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DENMARK

AUDIENCE LIST 2025



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GDR

Global Data Resources

Introduction

AUDIENCE DATA 2025 DENMARK



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 **Denmark** (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

- 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 Lifestyle

- 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

Owens 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

Domestic Appliances

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

Influencers

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



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

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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

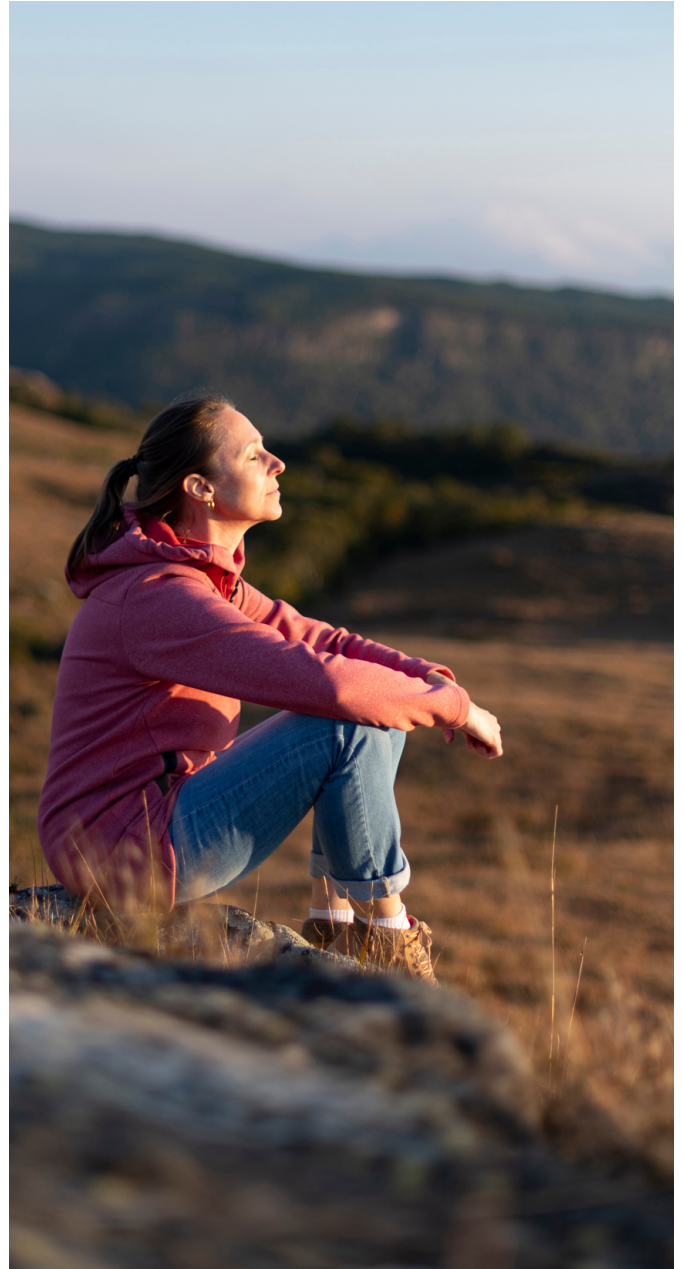
- Kantar Brand usage - Private doctoral services, customers paying themselves
- Kantar Brand usage - Pharmacy cosmetics, skincare, uses regularly
- Kantar High frequency - Vitamin users
- Health and well-being
- Would consider surgery for physical appearance

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



Other Media

- Online shopping: Movies
- Interested in: Celebrities
- Uses Spotify
- Daily coverage: Lokalkradio
- 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

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



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

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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

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



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

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

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

Attitudes

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



- 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