

globaldataresources.io



ALL COUNTRIES

AUDIENCE LISTS 2025



globaldataresources.io



GERMANY

AUDIENCE LIST 2025



Table Of Contents

	INTRODUCTION	1
	Introduction	1
	SOCIODEMOGRAPHICS	2
	Generation	2
	Lifestage	2
	Lifestyle	2
	Net household Income	3
	Pets in household	3
	Main shopper	3
	CONSUMER FINANCIAL	4
	Finance Archetype	4
	Banking	4
	Insurance	4
	Property and Mortgage	4
	ADVOCACY	5
	Charity	5
	AUTOMOTIVE	5
	Owner	5
	In Market	5
	Automotive type	6
	Automotive usage	6

Table Of Contents

	SHOPPING	7
	Online Shopping	7
	Christmas Presents	7
	Easter Presents	7
	Grocery Retailers	7
	Other Retailers	8
	Sustainability	8
	FMCG Segmentation	8
	Technology Segmentation	8
	TELECOMMUNICATIONS	9
	Broadband	9
	Mobile Network	9
	FOOD AND DINING	9
	Attitudes	9
	Eating Habits	9
	SHOPPING	10
	Attitudes	10
	Other Retailers	10
	HEALTH, WELLNESS AND BEAUTY	10
	Beauty Purchase	10

Table Of Contents

	CONSUMER ELECTRONICS	11
	Connected Devices	11
	TV	11
	Buying intend	11
	Computing and Gaming	11
	SPORTS AND LEISURE	12
	Leisure Interests	12
	Sports Fans	13
	MEDIA AND ENTERTAINMENT	14
	Internet	14
	Music Services	14
	Computing and Gaming	14
	Internet usage	14
	TV and Video Services	14
	TRAVEL	15
	Destination	15
	Traveller type	15
	Airline	15
	Hotel	16

Introduction

AUDIENCE DATA GERMANY 2025



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

We help marketers reach their audiences effectively *without* compromising user privacy or data security.

Audience Intelligence, Redefined

Choose from a wide range of pre-built audience segments based on lifestyle behaviours, or collaborate with our team to create custom audiences tailored to your campaign goals.

Geo Hot Spots

We have identified millions of unique neighbourhoods across Germany (each comprising at least 15 households).

Our proprietary clustering algorithm identifies geo-contextual hotspots defined by demographic characteristics, consumer attitudes, and lifestyle preferences.

Learn more in our white paper:
[Why Neighbourhoods Matter.](#)

Ethical Data, Trusted Partners

Every dataset we use meets the highest standards for quality, transparency, and reliability.

To ensure our audiences reflect real consumer behaviour, GDR works in partnership with [Kantar Media](#), combining their trusted consumer insight with our geo-contextual modelling and segmentation capabilities.

We also collaborate with respected adtech partners to ensure that every audience segment is built on trustworthy, privacy-safe data.

Connect with Us

Our consultants create custom, privacy-safe audiences for global brands every day.

Reach us with a few keywords:
globaldataresources.io/contact

Generation

- Belongs to the pre-war generation
- Belongs to the baby boomer generation
- Belongs to Generation X
- Belongs to the Millennial generation
- Belongs to Generation Z

Lifestage

- Young Singles
- Newly Married
- Playschool Parents
- Primary School Parents
- Secondary School Parents
- Single Parents
- Hotel Parents
- Child Free Couples
- Empty Nester
- Mature Singles
- Senior Singles

Lifestyle

- Have an outgoing lifestyle
- Have an image-conscious lifestyle
- Have a family-first lifestyle
- Have an optimistic lifestyle
- Have a home-oriented lifestyle
- Have a Blaise lifestyle
- Have an always-on-the-go lifestyle



Net household Income

- Up to 1,250 Euros Monthly Net Household Income
- 1,250 to 1,750 Euros Monthly Net Household Income
- 1,750 to 2,250 Euros Monthly Net Household Income
- 2,250 to 3,000 Euros Monthly Net Household Income
- 3,001 to 3,800 Euros Monthly Net Household Income
- 3,801 to 5,300 Euros Monthly Net Household Income
- 5,301 to 6,900 Euros Monthly Net Household Income
- 6,901 or more Euros Monthly Net Household Income

Pets in household

- Pet Owner
- Dog Owner
- Cat Owner

Main shopper

- Female Main Shopper with Children Aged 1 to 18 Years
- Male Main Shopper with Children Aged 1 to 18 Years



Finance Archetype

- Cautious Traditionals
- Personal guidance seekers
- Confident digital investors
- Uncertain affluent customers
- Carefree impulsive spender

Banking

- Bank with Comdirect Bank
- Bank with Commerzbank Dresdner Bank
- Bank with Deutsche Bank
- Bank with DKB Deutsche Kreditbank
- Bank with Ing Diba Bank
- Bank with Postbank
- Bank with Sparkasse Auch Kreissparkasse
Bezirkss Bank
- Bank with Volksbank Raiffeisenbank Spar
Und Darle

Insurance

- Have Pet Insurance
- Have Private Medical Insurance
- Allianz Insurance Provider
- AXA Insurance Provider
- DEVK Insurance Provider
- HDI Gerling Insurance Provider
- HUK Coburg Insurance Provider
- Provinzial Insurance Provider
- R V Versicherung Insurance Provider
- VHV Allgemeine Insurance Provider
- Württembergische Versicherung Insurance
Provider



Property and Mortgage

- EnBW electricity supplier for household
- RWE electricity supplier for household
- Eprimo electricity supplier for household
- EON electricity supplier for household
- Vattenfall electricity supplier for household



Charity

- Donated 250 Euros or more to charity
- Donated between 101 and 249 Euros to charity
- Donated between 10 and 100 Euros to charity

Automotive

Owner

- Audi Owner
- BMW Owner
- Citroen Owner
- Dacia Owner
- Fiat Owner
- Ford Owner
- Kia Owner
- Mazda Owner
- Mercedes-Benz Owner
- Nissan Owner
- Opel Owner
- Peugeot Owner
- Renault Owner
- Seat Owner
- Skoda Owner
- Toyota Owner
- Volkswagen Owner

In Market

- In Market for an Audi
- In Market for a BMW
- In Market for a Ford
- In Market for a Mazda
- In Market for a Mercedes Benz
- In Market for a Opel
- In Market for a Skoda
- In Market for a Toyota
- In Market for a Peugeot
- In Market for a Renault
- In Market for a Seat
- In Market for a Kia
- In Market for a Nissan
- In Market for a Hyundai
- In Market for a Volkswagen

> continues on p. 6

In Market

- In Market for a Secondhand Car
- In Market for a Car in the Next 2 Years
- In Market for a New Car
- In Market for a Hybrid or Electric
- Will spend 30,000 Euros or more on Next Car Purchase
- Will spend 15,000 to 29,999 Euros on Next Car Purchase
- Will spend 6,000 to 14,999 Euros or more on Next Car Purchase
- Will spend up to 5,999 Euros on Next Car Purchase

Automotive type

- 1 Car Household
- 2 Car Household
- Owner of any saloon or hatchback car
- Owner of a Coupe Car
- Owner of an Estate Car
- Owner of a 3 Door Hatchback Car
- Owner of a 5 Door Hatchback Car
- Owner of an Off Roader or SUV Car
- Owner of a People Carrier Car
- Owner of a 2 Door Saloon
- Owner of a 4 Door Saloon

Automotive usage

- Drive 15000 to 20000 KM Annually
- Drive 20000 to 30000 KM Annually
- Drive 30001 KM or More Annually
- Drive 5000 to 15000 KM Annually
- Drive Less than 5000 KM Annually



Online Shopping

- Once every 2 weeks or more
- Once a month or less
- Do Online Shopping for Baby Products
- Do Online Shopping for Clothes or Jewellery
- Do Online Shopping for Children's Toys and Games
- Do Online Shopping for DIY or Gardening Equipment
- Do Online Shopping for Flowers or Plants
- Do Online Shopping for Furniture
- Do Online Shopping for Health and Pharmaceutical Products
- Do Online Shopping for Home decoration
- Do Online Shopping for Insurance
- Do Online Shopping for Financial Products or Shares
- Do Online Shopping for Music Downloads
- Do Online Shopping for Personal Tech
- Do Online Shopping for Shoes
- Do Online Shopping for Sports Equipment
- Do Online Shopping for Takeaways
- Do Online Shopping for Tickets for Events
- Do Online Shopping for Toiletries and Cosmetics

Easter Presents

- Spent less than 50 Euros on Easter presents
- Spent 50 Euros or more on Easter presents

Christmas Presents

- Spent up to 150 Euros on Christmas presents
- Spent 150 Euros or more on Christmas presents

Grocery Retailers

- | | |
|----------------------|------------------|
| • Aldi Shoppers | • Netto Shoppers |
| • EDEKA Shoppers | • Norma Shoppers |
| • Kaufland Shoppers | • Penny Shoppers |
| • Lidl Shoppers | • Real Shoppers |
| • Marktkauf Shoppers | • Rewe Shoppers |





Technology Segmentation

- Technology Segmentation Routine Consumers
- Technology Segmentation Frivolous Purchasers
- Technology Segmentation Review Reliants
- Technology Segmentation Brand Enthusiasts
- Technology Segmentation Tech Leaders

Other Retailers

- Spend More Than 1000 Euros on DIY Materials
- Spend Between 200 and 999 Euros on DIY Materials
- Spend Under 199 Euros on DIY Materials

Sustainability

- Eco Leaders
- Eco Worriers
- Eco Influenced
- Eco Sceptics

FMCG Segmentation

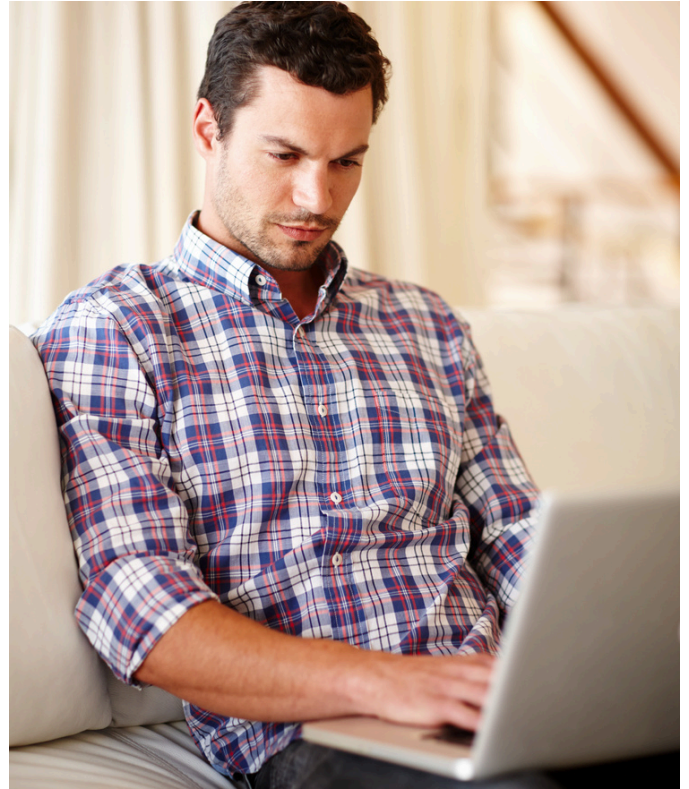
- FMCG Segmentation Prudent Purchasers
- FMCG Segmentation Necessity Buyers
- FMCG Segmentation Brand Value Seekers
- FMCG Segmentation Product and Sustainability First
- FMCG Segmentation Socially Influenced Consumers
- FMCG Segmentation Comfort Cravers
- FMCG Segmentation Trend Focused

Broadband

- Use 1and1 or GMX as broadband provider
- Use Vodafone as broadband provider
- Use O2 as broadband provider
- Use T Online or Telekom as broadband provider

Mobile Network

- Use 1and1 as mobile provider
- Use Aldi as mobile provider
- Use Mobilcom Debitel as mobile provider
- Use O2 as mobile provider
- Use T Mobile as mobile provider
- Use Vodafone D2 SFR as mobile provider



Food and Dining

Attitudes

- Takeaway Drink Purchased From Coffee Shops or Sandwich Bars
- Delivery or Drive Thru Takeaway and Fast Food Once a Month
- Visited a Restaurant
- Visited Coffee Shops or Sandwich Bars
- Ordered a Takeaway
- I prefer to eat vegan food
- I prefer to eat vegetarian food
- Heavy Spenders on Food and Drinks

Eating Habits

- I always avoid Gluten/wheat
- I always avoid Dairy products

Attitudes

- Consumer Influence Shopper Type
- Expert Influence Shopper Type
- Price Conscious Shopper Type
- Promo Addict Shopper Type
- Quality-Oriented Shopper Type



Other Retailers

- Purchased from Bader
- Purchased from Baur
- Purchased from Bonprix
- Purchased from Klingel
- Purchased from Otto
- Purchased from Witt Weiden
- Purchased from a Computer Shop
- Purchased from DM
- Purchased from Retailer Douglas
- Purchased from Hussel
- Purchased from Müller
- Purchased from Nanu Nana
- Purchased from Rossmann

Health, Wellness and Beauty

Beauty Purchase

- Male Heavy Toiletries and Cosmetics Spenders
- Female Heavy Skincare Spenders
- Female Heavy Cosmetics Spenders
- Trying to Lose Weight
- Male Hair Styling Products Users
- Male Facial Skincare Products Users



Connected Devices

- Apple Watch Owner
- Fitbit Owner
- Garmin Owner
- Samsung Owner
- Smart Speakers Owner
- Smart Lighting or Light Switches Owner
- WiFi Plugs or Power Sockets Owner
- Smart Heating or Thermostat Owner
- Amazon Echo or Alexa Owner



Buying Intend

- Intend to Purchase a Desktop PC
- Intend to Purchase a Laptop or Notebook
- Intend to Purchase a Tablet Computer
- Intend to Purchase a Mobile Phone or Smartphone
- Intend to Purchase a Music System
- Intend to Purchase a Video Game Console
- Intend to Purchase Smart Technology for Home
- Intend to Purchase a Dishwasher or Washing Machine or Fridge or Freezer

TV

- Intend to Buy a TV Set
- Spent 700 Euros or more on TV
- Spent up to 699 Euros on TV

Computing and Gaming

- Spent up to 499 Euros on Desktop PC
- Spent 500 Euros or more on Desktop PC
- Spent up to 499 Euros on Laptop
- Spent 500 Euros or more on Laptop
- Spent up to 499 Euros on Tablet
- Spent 500 Euros or more on Tablet

Leisure Interests

- 1 to 4 Hours Per Week Spent on Sports and Leisure Activities
- More than 4 Hours Per Week Spent on Sports and Leisure Activities
- Visited Leisure Centres or Gyms and Health Clubs in the Last 12 months
- Regularly or Occasionally Play Football
- Regularly or Occasionally Play Handball
- Regularly or Occasionally Play Pool
- Regularly or Occasionally Participate in Aerobic or Fitness Classes
- Regularly or Occasionally Participate in Dance Classes
- Regularly or Occasionally Play Ten Pin Bowling
- Regularly or Occasionally do Yoga
- Regularly or Occasionally do Pilates
- Regularly or Occasionally Weight Train or Workout
- Bought Reading Books in the Last 12 months
- Interested in Home Improvements or DIY
- Interested in Outdoor Activities
- Interested in Cooking and Baking
- Interested in Reading
- Interested in Listening to Music
- Interested in Puzzles and Games
- Interested in Gardening
- Interested in Walking or Hiking or Rambling
- Interested in Sewing
- Interested in DIY or Decorating
- Interested in Photography
- Interested in Play Music or Sing
- Interested in Meditation or Mindfulness
- Interested in Camping
- Interested in Lottery
- Visited a Museum or Other Places of Historic Interest
- Visited Places of Natural Interest

Leisure Interests

- Visited Cities
- Visited Museums
- Visited Castles or Stately Homes
- Visited Zoos
- Visited Venues or Arenas
- Visited Exhibitions or Shows or Art Galleries
- Visited Scenic Spots or Public Gardens
- Visited Theme Parks
- Visited a Music Festival
- Visited Oktoberfest
- Visited Europapark
- Visited Phantasialand
- Visited Hyde Park
- Visited Any Safari Park



Sports Fans

- Games and Betting Fan
- Team Sports Fan
- Individual Sports or Activities Fan
- Outdoor Activities Fan
- Water Sports or Activities Fan
- Winter Sports Fan
- Volleyball Fan
- American Football Fan
- Basketball Fan
- Football Fan
- Handball Fan
- Ice Hockey Fan
- Rugby Union Fan
- Paid to Watch Football at a Venue
- Athletics Fan
- Boxing Fan
- Esports Fan
- Motor Racing Fan
- Cycling Fan
- Tennis Fan
- Ice Skating Fan
- FIA World Touring Car Championship Fan
- Formula 1 Fan

Sports Fans

- Gymnastics Fan
- Marathon Running Fan
- Table Tennis Fan
- Snooker Fan
- Motorcycle Racing Fan
- Golf Fan
- Motor Rallying Fan
- Wrestling Fan
- Martial Arts Fan
- Chess Fan
- Fencing Fan
- Badminton Fan
- Mountain Biking Fan
- Biathlon Fan
- Ski Jumping Fan
- Skiing Fan
- Snowboarding Fan
- Swimming Fan
- Rowing Fan
- High Diving Fan
- Sailing or Motor Boating Fan
- Surfing Fan



Internet

- Have used the internet for online dating
- Use the Internet for Streaming Live TV
- Use the Internet for Streaming TV or Films Video on Demand Free
- Use the Internet for Streaming TV or Films VoD Subscription



TV and Video Services

- Heavy users spending 20 Hours or more per week viewing TV and Video Services
- Light users spending 10 Hours or less per week viewing TV and Video Services
- Spent up to 19 Euros on buying or renting films or TV programmes
- Spent 20 Euros or more on buying or renting films or TV programmes
- Watch Animal Clips Online
- Watch How to (e.g. DIY/cooking) videos online

Music Services

- Less than 10 Euros spend on Music Services Downloads
- Between 10 and 24 Euros spend on Music Services Downloads
- 25 or More Euros Spend on Music Services Downloads

Computing and Gaming

- Play EA Sports FC / FIFA
- Play Online Multiplayer Games MMO or MOBA
- Play 1st or 3rd Person Shooting Games FPS
- Play Driving or Racing Games
- Play Action and Adventure Games

Internet usage

- Use the Internet to Regularly Browse Politics & Society
- Use the Internet to Regularly Browse Sports & Mobility
- Use the Internet to Regularly Browse Education & Knowledge
- Use the Internet to Regularly Browse Lifestyles & Leisure
- Use the Internet to Regularly Browse Entertainment & media



Destination

- Had a Beach or Resort Holiday
- Had a City Break Holiday
- Had a Lakes and Mountains Holiday
- Had an Escorted Tour Holiday
- Had a Sea Cruise Holiday
- Had a Camping Holiday
- Had a Coach Tour Holiday
- Had a Spa or Health Spa Holiday
- Had a Skiing or Winter Sports Holiday

Traveller type

- Infrequent Flyers
- Casual Travel Fanatics
- Premium Globetrotters
- School Holiday Families
- Summer Staycationers

Airline

- Airline Choice is based on Price
- Airline Choice is based on Convenience of Airport
- Airline Choice is based on Convenience of Timings
- Airline Choice is based on In Flight Comfort or Service
- Airline Choice is based on Brand Image
- Airline Choice is based on Personal Experience
- Airline Choice is based on Personal Recommendation
- Airline Choice is based on Countrys National Airline
- Airline Choice is based on Safety Record
- Airline Choice is based on Punctuality
- Airline Choice is based on Last Minute Offers
- Airline Choice is based on Direct Flights
- Airline Choice is based on Customer Service
- Airplane User for Business Travel
- Airplane User for Holiday Travel

Hotel

- Hotel Choice is based on Price
- Hotel Choice is based on Location
- Hotel Choice is based on Reputation
- Hotel Choice is based on Star Rating
- Hotel Choice is based on Last Minute Offers
- Hotel Choice is based on Entertainment or Events
- Hotel Choice is based on Customer Service
- Hotel Choice is based on Personal Recommendation
- Hotel Choice is based on User Reviews or Photos
- Hotel Choice is based on All Inclusive
- Hotel Choice is based on Sports Facilities or Activities
- Hotel Choice is based on Decor or Style
- Hotel Choice is based on Family Friendly or Clubs for Children
- Hotel Choice is based on Personal Experience

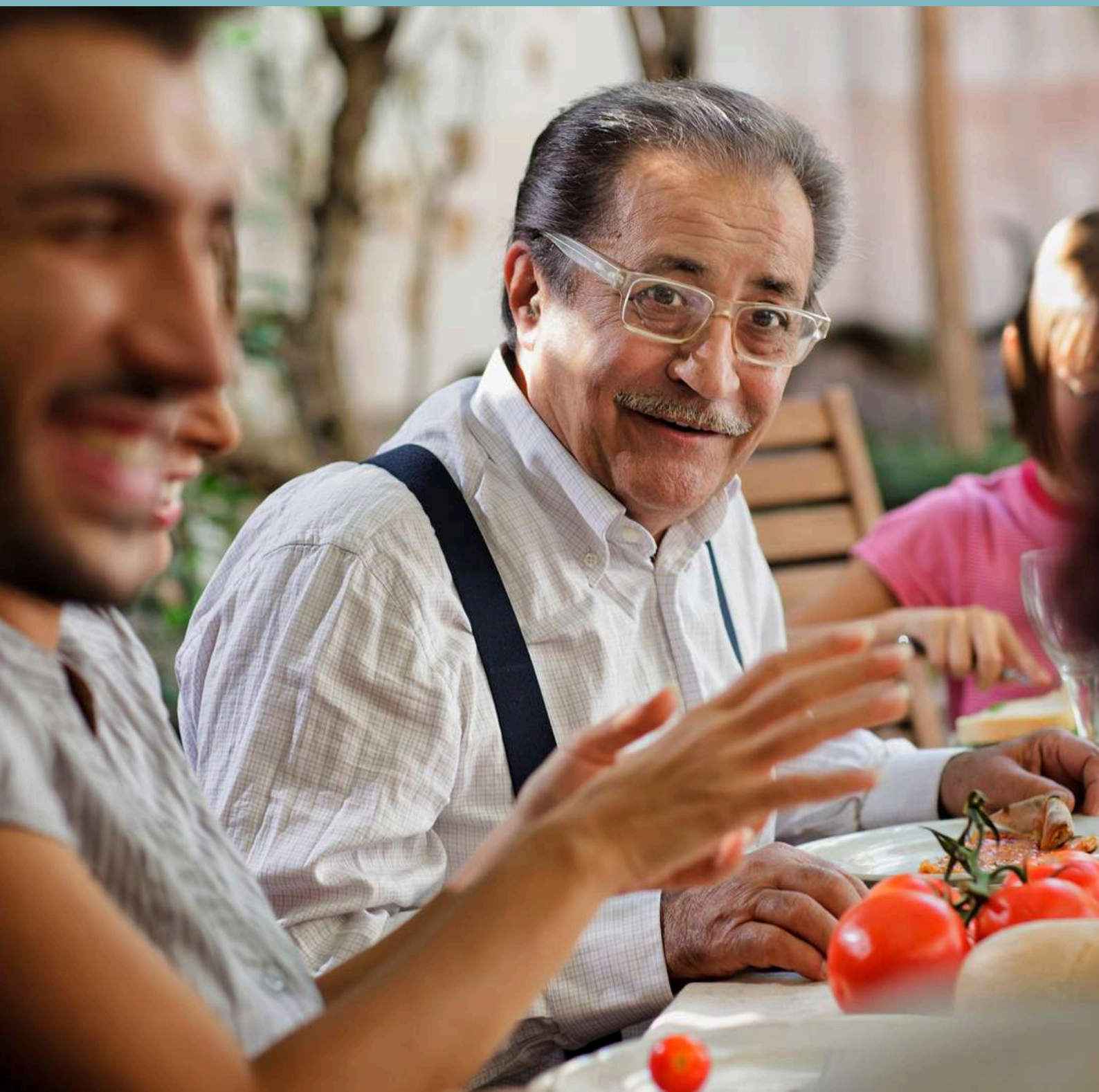


globaldataresources.io



ITALY

AUDIENCE LIST 2025



Introduction



AUDIENCE DATA ITALY

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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

TABLE OF CONTENT

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

INDEPENDENT ALTERNATIVE

"We're pleased to collaborate with IDfree 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

7. Sports Activities	8
• Sports	8
8. Travel & Vacation	9
• Travel	9
9. Shopping Habits	9
• 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

IDfree is a next-generation digital advertising platform built with ethical and privacy-compliant data sources. We empower marketers to reach their target audience without compromising user data security.

idfree.com



CATEGORY 2

HOUSEHOLD

BUILDING AGE

- Built after 2000
- Built 1980-1999
- Built 1960-1979
- Built 1946-1959
- Built 1900-1945
- Built before 1900

EDUCATION

- Long academic education (5+ years)
- Medium-long academic education (2-3 years)
- Short academic education (1-2 years)
- Vocational (manual, practical, non-academic)
- No education

ABOUT GDR

GDR provides privacy-safe audiences and omnichannel activation via IDfree: The next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs.

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

Get to know us: globaldataresources.io

CATEGORY 3

LIFESTYLES-LIFE PHASES

LIFE PHASES

- Young & Free
- Singles
- Couple no kids
- Families w/ Infant years
- Families w/ School kids
- Single parents
- Empty nesters
- Senior Couples
- Single Pensioner

CATEGORY 4

HOUSEHOLD FINANCES

HOUSEHOLD SEGMENTS

- A1 - Wealthy pre-family couples and singles
- A2 - Wealthy young couples with children
- A3 - Wealthy families with school-age children
- A4 - Wealthy older families & mature couples
- A5 - Wealthy elders in retirement



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

- B1 - Prosperous pre-family couples and singles
- B2 - Prosperous young couples with children
- B3 - Prosperous families with school-age children
- B4 - Prosperous older families & mature couples
- B5 - Prosperous elders in retirement
- C1 - Comfortable pre-family couples and singles
- C2 - Comfortable young couples with children
- C3 - Comfortable families with school-age children
- C4 - Comfortable older families & mature couples
- C5 - Comfortable elders in retirement
- D1 - Less affluent pre-family couples and singles
- D2 - Less affluent young couples with children
- D3 - Less affluent families with school-age children
- D4 - Less affluent older families & mature couples
- D5 - Less affluent elders in retirement
- E1 - Financially stressed pre-family couples and singles
- E2 - Financially stressed young couples with children
- E3 - Financially stressed families with school-age children
- E4 - Financially stressed older families & mature couples
- E5 - Financially stressed elders in retirement

CATEGORY 4

HOUSEHOLD FINANCES

HOUSEHOLD INCOME

- Low income
- Medium-low income (200'-500')
- Medium-high income (500'-1 Mio.)
- High income (1 Mio. +)
- No savings
- Medium savings (200'-1 Mio.)
- High savings (1 Mio. +)



CATEGORY 5

AUTOMOBILE

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.

globaldataresources.io/partnerinsights

CAR ACCESS

- 0 cars
- 1 car
- 1 or more cars
- 2 cars or more
- Is part of a car sharing pool

COMMUTE DISTANCE

- Less than 10 km
- 10-20 km
- 20-30 km
- More than 30 km

CATEGORY 5

AUTOMOBILE

PAST PURCHASE CAR

- Has a caravan/camper
- Owns a BMW
- Owns a Chevrolet
- 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 Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Alfa Romeo
- Owns an Audi
- Owns an Opel/Vauxhall

REACH US

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

globaldataresources.io/contact



CATEGORY 6

INTERESTS & HOBBIES

INTERESTS

- Children's wear
- Alternative Healthcare
- Animals Rights
- Antiques
- Art
- Astrology
- Baking
- Beauty care
- Beer/Wine/Liquor
- Betting/Gambling
- Celebrities
- Cigarette/snuff/tobacco
- Movies and Cinema
- Computers
- Cooking
- Cosmetics
- Diet tips
- DIY (Do It Yourself)
- Energy Saving
- Environmental care
- Exercise
- Fashion
- Sailing (owns a boat)
- Shopping/online auctions
- Trading stocks
- Trying out new recipes
- Library
- Museums
- Popular science
- Culture
- Allround sports interest
- Team sports
- Politics
- Horseback riding
- Economics, politics, society
- Private finances
- Film and TV shows
- Environmental issues
- Technic
- Wine tastings
- Out-doors activities
- Exercise
- Hunting
- Equality for all
- Equipment sports
- Baking
- Design & home decoration
- DIY
- Fashion
- Gardening
- Health
- Hi-Fi
- IT and Internet
- Kids



CATEGORY 6

INTERESTS & HOBBIES

INTERESTS

- Kitchen design-remodelling
- New technology
- Nutrition & Health
- Skincare
- Spiritual, religious
- Watching Sports
- Travelling
- Watches & Jewelry
- Wellness
- Knitting-Needlework
- Member of a book club
- Music (online streaming)
- Reading blogs
- Online dating
- Online shopping
- Online stocks trading
- PC and console games
- Photography
- Computer or console games
- Music
- Film
- Outer space



CATEGORY 7

SPORTS ACTIVITIES

SPORTS

- Active in athletics
- Active in basketball
- Active in badminton
- Active in boxing
- Active in cycling
- Active in dancing
- Active in high-end sports (sailing, hunting, golf, tennis.)
- Active in hunting
- Active in ice hockey
- Active in motorsports
- Active in tennis
- Active in volleyball
- Active in extreme sports
- Active in fitness
- Active in football
- Active in golf
- Active in gymnastics
- Active in handball
- Active in riding
- Active in running
- Active in sailing
- Active in skiing
- Active in Swimming
- Active in team sports (football, handball, basketball)
- Active in triathlon

CATEGORY 8

TRAVEL

TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Italy
- 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 Italy

CATEGORY 9

PURCHASE INTENT

VALUES

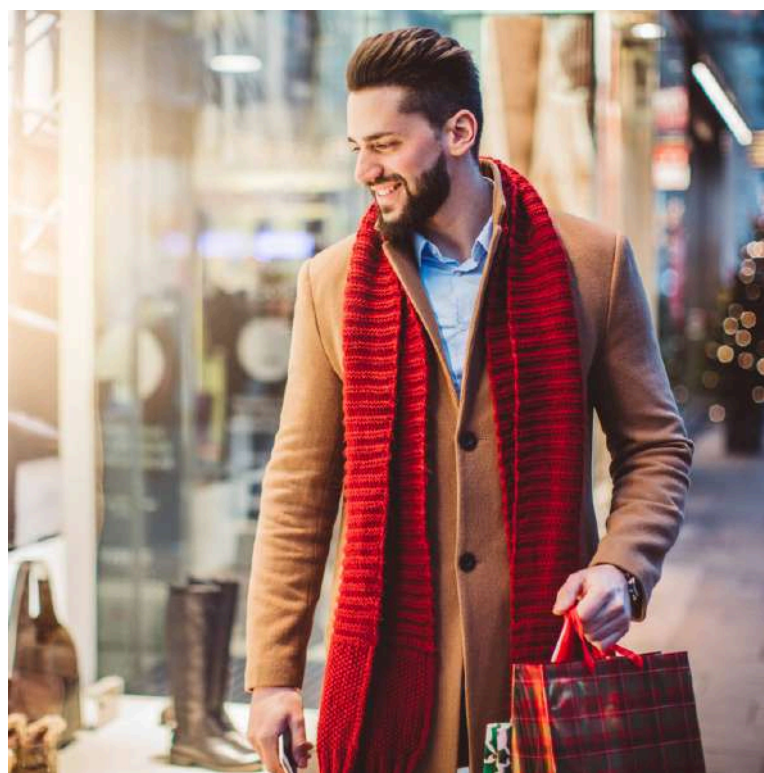
- Conscious about CO2 emission
- Avoid artificial ingredients
- Deal hunter
- Environmental products
- First-mover consumer electronics
- High focus on design
- Locally produced goods
- Often influenced by advertising
- Positive towards purchasing by instalment
- Prefer ecological groceries
- Prefer brick-and-mortar stores over online
- Shops in speciality stores with quality products
- Shops luxury products
- Shops private label
- Shops regardless of the economy
- Willing to pay extra for quality products

CONSIDER BUYING

- Alarm
- Appliances
- Home Entertainment
- Photo equipment
- New technology
- Furniture
- Entertainment

HIGH-SPENDERS

- Shoes (EUR 260+ annually)
- Men's clothes (EUR 650+ annually)
- Women's clothes (EUR 650+ annually)
- Sportswear (EUR 260+ annually)
- Play for money (EUR 50+ annually)
- Charity (EUR 130+ annually)
- Children's clothes & shoes (EUR 650+ annually)
- Home electronics (EUR 250-430 annually)



SPAIN

AUDIENCE LIST 2025



TABLE OF CONTENT

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

INDEPENDENT ALTERNATIVE

"We're pleased to collaborate with IDfree 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

7. Sports Activities	8
• Sports	8
8. Travel & Vacation	9
• Travel	9
9. Shopping Habits	9
• Shopping Habits	9



Introduction

AUDIENCE DATA 2025 SPAIN



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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

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 GDR

GDR provides privacy-safe audiences and omnichannel activation via IDfree: The next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs.

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

Get to know us: globaldataresources.io

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

"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

BETTING & LOTTO

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.

globaldataresources.io/partnerinsights

- 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.

globaldataresources.io/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

- | | |
|---|--|
| <ul style="list-style-type: none"> • Exercising • Practising athletics • Playing basketball • Boxing exercise • Cycling exercise • Dancing exercise • Practices extreme sports • Playing football • Playing golf • Goes hunting • Goes running | <ul style="list-style-type: none"> • 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

FRANCE

AUDIENCE LIST 2025



TABLE OF CONTENT

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

INDEPENDENT ALTERNATIVE

"We're pleased to collaborate with IDfree 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

7. Sports Activities	8
• Sports	8
8. Travel & Vacation	9
• Travel	9
9. Shopping Habits	9
• Shopping Habits	9



Introduction

AUDIENCE DATA 2025 FRANCE



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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

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

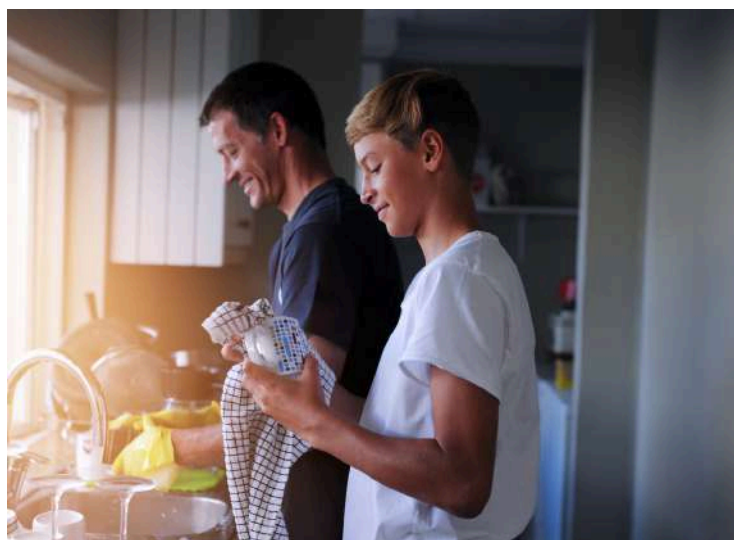
- Has cottage
- Has caravan
- Has motorboat or sailboat

ABOUT GDR

GDR provides privacy-safe audiences and omnichannel activation via IDfree: The next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs.

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

Get to know us: globaldataresources.io



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

"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

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.

globaldataresources.io/partnerinsights

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.

globaldataresources.io/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

- | | |
|---|--|
| <ul style="list-style-type: none"> • Exercising • Practising athletics • Playing basketball • Boxing exercise • Cycling exercise • Dancing exercise • Practices extreme sports • Playing football • Playing golf • Goes hunting • Goes running | <ul style="list-style-type: none"> • 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

globaldataresources.io



FINLAND

AUDIENCE LIST 2025



Table Of Contents



INTRODUCTION

1

Introduction

1



CONSUMER CLASSIFICATION

2

Mosaic

2

GDR International

2

CAMEO

2



DEMOGRAPHICS

3

Age

3

Household Composition

3



SOCIODEMOGRAPHICS

3

Business & Employment

3

Financial Products

3

Household Income

4

Life Phases

4

Lifestage

4



WHO WE ARE

5

Children Group

5

Children Household Members

5

Education

5

Home Status

5

Marital Status

5

Household Members

5

Table Of Contents

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

Table Of Contents



ADVOCACY

11

Climate & Sustainability

11



FOOD

12

Attitudes

12



FASHION

12

Attitudes

12



MEDIA AND ENTERTAINMENT

13

Books and eBooks

13

Entertainment

13

Online Video Consumption

13

TV and Video Services

13



HEALTH AND WELLNESS

14

Attitudes

14

Conditions and Treatment

14

Diet and Exercise

14

Tobacco

14

Table Of Contents



PETS

14

Pet Food

14



ONLINE GAMBLING/BETTING

15

Betting

15



SHOPPING

15

Alcohol

15

Attitudes

15

Consumer Purchase Intent

16

Grocery Preferences

16

High Spenders

16

Home Improvement

16

Shopping

17

Take Home Savouries

17



SPORTS & LEISURE

17

Leisure Interests

17

Sports Fans

18



TRAVEL

18

Accommodation

18

Destination

19

Introduction

AUDIENCE DATA 2025 FINLAND



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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

Mosaic

- A) Elite
- B) House-Owner Families
- C) Responsibility with wealth
- D) Big city lights
- E) Paperwork and balcony
- F) Post-career life
- G) Life in high-rise
- H) House and garden
- I) Countryside folk

GDR International

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



CAMEO

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

Age

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

Household Composition

- Parent with children
- Parent with children aged 0-3
- Parent with children aged 3-6
- Parent with children aged 7-11
- Parent with children aged 12-15
- Parent with children aged 16-19

Sociodemographics

Business and Employment

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

Financial Products

- Credit Card(S)
- Savings Account(S)
- Personal Loan
- Mortgage
- Shares/Share Options
- Home Buildings And/Or Contents Insurance
- Motor Insurance
- Life insurance
- Other Insurance Products



Household Income

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

Life Phases

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

Lifestage

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





Children Groups

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

Children Household Members

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

Education

- Upper Secondary School
- Vocational Course In College (E.G. Plumbing, Hairdressing)
- High School (With A Levels At The End Of The Three Years)
- A Higher Level Vocational Course (E.G. Nursing)
- University/Ba
- University/Masters

Household Members

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

Home Status

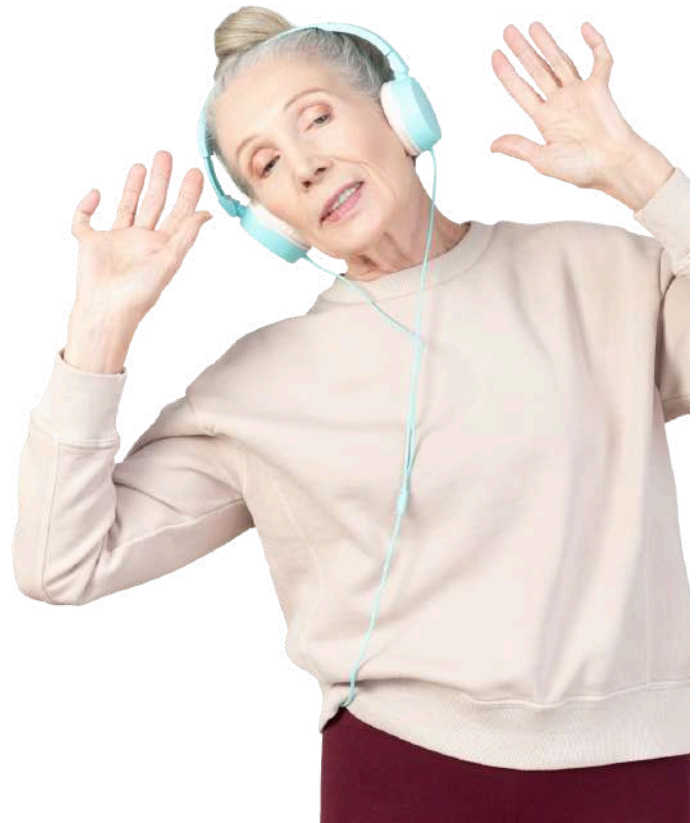
- Home Owner
- Home Renter

Marital Status

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

Attitudes

- Early Adopters
- Stressed
- Attractive
- Impulsives
- Interested in: Classic Culture
- Interested in: Music
- Interested in: Movies
- Interested in: Movies & Series
- Equality For All
- Lifestyle: Experiencers (LifeValues segmentation)
- Lifestyle: Motivated (LifeValues segmentation)
- Lifestyle: Materialists (LifeValues segmentation)
- Lifestyle: Comfort zone dwellers (LifeValues segmentation)
- Lifestyle: Traditionalists (LifeValues segmentation)
- Lifestyle: Virtuous (LifeValues segmentation)
- Lifestyle: Utopians (LifeValues segmentation)
- Lifestyle: Independents (LifeValues segmentation)
- Lifestyle: Indifferents (LifeValues segmentation)





Consumer Purchase Intent

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

Consumer Financial

Banking

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

Insurance

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

Investment

- Interested in: Stocks and Bonds
- Online stocks trading





Car Ownership

- Leased/Company Car
- Self owned

Car Segment

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

Car Type

- 2-Door Coupe/Convertible/Roadster
- 3-Door Hatchback
- 4-Door Saloon
- 5-Door Hatchback
- Estate/Wagon
- Mpv (Multi Purpose Vehicle)/People Carrier
- Suv (Sports Utility Vehicle)/4X4

Finance of Most Used Car

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



In Market

- Online shopping: Auto parts
- Considers a BMW
- Considers a Citroen
- Considers a Dacia
- Considers a Fiat
- Considers a Ford
- Considers a Honda
- Considers a Hyundai
- Considers a Kia
- Considers a Land Rover
- Considers a Mazda
- Considers a Mercedes-Benz
- Considers a Mitsubishi
- Considers a Nissan
- Considers a Peugeot
- Considers a Renault
- Considers a Seat
- Considers a Skoda
- Considers a Subaru
- Considers a Suzuki
- Considers a Toyota
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers an Alfa Romeo
- Considers an Audi
- Considers an Opel
- Considers buying a car within one year

- Considers a car using petrol
- Considers a car using diesel
- Considers a hybrid car
- Considers an electric car
- Considers a hybrid or electrical car
- Has a leased car
- Considers a brand new car
- Considers a used car
- Prefer/Considers a Lexus
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla

Influencers

- Interested in: Cars

Number Of Cars In The Household

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

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)



- Owns a Seat
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Alfa Romeo
- Owns an Audi
- Owns an Opel

Owner

- Has access to at least 1 car
- Has 0 cars
- Owns a BMW
- Owns a Citroen
- Owns a Dacia
- Owns a Fiat
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan
- Owns a Peugeot
- Owns a Renault

Purchase Condition Of Most Used Car

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



Transportation

11

Transport Methods Own

- Car
- Van Or Light Commercial Vehicle (Pick Up Etc)
- Motorcycle
- Boat Or Yacht
- Bicycle
- Quad Bike
- Campervan
- Mobile Home Or Caravan
- None Of These



Advocacy



Climate And Sustainability

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



Attitudes

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

Attitudes

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





Online Video Consumption

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

Books and eBooks

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

Entertainment

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

TV and Video Services

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



Attitudes

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

Conditions and Treatments

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

Diet and Exercise

- Kantar High frequency oat drink users
- Easily cooked food
- Interested in Nutrition and health
- Kantar interested in - Gym exercise, gym
- Dietary supplements - heavy users
- Healthy Eating Habits
- Fitness Fanatics
- Interested in: Beauty Care
- Online shopping: Eyewear

Tobacco

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

Pets

Pet Food

- Cat Owners
- Dog Owners



Betting

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



Shopping

Alcohol

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



Attitudes

- Flexitarians
- Foodies
- Food conscious
- Interested in: Trying new dishes
- Interested in: Trying new products
- Quality over price
- Foreign & exotic dishes
- Kantar Novelty pioneers in drinks
- Kantar Novelty pioneers in food
- Kantar Fast food junkies
- Eco, Fair & Local
- Interior design
- Green fingers
- Crafts
- Interested in: Handicraft
- Loves shopping
- Deal hunter
- Locally produced goods
- Often influenced by advertising



Consumer Purchase Intent

- Kantar Interested in - Cottage life, hiring a cottage
- Kantar interested in - Boats, boating
- Kantar High interest - Cottage rent domestic
- Kantar High interest - Cottage rent abroad
- Kantar High frequency - Ice cream eaters
- Kantar High frequency - Take out, take away eaters
- Kantar High spenders - travel
- Kantar High spenders - clothing
- Kantar Purchase intent - mortgage
- Kantar Purchase intent - cottage/ vacation home

Home improvement

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

Grocery Preferences

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

High Spenders

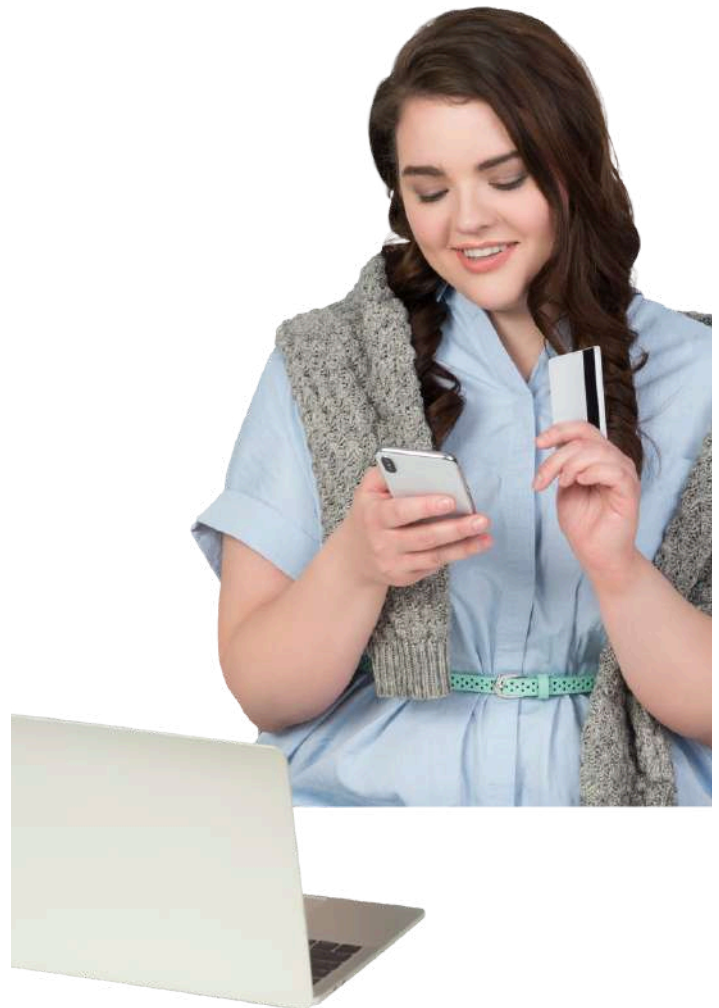
- High Spender - Kid's clothes
- High Spender - Sport/leisure equipment
- High Spender - Training/Exercise
- High Spender - Men's clothes
- High Spender - Ladies' clothes
- High spenders - cosmetics, skin-/haircare
- High spenders - Eyewear
- Goes to festivals

Shopping

- Internet shoppers
- Online shopping: Home electronics
- Online shopping: Groceries
- Online shopping: Music
- Online shopping: Furniture
- Online shopping: Travels
- Online shopping: Beauty products
- Online shopping: Sports and leisure equipment
- Shops online weekly
- Shops on online auctions
- Shops in malls
- Shops in outlet stores

Take Home Savouries

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



Sports and Leisure

Leisure Interests

- Interested in: Outdoor Life
- Interested in: Theater
- Interested in: Exercise
- Active in cycling
- Interested in: Golf
- Winter sports
- Interested in: Football
- Interested in: Ice Hockey
- Interested in: Wellness
- Interested in: Hunting & Fishing
- Interested in: Riding
- Interested in: Biking
- Interested in: Sailing
- Interested in: Motor sports
- Interested in: Tennis

Leisure Interests

- Interested in: Meditation/Yoga
- Interested in: Healthy foods
- Interested in: Concerts
- Interested in: Art
- Goes to the cinema, concerts and sports events
- Goes to art exhibitions
- Goes to the opera/ballet
- Goes to the museum
- Frequent cross country skiers
- Frequent runners
- Interested in Spiritual, religious
- Online dating
- Active in high-end sports (sailing, hunting, golf or tennis)
- Active in motorsports
- Active in riding
- Active in skiing
- Active in team sports (football, handball, basketball, etc.)
- Kantar Hobbies - Tennis, squash, badminton
- Active in golf
- Kantar Hobbies - Ski
- Kantar Hobbies - Cross country skiing

Sports Fans

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



Travel



Accommodation

- Interested in: Camping
- Travels: Interested in a cabin-vacation
- Travels: Frequent travelers

Destination

- Travels: Culture
- Travels: Holiday in Finland
- Travels: Holiday Abroad
- Interested in family vacations abroad
- Interested in family vacations (domestic)
- Travels: Cruises
- Travels: Skiing
- Travels: City
- Travels: Spa
- Skiing enthusiasts with children of school-age
- Travels: Sun & Bath
- Travels: Adventure
- Travels: Training
- Travels: Going to restaurants/bars
- Vacation in South- and North America
- Holiday in rented cabin, abroad
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Holiday in rented cabin, domestic



globaldataresources.io



POLAND

AUDIENCE LIST 2025



TABLE OF CONTENT

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

INDEPENDENT ALTERNATIVE

"We're pleased to collaborate with IDfree 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

7. Sports Activities	8
• Sports	8
8. Travel & Vacation	9
• Travel	9
9. Shopping Habits	9
• Shopping Habits	9



Introduction

AUDIENCE DATA 2025 POLAND



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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

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 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.

Get to know us: globaldataresources.io



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

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?

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

"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

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.

globaldataresources.io/partnerinsights

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.

globaldataresources.io/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

- | | |
|---|--|
| <ul style="list-style-type: none"> • Exercising • Practising athletics • Playing basketball • Boxing exercise • Cycling exercise • Dancing exercise • Practices extreme sports • Playing football • Playing golf • Goes hunting • Goes running | <ul style="list-style-type: none"> • 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

globaldataresources.io



NETHERLANDS

AUDIENCE LIST 2025



TABLE OF CONTENT

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

INDEPENDENT ALTERNATIVE

"We're pleased to collaborate with IDfree 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

7. Sports Activities	8
• Sports	8
8. Travel & Vacation	9
• Travel	9
9. Shopping Habits	9
• Shopping Habits	9



Introduction

AUDIENCE DATA 2025 THE NETHERLANDS



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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

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

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 GDR

GDR provides privacy-safe audiences and omnichannel activation via IDfree: The next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs.

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

Get to know us: globaldataresources.io



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

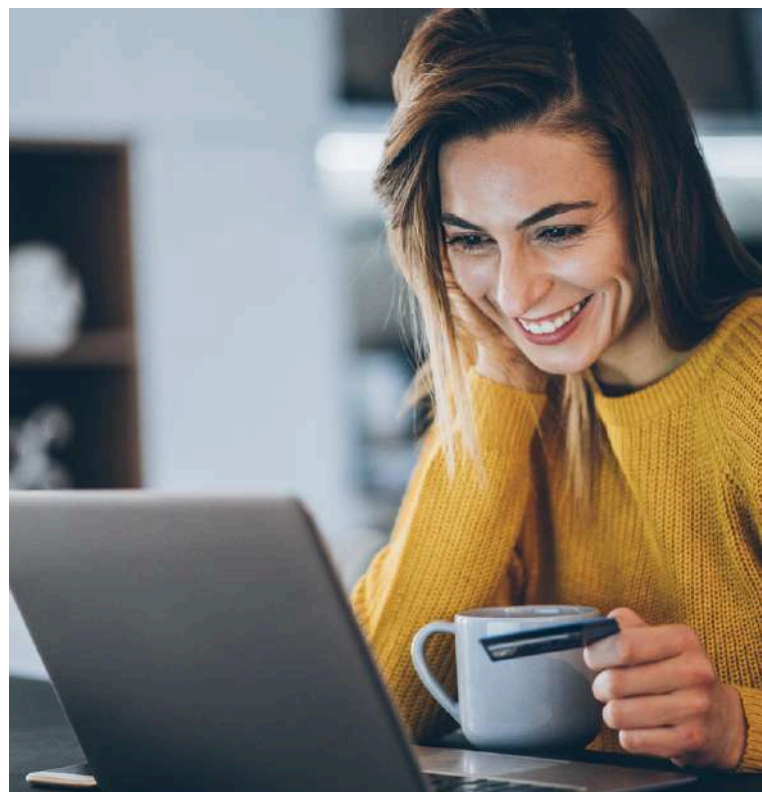
- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

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



ABOUT IDFREE

IDfree is a 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

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

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.

globaldataresources.io/partnerinsights

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.

globaldataresources.io/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

- | | |
|---|--|
| <ul style="list-style-type: none"> • Exercising • Practising athletics • Playing basketball • Boxing exercise • Cycling exercise • Dancing exercise • Practices extreme sports • Playing football • Playing golf • Goes hunting • Goes running | <ul style="list-style-type: none"> • 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

globaldataresources.io



THE UK

AUDIENCE LIST 2025



TABLE OF CONTENT

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

INDEPENDENT ALTERNATIVE

"We're pleased to collaborate with IDfree 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

7. Betting & Gambling	8
• Lotto	8
• Betting	8
8. Food	9
• Food Habits	9
9. Shopping	9
• Shopping Attitudes	9



Introduction

AUDIENCE DATA 2025 THE UK



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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

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 GDR

GDR provides privacy-safe audiences and omnichannel activation via IDfree: The next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs.

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

Get to know us: globaldataresources.io



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

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.

globaldataresources.io/partnerinsights

CAR/DISPOSAL OF CAR

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

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



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

- 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

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

globaldataresources.io/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)

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 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

globaldataresources.io

SWEDEN



AUDIENCE LIST 2025

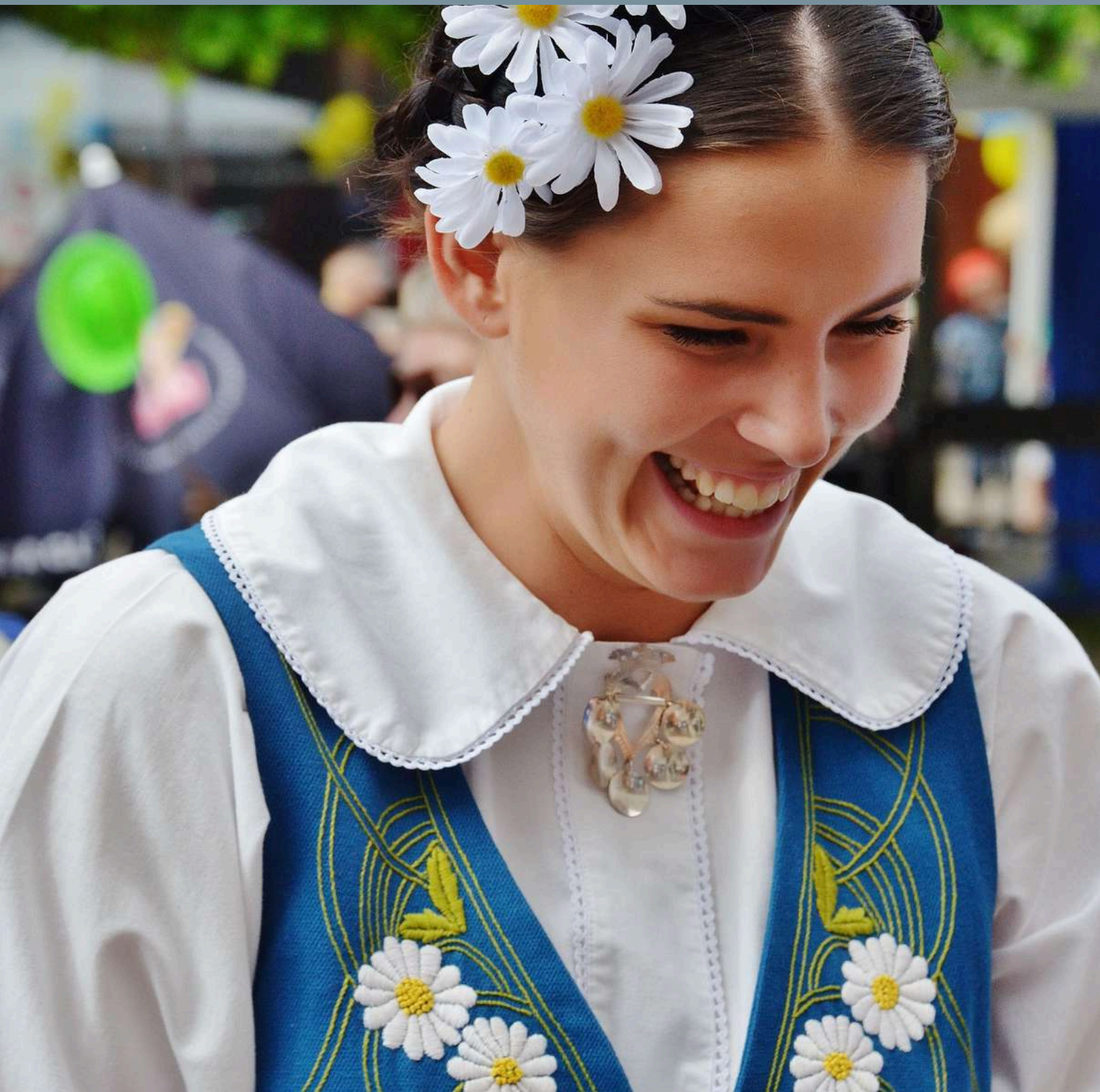


Table Of Contents



INTRODUCTION

1

Introduction

1



CONSUMER CLASSIFICATION

2

International Consumer Classification

2

Mosaic

2



DEMOGRAPHICS

3

Age

3

Age of youngest child

3

Children

3

Country of Origin

3

Education level

3

Family size

4

Life Stage

4

Number of Children

4

Origin

4

Age groups

4

Household composition

5

Lifestyle

5



CONSUMER FINANCIAL

5

Banking and Insurance

5

Table Of Contents



OUR FINANCIAL SITUATION

6

Household Income

6

Income from Capital

6

Loans and Mortgages

6

Personal Income

6

Purchasing Power

6



SOCIODEMOGRAPHICS

7

Kantar Lifestage

7

Lifestage

7

Business and Employment

7



WHERE WE LIVE

8

Type of Housing

8



HOW WE MAKE A LIVING

8

Industry

8



SOCIODEMOGRAPHICS

9

Attitudes

9

Interests

9

Table Of Contents



ONLINE GAMBLING/BETTING

9

Betting

9

Gambling

9



OUR CARS

10

(Private) Cars per Household

10

Age of Vehicle

10

Company cars

10

In Market

10

Influencers

11

Last buy

11

Owner

12

Vehicle Bought As

12

Yearly Mileage

12



ADVOCACY

13

Charity

13

Climate and Sustainability

13



CONSUMER PACKAGED GOODS

13

Alcohol

13

Fashion

13

Food

14

Smokers

14

Table Of Contents

	CONSUMER ELECTRONICS	14
	Purchase intent	14
	HEALTH AND WELLNESS	15
	Conditions and Treatments	15
	Diet and Exercise	15
	Personal Care and Beauty	15
	MEDIA AND ENTERTAINMENT	16
	Books and eBooks	16
	Cinema	16
	Gaming	16
	Music Services	16
	Online Video Consumption	16
	Social Media	16
	TV and Video Services	16
	SHOPPING	17
	Attitudes	17
	Home Improvement	17
	High Spenders	17
	Toys	18
	Online Shopping	18

Table Of Contents



SPORTS AND LEISURE

18

Leisure Interests

18

Sports Fans

19



TRAVEL

20

Destination

20

Introduction

AUDIENCE DATA 2025 SWEDEN



Global Data Resources owns and develops IDfree: The next-generation digital advertising platform built on ethical and privacy-compliant data sources.

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

International Consumer Classification

- 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 Köpstarka pionjärer
- B Metropolitiska pionjärer
- C Medvetna urbana pionjärer
- D Nyfikna pionjärer med låg köpkraft
- E Familjecentrerade efterföljare med köpkraft
- F Budgethämmade efterföljare i hyresrätt
- G Multikulturella efterföljare
- H Eftersläntrare med köpkraft i villa
- I Eftersläntrare med köpkraft i bostadsrätt
- J Budgetbegränsade eftersläntrare
- K Traditionalister med köpkraft
- L Trygghetssökande traditionalister
- M Återhållsamma traditionalister
- N Glesbygdstraditionalister

Age

- 16-25 yrs
- 26-35 yrs
- 36-45 yrs
- 46-55 yrs
- 56-65 yrs
- 66-75 yrs
- 76+

Children

- Have Children
- No Children

Country of Origin

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



Age of Youngest Child

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



Education Level

- Compulsory school
- Upper secondary education
- University

Family size

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

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



Number of Children

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



Origin

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

Age Groups

- Age 18 to 34
- Age 35 to 49
- Age 50 to 64
- Age 65 and older
- Age 25 and older currently employed

Household Composition

- Singles
- Couples
- "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



Lifestyle

- 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)

Consumer Financial

Banking and Insurance

- Heavy users payments via mobile phone
- Interested in: Private Economy
- Purchase intent - Home alarm very+rather probable
- Online shopping: Insurance
- No Private Health Insurance
- Heavily insured (multiple insurance policies)
- Member of Union
- Interested in: Stocks and Bonds
- Online stocks trading
- High Spender - Building equipment
- Considers selling a home

Household Income

- 0-149,999 kr
- 150,000-299,999 kr
- 300,000-499,999 kr
- 500,000-749,999 kr
- 750,000-999,999 kr
- >1000,000 kr

Income from Capital

- 0 kr
- 1-999 kr
- 1,000-9,999 kr
- 10,000-99,999 kr
- >100,000 kr

Loans and Mortgages

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



Personal Income

- 0-99,999 kr
- 100,000-199,999 kr
- 200,000-299,999 kr
- 300,000-499,999 kr
- 500,000-699,999 kr
- > 700,000 kr

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

Kantar Lifestage

- Kantar Families with kids
- Kantar Baby boomers
- Kantar Generation X
- Kantar Millennials
- Kantar Generation Z

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



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.



Type of Housing

- Owned House
- Coop House
- Rented apartment
- Coop apartment

How We Make a Living

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 & defence
- Education & Research
- Health & Social work
- Cultural & Personal Services
- Unspecified Industry
- People 20-64 in Employment
- People 20-64 Unemployed



Attitudes

- Early Adopters
- Stressed
- Attractive
- Techies

Interests

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

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 Eurojackpot

(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



Company Cars

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

In Market

- 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 two years



In Market

- Considers car using petrol
- Considers car using diesel
- Considers hybrid car
- Considers an electric car
- Considers hybrid or electric 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
- Prefer/Considers a Polestar

Last Buy

- | | |
|-----------------|--------------|
| • Audi | • Seat |
| • BMW | • Skoda |
| • Chevrolet | • Subaru |
| • Citroen | • Suzuki |
| • Dacia | • Tesla |
| • Fiat | • Toyota |
| • Ford | • Volvo |
| • Honda | • Volkswagen |
| • Hyundai | |
| • Kia | |
| • Lexus | |
| • Mazda | |
| • Mercedes-Benz | |
| • MG | |
| • Mini | |
| • Mitsubishi | |
| • Nissan | |
| • Opel | |
| • Peugeot | |
| • Renault | |
| • Saab | |

Influencers

- Motormaniacs
- Interested in: Cars
- Interested in: Repairing cars
- Owns a boat



Owner

- Has a leasing car
- Has access to a minimum 1 car
- Has 0 cars
- Has 1 car
- Has 2 cars
- Uses 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

Owner

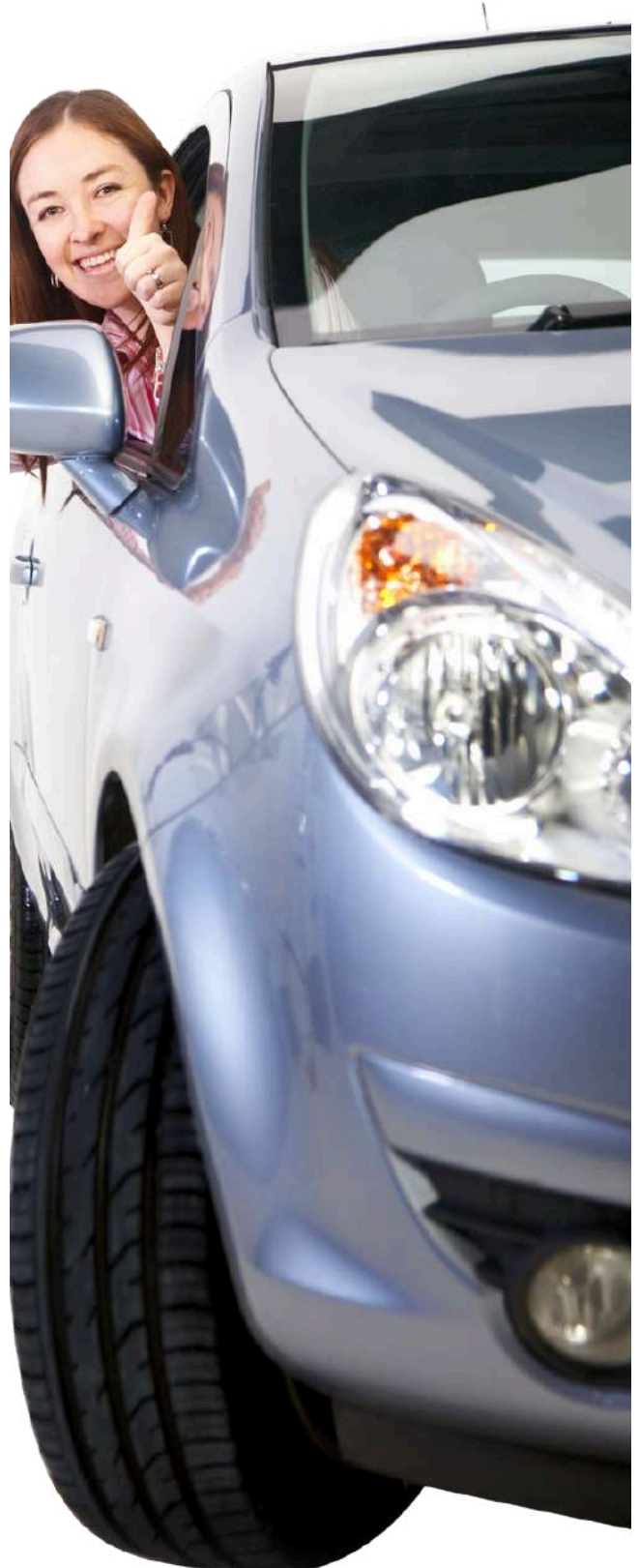
- Owns a Toyota
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Audi
- Owns an Opel
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla

Vehicle Bought As

- New
- Almost New
- Used
- Direct imported

Yearly Mileage

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



Charity

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



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
- Interested in: Nature conservation
- Attend flea markets, buy second hand
- Environmental products

Consumer Packaged Goods

Alcohol

- High Spender - Wine
- High Spender - Spirits
- High Spender - Beer
- Interested in: Wine

Fashion

- Beauty babes
- Interested in: Fashion
- Interested in: Interior Design
- High focus on design
- Online shopping: Clothes and shoes



Consumer Packaged Goods

14

Food

- Quality over price
- Interested in cooking
- Flexitarians
- Foodies
- Food conscious
- Interested in: Baking
- Interested in: Trying new dishes
- Interested in: Trying new products
- On-line shopping: Take Away Food
- Eats fast-food
- Avoid dairy products
- Avoid gluten/wheat
- Avoid meat
- Often seen at restaurants
- Has dinner or meal boxes delivered
- Kantar High spenders - Eating out
- Dog Owners
- Cat Owners

Smokers

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



Consumer Electronics



Purchase Intent

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

Conditions and Treatments

- Health and well-being
- Kantar High frequency - Vitamin buyers
- Online shopping: Pharmaceuticals
- Allergy/cold medication buyers
- Acid reduction/acid reflux - frequent buyers
- Painkillers/pain relievers - frequent buyers
- Allergy medicine - frequent buyers
- Cold medication - frequent buyers
- OTC Muscle Pain Treatment - frequent buyers

Diet and Exercise

- Interested in: Diet tips
- Easily cooked food
- Kantar High-frequency oat drink users
- Kantar interested in - Gym exercise, gym
- Healthy Eating Habits
- Fitness Fanatics

Personal Care and Beauty

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



Books and eBooks

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

Music Services

- Uses Spotify (heavy)
- Spotify Free Subscribers
- Podcast Subscribers
- Interested in: Pop- and rock music
- Streaming music

Online Video Consumption

- Streaming Viaplay (in the household)
- Streaming Netflix (in the household)
- Streaming Discovery+ (in the household)
- Streaming HBO Max (in the household)



Cinema

- Online shopping: Movies

Gaming

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

Social Media

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

TV and Video Services

- Kantar High spenders - SVOD services (Netflix, HBO etc.)
- Kantar High spenders - Broadcaster TV services (not Public Service)
- Heavy YouTube Users

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 Novelty pioneers in food
- Kantar High spenders - travel
- Kantar High spenders - clothing
- Kantar High frequency - Ice cream eaters
- Kantar High frequency - Take out, take away eaters
- Kantar interested in - Boats, boating
- Online shopping: Auto parts
- Uses more than 1.000 SEK on groceries per week
- Shops in malls
- Shops in outlet stores



Home Improvement

- Bathroom refurbishment (next 24 months)
- Kitchen refurbishment (next 24 months)
- Outside renovation plans: house & garden
- Shops in builders' merchant
- Purchase intent - Big furniture
- Kantar Purchase intent - cottage/ vacation home

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

Toys

- Purchase intent - Electric bike
- Purchase intent - Charging box for electric car
- Purchase intent - Motor toys
- Purchase intent - Water toys



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
- Use Food Delivery Apps
- Prefers to shop in physical stores over online

Sports and Leisure

Leisure Interests

- Interested in motorsports
- Interested in handball
- Interested in basketball
- Interested in floorball
- Interested in bandy
- SportEnthusiast
- Adrenalin Junkies
- Interested in: Outdoor Life
- Interested in: Status/Posh Sports
- 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: Motorsports
- Interested in: Theater
- Interested in: Golf
- Interested in: Tennis

Leisure Interests

- Interested in: Meditation/Yoga
- Interested in: Healthy foods
- Interested in: Foreign culture
- Interested in: Concerts
- Interested in: Art
- Goes to cinema, concerts and sports events
- Interested in: Classic music
- Goes to the museum
- Frequent cross-country skiers
- Frequent runners
- Cook gourmet food
- Interested in Spiritual, religious
- Online dating
- Active in high-end sports (sailing, hunting, golf or tennis)
- Active in hunting
- Active in riding
- Active in skiing (cross country)
- Active in team sports (football, handball, basketball etc)
- Active in cycling
- Active in sailing
- Attend theatre or musicals
- Active in golf
- Active in tennis
- Kantar Hobbies - Ski
- Kantar Hobbies - Cross-country skiing

Sports Fans

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



Destination

- Interested in: Camping
- Travels: All Inclusive
- Travels: Frequent travellers
- Interested in travel
- 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
- Travels: Backpacking/interrail
- Interested in family vacations abroad
- Interested in family vacations (domestic)
- Skiing enthusiasts with children of school-age
- Golf holiday
- Holiday by car abroad
- Holiday by car domestic
- Vacation abroad by train
- Vacation in Europe
- Vacation in Other countries (excl. Europe)



globaldataresources.io

NORWAY



AUDIENCE LIST 2025



Table Of Contents

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

Table Of Contents

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

Table Of Contents

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

Table Of Contents



SPORTS AND LEISURE

16

Influencers

16

Leisure Interests

16

Sports Fans

16



TRAVEL

17

Destination

17

Accommodation

17

Attitudes

17

Destination

18



MEDIA AND ENTERTAINMENT

18

Books and eBooks

18

Cinema and Influencers

18

Gaming

18

Mobile Device Usage

19

Music Services

19

Online Video Consumption

19

Social Media

19

Other Media

20

TV and Video Services



SHOPPING

20

Attitudes

20

Grocery Preferences

21

Grocery Retailers

21

High Spenders

21

Home Improvement

21

Influencers

21

Online Shopping

22

Other Retailers

22

Purchase Intent

22

Table Of Contents



DINING

23

Attitudes

23

Delivery

23



ADVOCACY

23

Charity

23



CONSUMER ELECTRONICS

24

Attitudes

24

Influencers

24



CONSUMER PACKAGED GOODS

24

Smokers and Snusere

24

Pet Food

24

Attitudes

25

Introduction

AUDIENCE DATA 2025 NORWAY



Global Data Resources owns and develops IDfree: The next-generation digital advertising platform built on ethical and privacy-compliant data sources.

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

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

03

Age

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

Household Composition

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

Who We Are



Age

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



Lifestage

- Lifecycle - "Young & Free"
- Lifecycle - "Singles"
- Lifecycle - "Couple no kids"
- Lifecycle - "Infant years"
- Lifecycle - "School kids"
- Lifecycle - "Single parents"
- Lifecycle - "Empty-nesters"
- Lifecycle - "Senior Couples"
- Lifecycle - "Single Pensioner"
- Valentine couples (no children) with outward activities
- Valentine singles - online dating
- 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

Children 0-17 yrs

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

Education Level

- Basic
- Secondary
- Vocational
- University
- Unregistered

Household Composition

- Singles
- Couples

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

Household Size

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

Marital Status

- Married
- Cohabitation
- Single
- Previously married

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



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

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

08

Employment Frequency

- Employed per persons 20 69

Employment Sector

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

Employment Industry

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

Managerial Position

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

Occupation

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



Household Income

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



Household Wealth

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

Income per Earner

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



Car Engine Preferences

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

Car Segment Preferences

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



Owner

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



Owner

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

Owner

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



In Market

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

Banking

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



Influencers

- Interested in: Private Economy

Insurance and Investment

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

Property and Mortgage

- High Spender - Building equipment



Attitudes

- Health and well-being
- 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



Climate and Sustainability

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



Online Gambling/Betting



Betting

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

Gambling

- Online gamblers
- Play Lotto
- Play the National Lotto

Attitudes

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



Personal Care and Beauty

Influencers

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



Influencers

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



Leisure Interests

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

Sports Fans

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



Travel

Destination

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

Accommodation

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

Attitudes

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





Destination

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

Media and Entertainment

Books and eBooks

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



Cinema and Influencers

- Online shopping: Movies
- Interested in: Celebrities

Gaming

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

Mobile Device Usage

- Uses Spotify

Music Services

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

Online Video Consumption

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

Other Media

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



Social Media

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



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



Grocery Preferences

- Uses more than 1.000 kr. on groceries per week

Grocery Retailers

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

High Spenders

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



Home Improvement

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

Influencers

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

Online Shopping

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

Other Retailers

- Shops in malls
- Shops in border stores



Purchase Intent

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

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

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)



globaldataresources.io



AUSTRIA

AUDIENCE LIST 2025



TABLE OF CONTENT

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

INDEPENDENT ALTERNATIVE

"We're pleased to collaborate with IDfree 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

7. Sports Activities	8
• Sports	8
8. Travel & Vacation	9
• Travel	9
9. Shopping Habits	9
• Shopping Habits	9



Introduction

AUDIENCE DATA 2025 AUSTRIA



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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

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

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 GDR

GDR provides privacy-safe audiences and omnichannel activation via IDfree: The next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs.

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

Get to know us: globaldataresources.io



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

BETTING & LOTTO

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.

globaldataresources.io/partnerinsights

- 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.

globaldataresources.io/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 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
- 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 2025



TABLE OF CONTENT

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

INDEPENDENT ALTERNATIVE

"We're pleased to collaborate with IDfree 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

7. Sports Activities	8
• Sports	8
8. Travel & Vacation	9
• Travel	9
9. Shopping Habits	9
• Shopping Habits	9



Introduction

AUDIENCE DATA 2025 SWITZERLAND



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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

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 GDR

GDR provides privacy-safe audiences and omnichannel activation via IDfree: The next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs.

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

Get to know us: globaldataresources.io



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

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

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.

globaldataresources.io/partnerinsights

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.

globaldataresources.io/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

- | | |
|---|--|
| <ul style="list-style-type: none"> • Exercising • Practising athletics • Playing basketball • Boxing exercise • Cycling exercise • Dancing exercise • Practices extreme sports • Playing football • Playing golf • Goes hunting • Goes running | <ul style="list-style-type: none"> • 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

globaldataresources.io



DENMARK

AUDIENCE LIST 2025



Table Of Contents

	INTRODUCTION	1
	Introduction	1
	CONSUMER CLASSIFICATION	2
	Mosaic	2
	GDR International	2
	DEMOGRAPHICS	3
	Age	3
	Children	3
	Education	3
	Household Age	3
	Household Composition	3
	Household Size	3
	Number of Children	4
	Type of Household	4
	Youngest Child's Age	4
	SOCIODEMOGRAPHICS	5
	Attitudes	5
	Business & Employment	5
	Household Income	5
	Kantar Lifestage	5
	Life Phases	6
	Lifestage	6
	Life Values	6
	Personality	7

Table Of Contents

	OUR FINANCES	7
	Household Pension Assets	7
	Household Income	7
	Household Wealth	7
	Investments	8
	HOW WE LIVE	8
	Household Density	8
	Housing	8
	Living Time in Residency	9
	No Direct Marketing	9
	Ownership Conditions	9
	Number of Rooms	9
	Town Size	9
	Owns a Cottage	9
	EMPLOYMENT	10
	Socio-Economic Status	10
	CONSUMER ELECTRONICS	10
	Attitudes	10
	Influencers	10
	Domestic Appliances	10
	CONSUMER FINANCIAL	11
	Banking	11
	Insurance	11
	Property & Mortgage	11
	Investment	11

Table Of Contents

	CONSUMER PACKAGED GOODS	12
	Alcohol	12
	Attitudes	12
	Take Home Savouries	12
	Pet Food	12
	ADVOCACY	13
	Charity	13
	Climate & Sustainability	13
	AUTOMOTIVE	13
	Attitudes	13
	Influencers	14
	In Market	14
	Owner	15
	Commuting	15
	HEALTH & WELLNESS	16
	Attitudes	16
	Conditions & Treatments	16
	Diet & Exercise	16
	Tobacco	16
	MEDIA AND ENTERTAINMENT	17
	Books and eBooks	17
	Gaming	17
	Music Services	17
	Online Video Consumption	17
	Other Media	17

Table Of Contents

Social Media 18

TV & Video Services 18



ONLINE GAMBLING/BETTING 19

Betting 19

Gambling 19



PERSONAL CARE & BEAUTY 19

Influencers 19



SHOPPING 20

Attitudes 20

Grocery Preferences 20

Home Improvement 21

High Spenders 21

Online Shopping 21

Other Retailers 22

Purchase Intent 22



SPORTS & LEISURE 23

Influencers 23

Sports Fans 23

Leisure Interests 23



TRAVEL 24

Accommodation 24

Attitudes 24

Destination 24

Table Of Contents



FASHION

25

Attitudes

25

Behaviours

25



DINING

25

Attitudes

25

Delivery

25



GDR

Global Data Resources

Introduction

AUDIENCE DATA 2025 DENMARK



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

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

GEO HOT SPOTS

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

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

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

ETHICAL DATA SOURCES

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

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

CONTACT OUR TEAM

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

Mosaic

- A) Established Elite
- B) Modern, Married and Affluent
- C) Educated and on the rise
- D) Young in the city
- E) Campus
- F) Prosperous Countryside
- G) Midlife Surplus
- H) House and family
- I) Multicultural City Blocks
- J) Senior Surplus
- K) The Quiet Pensioner
- L) Empty Nesters in the Countryside

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



Age

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

Children

- Has children
- No children

Education

- Folk High School stay (Hoejskoleophold)
- No education
- Trade
- Short education
- Medium long education
- Long education

Household Age

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

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

Household Size

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



Number of Children

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

Type of Household

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

Youngest Child's Age

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





Attitudes

- High Net Worth Individuals
- Interested in: Movies
- Interested in: Movies & Series
- Interested in: Music
- Interested in: Economy & Society
- Interested in: Politics
- Attractive
- Early Adopters
- Stressed
- Impulsives
- 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 - Marketing and communication decision-makers
- Kantar B2B - IT decision makers
- Kantar B2B - Decision makers within the organization, CEO, Board Members etc.
- International business air travellers
- Domestic business air travellers
- Kantar B2B - Recruitment decision makers

Household Income

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

Kantar Lifestage

- Kantar Families with kids
- Kantar Baby boomers
- Kantar Generation X
- Kantar Millennials
- Kantar Generation Z

Life Phases

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

Lifestage

- Student in the household
- Valentine couples (no children) with outward activities
- Valentine singles - online dating
- 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"
- Lifestyle: Center Group
- Lifestyle: Community oriented
- Lifestyle: Individuals
- Lifestyle: Modern
- Lifestyle: Traditionals
- Lifestyle: Modern-community oriented
- Lifestyle: Modern-individuals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals



Life Values

- 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: Indifferents (LifeValues segmentation)

Personality

- Big Five Personality: Openness
- Big Five Personality: Conscientiousness
- Big Five Personality: Agreeableness
- Big Five Personality: Extraversion
- Big Five Personality: Neuroticism



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.

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.

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.



Investments

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

How We Live

Household Density

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

Housing

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

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

Ownership Conditions

- Cooperative housing
- Home owner
- Home renter

Town Size

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



Number of Rooms

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

Owns a Cottage

- Cottageowner



Socio-Economic Status

- Household with a private firm at the same address
- Unemployed
- Ground level employment
- High-level employment or independent
- Medium level employment
- Others
- Pensioner

Consumer Electronics

Attitudes

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

Influencers

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

Domestic Appliances

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



Banking

- Considers switching bank
- Customer at Nordea
- Customer at Danske Bank
- Heavy users of Mobile Pay
- Heavy users of payments via mobile phone
- Interested in: Private Economy



Insurance

- Purchase intent - Home alarm very+rather probable
- On-line shopping: Insurances
- No Private Health Insurance
- Considering Private Health Insurance
- Considers switching insurance company
- Heavily insured (multiple insurance policies)
- Member of Union
- Unemployment insurance

Property and Mortgage

- Considers building a home
- Considers selling a home
- High Spender - Building equipment



Investment

- Interested in: Stocks and Bonds
- Online stocks trading

Consumer Packaged Goods

12



Alcohol

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

Attitudes

- Interested in cooking
- Interested in: Baking
- Quality over price
- Foodies
- 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
- Has dinner or meal boxes delivered

Pet Food

- Cat Owners
- Dog Owners

Take Home Savouries

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



Charity

- High Spender - Charity
- Interested in: Animal Rights
- Interested in: Science & History
- Households with a NGO membership (like Unicef, Red Cross, Plan, SOS)



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
- Sustainability Segment - Actives
- Sustainability Segment - Considerers
- Sustainability Segment - Believers
- Sustainability Segment - Dismissers

Automotive

Attitudes

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



Influencers

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



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 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 Mazda
- Considers a Mercedes-Benz
- Considers a Nissan
- Considers an Opel
- Considers a Peugeot
- Considers a Renault
- Considers a Seat
- Considers a Skoda
- Considers a Suzuki
- Considers a Toyota
- Considers a Trailer
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers a brand-new car
- Considers hybrid car
- Considers hybrid or electric car
- Considers a leasing car
- Online shopping: Auto parts
- Prefer/Considers a Tesla
- Owns a Tesla
- Prefer/Considers a Porsche



Owner

- Has 0 cars
- Has 1 car
- Has 2 cars

Commuting

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



Owner

- Owns a caravan
- 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 Mazda
- Owns a Mercedes-Benz
- Owns a Nissan
- Owns an Opel
- Owns a Peugeot
- Owns a Renault
- Owns a Seat
- Owns a Skoda
- Owns a Suzuki
- Owns a Toyota
- Owns a Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)
- Has access to minimum 1 car
- Is part of a car-sharing pool
- Owns a Porsche

Attitudes

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

Conditions and Treatments

- Online shopping: Pharmaceuticals
- Acid reduction/acid reflux - heavy users
- Chronic pains/frequent pain reliever users
- Allergy/cold medication users
- OTC Muscle Pain Treatment

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
- Dietary supplements - heavy users
- Healthy Eating Habits
- Fitness Fanatics
- Vitamins - heavy users



Tobacco

- Uses E-Cigarettes
- Uses E-Cigarettes and trying to quit
- Smokers - trying to quit
- Uses Snus (Snuff) - trying to quit

Books and eBooks

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



Gaming

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

Music Services

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

Online Video Consumption

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

Other Media

- On-line shopping: Movies
- Interested in: Celebrities
- Uses Spotify
- Daily coverage: Lokalradio
- 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



Social Media

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



TV and Video Services

- Uses C More
- Uses Telia TV
- Uses Viafree
- Uses YouSee
- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks Norway
- Kantar High spenders - SVOD services (Netflix, HBO etc.)
- Kantar High spenders - Broadcaster TV services (Elisa Viihde, Telia TV etc.)
- Streaming TV 2 Play (Danish)
- Streaming DRTV
- Daily coverage DR3
- Daily coverage TV2
- Daily coverage DR1
- Daily coverage DR P1
- Daily coverage DR 2
- Uses DRTV
- Uses TV2 Play
- 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

Online Gambling/Betting

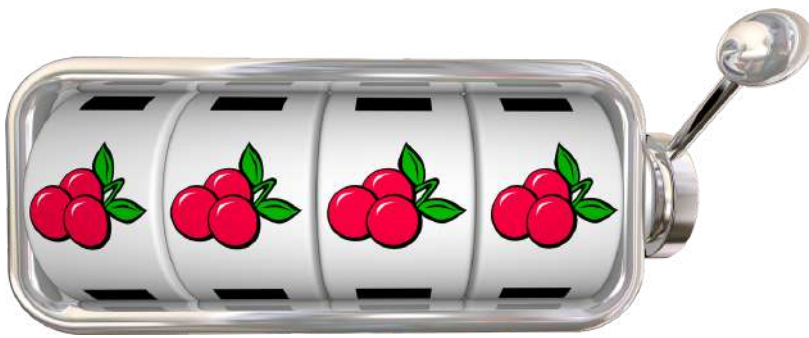
19

Betting

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

Gambling

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



Personal Care and Beauty

Influencers

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



Attitudes

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



Grocery Preferences

- Shops private label
- Uses more than 1.000 kr. on groceries per week
- Shops in Lidl
- Shops in Meny
- Shops in Rema 1000
- Shops in Spar
- Shops in 7-Eleven
- Shops in Min Købmand
- Shops in nemlig.com
- Reads offer newspaper from Superbrugsen
- Reads offer newspaper from Dagli' Brugsen
- 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
- Do not read offer newspaper from Superbrugsen
- Do not read offer newspaper from Dagli' Brugsen
- Do not read offer newspaper from Irma
- Do not read offer newspaper from Bilka
- Do not read offer newspaper from Netto
- Do not read offer newspaper from Aldi
- Do not read offer newspaper from Fakta
- Do not read offer newspaper from Føtex
- Do not read offer newspaper from Meny
- Do not read offer newspaper from Rema 1000
- Do not read offer newspaper from Spar
- Do not read offer newspaper from Lidl
- Do not read offer newspaper from Min Købmand

Grocery Preferences

- Shops in Aldi
- Shops in Bilka
- Shops in Dagli' Brugsen
- Shops in Fakta
- Shops in Foetex
- Shops in Irma
- Shops in Kvikly
- Shops in Netto
- Shops in SuperBrugsen
- Shops in coop.dk



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

Home Improvement

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

Online Shopping

- 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
- Internet shoppers
- Shops online weekly
- Shops on online auctions
- Use Food Delivery Apps



Purchase Intent

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



Other Retailers

- Shops in border stores
- Shops in malls
- Shops in Matas
- Reads offer newspaper from Imerco
- Reads offer newspaper from Elgiganten
- Reads offer newspaper from Punkt1/Expert
- Reads offer newspaper from Power
- Reads offer newspaper from Bauhaus
- Reads offer newspaper from Silvan
- Reads offer newspaper from Jem & Fix
- Reads offer newspaper from Harald Nyborg
- Do not read offer newspaper from Imerco
- Do not read offer newspaper from Elgiganten
- Does not read offer newspaper from Punkt1/Expert
- Do not read offer newspaper from Power
- Do not read offer newspaper from Bauhaus
- Do not read offer newspaper from Silvan
- Do not read offer newspaper from Jem & Fix
- Do not read offer newspaper from Harald Nyborg
- Reads offer newspaper from XL-Byg
- Reads offer newspaper from Stark
- Reads offer newspaper from T. Hansen
- Reads offer newspaper from Matas
- Reads offer newspaper from Kop & Kande
- Do not read offer newspaper from XL-Byg
- Do not read offer newspaper from Stark
- Do not read offer newspaper from T. Hansen
- Do not read offer newspaper from Matas
- Do not read offer newspaper from Kop & Kande
- Shops in outlet stores

Influencers

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

Sports Fans

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

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 theatre or musicals
- Attend evening school
- Goes to art exhibitions
- Goes to the museum
- Goes to the opera/ballet
- Attend classical concerts
- Attend pop concerts, rock concerts
- Attend shows or stand-up
- Interested in: Classic music
- Interested in Spiritual, religious
- Interested in: Hunting & Fishing
- Interested in: Riding
- Cardiocravers
- Winter sports
- 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
- Devoted Exercisers
- Interested in: Exercise
- Interested in: Wellness
- Frequent runners
- Cook gourmet food
- Online dating
- Active in handball
- Active in motorsports
- Active in riding
- Active in team sports (football, handball, basket etc)

Accommodation

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

Attitudes

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

Destination

- Travels: Going to restaurants/bars
- One-day trips abroad
- Vacation in Asia
- Travels: Holiday in Denmark
- Vacation in Europe (excl. Scandinavia)
- Vacation in South- and North America
- Vacation abroad by train
- Golf holiday
- 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



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

Attitudes

- Interested in: Interior Design
- Interested in watches and jewellery
- Interested in items for kids
- Interested in: Fashion
- High focus on design
- Interested in: Clothes and shoes
- Beautybabes

Behaviours

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



Dining



Attitudes

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

Delivery

- Sushi-lover
- Pizza-lover