

globaldataresources.io

# NORWAY



AUDIENCE LIST 2025





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# Introduction

## AUDIENCE DATA 2025 NORWAY



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 **Norway** (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\*\*](https://globaldataresources.io/contact)

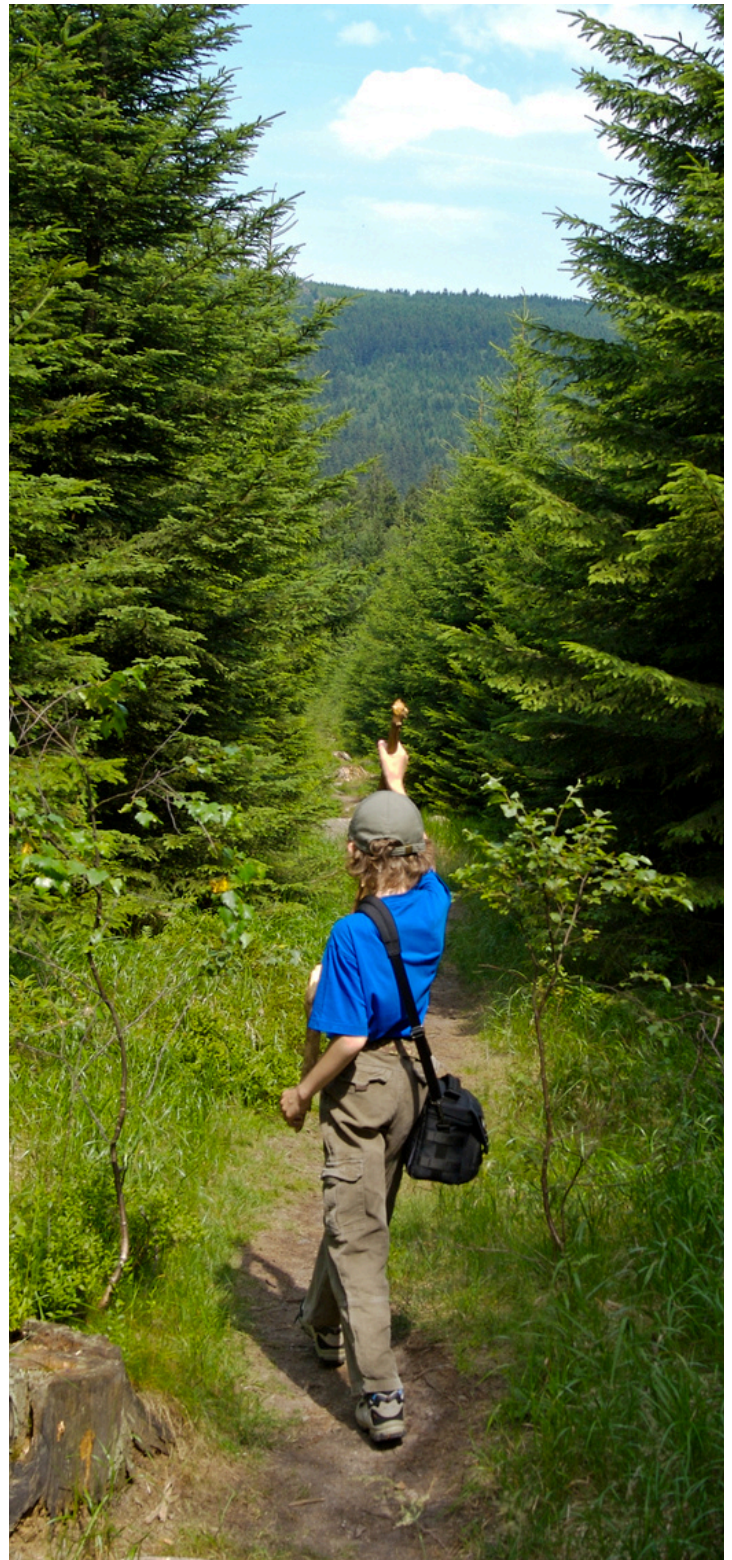


## GDR International

- 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

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## 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 Millenials
- 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

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## 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

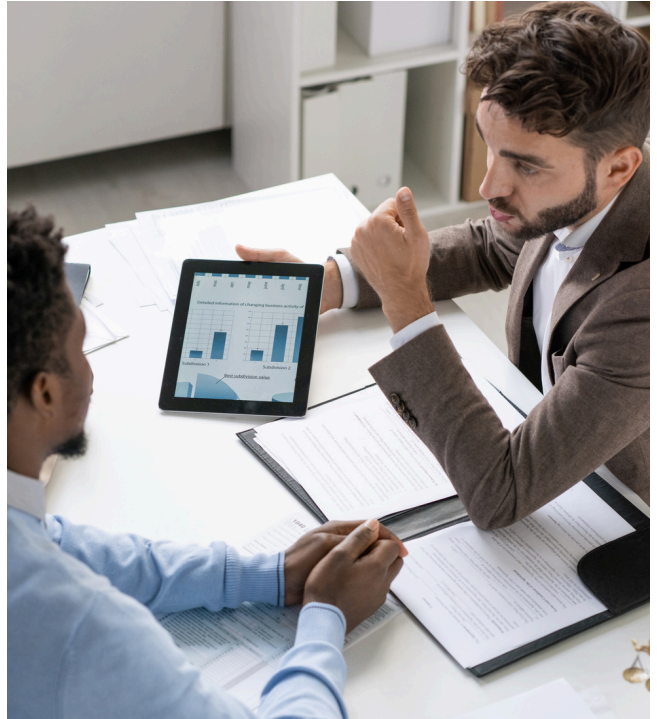
- Considers switching bank
- Customer at Nordea
- Customer at Danske Bank
- Heavy users payments via mobile phone

## 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)

