



IDFree.com
NEXT-GEN TARGETING

AUDIENCE LIST FINLAND



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INTRODUCTION

COVERING +750 MILLION PEOPLE ACROSS EUROPE, THE UK, USA, AND ASIA

IDFree.com is a next-gen privacy-safe targeting tool, developed and owned by Global Data Resources. The tool enables marketers to build or buy audiences and instantly activate on all major marketing channels - without relying on IDs or cookies.

We have identified millions of unique neighbourhoods (minimum of 15 households) as our dynamic cluster algorithm can pinpoint relevant geographical hot spots for hundreds of social-demographic characteristics as well as consumer attitudes and preferences.

What you see in this list is a complete record of pre-built audience data available to you in Finland.

OTHER OR CUSTOM AUDIENCES

Our experienced consultants build custom audiences for global clients every day. Please reach out to us with inquiries: idfree.com/contact

TRUSTED DATA PARTNERS

Data quality, transparency, and reliability are fundamental to our partnerships. We only work with the very best of trusted industry leaders:

KANTAR

TransUnion^{tu}



Statistical offices
Census data

AUDIENCE LIST FINLAND



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NEXT-GEN TARGETING

CATEGORY 1: CONSUMER CLASSIFICATION

MOSAIC



- A) Elite
- B) House-Owner Families
- C) Responsibility with wealth
- D) Big city lights

- E) Paperwork and balcony
- F) Post-career life
- G) Life in high-rise
- H) House and garden
- I) Countryside folk

CAMEO



- 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

GDR INTERNATIONAL

- 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

CATEGORY 2: SOCIODEMOGRAPHICS

ATTITUDES



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

FINANCIAL PRODUCTS



- Credit Card(s)
- Savings Account(s)
- Personal Loan
- Mortgage
- Shares/Share Options
- Home Buildings And/Or Contents Insurance
- Motor Insurance
- Life insurance
- Other Insurance Products

BUSINESS AND EMPLOYMENT



- Domestic business air travelers
- International business air travelers
- Occupation: Full-time employed
- Occupation: Part-time employed
- Occupation: Retired
- Occupation: Self-employed
- Occupation: Student
- Occupation: Unemployed
- Self-employed
- Kantar B2B - Marketing and communication decision-makers
- Kantar B2B - Recruitment decision makers
- Kantar B2B - IT decision makers
- Kantar B2B - Decision makers within organization, CEO, Board Members, etc.

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€



HOUSEHOLD INCOME GROUPS

- 1) Modest Income Families
- 2) Less Affluent Families
- 3) Comfortable Families
- 4) Prosperous Families
- 5) Wealthy Families



LIFESTAGE



- Kantar Families with kids
- "Senior Couples "
- "Empty-nesters"
- "Singles"
- "Young & Free"
- "Infant years"
- "School kids"
- "Single parents"
- Valentine couples (no children)
with outward activities
- Kantar Baby boomers
- Kantar Generation X
- Kantar Millenials
- Kantar Generation Z
- Movers
- Lifecycle - "Couple no kids"
- Lifecycle - "Single Pensioner"
- Valentine singles - online dating

LIFE PHASES



- Pre-Family couples and singles
- Young couples with children
- Families with school-age children
- Older families and mature couples
- Elders in retirement

CATEGORY 3: WHO WE ARE

CHILDREN GROUPS

- Under 5 years old
- 5-11 years old
- 12-17 years old
- Over 18 years old



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

HOUSEHOLD MEMBERS

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



CHILDREN HOUSEHOLD MEMBERS

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



GENDER OF CHILD (ALL)

- Male
- Female



MARITAL STATUS

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



CATEGORY 4: HOME STATUS

HOME STATUS



- Home Owner
- Home Renter

CATEGORY 5: CONSUMER ELECTRONICS

ATTITUDES



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

INFLUENCERS



- High Spender - Consumer electronics
- Interested in New Technology
- Purchase intent - "Home Entertainment"
- Purchase intent - Camera Very+Rather



DOMESTIC APPLIANCES

- Purchase intent - White goods

CATEGORY 6: CONSUMER FINANCIAL

INFLUENCERS



- Interested in: Private Economy

INSURANCE



- Purchase Intent: Home Alarm
very + rather probable

INVESTMENT

- Interested in: Stocks and Bonds
- Online Stocks Trading



BANKING



- Interested in: Banking

CATEGORY 7: CONSUMER PACKAGED GOODS

ALCOHOL



- Regular smokers
- Occasional smokers

- Use Stop Smoking products
- Medium/High-Spender:
Cigaret/Snuff/Tobacco

ATTITUDES

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

PET FOOD



- Cat Owners
- Dog Owners

TAKE HOME SAVORIES

- Online shopping: Take Away Food

CATEGORY 8: AUTOMOTIVE

CAR OWNERSHIP

- Leased/Company Car
- Self-owned

FINANCE OF MOST USED CAR

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

CAR SEGMENT

- City Cars
- Supermini Cars
- Small Family Cars
- Large Family Cars

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

- Executive Cars
- Luxury Cars
- LCV
- MPV
- Sports
- SUV

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 electrical 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

INFLUENCERS

- Interested in Cars

PURCHASE CONDITION OF MOST USED CAR

- New
- Nearly New (Less than 1 year old)
- Previously Used (More than 1 year old)

YEARLY MILEAGE

- Up To 5,000 Miles (8,000Km)
- 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)

OWNER



- Has 0 cars
- 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
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla

CATEGORY 9: TRANSPORTATION

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

CATEGORY 10: ADVOCACY

CLIMATE AND SUSTAINABILITY



- Interested in Environment
- Interested in Eco-friendly lifestyle
- Interested in Nature Conservation
- Environmental products
- Prefer ecological groceries

CATEGORY 11: DINING

ATTITUDES



- Often seen at restaurants
- Kantar High spenders - Eating out
- Pizza-lover

CATEGORY 12: FASHION

ATTITUDES



- Interested in Fashion
- Interested in Interior Design
- Interested in Clothes and shoes
- Interested in Watches and Jewelry
- High focus on Design


BEHAVIORS




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

CATEGORY 13: MEDIA AND ENTERTAINMENT

BOOKS AND EBOOKS

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

MUSIC SERVICES

- Streaming music 

MOBILE DEVICE USAGE

- Uses Spotify 

TV AND VIDEO SERVICES



- Daily coverage: TLC
- Daily coverage: Discovery Networks
- 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.)

GAMING

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

ONLINE VIDEO CONSUMPTION

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

CATEGORY 14: HEALTH AND WELLNESS

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

CATEGORY 15: PERSONAL CARE AND BEAUTY

INFLUENCERS

- Interested in Beauty care
- Online shopping: Eyewear

CATEGORY 16: ONLINE GAMBLING/BETTING

BETTING

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

GAMBLING

- Online competitions

CATEGORY 17: SHOPPING

ATTITUDES



- Kantar Interested in - Cottage life, renting 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

GROCERY PREFERENCES



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

GROCERY RETAILERS

- Shops at Lidl



HOME IMPROVEMENT



- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: House & Garden

HIGH SPENDERS

- Kid's clothes
- Sports/Leisure equipment
- Training/Exercise
- Men's clothes
- Ladie's clothes
- Cosmetics, skincare & haircare
- Eyewear
- Goes to Festivals



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 at online auctions

OTHER RETAILERS



- Shops in Malls
- Shops in Outlet stores

PURCHASE INTENT



- Kantar Purchase Intent - Mortgage
- Kantar Purchase Intent - Cottage/ vacation home

WINE



- Interested in Wine

CATEGORY 18: SPORTS AND LEISURE

LEISURE INTERESTS



- Interested in: Theater
- Interested in: Exercise
- 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

SPORTS FANS



- Interested in Sports Event
- Interested in Sports in Media
- Interested in Team Sports
- Kantar Fanatics - Ice Hockey on TV

INFLUENCERS



- Interested in Outdoor Life

LEISURE INTERESTS

- Interested in: Healthy foods
- Interested in: Concerts
- Interested in: Art
- Goes to the cinema, concerts, and 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, basket, etc)
- Kantar Hobbies - Tennis, squash, badminton

CATEGORY 19: TRAVEL

ACCOMODATION

- Interested in Camping
- Interested in Cabin vacation

DESTINATION

- Travels: Culture
- Travels: Holiday in Finland
- Travels: Holiday Abroad
- Interested in family vacations abroad
- Interested in family vacations (domestic)
- Travels: Cruises
- Travels: Skiing
- Travels: City
- Travels: Spa

ATTITUDES

- Frequent travelers
- Skiing enthusiasts with children of school-age
- Travels: Sun & Bath
- Travels: Adventure
- Travels: Training
- Travels: Going to restaurants/bars
- Vacation in South- and North America
- Holiday in a rented cabin
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)