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# DENMARK


AUDIENCE LIST 2026



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# GDR

Global Data Resources

# Introduction

## AUDIENCE DATA 2026 DENMARK



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 **Denmark**, 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)**



## 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

## 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

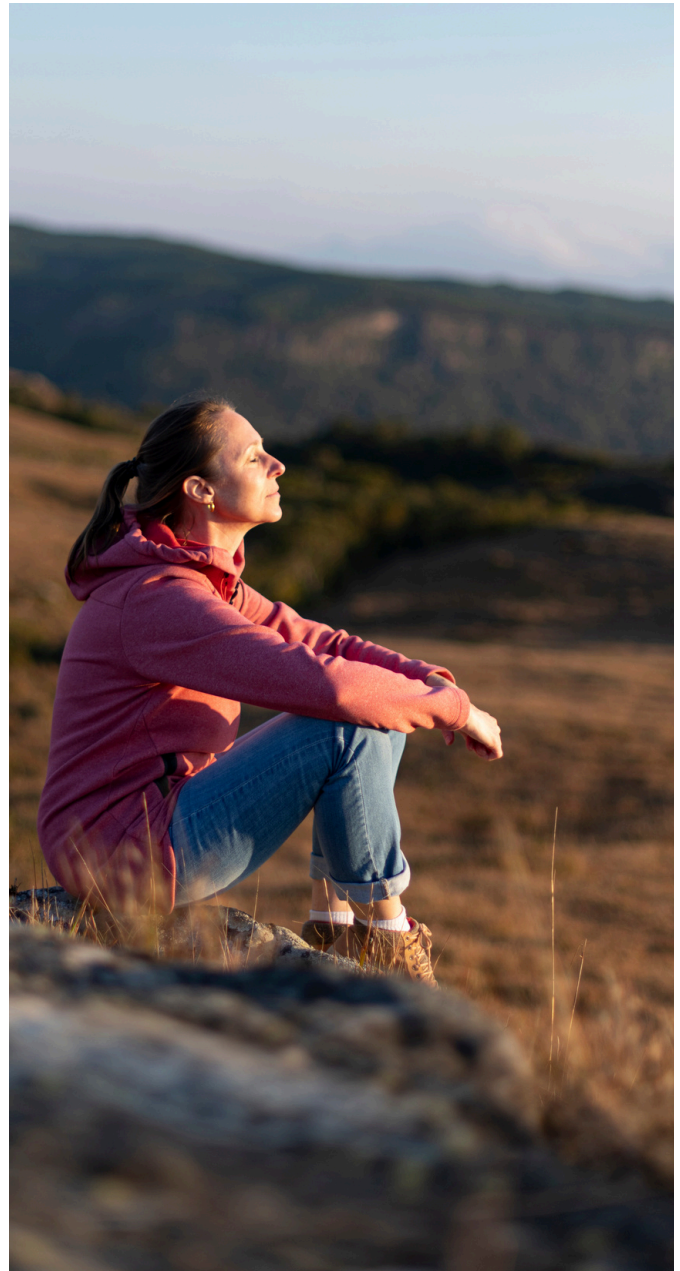
- Kantar Brand usage - Private doctoral services, customers paying themselves
- Kantar Brand usage - Pharmacy cosmetics, skincare, uses regularly
- Kantar High frequency - Vitamin users
- Health and well-being
- Would consider surgery for physical appearance

## 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 Kvickly
- 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

## 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

## 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: 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