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FINLAND



AUDIENCE LIST 2025



Table Of Contents



INTRODUCTION

1

Introduction

1



CONSUMER CLASSIFICATION

2

Mosaic™

2

GDR International

2

Cameo Groups

3



SOCIODEMOGRAPHICS

3

Household Income Groups

3

Life Phases

3

Lifestage

4

Household Income

4

Attitudes

4

Business and Employment

5

Financial Products

5



WHO WE ARE

5

Children Groups

5

Children household members

5

Education

5

Gender of child (ALL)

6

Household Members

6

Marital Status

6

Home Status

6

Table Of Contents



CONSUMER ELECTRONICS

7

Influencers

7

Attitudes

7

Domestic Appliances

7



CONSUMER FINANCIAL

7

Insurance

7

Investment

7

Banking

8



CONSUMER PACKAGED GOODS

8

Pet Food

8

Attitudes

8

Take Home Savouries

8

Tobacco

8



MEDIA AND ENTERTAINMENT

9

Books and eBooks

9

Gaming

9

Online Video Consumption

9

TV and Video Services

9

Mobile Device Usage

9

Music Services

10

Social Media

10

Table Of Contents



ONLINE GAMBLING/BETTING

10

Betting

10

Gambling

10



SHOPPING

11

Attitudes

11

High Spenders

11

Home Improvement

11

Purchase intent

12

Online shopping

12

Other Retailers

12

Grocery Retailers

12

Grocery Preferences

12



DINING

13

Attitudes

13

Delivery

13



FASHION

13

Attitudes

13

Behaviors

13



FASHION

14

Attitudes

14

Diet and Exercise

14

Vitamins

14

Tobacco

14

Table Of Contents



ADVOCACY

15

Climate and sustainability

15



AUTOMOTIVE

15

Car ownership

15

Car segment

15

Car Type

15

Finance of most used car

16

Miles driven on average per year

16

Number of cars in the household

16

Purchase condition of most used car

16

Influencers

16

Attitudes

16

In Market

17

Owner

17



SPORTS AND LEISURE

18

Sports Fans

18

Leisure Interests

18



TRANSPORTATION

19

Transport methods own

19



DEMOGRAPHICS

19

Household composition

19

Age and gender

19

Table Of Contents



TRAVEL

Accommodation	20
Attitudes	20
Destination	20

Introduction

AUDIENCE DATA 2025 FINLAND



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

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 a huge number of unique neighbourhoods across **Finland** (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

Mosaic

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

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



Consumer Classification

Cameo Groups

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



Socio Demographics



Life Phases

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

Household Income groups

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

Lifestage

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

Household Income

- Under €10,000
- 10 000€-19 999€
- 20 000€-29 999€
- 30 000€-39 999€
- 40 000€-49 999€
- 50 000€-59 999€
- 60 000€-69 999€
- 70 000€-79 999€
- 80 000€-89 000€
- 90 000€-99 000€
- More than 100 000€



Attitudes

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

Business and Employment

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

Financial Products

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

Who We Are

Children Groups

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

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



Gender of child (All)

- Male
- Female

Household Members

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

Marital Status

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

Home Status

- Home Owner
- Home Renter



Influencers

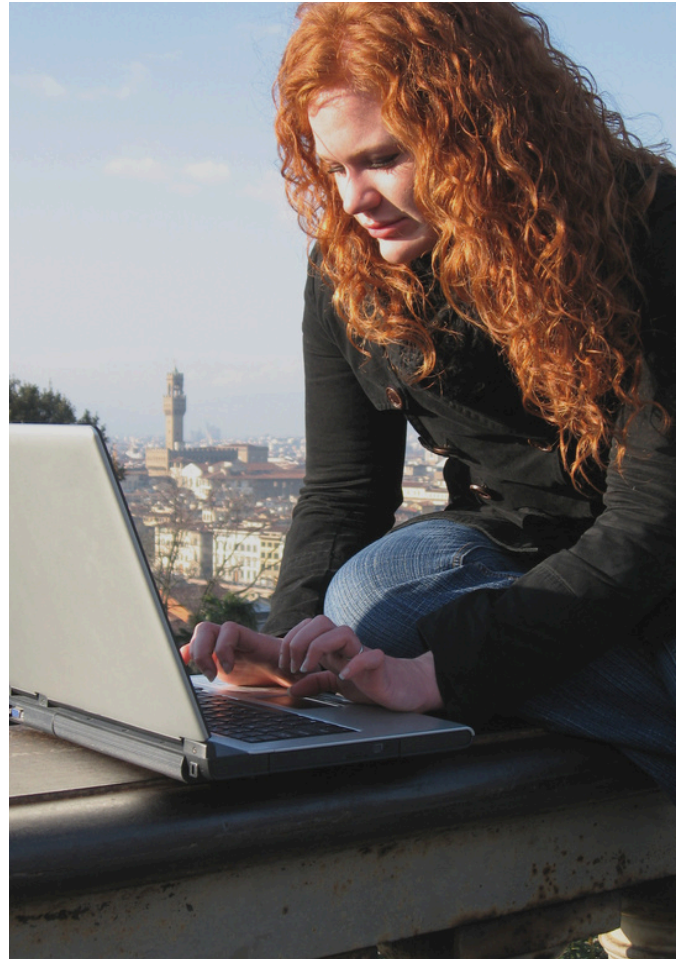
- Purchase intent - "HomeEntertainment"
- High Spender - Consumer electronics
- Purchase intent - Camera
- Interested in: New Technology

Attitudes

- Techies
- Purchase intent: New Tech
- Interested in: Photo
- Interested in: Computers

Domestic Appliances

- Purchase intent - White goods



Consumer Financial

Insurance

- Purchase intent - Home alarm
- Heavily insured (multiple insurance policies)

Investment

- Interested in: Stocks and Bonds
- Online stock trading

Banking

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



Consumer Packaged Goods

Take Home Savouries

- Online shopping: Take Away Food



Attitudes

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

Pet Food

- Online shopping: Take Away Food

Tobacco

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

Books and eBooks

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

Online Video Consumption

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



Gaming

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

Mobile Device Usage

- Uses Spotify

TV and Video Services

- Daily coverage: TLC
- Daily coverage: Discovery Networks Norway
- Uses C More
- Uses Telia TV
- Uses Viafree
- 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

Music Services

- Streaming music

Social Media

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



Online gambling/betting



Gambling

- Online competitions

Betting

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

Attitudes

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



High Spenders

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

Purchase Intent

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



Home Improvement

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

Online Shopping

- Shops online weekly
- Shops on online auctions
- Internet shoppers
- Online shopping: Travels
- Online shopping: Beauty products
- Online shopping: Sports and leisure equipment

Other Retailers

- Shops in malls
- Shops in outlet stores



Grocery Retailers

- Shops in Lidl

Grocery Preferences

- Uses more than 1.000 FIN on groceries per week
- Shops private label



Dining

13

Attitudes

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

Delivery

- Pizza-lover



Fashion



Attitudes

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

Behaviors

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

Attitudes

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

Diet and Exercise

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

Vitamins

- Vitamins - heavy users

Tobacco

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



Climate and Sustainability

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



Automotive

Car Ownership

- Leased/Company Car
- Self-owned

Car Type

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

Car Segment

- CityCars
- SuperminiCars
- SmallFamilyCars
- LargeFamilyCars
- ExecutiveCars
- LuxuryCars
- LCV
- MPV
- Sports
- SUV

Finance of Most Used Car

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

Purchase Condition of Most Used Car

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

Purchase Condition of Most Used Car

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

Number of Cars in the Household

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

Attitudes

- Interested in: Nature conservation



Miles Driven on Average Per Year

- Up To 5,000 Miles (8,000 Km)
- 5,001 To 10,000 Miles (8,001 To 16,000 Km)
- 10,001 To 15,000 Miles (16,001 To 24,000 Km)
- 15,001 To 20,000 Miles (24,001 To 32,000 Km)
- More Than 20,000 Miles (More Than 32,000 Km)

Influencers

- Interested in: Cars



Owner

- Has 0 cars
- Has access to minimum 1 car
- Owns a BMW
- Owns a Citroen
- Owns a Dacia
- Owns a Fiat
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan
- Owns a Peugeot
- Owns a Renault
- Owns a Seat
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Alfa Romeo
- Owns an Audi
- Owns an Opel

In Market

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

Leisure Interests

- Active in cycling
- Interested in: Golf
- Winter sports
- Interested in: Football
- Interested in: Ice Hockey
- Interested in: Wellness
- Interested in: Hunting & Fishing
- Interested in: Riding
- Interested in: Biking
- Interested in: Sailing
- Interested in: Motorsports
- Interested in: Tennis
- Interested in: Meditation/Yoga
- Interested in: Healthy foods
- Interested in: Concerts
- Interested in: Art
- Goes to the cinema, concerts, sports events
- Goes to art exhibitions
- Goes to the opera/ballet
- Goes to the museum
- Frequent cross-country skiers
- Frequent runners
- Interested in Spiritual, religious
- Online dating
- Active in high-end sports (sailing, hunting, golf, or tennis)
- Active in motorsports
- Active in riding
- Active in skiing
- Active in team sports (football, handball, basketball etc)
- Kantar Hobbies - Tennis, squash, badminton



Sports Fans

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

Transport Methods Own

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



Demographics

Household Composition

- "The well-to-do"
- Parent with children
- Parent with children aged 0-2
- Parent with children aged 3-5
- Parent with children aged 6-11
- Parent with children aged 12-15
- Parent with children aged 16-19

Age and Gender

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



Accommodation

- Interested in: Camping

Attitudes

- Travels: Frequent travelers

Destination

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