

NORWAY



AUDIENCE LIST 2026



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GDR

Global Data Resources

Introduction

AUDIENCE DATA 2026 NORWAY



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

Reach the Right Audiences. Responsibly.

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

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

Geo Hot Spots

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

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

Learn more in our white paper:

Why Neighbourhoods Matter

Trusted Data. Proven Performance.

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

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

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

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

Let's Build Your Next Audience

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

Start with a few keywords:

globaldataresources.io/contact

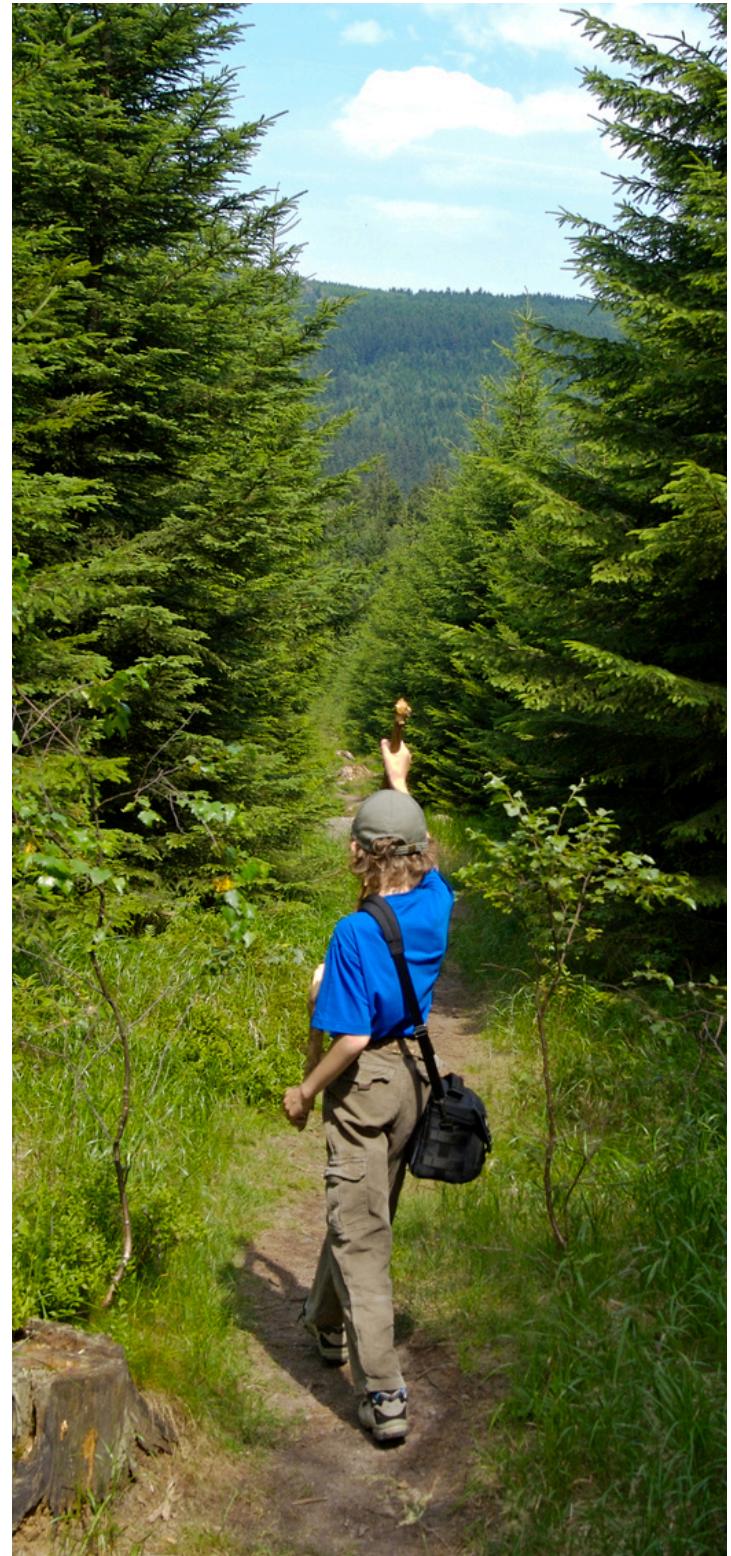
Consumer Classification

GDR International

- A1 Less Affluent Pre-Family Couples And Singles
- A2 Less Affluent Young Couples With Children
- A3 Less Affluent Families With School-Age Children
- A4 Less Affluent Mature Families And Couples In Retirement
- B1 Comfortable Pre-Family Couples And Singles
- B2 Comfortable Young Couples With Children
- B3 Comfortable Families With School-Age Children
- B4 Comfortable Mature Families And Couples In Retirement
- C1 Prosperous Pre-Family Couples And Singles
- C2 Prosperous Young Couples With Children
- C3 Prosperous Families With School-Age Children
- C4 Prosperous Mature Families And Couples in Retirement

Mosaic

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



Demographics

Age

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

Household Composition

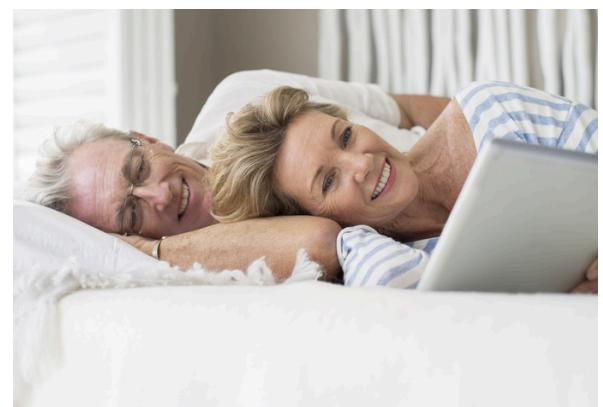
- Parent with children
- Parent with children aged 0-3
- Parent with children aged 3-6
- Parent with children aged 7-11
- Age 25 and older currently employed

Who We Are



Age

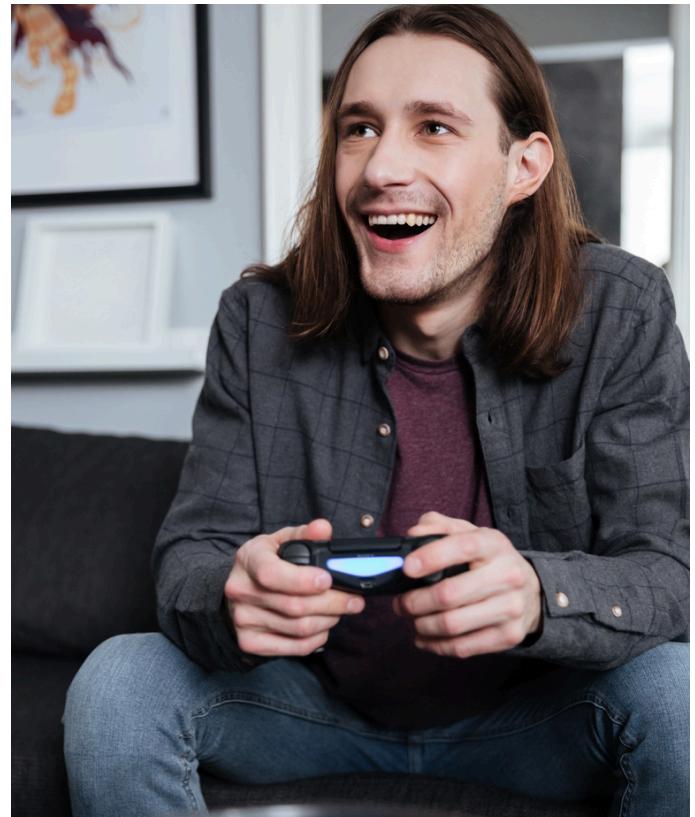
- 18-25 yrs
- 26-35 yrs
- 36-45 yrs
- 46-55 yrs
- 56-67 yrs
- 68-80 yrs
- 80 + yrs



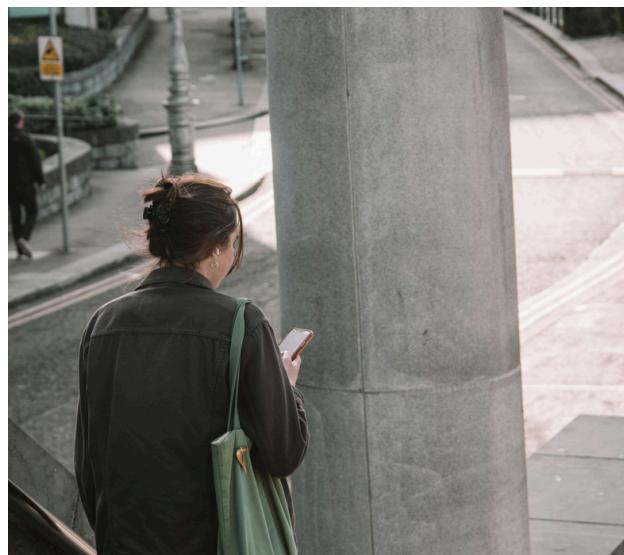
Sociodemographics

Lifestage

- Lifecycle - "Young & Free"
- Lifecycle - "Singles"
- Lifecycle - "Couple no kids"
- Lifecycle - "Infant years"
- Lifecycle - "School kids"
- Lifecycle - "Single parents"
- Lifecycle - "Empty-nesters"
- Lifecycle - "Senior Couples "
- Lifecycle - "Single Pensioner"
- Valentine couples (no children) with outward activities
- Valentine singles - online dating
- Kantar Families with kids
- Kantar Baby boomers
- Kantar Generation X
- Kantar Millennials
- Kantar Generation Z



Who We Are



Birth Country

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

Who We Are

Children 0-17 yrs

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

Household Composition

- Singles
- Couples

Household Size

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

Origin

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

Education Level

- Basic
- Secondary
- Vocational
- University
- Unregistered

Household Lifestage

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

Marital Status

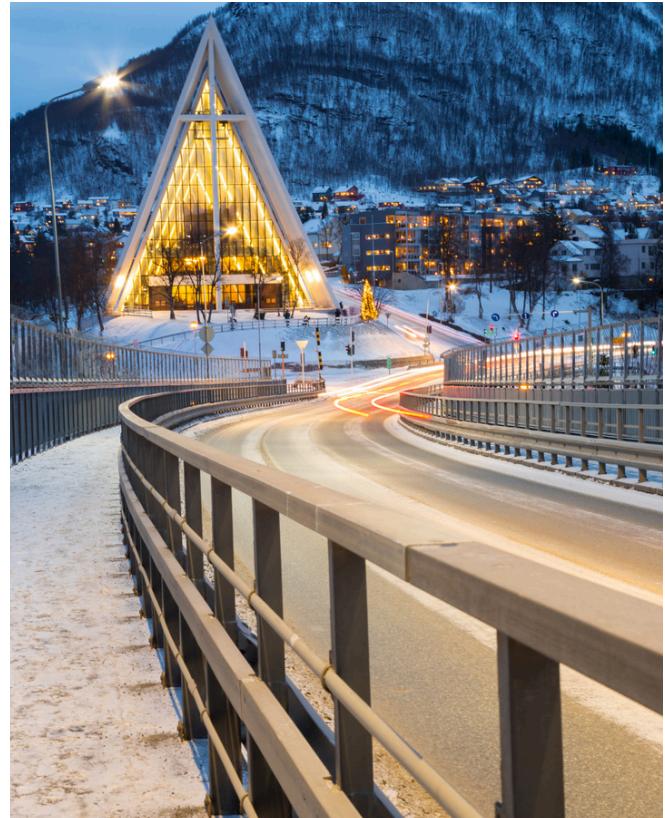
- Married
- Cohabitation
- Single
- Previously married



Sociodemographics

Attitudes

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



Business and Employment

- Self-employed
- International business air travellers
- Domestic business air travellers
- High Net Worth Individuals
- Occupation: Full-time employed
- Occupation: Part-time employed
- Occupation: Self-employed
- Occupation: Student
- Occupation: Retired
- Occupation: Unemployed
- 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.
- "The well-to-do"
- Movers

How We Live

Multifamily

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

Property Price Decile

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

Tenancy

- Owned
- Rented

Type of Housing

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



Proximity to Top 4 Cities

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

How We Make A Living

Employment Frequency

- Employed per persons 20 69

Employment Sector

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



Employment Industry

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

Managerial Position

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

Occupation

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

Our Finances

Household Income

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



Household Wealth

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



Income per Earner

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

Automotive

Car Engine Preferences

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

Car Segment Preferences

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



Owner

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



Owner

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

Automotive

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Owner



In Market

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

- Considers a BMW
- Considers a Citroen
- Considers a Dacia
- Considers a Fiat
- Considers a Ford
- Considers a Honda
- Considers a Hyundai
- Considers a Kia
- Considers a Land Rover
- Considers a Mazda
- Considers a Mercedes-Benz
- Considers a Mitsubishi
- Considers a Nissan
- Considers a Peugeot
- Considers a Renault
- Considers a Seat
- Considers a Skoda
- Considers a Subaru
- Considers a Suzuki
- Considers a Toyota
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers an Alfa Romeo
- Considers an Audi
- Considers an Opel
- Considers buying a car within one year
- Considers car using petrol
- Considers car using diesel
- Considers hybrid car
- Considers an electric car
- Considers hybrid or electric car
- Has a leasing car
- Considers a brand-new car
- Considers a used car
- Considers a leasing car
- Prefer/Considers a Lexus
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla

Consumer Financial

Banking

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

Influencers

- Interested in: Private Economy

Insurance and Investment

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



Property and Mortgage

- High Spender - Building equipment



Health and Wellness

Attitudes

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

Conditions and Treatments

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

Tobacco

- Uses E-Cigarettes



Vitamins

- Vitamins - heavy users



Diet and Exercise

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

Advocacy

Climate and Sustainability

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



Online Gambling/Betting



Betting

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

Gambling

- Online gamblers
- Play Lotto
- Play the National Lotto

Fashion

Attitudes

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



Personal Care and Beauty



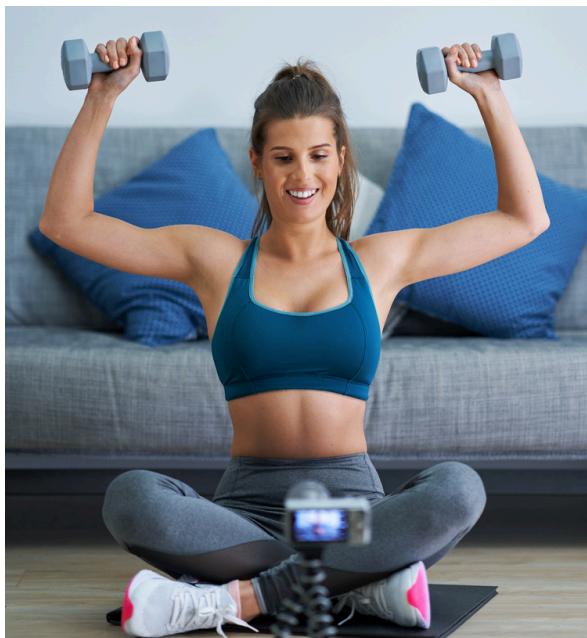
Influencers

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

Sports and Leisure

Influencers

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



Leisure Interests

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

Sports and Leisure

Sports Fans

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



Travel

Destination

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

Accommodation

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

Attitudes

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



Travel



Destination

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

Media and Entertainment

Books and eBooks

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



Cinema and Influencers

- Online shopping: Movies
- Interested in: Celebrities

Gaming

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

Media and Entertainment

Mobile Device Usage

- Uses Spotify

Music Services

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

Online Video Consumption

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

Other Media

- Daily coverage: Max
- Daily coverage: VOX
- Daily coverage: Utenlandsradio
- Daily coverage: Lokalradio



Social Media

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



Media and Entertainment

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TV and Video Services

- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks
- Uses C More
- Kantar High spenders - SVOD services (Netflix, HBO etc.)
- Light TV Viewers - Watch Less Than 10 Hours Per Week
- Medium TV Viewers - Watch 10-20 Hours Per Week
- Heavy TV Viewers - Watch More Than 20 Hours Per Week
- Heavy YouTube Users



Shopping

Attitudes

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

- 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, takeaway eaters
- Kantar interested in - Boats, boating

Shopping



Grocery Preferences

- Uses more than 1.000 kr. on groceries per week

Grocery Retailers

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

High Spenders

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



Home Improvement

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

Influencers

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

Shopping

Online Shopping

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

Other Retailers

- Shops in malls
- Shops in border stores



Purchase Intent

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

Dining

Attitudes

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

Delivery

- Sushi-lover
- Pizza-lover



Advocacy



Charity

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

Consumer Electronics

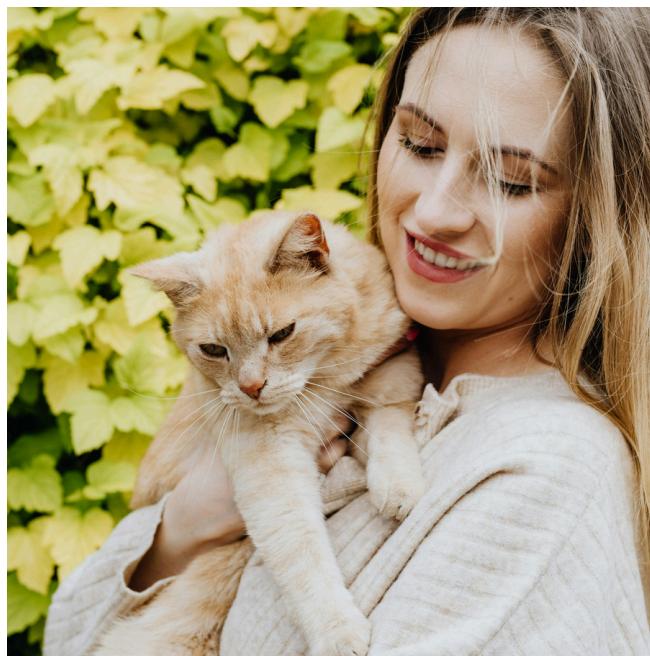
Attitudes

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

Influencers

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

Consumer Packaged Goods



Smokers and Snusere

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

Pet Food

- Dog Owners
- Cat Owners

Attitudes

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

