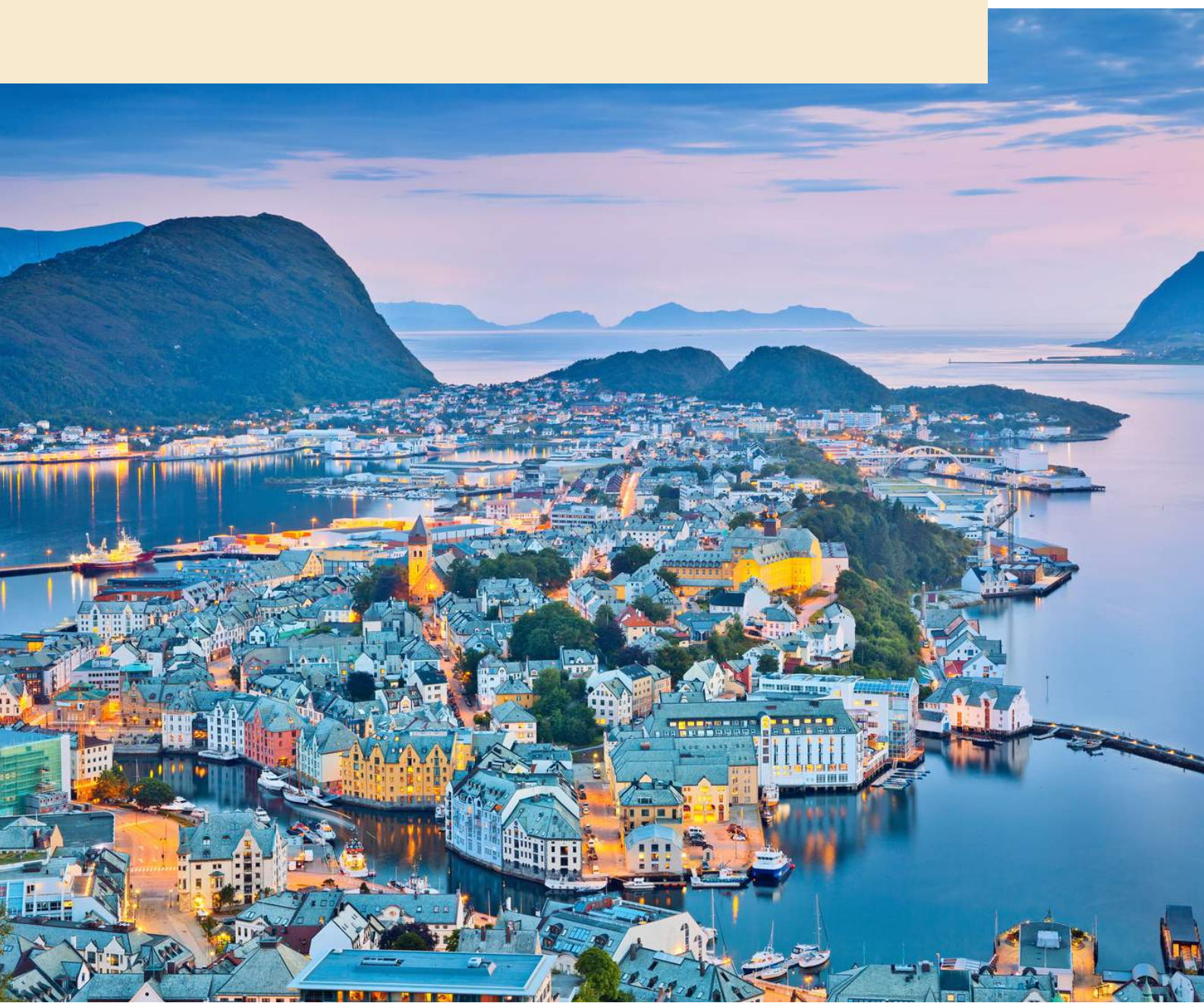




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AUDIENCE LIST NORWAY



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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.

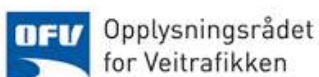
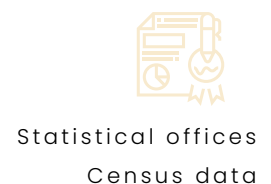
What you see in this list is a complete record of pre-built audience data available to you in Norway.

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:



Statens vegvesen



AUDIENCE LIST NORWAY



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CATEGORY 1: CONSUMER CLASSIFICATION

MOSAIC



- A) Solsiden
- B) Graatt gull
- C) Smaabyliv
- D) Nybyggeren
- E) Storbypuls
- F) Boligbyggelaget
- G) Maurtua
- H) Campus
- I) Eldrebolgen
- J) Typisk norsk
- K) Industri og tilskudd
- L) Fjord og fjell

CAMEO



- 01) Upper Crust
- 02) Flourishing Families
- 03) Ambitious Households
- 04) Settled Society
- 05) Enterprising Households
- 06) Comfortable Communities
- 07) Hardworking Neighbourhoods
- 08) Modest Means
- 09) Striving Margins
- 10) 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

BUSINESS & EMPLOYMENT

- Domestic business air travelers
- International business air travelers
- Kantar B2B - Decision makers within the organization, CEO, Board Members, etc.
- Kantar B2B - IT decision makers
- Kantar B2B - Marketing and communication decision makers
- Kantar B2B - Recruitment decision makers

HOURS WORKED

- 1-19 hours a week
- 20-29 hours a week
- 30 hours or more a week

HOUSEHOLD COMPOSITION

- "The well-to-do"

OCCUPATION

- Full time employed
- Part time employed
- Retired
- Self-employed
- Student
- Unemployed
- Self-employed


COMMUTING

- Domestic movers: In from another municipality
- Domestic movers: Out of municipality

EMPLOYMENT

- Employees
- Self-employed

HOUSEHOLD INCOME

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

LIFE PHASES



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

LIFE STAGES


- Young Couples with Children
- Kantar Baby Boomers
- Kantar Families with kids
- Kantar Generation X
- Kantar Generation Z
- Kantar Millenials

LIFECYCLE



- "Couple no kids"
- "Empty nesters"
- "Infant years"
- "School kids"
- "Senior Couples "
- "Single parents"
- "Single Pensioner"
- "Singles"
- "Young & Free"
- Movers

PERSONAL INCOME

- 0–100,000 NOK 
- 100,000–200,000 NOK
- 200,000–300,000 NOK
- 300,000–400,000 NOK
- 400,000–500,000 NOK
- 500,000+ NOK

WEALTH



- 0–200,000 NOK
- 1,000,000 + NOK
- 200,000–500,000 NOK
- 500,000–1,000,000 NOK

CATEGORY 3: WHO WE ARE

AGE

- 20–29 years
- 30–39 years
- 40–49 years
- 50–59 years
- 60–69 years
- 70+ years

FAMILY SIZE

- 1 person
- 2 persons
- 3 persons
- 4 persons or more

FIELD OF EDUCATION

- Agricultural and fisheries
- Business and economics
- General studies
- Health, social, and sports
- Humanities

MARITAL STATUS

- Married
- Unmarried
- Widow/widower

YOUNGEST CHILD'S AGE

- 0–5 years
- 18+ years (living at home)
- 6–17 years

EDUCATION LEVEL

- University and college (long stay)
- University and college (short stay)

FAMILY TYPE

- Children
- Couples
- No children
- Singles

- Law and social sciences
- Science and technology
- Teaching and education
- Transport, security, and maintenance

CATEGORY 4: HOW WE LIVE

AGE OF HOUSING

- 1900–1945
- 1946–1959
- 1960–1979
- 1980–1999
- 2000 onwards
- Before 1900



HAS CABIN

- Has Cabin Abroad
- Has Cabin in Norway



NUMBER OF ROOMS

- 1 room
- 2 rooms
- 3 rooms
- 4 rooms
- 5 rooms
- 6 rooms
- 7+ rooms



DWELLING OWNERSHIP

- Freeholders
- Housing associations
- Renting



DWELLING SIZE

- 0–50 sqm
- 100–139 sqm
- 140–199 sqm
- 50–99 sqm
- Over 200 sqm



TYPE OF HOUSING

- Detached house
- Farmhouse
- High-rise flat
- Non high-rise flat
- Semi-detached house
- Shared accommodation
- Student House
- Terraced House



CATEGORY 5: CONSUMER ELECTRONICS

ATTITUDES



- Interested in: Photo
- Purchase Intent: New Tech
very + rather

INFLUENCERS



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

DOMESTIC APPLIANCES

- Purchase Intent: White goods



CATEGORY 6: CONSUMER FINANCIAL

INFLUENCERS



- Interested in: Private Economy

PROPERTY AND MORTGAGE

- High Spender - Building equip.



INSURANCE



- Purchase Intent: Home alarm
very + rather probable

BANKING



- Interested in: Banking

CATEGORY 7: CONSUMER PACKAGED GOODS

ALCOHOL



- Occasional "snusere"
- Occasional smokers
- Regular "snusere"
- Regular smokers

ATTITUDES



- Interested in cooking
- Flexitarians
- Food conscious
- Foodies
- Foreign & exotic dishes
- Interested in: Trying new dishes
- Interested in: Trying new products
- Eats fast-food (take-away)

CATEGORY 8: ADVOCACY

CHARITY



- High Spender - Charity
- Interested in: Animal Rights
- Interested in: Science & History

CLIMATE AND SUSTAINABILITY



- Environmental products
- Interested in: Energy Saving
- Interested in: Environment
- Prefer ecological groceries

ATTITUDES



- Interested in: Classic Culture
- Interested in: Economy & Society
- Interested in: Movies
- Interested in: Movies & Series
- Interested in: Music
- Interested in: Politics
- Lifestyle: Center Group
- Lifestyle: Community oriented
- Lifestyle: Individuals

- Lifestyle: Modern
- Lifestyle: Modern-community oriented
- Lifestyle: Modern-individuals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals
- Lifestyle: Traditionals
- Stressed

CATEGORY 9: AUTOMOTIVE

ATTITUDES



- Purchase intent - Motor toys
- Purchase intent - Water toys

IN MARKET



- Considers a used car
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers an Alfa Romeo
- Considers an Audi
- Considers an electrical car
- Considers an Opel
- Considers buying a car within one year
- Considers car using diesel
- Considers car using petrol
- Considers hybrid car
- Considers hybrid or electric car
- Has a leasing car
- Owns a Lexus
- Owns a Porsche
- Owns a Tesla
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla

INFLUENCERS

- Interested in: Cars
- Motormaniacs
- Travels: Private boat



IN MARKET



- Considers a BMW
- Considers a brand new car
- 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 leasing car
- 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

OWNER



- Has 0 cars
- Has 1 car
- Has access to minimum 1 car
- Is part of a car-sharing pool

OWNER



- Owns a BMW
- Owns a Citroen
- Owns a Dacia
- 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 Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Audi
- Owns an Opel

OWNER CAR BRAND

- Owns a Jaguar
- Owns a MG
- Owns a Mini
- Owns a Polestar



OWNER CAR MODEL

- AUDI - A3 Sportback
- AUDI - A3 Sportback e-tron
- AUDI - A4 allroad quattro
- AUDI - A4 Avant
- AUDI - Audi e-tron
- AUDI - e-tron 50
- AUDI - e-tron 55
- AUDI - Q2
- AUDI - Q5
- BMW - 225xe iPerformance
- BMW - 320d xDrive
- BMW - 520d xDrive
- BMW - 530e iPerformance
- BMW - X1 xDrive18d
- BMW - X3 xDrive20d
- BMW - X5 xDrive40e iPerformance
- BMW - X5 xDrive45e
- BMW I - I3



OWNER CAR MODEL

- BMW I - I3S
- CITROEN - C3
- CITROEN - C3 AIRCROSS
- CITROEN - C4 CACTUS
- CITROEN - C4 PICASSO
- CITROEN - C5 AIRCROSS
- DACIA - DUSTER
- FORD - EcoSport
- FORD - Fiesta
- FORD - Focus
- FORD - Kuga
- FORD - Mondeo

OWNER CAR MODEL

- FORD - S-MAX
- HONDA - CR-V
- HYUNDAI - IONIQ
- HYUNDAI - Kona
- HYUNDAI - TUCSON
- JAGUAR - JAGUAR I-PACE
- KIA - NIRO
- KIA - Optima
- KIA - SOUL
- KIA - SPORTAGE
- MAZDA - Mazda CX-3
- MAZDA - MAZDA CX-30
- MAZDA - Mazda CX-5
- MAZDA - Mazda3
- MAZDA - Mazda6
- MERCEDES-BENZ - A 180
- MERCEDES-BENZ - A 200
- MERCEDES-BENZ - B 250 e
- MERCEDES-BENZ - C 350 e
- MERCEDES-BENZ - CLA 180
- MERCEDES-BENZ - EQC 400
4MATIC
- MERCEDES-BENZ - GLC 250 d
4MATIC
- MERCEDES-BENZ - GLC 350 e
4MATIC
- MG - MG ZS EV
- MINI - Countryman Cooper SE
ALL4
- MITSUBISHI - Mitsubishi Outlander
- NISSAN - Nissan e-NV200
- NISSAN - NISSAN LEAF 30kWh
- NISSAN - NISSAN LEAF 40kWh
- NISSAN - Nissan Leaf 62kWh
- NISSAN - NISSAN QASHQAI
- OPEL - Ampera-e
- OPEL - CROSSLAND X
- OPEL - GRANDLAND X
- PEUGEOT - 2008
- PEUGEOT - 208
- PEUGEOT - 3008
- PEUGEOT - 308
- PEUGEOT - 5008
- Polestar - Polestar 2
- PORSCHE - Taycan 4S
- RENAULT - ZOE
- SKODA - CITIGO
- SKODA - FABIA
- SKODA - KAROQ
- SKODA - KODIAQ
- SKODA - OCTAVIA
- SKODA - SUPERB
- SUBARU - FORESTER
- SUBARU - OUTBACK
- SUBARU - XV
- SUZUKI - IGNIS
- SUZUKI - S-Cross
- SUZUKI - Swift
- SUZUKI - SX4
- SUZUKI - Vitara
- TESLA MOTORS - Model S
- TESLA MOTORS - Model X
- TOYOTA - AURIS
- TOYOTA - C-HR
- TOYOTA - RAV4
- TOYOTA - TOYOTA COROLLA
- TOYOTA - TOYOTA YARIS HYBRID
- TOYOTA - YARIS HYBRID

OWNER CAR MODEL

- VOLKSWAGEN – KOMBI
- VOLKSWAGEN – PASSAT
- VOLKSWAGEN – POLO
- VOLKSWAGEN – T ROC
- VOLKSWAGEN – T-CROSS
- VOLKSWAGEN – TIGUAN
- VOLKSWAGEN – TOURAN
- VOLKSWAGEN – UP!
- VOLVO – V40
- VOLVO – V40 Cross Country
- VOLVO – V60
- VOLVO – V60 Cross Country
- VOLVO – V60 Twin Engine
- VOLVO – V90
- VOLVO – V90 Cross Country
- VOLVO – V90 T8 Twin Engine
- VOLVO – XC40
- VOLVO – XC60
- VOLVO – XC60 T8 Twin Engine
- VOLVO – XC90 T8 Twin Engine

PRIVATE CAR OWNED

- Diesel car
- Electric car
- Hybrid car
- Petrol car



NEXT CAR PURCHASE

- Estate
- Hatchback
- Sedan
- SUV



CATEGORY 10: HEALTH AND WELLNESS

ATTITUDES

- Kantar High frequency -
Vitamin users

CONDITIONS AND TREATMENTS

- On-line shopping:
Pharmaceuticals



DIET AND EXERCISE

- Interested in Nutrition and health
- Interested in Diet tips
- Kantar Interested in Gym exercise, gym

CATEGORY 11: MEDIA AND ENTERTAINMENT

BOOKS AND EBOOKS



- Listens to audiobooks
- Member or considers book club
- Online shopping: Books
- Reads magazines
- Reads non-fiction
- Uses the library

MUSIC SERVICES



- Interested in: Pop & rock music
- Streaming music

ONLINE VIDEO CONSUMPTION



- Streaming Netflix

GAMING



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

INFLUENCERS



- Interested in: Celebrities

MOBILE DEVICE USAGE



- Uses Spotify

TV AND VIDEO SERVICES



- Kantar High spenders - SVOD services (Netflix, HBO, etc.)
- Uses C More

CATEGORY 12: ONLINE GAMBLING/BETTING

BETTING



- High Spender - Tips, Pool, Lottery
- Interested in: Betting on horses / Horse racing
- Online betting, sports betting

GAMBLING



- Online gamblers
- Play Lotto
- Play the National Lotto

CATEGORY 13: PERSONAL CARE AND BEAUTY

INFLUENCERS

- Interested in: Beauty Care
- Interested in: Looks & Glamour
- On-line shopping: Eyewear

CATEGORY 14: SHOPPING

ATTITUDES

- Crafts
- Deal hunter
- Eco, Fair & Local
- Green fingers
- Interested in Handicraft
- Interior design
- Kantar Fast food junkies
- Kantar High frequency - Ice cream eaters
- Kantar High frequency - Take out, take away eaters
- Kantar High spenders - Clothing
- Kantar High spenders - Travel
- Kantar Interested in - Boats, boating
- Kantar Interested in - Cottage life, Renting a cottage
- Kantar Interested in - Grilling
- Kantar High spenders - Eating out
- Often seen at restaurants
- Shops in specialty stores with quality products



GROCERY PREFERENCES

- Uses more than 1.200 NOK on groceries per week

GROCERY RETAILERS

- Shops in 7-Eleven
- Shops in Meny
- Shops in Rema 1000
- Shops in Spar



HOME IMPROVEMENT



- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Shops in Builders' Merchant



OTHER RETAILERS

- Shops in border stores
- Shops in malls

HIGH-SPENDER

- Kid's clothes
- Ladie's clothes
- Men's clothes
- Shoes
- Sports/leisure equipment
- Training/Exercise
- Amusement & Entertainment
- Cosmetics, skincare & haircare
- Eyewear



ONLINE SHOPPING



- Internet shoppers
- Online shopping: Furniture
- Online shopping: Groceries
- Online shopping: Home electronics
- Online shopping: Music
- Online shopping: Travels
- Prefers brick-and-mortar stores over online
- Shops at online auctions

PURCHASE INTENT



- Home Interior Practicals
- Kantar Purchase Intent - Cottage/ Vacation home
- Kantar Purchase Intent - Mortgage
- Purchase Intent - Big furniture

CATEGORY 15: FASHION

ATTITUDES



- Beauty babes
- Interested in Clothes and Shoes
- Interested in Fashion
- Interested in Interior Design
- Online shopping Clothes and shoes

CATEGORY 16: SPORTS AND LEISURE

INFLUENCERS



- Adrenalin junkies
- Interested in Outdoor Life
- Interested in Status/Posh Sports
- Sports Enthusiast

LEISURE INTERESTS



- Active in cycling
- Active in golf
- Active in handball
- Active in hunting
- Active in skiing
- Attend pop concerts, rock concerts
- Attend theater or musicals
- Cardiocravers
- Cook gourmet food
- Devoted Exercisers
- Goes to art exhibitions
- Goes to the museum

LEISURE INTERESTS

- Interested in Classic music
- Interested in Exercise
- Interested in Football
- Interested in Foreign culture
- Interested in Hunting & Fishing
- Interested in Ice Hockey
- Interested in Motorsports
- Interested in Wellness
- Kantar Hobbies - Cross-country skiing
- Kantar Hobbies - Ski
- Online dating
- Travels: Amusement Park/Zoo
- Winter sports

SPORTS FANS

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



CATEGORY 17: TRAVEL

ACCOMODATION

- Interested in Camping



ATTITUDES

- Interested in travel
- Travels: All Inclusive



DESTINATION

- Travels: Theme travel
- Travels: Training
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Vacation in Scandinavia
- Vacation in South- and North America

DESTINATION

- Travels: Adventure
- Travels: City
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Holiday Abroad
- Travels: Holiday by the sea
- Travels: Holiday in Norway
- Travels: Holiday in the mountains
- Travels: Skiing
- Travels: Spa
- Travels: Sun & Bath

