 DKK on groceries per week



# CATEGORY 11

## PERSONAL CARE AND BEAUTY

### INFLUENCERS

- On-line shopping: Eyewear
- Interested in: Looks & Glamour
- Interested in: Beauty Care



# CATEGORY 12

## DINING

### ATTITUDES

- Interested in: Baking
- Interested in: Wine
- Kantar High spenders - Eating out
- Often seen at restaurants
- Has dinner or meal boxes delivered
- Shops in specialty stores with quality products

### DELIVERY

- Sushi-lover
- Pizza-lover

# CATEGORY 13

## FASHION

### ATTITUDES

- Interested in: Interior Design
- Interested in watches and jewelry
- Interested in items for kids
- Interested in: Fashion
- High focus on design
- Interested in: Clothes and shoes
- Beauty babes

### BEHAVIORS

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



# CATEGORY 14

## 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

- Eat diet foods
- Interested in Nutrition and health
- Kantar High-frequency oat drink users
- Kantar interested in - Gym exercise, gym
- Interested in: Diet tips
- Easily cooked food

### CONDITIONS AND TREATMENTS

- On-line shopping: Pharmaceuticals



# CATEGORY 15

## ADVOCACY

### CHARITY

- High Spender - Charity

### EVIDENCE-BASED GUIDE TO MARKETERS

In seven chapters, Kantar shares actionable tips to help you strengthen your brand's intangible perceptions in the mind of consumers.

Free Download  
[Modern Marketing Dilemmas](#)

### CLIMATE AND SUSTAINABILITY

- Attend fleamarkets, buys second hand
- Environmental products
- Prefer ecological groceries
- Conscious about CO2 emission
- Avoid artificial ingredients
- Interested in: Environment
- Interested in: Energy Saving
- Interested in: Eco-friendly Lifestyle

# CATEGORY 16

## EMPLOYMENT

### SOCIO-ECONOMIC STATUS

- Unemployed
- Ground level employment
- High level employment or independent
- Medium level employment
- Others
- Pensioner

### EMPLOYMENT INSURANCE

- No member
- 1 member
- 2 members or more

# CATEGORY 16

## EMPLOYMENT

### BRANCH

- Construction
- Real estate
- Business services
- Insurance and finance
- Trade and transport
- Industrial
- Information and communication
- Culture
- Agriculture
- Public administration

### HOUSEHOLD WITH A PRIVATE FIRM AT THE SAME ADDRESS

- Household with a private firm at the same address



# CATEGORY 17

## 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.

### INVESTMENT

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

# CATEGORY 17

## OUR FINANCES

### 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.

### 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.





# CATEGORY 18

## AUTOMOTIVE

### OWNER

- Has 0 cars
- Has 1 car
- Has 2 cars
- Owns a caravan
- Owns an Alfa Romeo
- 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 Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan
- Owns an Opel
- Owns a Peugeot
- Owns a Renault
- Owns a Seat
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)



# CATEGORY 18

## AUTOMOTIVE

### 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 Alfa Romeo
- 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 Land Rover
- Considers a Mazda
- Considers a Mercedes-Benz
- Considers a Mitsubishi
- Considers a Nissan
- Considers an Opel
- Considers a Peugeot
- Considers a Renault
- Considers a Seat
- Considers a Skoda
- Considers a Subaru
- Considers a Suzuki
- Considers a Toyota
- Considers a Trailer
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers a brand-new car
- Considers hybrid car

### CAR CULTURE

Car Culture is the shared beliefs, values, purpose, customs, arts, language, institutions, achievements, etc., of a particular group of people that have an affinity for the automobile.

- Considers hybrid or electric car
- Considers a leasing car
- Prefer/Considers a Lexus
- Prefer/Considers a Tesla
- Owns a Lexus
- Owns a Tesla

### ATTITUDES

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

### INFLUENCERS

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

# CATEGORY 19

## CARS



## COMMUTING

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

# CATEGORY 20

## SPORTS AND LEISURE

### 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 theater or musicals
- Attend evening school
- Goes to art exhibitions
- Goes to the museum
- Goes to the opera/ballet
- Attend classical concerts
- Attend pop concert, rock concert
- Attend shows or stand-up
- Interested in: Classic music
- Interested in Spiritual, religious
- Interested in: Hunting & Fishing
- Interested in: Riding
- Cardiocravers
- Winter sports
- Devoted Exercisers



# CATEGORY 20

## SPORTS AND LEISURE



### LEISURE INTERESTS

- 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
- Kantar Hobbies - Ski
- Kantar Hobbies - Cross-country skiing
- Kantar Hobbies - Tennis, squash, badminton

### SPORTS FANS

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

### INFLUENCERS

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

# CATEGORY 21

## DEMOGRAPHICS

### HOUSEHOLD COMPOSITION

- "The well-to-do"

### AUDIENCE LISTS

Have a look at audience lists created with privacy-safe quality data for your convenience and ready for activation across all relevant marketing channels and platforms.

[idfree.io/audiencelists](https://idfree.io/audiencelists)

# CATEGORY 22

## TRAVEL

### ATTITUDES

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

### ACCOMODATION

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

### DESTINATION

- One-day trips abroad
- Vacation in Asia
- Travels: Holiday in Denmark
- Vacation in Europe (excl. Scandinavia)
- Vacation in Other countries (excl. Europe)
- Vacation in South- and North America
- Vacation abroad by train
- Golf holiday

# CATEGORY 22

## TRAVEL

### MOSAIC™ LIFESTYLES

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments to describe the complete market.

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

### DESTINATION

- 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







# NORWAY

AUDIENCE LIST 2024

**IDFree.com**

NEXT-GEN TARGETING

OFFERED &  
DEVELOPED BY

IDFREE.COM

# INTRODUCTION



## AUDIENCE DATA ● NORWAY

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach the exact audience they need 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 (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 & preferences.

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

### ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries [idfree.com/contact](https://idfree.com/contact)

### ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This 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.

# TABLE OF CONTENT

<b>1. Consumer Classification</b>	<b>1</b>
• Mosaic™	1
• CAMEO Groups	1
• NDR International	2
<b>2. Sociodemographics</b>	<b>2</b>
• Life Phases	2
• Lifestage	3
• Household Income	3
• Personal income	3
• Wealth	3
• Attitudes	4
• Industry	4
• Industry sector	5
• Employment	5
• Hours worked	5
• Commuting	5
• Business and Employment	5
<b>3. Who We Are</b>	<b>6</b>
• Children Groups	6
• Children household members	6
• Gender of child (ALL)	6
• Marital Status	6
• Education Level	6
• Household Members	6

## NORDIC FOOTPRINTS

*"We're very happy to collaborate with IDFree.com and NDR who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."*

**- Pierce Cook-Anderson, Managing Director Northern Europe, Equativ**



# TABLE OF CONTENT

<b>4. How We Live</b>	<b>8</b>
• Type of housing	8
• Age of housing	8
• Dwelling size	8
• Dwelling ownership	8
• Number of rooms	8
• Has Cabin	8
<b>5. Consumer Financial</b>	<b>9</b>
• Property and Mortgage	9
• Banking	9
• Insurance	9
• Influencers	9
• Investment	9
<b>6. Consumer Electronics</b>	<b>10</b>
• Attitudes	10
• Influencers	10
<b>7. Consumer Packaged Goods</b>	<b>10</b>
• Attitudes	10
• Ambient bakery products	10
• Alcohol	11
• Pet Food	11
<b>8. Media and Entertainment</b>	<b>12</b>
• Books and eBooks	12
• Gaming	12
• Online Video Consumption	12
• TV and Video Services	12
• Mobile Device Usage	12
• Social Media	12
• Music Services	12
• Influencers	13
• Cinema	13
• Other Media	13

# TABLE OF CONTENT

<b>9. Online gambling/betting</b>	<b>13</b>
• Gambling	13
• Betting	13
<b>10. Shopping</b>	<b>14</b>
• Attitudes	14
• Home Improvement	14
• Grocery Preferences	14
• High Spenders	14
• Purchase intent	15
• Grocery Retailers	15
• Other Retailers	15
• Online shopping	16
<b>11. Personal Care and Beauty</b>	<b>16</b>
• Influencers	16
<b>12. Dining</b>	<b>17</b>
• Attitudes	17
• Delivery	17
<b>13. Fashion</b>	<b>17</b>
• Attitudes	17
• Behaviors	17
<b>14. Health and Wellness</b>	<b>18</b>
• Attitudes	18
• Diet and Exercise	18
• Vitamins	18
• Conditions and Treatments	18
• Tobacco	18



# TABLE OF CONTENT

<b>15. Advocacy</b>	<b>19</b>
• Charity	19
• Climate and sustainability	19
<b>16. Automotive</b>	<b>19</b>
• Influencers	19
• Attitudes	19
• Private car owned	20
• Next car purchase	20
• In Market	21
• Owner Car Model	22
<b>17. Sports and Leisure</b>	<b>25</b>
• Leisure Interests	25
• Influencers	26
• Sports Fans	26
<b>18. Demographics</b>	<b>26</b>
• Household Composition	26
• Age and Gender	26
<b>19. Travel</b>	<b>27</b>
• Accommodation	27
• Attitudes	27
• Destination	27

## ETHICALLY SOURCED DATA

*"By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."*

**- Christopher Hernandez, Managing Director, Nordics, Matterkind**



# CATEGORY 1

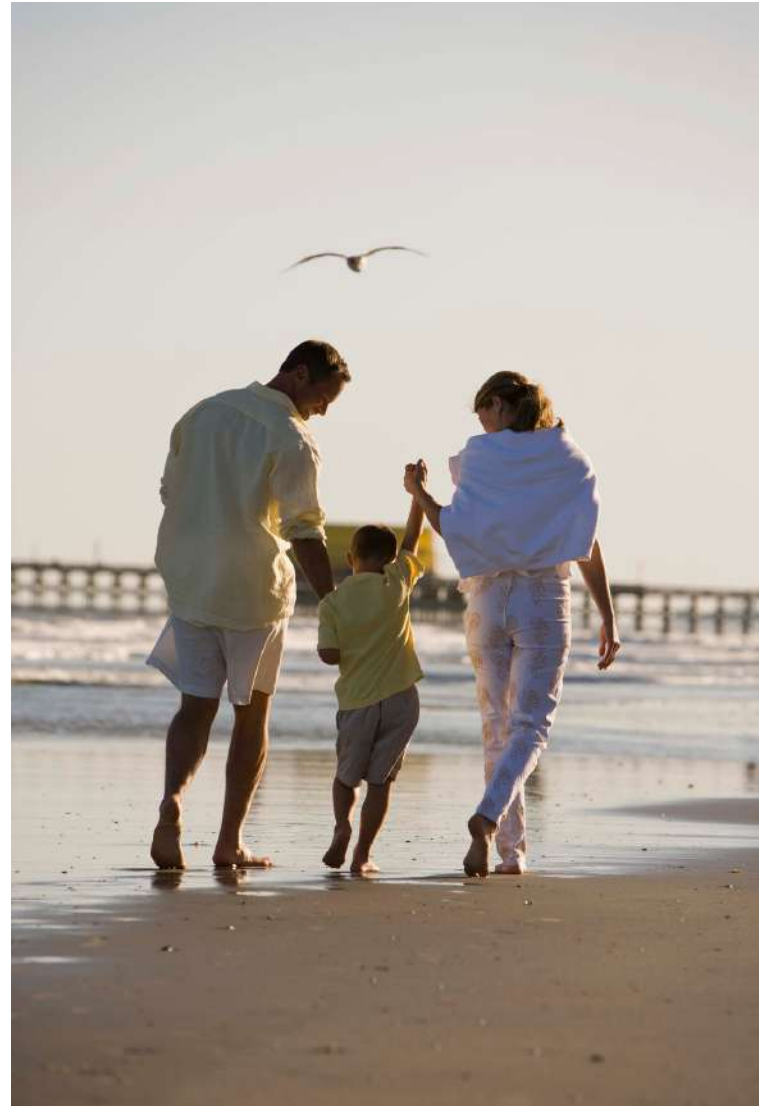
## CONSUMER CLASSIFICATION

### MOSAIC™

- A Solsiden
- B Graatt gull
- C Smaabyliv
- D Nybyggeren
- E Storbypuls
- F Boligbyggelaget
- G Maurtua
- H Campus
- I Eldrebolgen
- J Typisk norsk
- K Industri og tilskudd
- L Fjord og fjell
- M Bondelandet

### CAMEO GROUPS

- Upper Crust
- Flourishing Families
- Ambitious Households
- Settled Society
- Enterprising Households
- Comfortable Communities
- Hardworking Neighbourhoods
- Modest Means
- Striving Margins
- Stretched Tenants



## CONSUMER CLASSIFICATIONS

Consumer classification is the act of seeking out and identifying common traits in a group of customers.

# CATEGORY 1

## CONSUMER CLASSIFICATION

### NDR 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

# CATEGORY 2

## SOCIODEMOGRAPHICS

### LIFE PHASES

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

### ABOUT IDFREE.COM

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources. We empower marketers to reach exact audiences without compromising user data security. We provide a variety of pre-built audience segments, or you can work with us to create custom groups tailored to your specific campaign goals.

# CATEGORY 2

## SOCIODEMOGRAPHICS

### WEALTH

- 0–200,000
- 200,000–500,000
- 500,000–1,000,000
- 1,000,000 +

### HOUSEHOLD INCOME

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



### PERSONAL INCOME

- 0–100,000
- 100,000–200,000
- 200,000–300,000
- 300,000–400,000
- 400,000–500,000
- 500,000+

### LIFESTAGE

- Movers
- 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"

### KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.



# CATEGORY 2

## SOCIODEMOGRAPHICS

### ATTITUDES

- Early Adopters
- Attractive
- Impulsive
- Interested in: Economy & Society
- Interested in: Politics
- Interested in: Classic Culture
- Interested in: Music
- Interested in: Movies
- 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: Traditional-community oriented
- Lifestyle: Traditional-individuals
- Lifestyle: Traditional
- Stressed

### INDUSTRY

- Agricultural, forestry, fishing
- Manufacturing, oil exploration, and construction
- Finance/retail/hotels/restaurants/transport
- Public and other services



# CATEGORY 2

## SOCIODEMOGRAPHICS

### INDUSTRY SECTOR

- Public administration
- Municipal administration
- Private sector and public enterprises

### EMPLOYMENT

- Employees
- Self-employed

### COMMUTING

- Domestic movers: Out of municipality
- Domestic movers: In from another municipality

### HOURS WORKED

- 1–19 hours a week
- 20–29 hours a week
- 30 hours or more a week



### BUSINESS AND EMPLOYMENT

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

## COOKIELESS

*"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."*

**- Marcus Johansson, Founder & CEO,  
BidTheatre**

# CATEGORY 3

## WHO WE ARE

### CHILDREN GROUPS

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

### GENDER OF CHILD (ALL)

- Male
- Female

### CHILDREN HOUSEHOLD MEMBERS

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



### MARITAL STATUS

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

### EDUCATION LEVEL

- Elementary education
- Secondary education
- University and college (short stay)
- University and college (long stay)

### HOUSEHOLD MEMBERS

- 1 person household
- 2 person household
- 3 person household
- 4 person household
- 5 Or More person household



# CATEGORY 3

## WHO WE ARE

### FIELD OF EDUCATION

- General Studies
- Humanities
- Teaching and Education
- Law and social sciences
- Business and economics
- Science and technology
- Health, social, and sports
- Agricultural and fisheries
- Transport, security and maintenance

### AGE

- 20–29 years
- 30–39 years
- 40–49 years
- 50–59 years
- 60–69 years
- 70+ years

### FAMILY TYPE

- Couples
- Singles
- Children
- No children
- 1 person
- 2 persons
- 3 persons
- 4 persons or more

## DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.





# CATEGORY 4

## HOW WE LIVE

### TYPE OF HOUSING

- Detached house
- Semi-detached house
- Terraced house
- Non high-rise flat
- Shared accommodation
- High-rise flat
- Farmhouse
- Student house

### DWELLING SIZE

- 0-50 sqm
- 50-99 sqm
- 100-139 sqm
- 140-199 sqm
- Over 200 sqm

### AGE OF HOUSING

- 2000 onwards
- 1980-1999
- 1960-1979
- 1946-1959
- 1900-1945
- Before 1900

### DWELLING OWNERSHIP

- Freeholders
- Housing associations
- Renting

### HAS CABIN

- Has Cabin in Norway
- Has Cabin Abroad



# CATEGORY 5

## CONSUMER FINANCIAL

### PROPERTY AND MORTGAGE

- High Spender - Building equip.

### INFLUENCERS

- Interested in: Private Economy

### INSURANCE

- Purchase intent - Home alarm very+rather probable
- Considers switching insurance company

### INVESTMENT

- Interested in: Stocks and Bonds

### BANKING

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



## MOSAIC™ LIFESTYLES

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments to describe the complete market.

# CATEGORY 6

## CONSUMER ELECTRONICS

### ATTITUDES

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

### INFLUENCERS

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

# CATEGORY 7

## CONSUMER PACKAGED GOODS

### ATTITUDES

- Quality over price
- Traditional Norwegian food
- Prefer Norwegian goods
- Interested in: Trying new products
- Interested in: Trying new dishes
- Foreign & exotic dishes
- Flexitarians
- Foodies
- Food conscious

### AMBIENT BAKERY PRODUCTS

- Interested in cooking





# CATEGORY 7

## CONSUMER PACKAGED GOODS

### PET FOOD

- Dog Owners
- Cat Owners

### ALCOHOL

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



### IDFREE NEWSLETTER

Consider subscribing to our monthly newsletter **IDFree Insider**. We keep you up to date on new features, partners, and integrated activation platforms.

[Subscribe](#)

# CATEGORY 8

## MEDIA AND ENTERTAINMENT

### BOOKS AND EBOOKS

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

### TV & VIDEO SERVICES

- Kantar High spenders - SVOD services (Netflix, HBO etc.)
- Uses C More
- Daily coverage: NRK Super/NRK3
- Daily coverage: TV2/TV2 Zebra
- Daily coverage: NRK P2
- Uses Viafree
- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks Norway
- 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

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

### GAMING

- Interested in: Computer games
- Gamers
- On-line shopping: Computer games and software

### ONLINE VIDEO CONSUMPTION

- Streaming Viaplay
- Streaming Discovery+
- Streaming HBO
- Streaming YouTube
- Streaming Netflix
- Streaming TV2 Play
- Daily coverage: TV2 Nyhetskanalen
- Streaming NRK Nett-TV

### MOBILE DEVICE USAGE

- Uses Spotify

### SOCIAL MEDIA

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

# CATEGORY 8

## MEDIA AND ENTERTAINMENT

### INFLUENCERS

- Interested in: Celebrities



### CINEMA

- On-line shopping: Movies

### OTHER MEDIA

- Daily coverage: NRK1
- Daily coverage: NRK P1
- Daily coverage: NRK2
- Daily coverage: P4
- Daily coverage: Storbyradioen
- Daily coverage: TVNorge
- Daily coverage: Radio Norge
- Daily coverage: Max
- Daily coverage: VOX
- Daily coverage: Utenlandsk radio
- Daily coverage: Lokalradio

# CATEGORY 9

## ONLINE GAMBLING/BETTING

### GAMBLING

- Online gamblers
- Play Lotto
- Play the National Lotto

### BETTING

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

# CATEGORY 10

## SHOPPING

### ATTITUDES

- Eco, Fair & Local
- Interior design
- Green fingers
- Crafts
- Deal hunter
- Interested in: Handicraft
- Kantar Fast food junkies
- Kantar High frequency - Ice cream eaters
- Kantar High frequency - Take out, take away eaters
- Kantar High spenders - clothing
- Kantar High spenders - travel
- Kantar Interested in - Boats, boating
- Kantar Interested in - Cottage life, hiring a cottage
- Kantar Interested in - Grilling
- Loves shopping
- Kantar Forerunners - Decor, furnishing
- Kantar Forerunners - Dining, eating out
- Kantar Forerunners - Travelling, sights



### HOME IMPROVEMENT

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

### GROCERY PREFERENCES

- Uses more than 1.000 NOK on groceries per week



# CATEGORY 10

## SHOPPING

### 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

### OTHER RETAILERS

- Shops in border stores
- Shops in malls

### PURCHASE INTENT

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

### GROCERY RETAILERS

- Shops in 7-Eleven
- Shops in Meny
- Shops in Rema 1000
- Shops in Spar



### AUDIENCE ALLIANCE

Audience Alliance is a new network of several of the best developers and data providers in the programmatic market - reaching the Nordic region and EU.

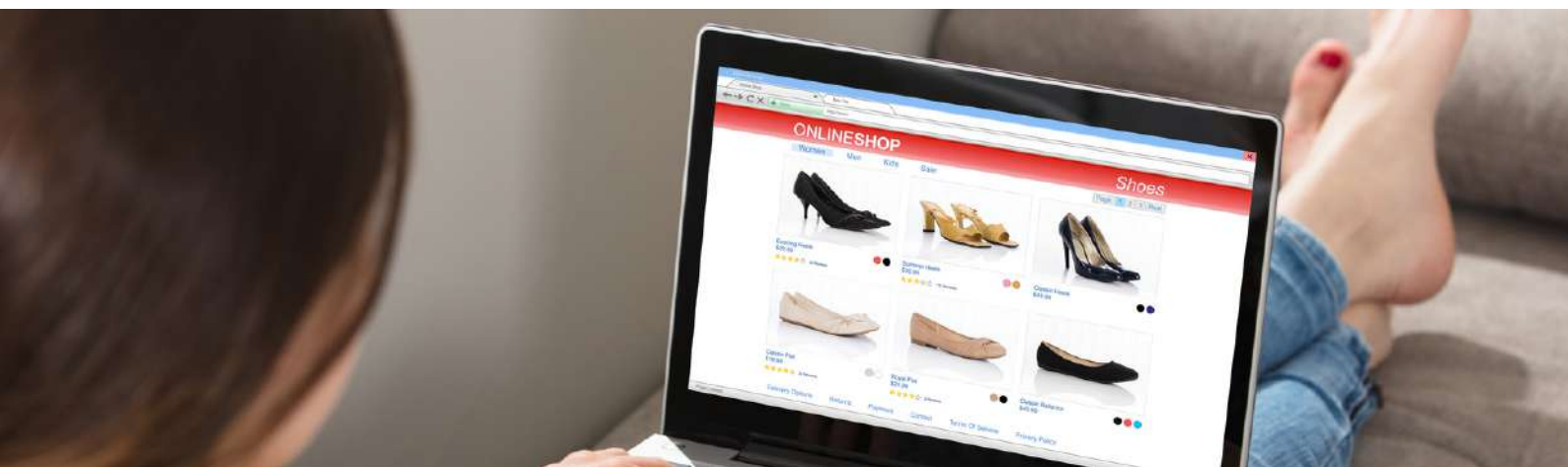
[audiencealliance.org](https://audiencealliance.org)

# CATEGORY 10

## SHOPPING

### ONLINE SHOPPING

- Internet shoppers
- Online shopping: Furniture
- Online shopping: Groceries
- Online shopping: Home electronics
- Online shopping: Music
- Online shopping: Travels
- Prefer brick-and-mortar stores over online
- Shops on online auctions
- Online shopping: Beauty products
- Online shopping: Sports and leisure equipment
- Shops online weekly



# CATEGORY 11

## PERSONAL CARE AND BEAUTY

### INFLUENCERS

- Interested in: Looks & Glamour
- Interested in: Beauty Care
- On-line shopping: Eyewear

# CATEGORY 12

## DINING



### ATTITUDES

- Often seen at restaurants
- Interested in: Baking
- Kantar High spenders - Eating out
- Shops in specialty stores with quality products

### DELIVERY

- Sushi-lover
- Pizza-lover

# CATEGORY 13

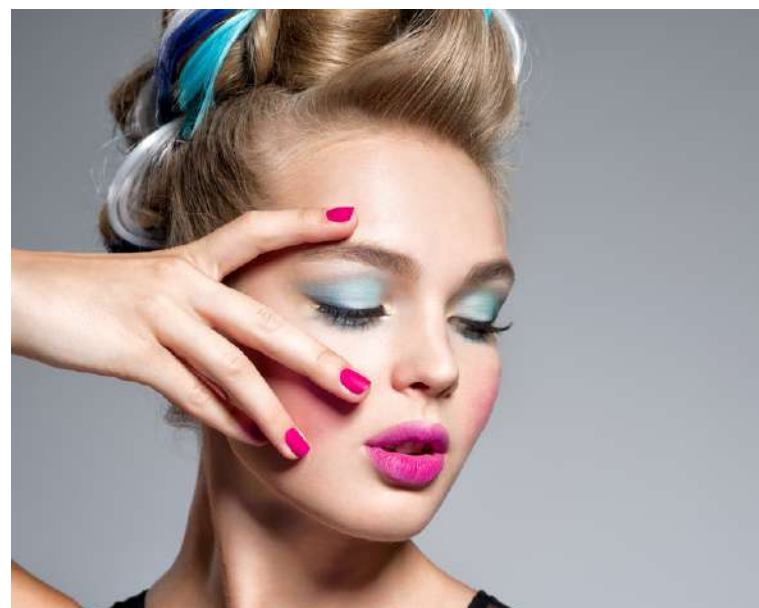
## FASHION

### ATTITUDES

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

### BEHAVIORS

- On-line shopping: Clothes and shoes



# CATEGORY 14

## HEALTH AND WELLNESS

### VITAMINS

- Vitamins - heavy users



### ATTITUDES

- Interested in items for kids
- Kantar High frequency - Vitamin users
- Health and well-being
- Kantar Brand usage - Pharmacy cosmetics, skincare, use regularly
- Would consider surgery for physical appearance

### DIET AND EXERCISE

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

### CONDITIONS AND TREATMENTS

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

### TOBACCO

- Uses E-Cigarettes



# CATEGORY 15

## ADVOCACY

### CHARITY

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

### CLIMATE AND SUSTAINABILITY

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

# CATEGORY 16

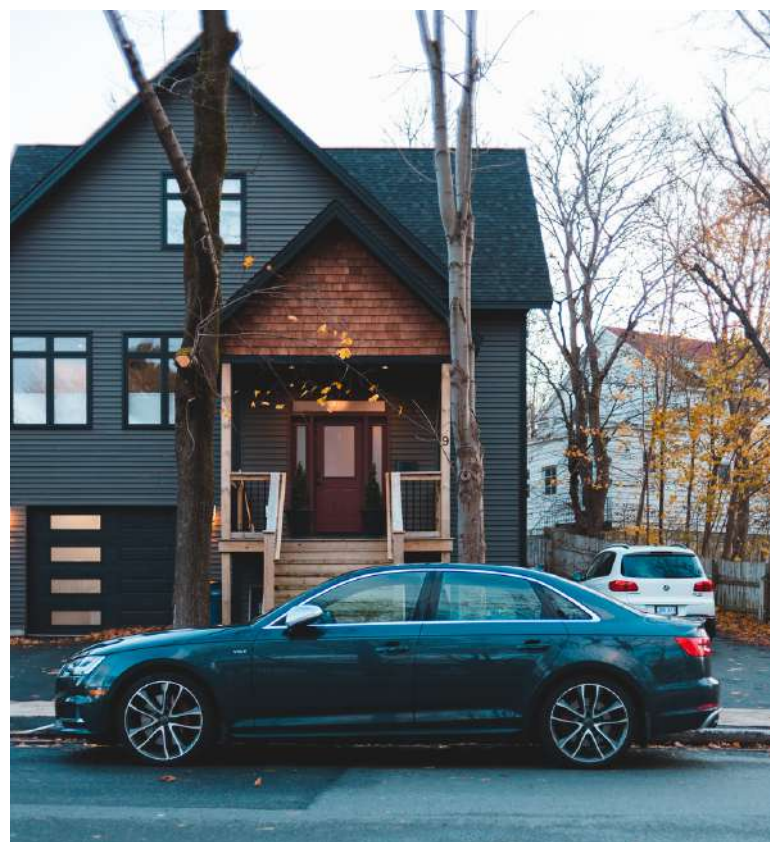
## AUTOMOTIVE

### INFLUENCERS

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

### ATTITUDES

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



# CATEGORY 16

## AUTOMOTIVE

### PRIVATE CAR OWNED

- Petrol car
- Diesel car
- Electric car
- Hybrid car

### NEXT CAR PURCHASE

- Sedan
- Hatchback
- Estate
- SUV

### CAR CULTURE

Car Culture is the shared beliefs, values, purpose, customs, arts, language, institutions, achievements, etc., of a particular group of people that have an affinity for automobiles.



# CATEGORY 16

## AUTOMOTIVE

### IN MARKET

- Considers a used car
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers an Alfa Romeo
- Considers an Audi
- Considers an electrical car
- Considers an Opel
- Considers buying a car within one year
- Considers car using diesel
- Considers car using petrol
- Considers hybrid car
- Considers hybrid or electrical car
- Has a leasing car
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla
- Owns a Tesla
- Owns a Lexus
- Owns a Porsche
- Prefer/Considers a Lexus
- Considers a BMW
- Considers a brand-new car
- 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 leasing car
- 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



# CATEGORY 16

## AUTOMOTIVE

### OWNER CAR MODEL

- Owns a Mini
- Owns a Jaguar
- Owns a Polestar
- Owns a MG
- Owns an Audi
- Owns a BMW
- Owns a Citroen
- Owns a Dacia
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Kia
- Owns a Toyota
- Owns a VW (Volkswagen)
- Owns a Volvo
- Owns a Mitsubishi
- Owns a Nissan
- Owns an Opel
- Owns a Peugeot
- Owns a Renault
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Has 0 cars
- Has 1 car
- Has access to minimum 1 car
- Is part of a car-sharing pool
- Has 2 cars
- AUDI - Audi e-tron
- BMW - 225xe iPerformance
- BMW - X5 xDrive40e iPerformance
- BMW - X3 xDrive20d
- BMW - 530e iPerformance
- BMW I - I3
- BMW I - I3S
- CITROEN - C3 AIRCROSS
- DACIA - DUSTER
- FORD - Focus
- FORD - Kuga
- FORD - Fiesta
- FORD - S-MAX
- FORD - EcoSport
- HONDA - CR-V
- HYUNDAI - IONIQ
- HYUNDAI - Kona
- JAGUAR - JAGUAR I-PACE
- KIA - SOUL
- KIA - NIRO
- KIA - Optima
- KIA - SPORTAGE
- MAZDA - Mazda CX-5
- MAZDA - Mazda CX-3
- MAZDA - Mazda3
- MERCEDES-BENZ - GLC 350 e 4MATIC
- MERCEDES-BENZ - GLC 250 d 4MATIC
- MERCEDES-BENZ - A 200
- MINI - Countryman Cooper SE ALL4
- MITSUBISHI - Mitsubishi Outlander
- NISSAN - NISSAN LEAF 40kWh
- NISSAN - NISSAN QASHQAI



# CATEGORY 16

## AUTOMOTIVE

### OWNER CAR MODEL

- NISSAN - Nissan Leaf 62kWh
- NISSAN - Nissan e-NV200
- OPEL - Ampera-e
- OPEL - GRANDLAND X
- OPEL - CROSSLAND X
- PEUGEOT - 3008
- PEUGEOT - 5008
- PEUGEOT - 2008
- RENAULT - ZOE
- SKODA - OCTAVIA
- SKODA - KODIAQ
- SKODA - KAROQ
- SKODA - SUPERB
- SKODA - FABIA
- SUBARU - XV
- SUBARU - OUTBACK
- SUBARU - FORESTER
- SUZUKI - Vitara
- SUZUKI - Swift
- SUZUKI - S-Cross
- SUZUKI - IGNIS
- TESLA MOTORS - Model X
- TESLA MOTORS - Model S
- TOYOTA - RAV4
- TOYOTA - C-HR
- TOYOTA - YARIS HYBRID
- TOYOTA - TOYOTA YARIS HYBRID
- TOYOTA - AURIS
- TOYOTA - TOYOTA COROLLA
- VOLKSWAGEN - GOLF
- VOLKSWAGEN - TIGUAN
- VOLKSWAGEN - PASSAT
- VOLKSWAGEN - UP!
- VOLKSWAGEN - POLO
- VOLKSWAGEN - KOMBI
- VOLKSWAGEN - T ROC
- VOLVO - XC60 T8 Twin Engine
- VOLVO - XC40
- VOLVO - XC90 T8 Twin Engine
- VOLVO - V90 T8 Twin Engine
- VOLVO - V90 Cross Country
- VOLVO - XC60
- VOLVO - V60
- MG - MG ZS EV
- Polestar - Polestar 2
- VOLVO - V90
- VOLVO - V60 Twin Engine
- VOLVO - V60 Cross Country
- VOLVO - V40 Cross Country
- VOLVO - V40



# CATEGORY 16

## AUTOMOTIVE

### OWNER CAR MODEL

- VOLKSWAGEN - TOURAN
- VOLKSWAGEN - T-CROSS
- SUZUKI - SX4
- SKODA - CITIGO
- PORSCHE - Taycan 4S
- PEUGEOT - 308
- PEUGEOT - 208
- NISSAN - NISSAN LEAF 30kWh
- MERCEDES-BENZ - EQC 400 4MATIC
- MERCEDES-BENZ - CLA 180
- MERCEDES-BENZ - C 350 e
- MERCEDES-BENZ - B 250 e
- MERCEDES-BENZ - A 180
- MAZDA - Mazda6
- MAZDA - MAZDA CX-30
- HYUNDAI - TUCSON
- FORD - Mondeo
- CITROEN - C5 AIRCROSS
- CITROEN - C4 PICASSO
- CITROEN - C4 CACTUS
- CITROEN - C3
- BMW - X5 xDrive45e
- BMW - X1 xDrive18d
- BMW - 520d xDrive
- BMW - 320d xDrive
- AUDI - Q5
- AUDI - Q2
- AUDI - e-tron 55
- AUDI - e-tron 50
- AUDI - A4 Avant
- AUDI - A4 allroad quattro
- AUDI - A3 Sportback e-tron
- AUDI - A3 Sportback

### EVIDENCE-BASED GUIDE TO MARKETERS

In seven chapters, Kantar shares actionable tips to help you strengthen your brand's intangible perceptions in the mind of consumers.

Free Download  
[Modern Marketing Dilemmas](#)



# CATEGORY 17

## SPORTS AND LEISURE



- Goes to the opera/ballet
- Frequent cross-country skiers
- Frequent runners
- Interested in Spiritual, religious
- Active in basketball
- Active in team sports (football, handball, basket etc)

## LEISURE INTERESTS

- Goes to art exhibitions
- Goes to the museum
- Interested in: Classic music
- Travels: Amusement Park/Zoo
- Cardiocravers
- Devoted Exercisers
- Winter sports
- Interested in: Football
- Interested in: Ice Hockey
- Interested in: Exercise
- Interested in: Wellness
- Interested in: Hunting & Fishing
- Active in cycling
- Active in golf
- Active in handball
- Active in hunting
- Active in skiing
- Attend pop concert, rock concert
- Attend theater or musicals
- Cook gourmet food
- Interested in: Biking
- Interested in: Foreign culture
- Interested in: Motorsports
- Kantar Hobbies - Cross-country skiing
- Kantar Hobbies - Ski
- Online dating
- Interested in: Sailing
- Interested in: Theater
- Interested in: Golf
- Interested in: Healthy foods
- Interested in: Concerts
- Interested in: Art
- Goes to cinema, concerts and sports events

# CATEGORY 17

## SPORTS AND LEISURE

### INFLUENCERS

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

### SPORTS FANS

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

### MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give US almost endless combinations.

But [What Is Wrong With Micro-Targeting?](#)

# CATEGORY 18

## DEMOGRAPHICS

### 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

### 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



# CATEGORY 19

## TRAVEL

### REACH US

Please reach out to our team to hear more and/or set up a company account on [idfree.com](http://idfree.com).

[idfree.com/contact](http://idfree.com/contact)

### ATTITUDES

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

### ACCOMODATION

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

### DESTINATION

- Travels: Holiday in the mountains
- Travels: Holiday by the sea
- Travels: Theme travel
- Travels: 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
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Vacation in Scandinavia
- Vacation in South- and North America
- Travels: Backpacking/interrail
- Skiing enthusiasts with children of school-age
- Travels: Going to restaurants/bars







# SWEDEN

AUDIENCE LIST 2024

**IDFree.com**

NEXT-GEN TARGETING

OFFERED &  
DEVELOPED BY

IDFREE.COM



# INTRODUCTION



## AUDIENCE DATA ● SWEDEN

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach the exact audience they need 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 (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 & preferences.

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

### ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries [idfree.com/contact](https://idfree.com/contact)

### ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This 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.

# TABLE OF CONTENT

<b>1. Consumer Classification</b>	<b>1</b>
• Mosaic™	1
• CAMEO Groups	1
• NDR International	2
<b>2. Sociodemographics</b>	<b>2</b>
• Occupation	2
• Responsibilities	3
• Industry	2
• Personal Income	3
• Household Income	3
• Income from Capital	4
• Age of housing	4
• Purchasing Power	4
• Type of Housing	5
• Loans and Mortgages	5
• Dwelling Area Apartments	5
• Dwelling Area Houses	5
• Attitudes	5
• Household Income	6
• Lifestage	6
• Life Phases	6
• Business and Employment	6
<b>3. Who We Are</b>	<b>7</b>
• Age	7
• Children	7
• Number of Children	7
• Family size	7
• Family Type	7
• Life Stage	7
• Household composition	8
• Age of youngest child	8
• Education level	8
• Ethnicity	8
• Origin	8



# TABLE OF CONTENT

<b>4. Consumer Financial</b>	<b>9</b>
• Banking	9
• Influencers	9
• Insurance	9
• Investment	9
• Property and Mortgage	9
<b>5. Consumer Electronics</b>	<b>10</b>
• Attitudes	10
• Influencers	10
• Domestic Appliances	10
<b>6. Consumer Packaged Goods</b>	<b>11</b>
• Attitudes	11
• Alcohol	11
• Take Home Savouries	11
• Pet Food	11
<b>7. Media and Entertainment</b>	<b>12</b>
• Books and eBooks	12
• Cinema	12
• Gaming	12
• Influencers	12
• Music Services	12
• Social Media	12
• TV and Video Services	12



# TABLE OF CONTENT

<b>8. Online gambling/betting</b>	<b>13</b>
• Gambling	13
• Betting	13
<b>9. Shopping</b>	<b>13</b>
• Attitudes	13
• High Spenders	13
• Home Improvement	14
• Online shopping	14
• Other Retailers	14
• Purchase intent	14
<b>10. Personal Care and Beauty</b>	<b>15</b>
• Influencers	15
<b>11. Dining</b>	<b>15</b>
• Attitudes	15
<b>12. Fashion</b>	<b>16</b>
• Attitudes	16
• Behaviors	16
<b>13. Health and Wellness</b>	<b>18</b>
• Conditions and Treatments	16
• Diet and Exercise	16
<b>14. Advocacy</b>	<b>17</b>
• Charity	17
• Climate and sustainability	17

## ETHICALLY SOURCED DATA

*"By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."*

- Christopher Hernandez, Managing Director, Nordics, Matterkind

# TABLE OF CONTENT

<b>15. Automotive</b>	<b>17</b>
• (Private) Cars per Household	17
• Age of Vehicle	17
• Yearly Mileage	18
• Vehicle Bought As	18
• Company cars	18
• Influencers	18
• Make	19
• In Market	19
• Owner	20
<b>16. Sports and Leisure</b>	<b>21</b>
• Leisure Interests	21
• Influencers	21
• Sports Fans	21
<b>17. Demographics</b>	<b>22</b>
• Household Composition	22
• Age and Gender	22
<b>18. Travel</b>	<b>22</b>
• Accommodation	22
• Attitudes	22
• Destination	22



# CATEGORY 1

## CONSUMER CLASSIFICATION

### MOSAIC™

- A Kopstarka Pionjaerer
- B Metropolitiska Pionjaerer
- C Medvetna Urbana Pionjaerer
- D Nyfikna Pionjaerer med Laag Kopkraft
- E Familjecentrerade Efterfoljare med God Kopkraft
- F Budgethaemmade Efterfoljare i Hyresraett
- G Multikulturella Efterfoljare
- H Kopstarka Efterslaentrare i Villa
- I Kopstarka Efterslaentrare i Bostadsraett
- J Budgetbegransade Efterslaentrare
- K Traditionalister med Kopkraft
- L Trygghet och Tradition
- M Aaterhaallsamma Traditionalister
- N Glesbygdstraditionalister

### CAMEO GROUPS

- Executive Households
- Professional Neighbourhoods
- Urban Achievers
- Comfortable Communities
- Provincial Households
- Diverse Localities
- Stretched Households
- Strained Society



## CONSUMER CLASSIFICATIONS

Consumer classification is the act of seeking out and identifying common traits in a group of customers.



# CATEGORY 1

## CONSUMER CLASSIFICATION

### NDR 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

# CATEGORY 2

## SOCIODEMOGRAPHICS

### OCCUPATION

- Full time employed
- Part-time employed
- Self-employed
- Student
- On parental leave
- Retired
- Unemployed
- Others
- People 20-64 in Employment
- People 20-64 Unemployed

### KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.

# CATEGORY 2

## SOCIODEMOGRAPHICS

### RESPONSIBILITIES

- Managerial responsibilities
- Staff responsibilities
- P&L responsibilities
- Management team member
- Board member

### PERSONAL INCOME

- 0-99999
- 100000-199999
- 200000-299999
- 300000-499999
- 500000-699999
- 700000-

### INDUSTRY

- Agriculture/ forestry & fishing
- Manufacturing/ Mining & Quarrying
- Electricity/ Water/ Sewage - utilities - etc
- Construction Industry
- Retail and Wholesale
- Transport & Warehousing
- Hotels & restaurants
- Information & Communication Services
- Finance & Insurance
- Real Estate Services
- Business Services
- Governmental Organisations & defense
- Education & Research
- Health & Social work
- Cultural & Personal Services
- Unspecified Industry

### ABOUT IDFREE.COM

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources. We empower marketers to reach exact audiences without compromising user data security. We provide a variety of pre-built audience segments, or you can work with us to create custom groups tailored to your specific campaign goals.

[idfree.com](https://idfree.com)

### HOUSEHOLD INCOME

- 0-149999
- 150000-299999
- 300000-499999
- 500000-749999
- 750000-999999
- 1000000-

# CATEGORY 2

## SOCIODEMOGRAPHICS

### INCOME FROM CAPITAL

- No Income from Capital
- Low Income from Capital
- Fairly low Income from Capital
- Fairly high Income from Capital
- High Income from Capital

### AGE OF HOUSING

- Families in Housing Built Before 1931
- Families in Housing Built 1931-1950
- Families in Housing Built 1950-1970
- Families in Housing Built 1971-1980
- Families in Housing Built 1981-1990
- Families in Housing Built 1991-2000
- Families in Housing Built 2001-2006
- Families in Housing Built After 2006

### PURCHASING POWER

- Families with Very Low Purchasing Power
- Families with Low Purchasing Power
- Families with Fairly Low Purchasing Power
- Families with Fairly High Purchasing Power
- Families with High Purchasing Power
- Families with Very High Purchasing Power



# CATEGORY 2

## SOCIODEMOGRAPHICS

### TYPE OF HOUSING

- Privately Owned Detached/Semi-detached House
- Cooperatively Owned Detached/Semi-detached House
- Rented apartment
- Cooperatively Owned apartment

### DWELLING AREA APARTMENTS

- Small apartments
- Fairly small apartments
- Fairly big apartments
- Big apartments

### LOANS AND MORTGAGES

- No Interest Expenses
- Low-Interest Expenses
- Fairly Low-Interest Expense
- Fairly High-Interest Expenses
- High-Interest Expenses

### DWELLING AREA HOUSES

- Small houses
- Fairly small houses
- Fairly big houses
- Big houses

### ATTITUDES

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

## IDFREE NEWSLETTER

Consider subscribing to our monthly newsletter **IDFree Insider**. We keep you up to date on new features, partners, and integrated activation platforms.

[Subscribe](#)



# CATEGORY 2

## SOCIODEMOGRAPHICS

### HOUSEHOLD INCOME

- 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

### BUSINESS AND EMPLOYMENT

- Self-employed
- International business air travelers
- Domestic business air travelers
- Occupation: Full-time employed
- Occupation: Part-time employed
- Occupation: Self-employed
- Occupation: Student
- Occupation: Retired
- Occupation: Unemployed
- High Net Worth Individuals

### LIFESTAGE

- Movers
- 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
- Kantar Baby boomers
- Kantar Generation X
- Kantar Millenials
- Kantar Generation Z



# CATEGORY 3

## WHO WE ARE

### CHILDREN

- Have Children
- No Children

### NUMBER OF CHILDREN

- Families with 1 Child
- Families with 2 Children
- Families with 3 Children or more

### FAMILY SIZE

- Family Size 1 Person
- Family Size 2 Persons
- Family Size 3 Persons
- Family Size 4 Persons
- Family Size 5 Persons or more

### FAMILY TYPE

- Couples
- Singles
- Children
- No children
- 1 person
- 2 persons
- 3 persons
- 4 persons or more

### AGE

- Age 16-25
- Age 26-35
- Age 36-45
- Age 46-55
- Age 56-65
- Age 66+



### LIFE STAGE

- Young without Children
- Young Family with Children
- Mid Aged without children
- Mature Family with Children
- Older Family without Children
- Older Family with Children
- Elderly Single
- Elderly Family

# CATEGORY 3

## WHO WE ARE

### HOUSEHOLD COMPOSITION

- Singles
- Home sharers
- Married Couples
- Others
- 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

### EDUCATION LEVEL

- Compulsory school
- Upper secondary education
- Post-secondary education less than 3 years
- Post-secondary education 3 years or more

### ETHNICITY

- Population Born in Sweden
- Population Born in Nordics - excl. Sweden
- Population Born in EU27 - excl. Sweden and Nordics
- Population Born Outside EU27 or Unknown Origin

### AGE OF YOUNGEST CHILD

- 0- 6 yrs
- 7-15 yrs
- 16-19 yrs

## DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.

## ORIGIN

- Population Born in SE with Both Parents Born in SE
- Population Born in SE with One parent Population Born in SE
- Population Born in SE with Both Parents Born outside SE
- Population Born Abroad

# CATEGORY 4

## CONSUMER FINANCIAL

### BANKING

- Heavy users payments via mobile phone



### INSURANCE

- Purchase intent - Home alarm very+rather probable
- Online shopping: Insurance
- No Private Health Insurance
- Heavily insured (multiple insurance policies)
- Member of Union

### INVESTMENT

- Interested in: Stocks and Bonds
- Online stocks trading

### PROPERTY AND MORTGAGE

- High Spender - Building equip.

### INFLUENCERS

- High Spender - Consumer electronics
- Purchase intent - "HomeEntertainment"
- Purchase intent - Camera Very+Rather
- Interested in: New Technology
- Interested in: Private Economy



# CATEGORY 5

## CONSUMER ELECTRONICS

### INFLUENCERS

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

### ATTITUDES

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

### DOMESTIC APPLIANCES

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

### MOSAIC™ LIFESTYLES

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments to describe the complete market.



# CATEGORY 6

## CONSUMER PACKAGED GOODS

### ATTITUDES

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

### ALCOHOL

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

### PET FOOD

- Dog Owners
- Cat Owners

### TAKE HOME SAVOURIES

- Online shopping: Take Away Food



### NORDIC FOOTPRINTS

*"We're very happy to collaborate with IDFree.com and NDR, a trusted partner who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."*

**- Pierce Cook-Anderson, Managing Director Northern Europe, Equativ**

# CATEGORY 7

## MEDIA AND ENTERTAINMENT

### BOOKS AND EBOOKS

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

### SOCIAL MEDIA

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

### TV AND VIDEO SERVICES

- Heavy YouTube Users

### MUSIC SERVICES

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

### CINEMA

- Online shopping: Movies

### GAMING

- Gamers
- Interested in: Computer games
- On-line shopping: Computer games and software

### INFLUENCERS

- Interested in: Celebrities



# CATEGORY 8

## ONLINE GAMBLING/BETTING

### GAMBLING

- Online gamblers
- Play Lotto
- Play the National Lotto

### BETTING

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

# CATEGORY 9

## SHOPPING

### ATTITUDES

- Eco, Fair & Local
- Do it yourself (DIY)
- Interior design
- Green fingers
- Crafts
- Interested in: Handicraft
- Loves shopping
- Deal hunter
- Locally produced goods
- Often influenced by advertising
- Kantar High spenders - travel

### 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



# CATEGORY 9

## SHOPPING

### HOME IMPROVEMENT

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

### OTHER RETAILERS

- Shops in malls
- Shops in outlet stores

### 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
- Use Food Delivery Apps
- Prefer brick-and-mortar stores over online

### PURCHASE INTENT

- Purchase intent - Big Furniture
- Kantar Purchase intent - cottage/ vacation home



### AUDIENCE ALLIANCE

Audience Alliance is a new network of several of the best developers and data providers in the programmatic market - reaching the Nordic region and EU.

[audiencealliance.org](https://audiencealliance.org)

# CATEGORY 10

## PERSONAL CARE AND BEAUTY

### INFLUENCERS

- Interested in: Looks & Glamour
- Interested in: Beauty Care
- On-line shopping: Eyewear



# CATEGORY 11

## DINING

### ATTITUDES

- Often seen at restaurants
- Interested in: Baking
- Kantar High spenders - Eating out
- Shops in specialty stores with quality products

# CATEGORY 12

## FASHION

### ATTITUDES

- Beauty babes
- Interested in: Fashion
- Interested in: Interior Design
- High focus on design

### BEHAVIORS

- Online shopping: Clothes and shoes



# CATEGORY 13

## HEALTH AND WELLNESS

### CONDITIONS AND TREATMENTS

- Online shopping: Pharmaceuticals

### DIET AND EXERCISE

- Interested in: Diet tips
- Fitness Fanatics

### IDFREE GO!

IDFree GO! is a safe & easy gateway to instant activation of audiences created in local Nordic Kantar TGI's.

[idfree.com/idfreego](https://idfree.com/idfreego)

# CATEGORY 14

## ADVOCACY

### CHARITY

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

### CLIMATE AND SUSTAINABILITY

- Interested in: Environment
- Interested in: Energy Saving
- Interested in: Eco-friendly Lifestyle
- Attend fleamarkets, buys second hand
- Environmental products

# CATEGORY 15

## AUTOMOTIVE



### (PRIVATE) CARS PER HOUSEHOLD

- 0 cars
- 1 car
- 2 or more cars per HH

### AGE OF VEHICLE

- Up to 12 months
- 13-24 months
- 25-36 months
- 37-48 months
- 49-60 months
- 61-120 months
- Above 120 months



# CATEGORY 15

## AUTOMOTIVE

### YEARLY MILEAGE

- Low yearly mileage
- Fairly low yearly mileage
- Fairly high yearly mileage
- High yearly mileage

### VEHICLE BOUGHT AS

- New
- Almost new
- Used
- Direct imported

### COMPANY CARS

- No Company cars
- Uncommon with Company car
- Fairly uncommon with company car
- Fairly common with company car
- Common with company car

### INFLUENCERS

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



# CATEGORY 15

## AUTOMOTIVE

### MAKE

- Audi
- BMW
- Chevrolet
- Chrysler
- Citroën
- Dacia
- Fiat
- Ford
- Honda
- Hyundai
- Jeep
- Kia
- Lexus
- Mazda
- Mercedes
- Mini
- Mitsubishi
- Nissan
- Opel
- Peugeot
- Renault
- SAAB
- Seat
- Skoda
- Subaru
- Suzuki
- Toyota
- Volvo
- Volkswagen

### IN MARKET

- Online shopping: Auto parts
- Considers a BMW
- Considers a Ford
- Considers a Hyundai
- Considers a Kia
- Considers a Mercedes-Benz
- Considers a Nissan
- Considers a Peugeot
- Considers a Renault
- Considers a Skoda
- Considers a Toyota
- Considers a Volvo
- Considers a VW (Volkswagen)
- 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
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla

### DOWNLOAD DOCS

We freely share our thoughts about the data models and the core values that we base our services on.

Find all our introductions and white papers here: [idfree.com/idfreeinfo](https://idfree.com/idfreeinfo)

# CATEGORY 15

## AUTOMOTIVE

### OWNER

- Has access to minimum 1 car
- Has 0 cars
- Has 1 car
- Has 2 cars
- Is part of a car-sharing pool
- Owns a caravan
- Owns a BMW
- Owns a Ford
- Owns a Hyundai
- Owns a Kia
- Owns a Mercedes-Benz
- Owns a Nissan
- Owns a Peugeot
- Owns a Renault
- Owns a Skoda
- Owns a Toyota
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Audi
- Owns an Opel

### EVIDENCE-BASED GUIDE TO MARKETERS

In seven chapters, Kantar shares actionable tips to help you strengthen your brand's intangible perceptions in the mind of consumers.

Free Download  
[Modern Marketing Dilemmas](#)



# CATEGORY 16

## SPORTS AND LEISURE



### 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: Riding
- Interested in: Biking
- Interested in: Sailing
- Interested in: Motor sports
- 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
- Interested in: Classic music
- Frequent cross-country skiers
- Frequent runners
- Cook gourmet food
- Interested in Spiritual, religious
- Online dating
- Active in riding

### INFLUENCERS

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

### SPORTS FANS

- Interested in: Sports Event
- Interested in: Sports in Media
- Interested in: Team Sports



# CATEGORY 17

## 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

# CATEGORY 18

## TRAVEL

### ATTITUDES

- Travels: All Inclusive
- Travels: Frequent travelers

### ACCOMODATION

- Interested in: Camping

### DESTINATION

- Travels: Holiday in Sweden
- Travels: Holiday Abroad
- Travels: Sun & Bath

- Travels: City
- Travels: Adventure
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Skiing
- Travels: Spa
- Travels: Training
- Skiing enthusiasts with children of school-age
- Travels: Theme travel
- Golf holiday
- Vacation abroad by train
- Vacation in Europe (excl. Scandinavia)
- Vacation in Other countries (excl. Europe, North)

# FINLAND

AUDIENCE LIST 2024

**IDFree.com**

NEXT-GEN TARGETING

OFFERED &  
DEVELOPED BY

IDFREE.COM

# INTRODUCTION



## AUDIENCE DATA ● FINLAND

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach the exact audience they need 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 (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 & preferences.

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

### ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries [idfree.com/contact](https://idfree.com/contact)

### ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This 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.

# TABLE OF CONTENT

<b>1. Consumer Classification</b>	<b>2</b>
• Mosaic™	2
• NDR International	2
• CAMEO Groups	2
<b>2. Sociodemographics</b>	<b>2</b>
• Business and Employment	2
• Financial Products	3
• Household Income	3
• Household Income groups	4
• Life Phases	4
• Lifestage	4
	4
<b>3. Who We Are</b>	
• Children Groups	5
• Children household members	5
• Education	5
• Gender of child (ALL)	6
• Household Members	6
• Marital Status	6
<b>4. Home Status</b>	<b>7</b>
• Home Status	7
<b>5. Consumer Electronics</b>	<b>7</b>
• Influencers	7
• Attitudes	7
• Domestic Appliances	7

## NORDIC FOOTPRINTS

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**- Pierce Cook-Anderson, Managing Director Northern Europe, Equativ**



# TABLE OF CONTENT

<b>6. Consumer Financial</b>	<b>8</b>
• Insurance	8
• Investment	8
<b>7. Consumer Packaged Goods</b>	<b>8</b>
• Pet Food	8
• Attitudes	8
• Take Home Savouries	8
• Alcohol	8
<b>8. Media and Entertainment</b>	<b>9</b>
• Books and eBooks	9
• Gaming	9
• Online Video Consumption	9
• TV and Video Services	9
• Mobile Device Usage	10
• Music Services	10
• Social Media	10
<b>9. Online gambling/betting</b>	<b>10</b>
• Betting	10
• Gambling	10
<b>10. Shopping</b>	<b>11</b>
• Attitudes	11
• High Spenders	12
• Home Improvement	12
• Purchase intent	12
• Online shopping	13
• Other Retailers	13
• Grocery Retailers	13
• Grocery Preferences	13

# TABLE OF CONTENT

<b>11. Dining</b>	<b>14</b>
• Attitudes	14
• Delivery	14
<b>12. Fashion</b>	<b>14</b>
• Attitudes	14
• Behaviors	14
<b>13. Health and Wellness</b>	<b>15</b>
• Attitudes	15
• Diet and Exercise	15
• Vitamins	15
• Tobacco	15
<b>14. Advocacy</b>	<b>16</b>
• Climate and sustainability	16
<b>15. Automotive</b>	<b>16</b>
• Car ownership	16
• Car segment	16
• Car Type	16
• Finance of most used car	17
• Miles driven on average per year	17
• Number of cars in the household	17
• Purchase condition of most used car	17
• Influencers	18
• Attitudes	18
• In Market	18
• Owner	19

## ETHICALLY SOURCED DATA

*"By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."*

**- Christopher Hernandez, Managing Director, Nordics, Matterkind**

# TABLE OF CONTENT

<b>16. Sports and Leisure</b>	<b>20</b>
• Sports Fans	20
• Leisure Interests	20
<b>17. Transportation</b>	<b>21</b>
• Transport methods own	21
<b>18. Demographics</b>	<b>21</b>
• Household composition	21
• Age and gender	21
<b>19. Travel</b>	<b>22</b>
• Accommodation	22
• Attitudes	22
• Destination	22



# CATEGORY 1

## CONSUMER CLASSIFICATION

### 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

### NDR 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 CLASSIFICATIONS

Consumer classification is the act of seeking out and identifying common traits in a group of customers.



# CATEGORY 1

## 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

# CATEGORY 2

## SOCIODEMOGRAPHICS

### LIFE PHASES

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

### ABOUT IDFREE.COM

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources. We empower marketers to reach exact audiences without compromising user data security. We provide a variety of pre-built audience segments, or you can work with us to create custom groups tailored to your specific campaign goals.

# CATEGORY 2

## SOCIODEMOGRAPHICS

### 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€



### HOUSEHOLD INCOME GROUPS

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

### KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.

# CATEGORY 2

## SOCIODEMOGRAPHICS

### 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.



### COOKIELESS

*"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."*

**- Marcus Johansson, Founder & CEO, BidTheatre**

# CATEGORY 2

## SOCIODEMOGRAPHICS

### FINANCIAL PRODUCTS

- Personal Loan
- Mortgage
- Shares/Share Options
- Home Buildings And/Or Contents Insurance
- Motor Insurance
- Life insurance
- Other Insurance Products



# CATEGORY 3

## 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



# CATEGORY 3

## WHO WE ARE

### DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.

### 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



# CATEGORY 4

## HOME STATUS

### HOME STATUS

- Home Owner
- Home Renter

# CATEGORY 5

## CONSUMER ELECTRONICS

### INFLUENCERS

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

### ATTITUDES

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

### DOMESTIC APPLIANCES

- Purchase intent - White goods



# CATEGORY 6

## CONSUMER FINANCIAL

### INSURANCE

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

### INVESTMENT

- Interested in: Stocks and Bonds
- Online stocks trading

### BANKING

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

### MOSAIC™ LIFESTYLES

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments to describe the complete market.

# CATEGORY 7

## CONSUMER FINANCIAL

### TAKE HOME SAVOURIES

- On-line 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

### ALCOHOL

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

### PET FOOD

- Cat Owners
- Dog Owners

# CATEGORY 8

## MEDIA AND ENTERTAINMENT

### BOOKS AND EBOOKS

- Interested in: Books and Literature
- On-line 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
- On-line shopping: Computer games and software

### 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





# CATEGORY 8

## MEDIA AND ENTERTAINMENT

### MOBILE DEVICE USAGE

- Uses Spotify

### MUSIC SERVICES

- Streaming music

### SOCIAL MEDIA

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

# CATEGORY 9

## ONLINE GAMBLING/BETTING

### GAMBLING

- Online competitions

### BETTING

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



# CATEGORY 10

## SHOPPING

### 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
- Deal hunter
- Locally produced goods
- Often influenced by advertising



### AUDIENCE ALLIANCE

Audience Alliance is a new network of several of the best developers and data providers in the programmatic market - reaching the Nordic region and the EU.

[audiencealliance.org](https://audiencealliance.org)

# CATEGORY 10

## SHOPPING

### 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

### HOME IMPROVEMENT

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

### PURCHASE INTENT

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



# CATEGORY 10

## SHOPPING

### ONLINE SHOPPING

- Shops online weekly
- Shops on online auctions
- Internet shoppers
- On-line shopping: Travels
- On-line shopping: Beauty products
- On-line 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





# CATEGORY 11

## DINING



### ATTITUDES

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

### DELIVERY

- Pizza-lover

# CATEGORY 12

## FASHION

### ATTITUDES

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

### BEHAVIORS

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



# CATEGORY 13

## 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

# CATEGORY 14

## ADVOCACY

### CLIMATE AND SUSTAINABILITY

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

# CATEGORY 15

## AUTOMOTIVE

### 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

# CATEGORY 15

## AUTOMOTIVE

### FINANCE OF MOST USED CAR

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

### 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)

### PURCHASE CONDITION OF MOST USED CAR

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

### CAR CULTURE

Car Culture is the shared beliefs, values, purpose, customs, arts, language, institutions, achievements, etc., of a particular group of people that have an affinity for automobiles.

### NUMBER OF CARS IN THE HOUSEHOLD

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





# CATEGORY 15

## AUTOMOTIVE

### INFLUENCERS

- Interested in: Cars

### 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

### ATTITUDES

- Interested in: Nature conservation
- 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



# CATEGORY 15

## AUTOMOTIVE

### 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



# CATEGORY 16

## SPORTS AND LEISURE



### SPORTS FANS

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

### 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 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, basket etc)
- Kantar Hobbies - Tennis, squash, badminton

# CATEGORY 17

## 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

### MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give US almost endless combinations.

But What Is Wrong With Micro-Targeting?

# CATEGORY 18

## 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



# CATEGORY 19

## TRAVEL

### ACCOMODATION

- Interested in: Camping

### ATTITUDES

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



### REACH US

Please reach out to our management team to hear more and/or set up a company account on idfree.com.

[idfree.com/contact](https://idfree.com/contact)