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# SWEDEN








AUDIENCE LIST 2026







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**GDR**

Global Data Resources

# Introduction

## AUDIENCE DATA 2026 SWEDEN



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

### **Reach the Right Audiences. Responsibly.**

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

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

### **Geo Hot Spots**

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

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

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

### **Trusted Data. Proven Performance.**

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

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

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

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

### **Let's Build Your Next Audience**

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

Start with a few keywords:

**[globaldataresources.io/contact](https://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 Budgethämmande 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

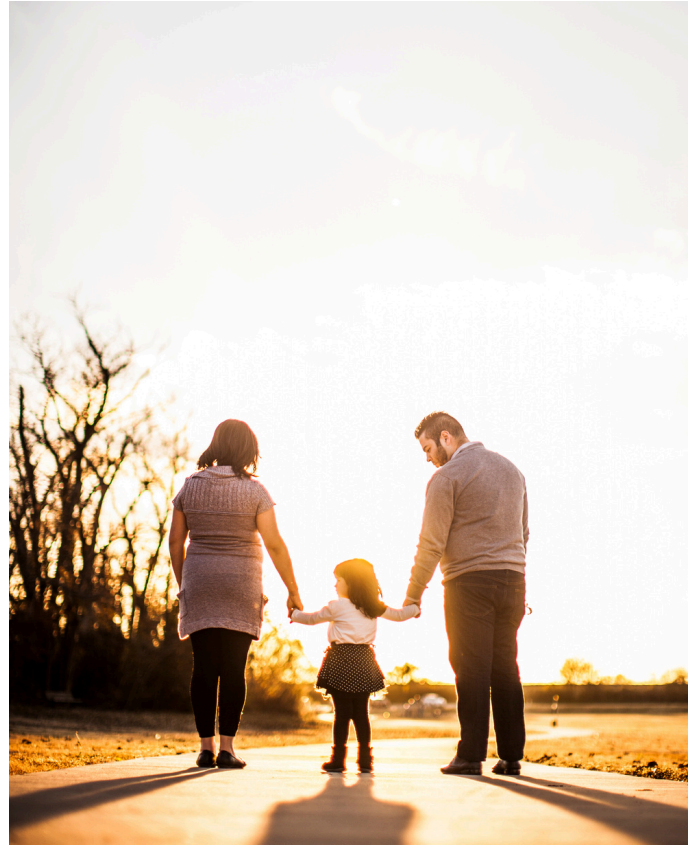
- Compulsory school
- Upper secondary education
- University

## 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



# Our Financial Situation

## 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 Millenials
- 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.



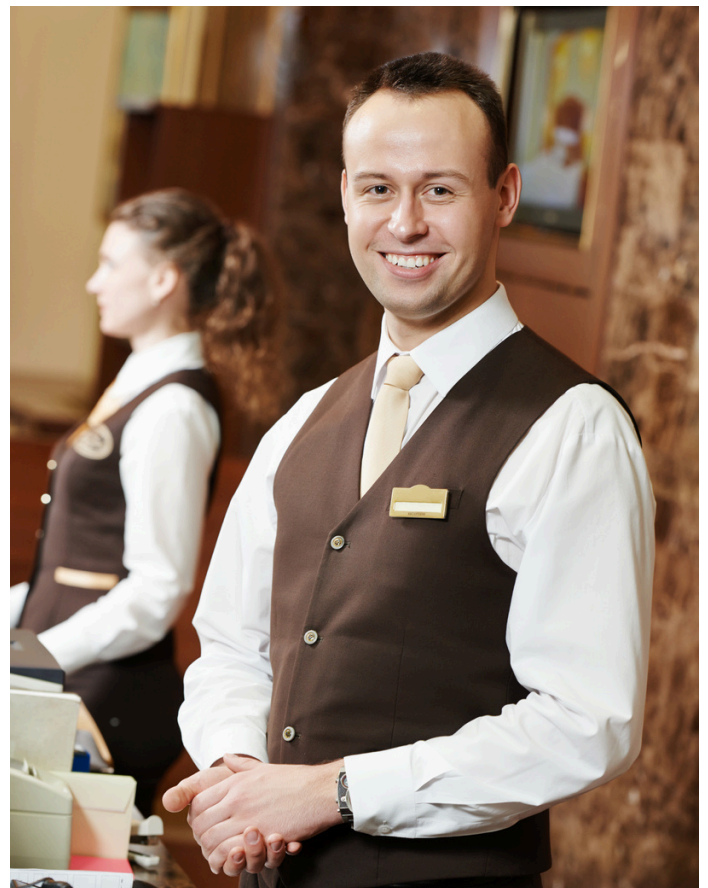
## Type of Housing

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

## 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 fleamarkets, 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



## 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

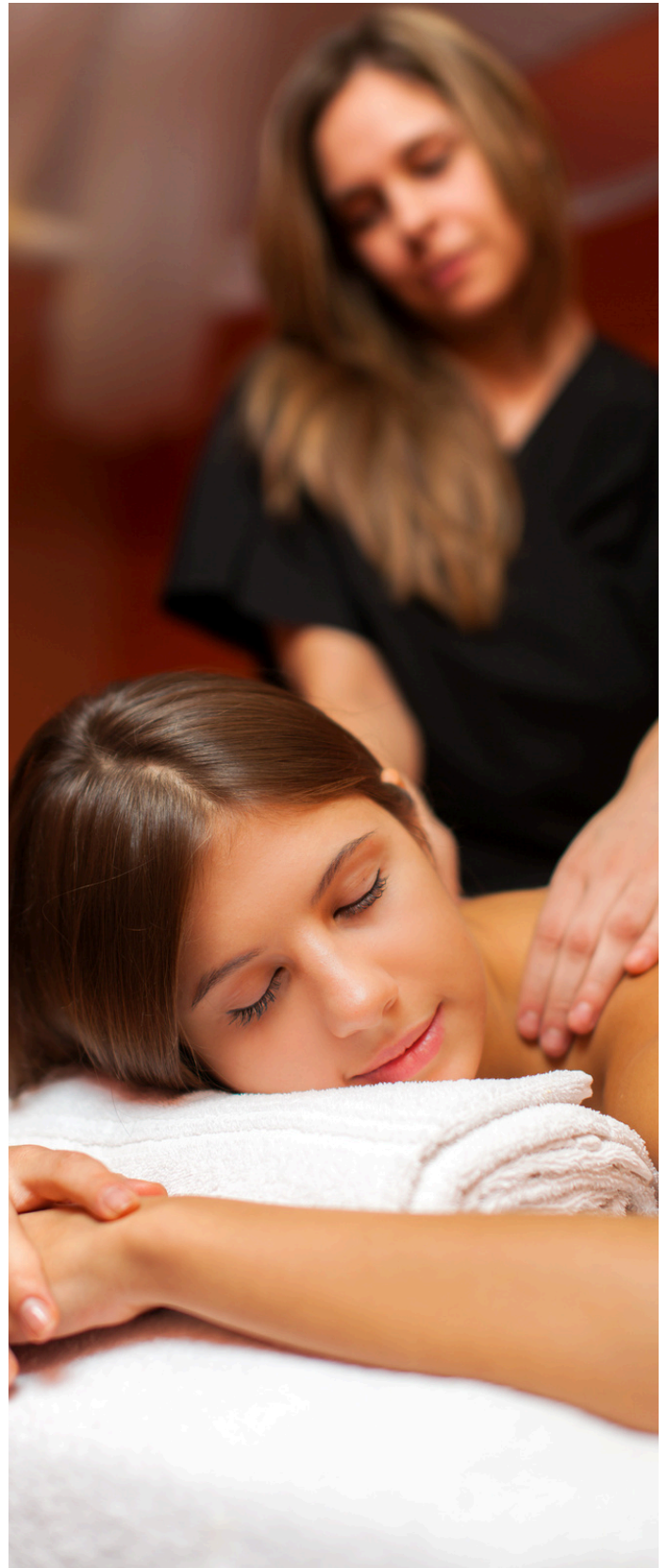
- Health and well-being
- Kantar High frequency – Vitamin buyers
- Online shopping: Pharmaceuticals
- Allergy/cold medication buyers
- Acid reduction/acid reflux - frequent buyers
- Painkillers/pain relievers - frequent buyers
- Allergy medicine - frequent buyers
- Cold medication - frequent buyers
-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



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