



IDFree.com
NEXT-GEN TARGETING

COLLECTED AUDIENCE LISTS





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NEXT-GEN TARGETING

AUDIENCE LIST GERMANY



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INTRODUCTION

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

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Statistical offices
Census data

AUDIENCE LIST GERMANY

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NEXT-GEN TARGETING

CATEGORY 1: CONSUMER CLASSIFICATION

CAMEO



- 1. Wealthy Households
- 2. Professional Families
- 3. Comfortable Families
- 4. Middle-Class Communities
- 5. Home Comfort
- 6. Suburban Endeavours
- 7. Provincial Communities
- 8. Modest Means
- 9. Stretched Families
- 10. Struggling Society

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

CATEGORY 2: HOUSEHOLD

HOUSEHOLD INCOME



- Modest Income Families
- Less Affluent Families
- Comfortable Families
- Prosperous Families
- Wealthy Families

LIFESTYLE & LIFE STAGES



- Single and young couples
- Families with children
- Families with teens
- Mature couples, no children
- Older couples and seniors

VALUES



- Individualists in digital channels
- Self-centered and passive
- Spiritual and religious well-doers
- Patriots seeking security
- Prioritizing the common good
- Seeking inner growth

CHURCH



- Detached experience seekers
- Detached doers
- Traditional keepers
- Responsible open-minded
- Security seeking faithful

EXERCISE



- Traditional Exercisers
- Trendy Exercisers
- Health-oriented Exercisers
- Couch potatoes

CATEGORY 3: HOUSING

HOUSING & PROPERTY



- Dwellings in detached houses
- Dwellings in terraced & semi-detached houses
- Dwellings in blocks of flats
- Owner-occupied dwellings
- Rented dwellings
- Dwellings of other occupancies

HOME STATUS



- Home Owned
- Home Rented

URBAN & RURAL



- Lives in cities
- Lives in the countryside

CATEGORY 4: EDUCATION

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/Master's

CATEGORY 5: AUTOMOTIVE

CARMAKE



- Alfa Romeo
- Audi
- BMW
- Chevrolet
- Citroen
- Dacia
- Fiat
- Ford
- Honda
- Hyundai
- Kia
- Land Rover
- Lexus
- Mazda
- Mercedes-Benz
- Mini
- Mitsubishi
- Nissan
- Opel
- Peugeot
- Porsche
- Renault
- Saab
- Seat
- Skoda
- Smart
- Subaru
- Suzuki
- Tesla Motors
- Toyota
- Volvo
- Volkswagen

NUMBER OF CARS IN HOUSEHOLD



- 1 car
- 2 cars
- 3 cars
- 4 + cars

CAR SEGMENT



- Mini Cars
- Small Cars
- Medium Cars
- Large Cars
- Executive Cars
- Luxury Cars
- LCV
- Multi-purpose Cars
- Sports Cars
- Sport utility Cars (incl. off-road vehicles)

CAR TYPE



- 3-door Hatchback
- 4-door Saloon
- 5-door Hatchback
- Estate/wagon
- MPV (Multi-Purpose Vehicle)/people carrier
- SUV (Sports Utility Vehicle)/4x4

CAR USAGE



- Distance is driven average/year: 24,001 to 32,000 km.
- Distance is driven average/year: 32,000 km. +

PURCHASE CONDITION

- New
- Less than 1 year old
- More than 1 year old



OWNER TYPES



- Single and young couples
- Families with children
- Older couples and seniors

CAR OWNERSHIP



- Leasing 1-3 years old
- Own Vans over 2 years old
- Own 4-7-year-old cars

CATEGORY 6: HEALTH & WELLNESS

HEALTH



- Carefree
- Health Conscious
- Knowledgeable
- Passives
- Gloomies

CATEGORY 7: INTERESTS

HOBBIES & INTERESTS



- Cooking
- Gardening
- Motorized vehicles
- Technology
- Culture
- Fashion
- Sports & exercise
- Literature & reading
- Travelling/domestic
- Travelling/abroad
- Family vacations/abroad
- Family vacations/domestic
- Cruises
- Skiing holidays
- High-frequency moviegoers
- High-frequency theatre-goers

CATEGORY 8: TRAVEL

TRAVELS



- Premium (quality above price)
- Discount (price above quality)
- Single and young couples
- Families with children
- Older couples and seniors

CATEGORY 9: PURCHASE INTENT

PURCHASE INTENT



- | | |
|--|--|
| <ul style="list-style-type: none"> • New home • Mortgage • Shopping fanatics • Cottage/vacation home • Home Entertainment | <ul style="list-style-type: none"> • New car • Used car • Novelty pioneers in drinks • Novelty pioneers in food • High-frequency oat drink users • Fast food junkies |
|--|--|

HIGH SPENDERS – INTENT

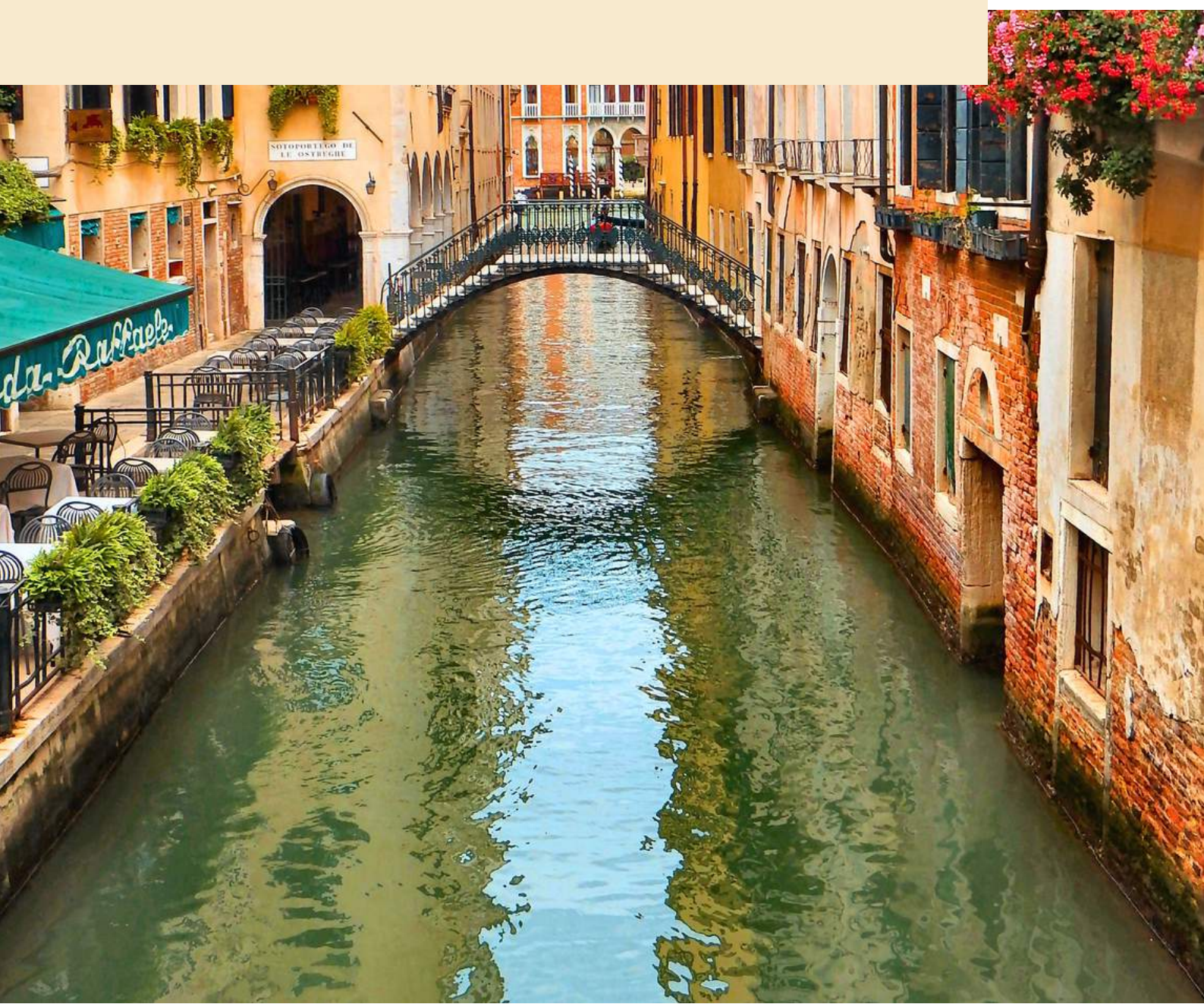
- Travel
- Clothing
- Kids clothing
- Sports clothing and shoes





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AUDIENCE LIST ITALY



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CATEGORY 2: HOUSEHOLD

BUILDING AGE



- Built after 2000
- Built 1980-1999
- Built 1960-1979
- Built 1946-1959
- Built 1900-1945
- Built before 1900

FAMILY TYPE



- Family with kids (0-17 yrs)
- Family with one kid
- Family without kids
- Pensioner
- Single/lives alone
- Small family
- Nuclear family

HOME SIZE



- 50 square meters
- 50-99 square meters
- 100-139 square meters
- 140-199 square meters
- 200 + square meters

HOME & GARDEN



- Owns house/semi-detached
- Owns apartment
- Has garden
- Owns summerhouse (hytte)
- Home in the city
- Home in the countryside



HOUSEHOLD INCOME

- Low income
- Medium-low income (200'-500')
- Medium-high income (500'-1 Mio.)

CATEGORY 3: WHO WE ARE

LIFE PHASES



- Young & Free
- Singles
- Couple no kids
- Families w/ Infant years
- Families w/ School kids
- Single parents
- Empty nesters
- Senior Couples
- Single Pensioner

LIFESTYLES



- Early Adopters
- Eco, Fair & Local
- Flexitarians
- Attractive
- Techies
- Beauty babes
- Sports Enthusiast
- Foodies
- Food conscious
- Interior design
- Green fingers
- Crafts
- Motor maniacs
- Cardio cravers
- Adrenalin junkies
- Devoted Exercisers
- Winter sports
- Online gamblers
- Gamers
- Movers
- "The well-to-do"

SEGMENTS



- A1) Wealthy pre-family couples and singles
- A2) Wealthy young couples with children
- A3) Wealthy families with school-age children
- A4) Wealthy older families & mature couples
- A5) Wealthy elders in retirement
- B1) Prosperous pre-family couples and singles
- B2) Prosperous young couples with children
- B3) Prosperous families with school-age children
- B4) Prosperous older families & mature couples
- B5) Prosperous elders in retirement
- C1) Comfortable pre-family couples and singles
- C2) Comfortable young couples with children
- C3) Comfortable families with school-age children
- C4) Comfortable older families & mature couples
- C5) Comfortable elders in retirement
- D1) Less affluent pre-family couples and singles
- D2) Less affluent young couples with children
- D3) Less affluent families with school-age children
- D4) Less affluent older families & mature couples
- D5) Less affluent elders in retirement
- E1) Financially stressed pre-family couples and singles
- E2) Financially stressed young couples with children
- E3) Financially stressed families with school-age children
- E4) Financially stressed older families & mature couples
- E5) Financially stressed elders in retirement

EDUCATION



- Long academic education (5+ years)
- Medium-long academic education (2-3 years)
- No education
- Short academic education (1-2)
- Vocational (manual, practical, non-academic)

CATEGORY 4: AUTOMOTIVE

ACCESS

- Access to one or more cars
- 0 cars
- 1 car
- 2 cars or more
- Is part of a car sharing pool

OWNER

- | | |
|------------------------|--------------------------|
| • Owns a caravan | • Owns a Nissan |
| • Owns a BMW | • Owns a Peugeot |
| • Owns a Chevrolet | • Owns a Renault |
| • Owns a Citroen | • Owns a Seat |
| • Owns a Dacia | • Owns a Skoda |
| • Owns a Fiat | • Owns a Subaru |
| • Owns a Ford | • Owns a Suzuki |
| • Owns a Honda | • Owns a Toyota |
| • Owns a Hyundai | • Owns a Trailer |
| • Owns a Kia | • Owns a Volvo |
| • Owns a Land Rover | • Owns a VW (Volkswagen) |
| • Owns a Mazda | • Owns an Alfa Romeo |
| • Owns a Mercedes-Benz | • Owns an Audi |
| • Owns a Mitsubishi | • Owns an Opel/Vauxhall |

COMMUTE DISTANCE

- | | |
|------------|-------------------|
| • 10-20 km | • Less than 10 km |
| • 20-30 km | • More than 30 km |

CATEGORY 5: INTERESTS

INTERESTS

- Children's wear
- Alternative Healthcare
- Animals Rights
- Antiques
- Art
- Astrology
- Baking
- Beauty care
- Beer/Wine/Liquor
- Betting/Gambling
- Celebrities
- Cigarette/snuff/tobacco
- Movies and Cinema
- Computers
- Cooking
- Cosmetics
- Diet tips
- DIY (Do It Yourself)
- Energy Saving
- Environmental care
- Exercise
- Fashion
- Sailing (owns a boat)
- Shopping/online auctions
- Trading stocks
- Trying out new recipes
- Library
- Museums
- Popular science
- Culture
- Design & home decoration
- DIY
- Fashion
- Gardening
- Health
- Hi-Fi
- IT and Internet
- Kids
- Kitchen design-remodelling
- New technology
- Nutrition & Health
- Skincare
- Spiritual, religious
- watching Sports
- Travelling
- Watches & Jewelry
- Wellness
- Knitting-Needlework
- Member of a book club
- Music (online streaming)
- Reading blogs
- Online dating
- Online shopping
- Online stocks trading
- PC and console games
- Photography
- Computer or console games
- Music
- Film
- Outer space

INTERESTS

- Allround sports interest
- Team sports
- Politics
- Horseback riding
- Economics, politics, society
- Private finances
- Film and tv shows
- Environmental issues
- Technic
- Wine tastings
- Out-doors activities
- Exercise
- Hunting
- Equality for all
- Equipment sports
- Baking

CATEGORY 6: SPORTS

SPORTS



- Active in athletics
- Active in basketball
- Active in badminton
- Active in boxing
- Active in cycling
- Active in dancing
- Active in high-end sports (sailing, hunting, golf, tennis)
- Active in hunting
- Active in ice hockey
- Active in motorsports
- Active in tennis
- Active in volleyball
- Active in extreme sports
- Active in fitness
- Active in football
- Active in golf
- Active in gymnastics
- Active in handball
- Active in riding
- Active in running
- Active in sailing
- Active in skiing
- Active in swimming
- Active in team sports (football, handball, basketball)
- Active in triathlon

CATEGORY 6: TRAVEL

TRAVELS



- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Italy
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays/Italy
- Folk High School stay (Højskoleophold)
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping/Italy
- Holiday in rented cabin/summerhouse abroad
- Holiday in rented cabin/summerhouse in Italy
- Vacation in South/North America
- One-day trips/abroad
- Round trip
- Skiing holiday
- Spa & wellness stay
- Vacation by train/abroad
- Vacation in Asia
- Vacation in Italy
- Vacation in Europe (excl. Italy)
- Vacations in other countries
- Vacation in Scandinavia
- Big city/cultural vacation
- Cruise vacation
- Backpack vacation
- Extended weekend/abroad

CATEGORY 7: SHOPPING

PURCHASE INTENT/VALUES

- Conscious about CO2 emission
- Avoid artificial ingredients
- Deal hunter
- Environmental products
- First-mover consumer electronics
- High focus on design
- Locally produced goods
- Positive towards purchasing by instalment



- Prefer ecological groceries
- Prefers brick-and-mortar stores over online
- Shops in specialty stores with quality products
- Often influenced by advertising
- Shops luxury products
- Shops private label
- Shops regardless of the economy
- Willing to pay extra for quality products

PURCHASE INTENT HIGH SPENDERS



- Shoes (EUR 3,000+ annually)
- Men's Clothes (EUR 7,000+ annually)
- Women's Clothes (EUR 7,000+ annually)
- Sportswear (EUR 3,000+ annually)
- Play for money (EUR 500+ month)
- Charity (EUR 1,500+ annually)
- Children's clothes & shoes (NOK 7,000+ annually)
- Home Electronics (EUR 3-5,000+ annually)
- Personal care (EUR 500+ monthly)
- Housing - paint, wallpaper, accessories (EUR 5,000+ annually)
- Internet shoppers
- Bath (new or modernizing within 12 months)
- Kitchen (new or modernizing within 12 months)
- Outside renovation plans: House & Garden

CONSIDER BUYING



- Alarm
- Appliances
- Home Entertainment
- Photo equipment
- New technology
- Furniture
- Entertainment



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AUDIENCE LIST SPAIN



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CATEGORY 2: HOUSEHOLD

HOUSEHOLD INCOME



- Modest Income Families
- Less Affluent Families
- Comfortable Families
- Prosperous Families
- Wealthy Families

LIFESTYLE



- Has cottage
- Has caravan
- Has motor boat or sailboat

EDUCATION



- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

LIFE PHASES



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

CONSUMER HABITS



- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

CATEGORY 3: AUTOMOTIVE

CARS



- Driving Alfa Romeo
- Driving Audi
- Driving BMW
- Driving Chevrolet
- Driving Citroen
- Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
- Driving Land Rover
- Driving Mazda
- 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 Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Alfa Romeo
- Owns an Audi
- Owns an Opel/Vauxhall

DISPOSAL OF CAR



- No cars
- 1 car in the household
- 2 or more cars in household
- Has trailer

CATEGORY 4: BETTING

BETTING & LOTTO



- Playing online bingo and lotteries
- Plays in online competitions
- Online betting
- Online games with money price
- Online games
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Online Casino
- National lottery

CATEGORY 5: SHOPPING

SHOPPING HABITS



- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands

CATEGORY 6: SPORTS

SPORTS



- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

CATEGORY 7: ACTIVITIES

ACTIVITIES



- Makes minor repairs in the home
- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant

CATEGORY 8: TRAVEL

VACATION & TRAVEL



- City or cultural holiday
- Holiday in the sun
- Cruise
- Round trip
- Ski holiday
- Golf vacation
- Active holiday
- Backpack holiday abroad
- Folk high school holiday
- Spa and wellness stay

CATEGORY 9: INTERESTS

INTERESTS



- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Car and motor
- Hi-Fi and stereo system
- New technology
- Attending shows/stand-up
- Attending evening school/hobby class
- Practicing sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Weight loss tips
- Spiritual or religious
- Jewelry and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- IT and internet
- Traveling

MUSIC



- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

PETS



- Dog owner
- Cat owner

FOOD



- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door



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AUDIENCE LIST THE UK



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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 The UK.

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:



Statistical offices
Census data

AUDIENCE LIST THE UK

IDFree.com
NEXT-GEN TARGETING

CATEGORY 1: CONSUMER CLASSIFICATION

CAMEO



- 01) United Kingdom
- 02) Prosperous Professionals
- 03) Flourishing Society
- 04) Content Communities
- 05) White Collar Neighbourhoods

- 06) Enterprising Mainstream
- 07) Paying The Mortgage
- 08) Cash-Conscious Communities
- 09) On A Budget
- 10) Family Value

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

CATEGORY 2: HOUSEHOLD

HOUSEHOLD INCOME



- Modest Income Families
- Less Affluent Families
- Comfortable Families
- Prosperous Families
- Wealthy Families

LIFESTYLE



- Has cottage
- Has caravan
- Has motor boat or sailboat

EDUCATION



- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

LIFE PHASES



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

CONSUMER HABITS



- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

CATEGORY 3: AUTOMOTIVE

CARS



- Driving Alfa Romeo
- Driving Audi
- Driving BMW
- Driving Chevrolet
- Driving Citroen
- Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
- Driving Land Rover
- Driving Mazda
- Driving Mercedes-Benz
- Driving Mitsubishi
- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen

DISPOSAL OF CAR



- No cars
- 1 car in the household
- 2 or more cars in household
- Has trailer

CATEGORY 4: BETTING

BETTING & LOTTO



- Playing online bingo and lotteries
- Plays in online competitions
- Online betting
- Online games with money price
- Online games
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Online Casino
- National lottery

CATEGORY 5: SHOPPING

SHOPPING HABITS



- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands

CATEGORY 6: SPORTS

SPORTS



- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

CATEGORY 7: ACTIVITIES

ACTIVITIES



- Makes minor repairs in the home
- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant

CATEGORY 8: TRAVEL

VACATION & TRAVEL



- City or cultural holiday
- Holiday in the sun
- Cruise
- Round trip
- Ski holiday
- Golf vacation
- Active holiday
- Backpack holiday abroad
- Folk high school holiday
- Spa and wellness stay

CATEGORY 9: INTERESTS

INTERESTS



- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Car and motor
- Hi-Fi and stereo system
- New technology
- Attending shows/stand-up
- Attending evening school/hobby class
- Practicing sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Weight loss tips
- Spiritual or religious
- Jewelry and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- IT and internet
- Traveling

MUSIC



- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

PETS



- Dog owner
- Cat owner

FOOD

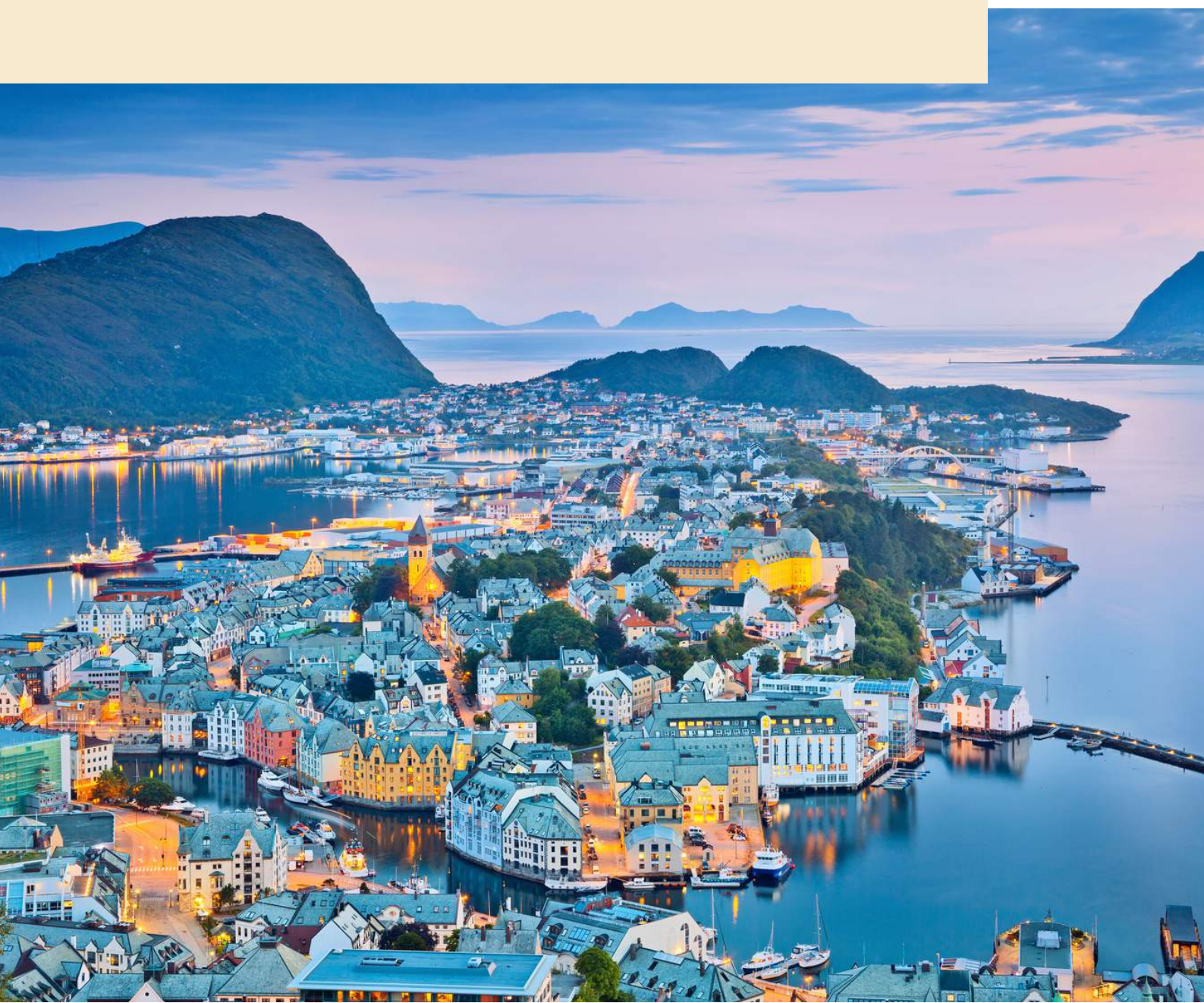


- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door



IDFree.com
NEXT-GEN TARGETING

AUDIENCE LIST NORWAY



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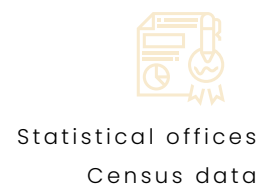
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**KANTAR****INSIGHT ONE**TransUnion^{tu}**Statens vegvesen**

AUDIENCE LIST NORWAY



IDFree.com
NEXT-GEN TARGETING

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
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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



OCCUPATION

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

HOURS WORKED

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



HOUSEHOLD COMPOSITION

- "The well-to-do"



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



DWELLING OWNERSHIP

- Freeholders
- Housing associations
- Renting



HAS CABIN

- Has Cabin Abroad
- Has Cabin in Norway



DWELLING SIZE

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



NUMBER OF ROOMS

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



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

DIET AND EXERCISE

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

CONDITIONS AND TREATMENTS

- On-line shopping:
Pharmaceuticals



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

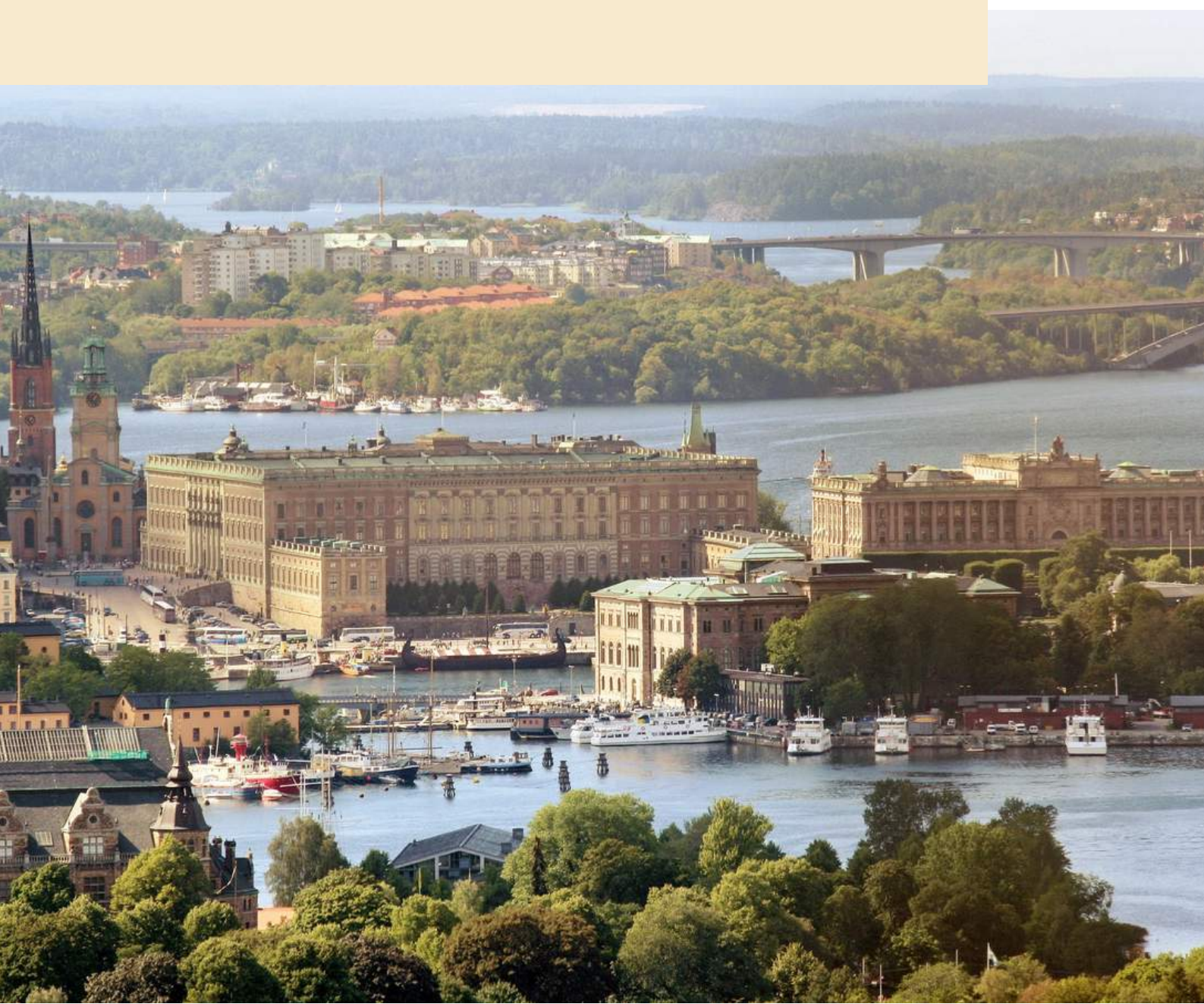
- Travels: Adventure
- Travels: City
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Holiday Abroad
- Travels: Holiday by the sea
- Travels: Holiday in Norway
- Travels: Holiday in the mountains
- Travels: Skiing
- Travels: Spa
- Travels: Sun & Bath





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NEXT-GEN TARGETING

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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 Sweden.

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:



Statistical offices
Census data

AUDIENCE LIST SWEDEN

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NEXT-GEN TARGETING

CATEGORY 1: CONSUMER CLASSIFICATION

MOSAIC



- A) Kopstarka Pionjaerer
- B) Metropolitiska Pionjaerer
- C) Medvetna Urbana Pionjaerer
- D) Nyfikna Pionjaerer med Laag Kopkraft
- E) Familjecentrerade Efterfoljare med God Kopkraft
- F) Budgethaemmade Efterfoljare i Hysesraett

- G) Multikulturella Efterfoljare
- H) Kopstarka Efterslaentrare i Villa
- I) Kopstarka Efterslaentrare i Bostadsraett
- J) Budgetbegransade Efterslaentrare
- K) Traditionalister med Kopkraft
- L) Trygghet och Tradition
- M) Aaterhaallsamma Traditionalister
- N) Glesbygdstraditionalister

CAMEO



- 01 Executive Households
- 02 Professional Neighbourhoods
- 03 Urban Achievers
- 04 Comfortable Communities

- 05) Provincial Households
- 06 Diverse Localities
- 07 Stretched Households
- 08 Strained Society

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

AGE OF HOUSING



- Families in Housing Built 1931-1950
- Families in Housing Built 1950-1970
- Families in Housing Built 1971-1980
- Families in Housing Built 1981-1990
- Families in Housing Built 1991-2000
- Families in Housing Built 2001-2006
- Families in Housing Built after 2006
- Families in Housing Built before 1931

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

DWELLING AREA APARTMENTS



- Big apartments
- Fairly big apartments
- Fairly small apartments
- Small apartments
- Big houses
- Fairly big houses
- Fairly small houses
- Small houses

DWELLING AREA HOUSES



- Big houses
- Fairly big houses
- Fairly small houses
- Small houses

HOUSEHOLD COMPOSITION

- "The well-to-do"



INCOME FROM CAPITAL

- Fairly high Income from Capital
- Fairly low Income from Capital
- High Income from Capital
- Low Income from Capital
- No Income from Capital



HOUSEHOLD INCOME

- 0-149999 SEK
- 1000000- SEK
- 150000-299999 SEK
- 300000-499999 SEK
- 500000-749999 SEK
- 750000-999999 SEK



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

INDUSTRY



- Agriculture/Forestry & Fishing
- Business Services
- Construction Industry
- Cultural & Personal Services
- Education & Research
- Electricity/ Water/ Sewage - utilities - etc
- Finance & Insurance
- Governmental Organisations & Defense
- Health & Social work
- Hotels & restaurants
- Information & Communication Services
- Manufacturing/ Mining & Quarrying
- Real Estate Services
- Retail and Wholesale
- Transport & Warehousing
- Unspecified Industry

KANTAR PROFILE

- Kantar Baby Boomers
- Kantar Generation X
- Kantar Generation Z
- Kantar Millenials
- Stressed



LIFE PHASES

- Elders in Retirement
- Families with School-Age Children
- Older Families and Mature Couples
- Pre-Family Couples and Singles
- Young Couples with Children



LIFESTAGE

- "Couple no kids"
 - "Empty Nesters"
 - "Infant years"
 - "School kids"
 - "Senior Couples "
 - "Single parents"
 - "Single Pensioner"
 - "Singles"
 - "Young & Free"
 - Movers
 - Valentine couples (no children)
- with outward activities
- Valentine singles - online dating



LOANS AND MORTGAGES

- Fairly High-Interest Expenses
- Fairly Low-Interest Expense
- High-Interest Expenses
- Low-Interest Expenses
- No Interest Expenses



OCCUPATION

- Full time employed
- On parental leave
- Others
- Part-time employed
- People 20-64 in Employment
- People 20-64 Unemployed
- Retired
- Self-employed
- Student
- Unemployed



PERSONAL INCOME

- 0-99999 SEK
- 100000-199999 SEK
- 200000-299999 SEK
- 300000-499999 SEK
- 500000-699999 SEK
- 700000- SEK



PURCHASING POWER



- Families with Fairly High Purchasing Power
- Families with Fairly Low Purchasing Power
- Families with High Purchasing Power
- Families with Low Purchasing Power
- Families with Very High Purchasing Power
- Families with Very Low Purchasing Power

RESPONSIBILITIES



- Board member
- Management team member
- Managerial responsibilities
- P&L responsibilities
- Staff responsibilities

TYPE OF HOUSING



- Cooperatively Owned apartment
- Cooperatively Owned Detached/Semi-detached House
- Privately Owned Detached/Semi-detached House
- Rented apartment

CATEGORY 3: WHO WE ARE

AGE



- Age 16-25
- Age 26-35
- Age 36-45
- Age 46-55
- Age 56-65
- Age 66+

AGE OF YOUNGEST CHILD

- 0- 6 yrs
- 16-19 yrs
- 7-15 yrs



CHILDREN

- Have Children
- No Children



EDUCATION LEVEL



- Compulsory school
- Post-secondary education 3 years or more
- Post-secondary education less than 3 years
- Upper secondary education

ETHNICITY



- Population Born in EU27 – excl. Sweden and Nordics
- Population Born in Nordics – excl. Sweden
- Population Born in Sweden
- Population Born Outside EU27 or Unknown Origin

FAMILY SIZE



- 1 Person
- 2 Persons
- 3 Persons
- 4 Persons
- 5 Persons or more

HOUSEHOLD COMPOSITION



- Home sharers
- Married Couples
- Others
- Singles

LIFE STAGE



- Elderly Family
- Elderly Single
- Mature Family with Children
- Mid Aged without children
- Older Family with Children
- Older Family without Children
- Young Family with Children
- Young without Children

NUMBER OF CHILDREN



- Families with 1 Child
- Families with 2 Children
- Families with 3 Children or more

ORIGIN



- Population Born Abroad
- Population Born in SE with Both Parents Born in SE
- Population Born in SE with Both Parents Born outside SE
- Population Born in SE with One parent Population Born in SE

CATEGORY 4: CONSUMER ELECTRONICS

ATTITUDES



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

INFLUENCERS



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

DOMESTIC APPLIANCES

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



CATEGORY 5: 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 6: CONSUMER PACKAGED GOODS

ALCOHOL



- High Spender - Beer
- High Spender - Spirits

- High Spender - Wine

ATTITUDES



- Flexitarians
- Food conscious
- Foodies
- Interested in Trying new dishes
- Interested in Trying new products
- Quality over price

PET FOOD



- Cat Owners
- Dog Owners

TAKE HOME SAVORIES



- Online shopping: Take Away Food

SMOKING PRODUCTS



- Medium/high Spender:
Cigaret/Snuff/Tobacco
- Occasional "snusere"

- Occasional smokers
- Regular "snusere"
- Regular smokers
- Use Stop Smoking Products

CATEGORY 7: ADVOCACY

CHARITY



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

CLIMATE AND SUSTAINABILITY



- Attend fleamarkets, buys second hand
- Environmental products
- Interested in Eco-friendly Lifestyle
- Interested in Energy Saving
- Interested in Environment

CATEGORY 8: ATTITUDES

ATTITUDES



- Attractive
- Early Adopters

- Equality For All
- Interested in Classic Culture
- Interested in: Economy & Society

ATTITUDES

- Interested in Movies
- Interested in Movies & Series
- Interested in Music
- Interested in Politics



CATEGORY 9: AUTOMOTIVE

(PRIVATE) CARS PER HOUSEHOLD



- 0 cars
- 1 car
- 2 or more cars per household

COMPANY CARS



- Common with company car
- Fairly common with company car
- Fairly uncommon with company car
- No Company cars
- Uncommon with Company car

IN MARKET



- Considers a BMW
- Considers a brand new car
- Considers a Ford
- Considers a Hyundai
- Considers a Kia
- Considers a leasing car
- Considers a Mercedes-Benz
- Considers a Nissan
- Considers a Peugeot
- Considers a Renault

AGE OF VEHICLE



- 13-24 months
- 25-36 months
- 37-48 months
- 49-60 months
- 61-120 months
- Above 120 months
- Up to 12 months

- Considers a Skoda
- Considers a Toyota
- Considers a used car
- Considers a Volvo
- Considers a VW (Volkswagen)
- Considers an Audi
- Considers an electrical car
- Considers an Opel/Vauxhall
- Considers buying a car within one year
- Considers car using diesel
- Considers car using petrol
- Considers hybrid car

IN MARKET



- Considers hybrid or electric car
- Has a leasing car
- Online shopping Auto parts
- Owns a Lexus

- Owns a Porsche
- Owns a Tesla
- Prefer/Considers a Lexus
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla

INFLUENCERS



- Interested in Cars
- Interested in Repairing cars
- Motormaniacs
- Sailing (owns a boat)

MAKE



- Audi
- BMW
- Chevrolet
- Chrysler
- Citroën
- Dacia
- Fiat
- Ford
- Honda
- Hyundai
- Jeep
- Kia
- Lexus
- Mazda
- Mercedes
- Mini
- Mitsubishi
- Nissan
- Opel
- Peugeot
- Renault
- SAAB
- Seat
- Skoda
- Subaru

- Suzuki
- Toyota
- Volkswagen
- Volvo

OWNER



- Has 0 cars
- Has 1 car
- Has 2 cars
- Has access to minimum 1 car
- Is part of a car-sharing pool
- Owns a BMW
- Owns a caravan
- Owns a Ford
- Owns a Hyundai
- Owns a Kia
- Owns a Mercedes-Benz
- Owns a Nissan
- Owns a Peugeot
- Owns a Renault
- Owns a Skoda
- Owns a Toyota
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Audi
- Owns an Opel/Vauxhall

VEHICLE BOUGHT AS



- Almost new
- Direct import
- New
- Used

YEARLY MILEAGE

- High yearly mileage
- Low yearly mileage

CATEGORY 10: HEALTH AND WELLNESS

DIET AND EXERCISE



- Interested in: Diet tips

CONDITIONS AND TREATMENTS



- Online shopping:
Pharmaceuticals

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

GAMING

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

CINEMA

- Online shopping: Movies

MUSIC SERVICES

- Interested in Pop and Rock music
- Streaming music

INFLUENCERS

- Interested in Celebrities

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

ATTITUDES

- Beauty babes
- High focus on Design
- Interested in Fashion
- Interested in Interior Design

BEHAVIORS

- Online shopping: Clothes and shoes

INFLUENCERS

- Interested in Beauty Care
- Interested in Looks & Glamour
- Online shopping: Eyewear

CATEGORY 14: SHOPPING

ATTITUDES



- Crafts
- Deal hunter
- Do it yourself (DIY)
- Eco, Fair & Local
- Green fingers
- Interested in: Handicraft
- Interior design
- Locally produced goods
- Loves shopping
- Often influenced by advertising
- Has dinner or meal boxes delivered
- Often seen at restaurants

HIGH SPENDERS



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

HOME IMPROVEMENT



- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: House & Garden
- Shops in Builders' Merchant

ONLINE SHOPPING



- Internet shoppers
- Beauty products
- Furniture
- Groceries
- Home electronics
- Music
- Sports and leisure equipment
- Travels
- Prefers brick-and-mortar stores over online

OTHER RETAILERS



- Shops in border stores
- Shops in malls



PURCHASE INTENT

- Big Furniture

WINE



- Interested in Wine

CATEGORY 15: SPORTS AND LEISURE

INFLUENCERS



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

SPORTS FANS



- Interested in Sports Event
- Interested in Sports in Media
- Interested in Team Sports

LEISURE INTERESTS



- Active in riding
- Cardiocravers
- Cook gourmet food
- Devoted Exercisers
- Frequent cross country skiers
- Frequent runners
- Interested in Spiritual, religious
- Interested in: Art
- Interested in: Biking
- Interested in: Classic music
- Interested in: Concerts
- Interested in: Exercise
- Interested in: Football
- Interested in: Foreign culture
- Interested in: Golf
- Interested in: Healthy foods
- Interested in: Hunting & Fishing
- Interested in: Ice Hockey
- Interested in: Meditation/Yoga
- Interested in: Motor sports
- Interested in: Riding
- Interested in: Sailing
- Interested in: Tennis
- Interested in: Theatre
- Interested in: Wellness
- Online dating
- Winter sports

CATEGORY 16: TRAVEL

ACCOMODATION



- Interested in Camping

ATTITUDES



- Interested in travel
- Travels: All Inclusive

DESTINATION



- Golf holiday
- Kantar High spenders - Travel
- Kantar Purchase intent - Cottage/
Vacation home
- Skiing enthusiasts with children of
school-age
- Travels: Adventure
- Travels: City
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Holiday Abroad
- Travels: Holiday in Sweden
- Travels: Skiing
- Travels: Spa
- Travels: Sun & Bath
- Travels: Theme travel
- Travels: Training
- Vacation abroad by train
- Vacation in Europe (excl.
Scandinavia)
- Vacation in Other countries (excl.
Europe, North-/Southamerica, Asia,
Africa, Australia, New Zealand)



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NEXT-GEN TARGETING

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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 Denmark.

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:



Statistical offices
Census data

AUDIENCE LIST DENMARK



IDFree.com
NEXT-GEN TARGETING

CATEGORY 1: CONSUMER CLASSIFICATION

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 Countryside

CAMEO



- 01 High Society
- 02 Flourishing Families
- 03 Affluent Communities
- 04 Prosperous Homeowners
- 05 Comfortable Neighbourhoods
- 06 Middle Income Households
- 07 Diverse Localities
- 08 Modest Means
- 09 Urban Tenants
- 10 Strained Society

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



- Attractive
- Early Adopters
- 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: Traditionals
- Stressed

BUSINESS & EMPLOYMENT

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



- Kantar Baby Boomers
- Kantar Families with kids
- Kantar Generation X
- Kantar Generation Z
- Kantar Millenials
- Valentine Couples (no children)
with outward activities
- Valentine Singles – online dating

CATEGORY 3: WHO WE ARE

CHILDREN



- Has children
- No children

EDUCATION



- Long education
- Medium long education
- No education
- Short education
- Trade

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

HOUSEHOLD AGE



- 18-25 years
- 26-45 years
- 46-60 years
- 61-79 years
- 80+ years

STUDENT IN THE HOUSEHOLD



- Student in the household



TYPE OF HOUSEHOLD

- Couple with kids
- Couple, no kids
- Other households
- Single with kids
- Single, no kids

YOUNGEST CHILD'S AGE

- 0-6 years
- 16-21 years
- 7-15 years

CATEGORY 4: OUR FINANCES

HOUSEHOLD INCOME



- 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.
- Less than 100.000 kr.
- Over 1 mio. kr.

HOUSEHOLD PENSION ASSETS



- 1 Mio. – 2,2 Mio. kr.
- 100.000 – 450.000 kr.
- 450.000 – 1 Mio. kr.
- Less than 100.000 kr.
- More than 2,2 Mio. kr.

HOUSEHOLD WEALTH



- -250.000 – -50.000 kr.
- -50.000 – 50.000 kr.
- 50.000 – 650.000 kr.
- 650.000 – 1.500.000 kr.
- Less than -250.000 kr.
- More than 1,5 Mio. kr.

INVESTMENT



- Bonds
- Education savings
- Group investment

- House savings
- Overdraft facility
- Shares
- Stocks

CATEGORY 5: HOW WE LIVE

APPLICATION ENTITY

- Apartment
- Detached single-family house
- Farmhouse
- Other
- Semi-detached house
- Summer house



HOUSEHOLD DENSITY

- 10-19 households
- 1-2 households
- 20-49 households
- 3-5 households
- 50-74 households
- 6-9 households
- 75+ households



LIVING TIME IN RESIDENCY

- 10-15 years
- 15-25 years
- 5-10 years
- Longer than 25 years
- Shorter than 5 years



NO DIRECT MARKETING

- No Direct Mail



NUMBER OF ROOMS

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

OWNERSHIP CONDITIONS

- Cooperative housing
- Home owner
- Home renter



TOWN SIZE



- Big city: More than 100.000 citizens
- Rural area

- Town 2.000-20.000 citizens
- Town 20.000-100.000 citizens
- Town: Less than 2.000 citizens

YEAR OF CONSTRUCTION

- 1901-1920
- 1921-1940
- 1941-1960
- 1961-1980
- 1981-2000
- After 2000
- No later than 1900



OWNS A COTTAGE

- Cottage owner



CATEGORY 6: EMPLOYMENT

BRANCH



- Agriculture
- Business services
- Construction
- Culture
- Industrial
- Information and Communication
- Insurance and Finance
- Public Administration
- Real estate
- Trade and Transport

EMPLOYMENT INSURANCE

- 1 member
- 2 members or more
- No member



HOUSEHOLD – PRIVATE FIRM – SAME ADDRESS

- Household with a private firm at the same address



SOCIO-ECONOMIC STATUS

- Ground-Level Employment
- High-Level Employment or Independent



- Medium-Level Employment
- Others
- Pensioner
- Unemployed

CATEGORY 7: 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"

DOMESTIC APPLIANCES

- Purchase Intent: White goods



CATEGORY 8: CONSUMER FINANCIAL

INFLUENCERS



- Interested in: Banking
- Interested in: Private Economy
- Interested in: Wine

PROPERTY AND MORTGAGE

- Considers building a home
- Considers selling a home



INSURANCE



- Online Shopping: Insurances
- Purchase Intent: Home alarm
very + rather probable

CATEGORY 9: CONSUMER PACKAGED GOODS

ALCOHOL



- Medium/high Spender:
Cigaret/Snuff/Tobacco

- Occasional smokers
- Regular smokers
- Wants to quit smoking

AMBIENT BAKERY PRODUCTS



- Interested in cooking

PET FOOD



- Cat Owners
- Dog Owners

TAKE HOME SAVOURIES

- Eats fast-food (take-away)
- Online shopping: Take Away Food



ATTITUDES



- Food conscious
- Foodies
- Foreign & exotic dishes
- Interested in trying new products (for cooking)
- Interested in: Trying new dishes
- Interested in: Trying new products
- Quality over price
- Traditional Danish food

CATEGORY 10: ADVOCACY

CLIMATE AND SUSTAINABILITY



- Attend flea markets, buys second hand
- Avoid artificial ingredients
- Conscious about CO2 emission
- Environmental products
- Interested in: Eco-friendly Lifestyle
- Interested in: Energy Saving
- Interested in: Environment
- Prefer ecological groceries

CHARITY



- High-Spenders: Charity

CATEGORY 11: AUTOMOTIVE

ATTITUDES



- Interested in: Nature conservation

IN MARKET



- 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
- Considers a Traile

OWNER



- Has 0 cars
- Has 1 car
- Has 2 cars

IN MARKET



- Considers a BMW
- Considers a brand-new car
- Considers a Citroen
- Considers a Dacia
- 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 1 year
- Considers car using diesel
- Considers car using petrol
- Considers hybrid car
- Considers hybrid or electric car
- Has a leasing car
- Online shopping: Auto parts
- Owns a Lexus
- Owns a Tesla
- Prefer/Considers a Lexus
- Prefer/Considers a Tesla

INFLUENCERS

- Interested in: Repairing cars
- Travels: Private boat



OWNER

- Owns a BMW
- Owns a caravan
- 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 Trailer
- Owns a Volvo
- Owns a VW (Volkswagen)
- Owns an Alfa Romeo
- Owns an Audi
- Owns an Opel

CATEGORY 12: CARS

COMMUTING

- 10-20 km
- 20-30 km
- Less than 10 km
- Over 30 km

CATEGORY 13: HEALTH AND WELLNESS

ATTITUDES

- Kantar Brand Usage: Pharmacy cosmetics, and skin care, use regularly
- Kantar Brand Usage: Private doctoral services, customers paying themselves
- Kantar High Frequency: Vitamin users

CONDITIONS AND TREATMENTS



- Online shopping: Pharmaceuticals

DIET AND EXERCISE

- Eat diet foods
- Interested in Nutrition & Health
- Kantar High-Frequency:

Oat drink users

- Kantar Interested in

Gym exercise, gym

CATEGORY 14: MEDIA AND ENTERTAINMENT

BOOKS AND EBOOKS

- Interested in: Books and Literature
- Listens to audiobooks
- Member or considers book club
- Online shopping: Books
- Reads e-books
- Reads fiction
- Reads magazines
- Reads non-fiction
- Uses the library


INFLUENCERS

- Interested in: Celebrities

MOBILE DEVICE USAGE

- Uses Spotify

GAMING

- Gamers 
- Online shopping: Computer games and software

CINEMA

- Online shopping: Movies

ONLINE VIDEO CONSUMPTION

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

OTHER MEDIA



- Daily coverage DR P4
- Daily coverage myRock
- Daily coverage NOVA
- Daily coverage POP FM
- Daily coverage Radio 100
- Daily coverage Radio Soft
- Daily coverage The Voice
- Daily coverage Lokalradio

TV & VIDEO SERVICES



- Daily coverage DR 2
- Daily coverage DR P1
- Daily coverage DR1
- Daily coverage DR3
- Daily coverage TV2
- Daily coverage: Discovery Networks Denmark
- Daily coverage: TLC
- Daily coverage: TV3

TV AND VIDEO SERVICES



- Kantar High-Spenders: Broadcaster TV services (Elisa Viihde, Telia TV, etc.)
- Kantar High-Spenders: SVOD services (Netflix, HBO, etc.)
- Streaming DRTV

- Streaming TV 2 Play (Danish)
- Uses C More
- Uses Telia TV
- Uses Viafree
- Uses YouSee

CATEGORY 15: ONLINE GAMBLING/BETTING

BETTING



- Interested in: Betting/Gambling

GAMBLING



- Online gamblers

CATEGORY 16: PERSONAL CARE AND BEAUTY

INFLUENCERS



- Online shopping: Eyewear

CATEGORY 17: SHOPPING

ATTITUDES



- Crafts
- Deal hunter
- Do it yourself (DIY)
- Kantar Forerunners: Dining, Eating Out
- Kantar Forerunners: Travelling, Sights
- Kantar High-Frequent: Ice Cream Eaters
- Kantar High-Frequent: Take Out, Take Away Eaters
- Kantar High-Interest: Cottage Rent, Abroad
- Kantar High-Interest: Cottage Rent, Domestic
- Interior Design
- Kantar Fast Food junkies
- Kantar Forerunners Decor, Furnishing
- 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 Novelty: Pioneers in Drinks
- Kantar Novelty: Pioneers in Food
- Loves Shopping

GROCERY PREFERENCES



- Shops private label
- Uses more than 1.000 DKK on groceries per week
- Shops in 7-Eleven
- Shops in Lidl
- Shops in Meny
- Shops in Rema 1000
- Shops in Spar

HIGH-SPENDERS



- Goes to Festivals
- High Spender: Internet purchase
- High Spender: Kid's clothes
- High Spender: Ladie's clothes
- High Spender: Men's clothes
- High Spender: Shoes
- High Spender: Sport/Leisure equipment



HOME IMPROVEMENT

- Bathroom Refurbishment (next 12 months)
- Interested in Kitchen Design & Remodeling
- Kitchen Refurbishment (next 12 months)
- Shops in Builders Merchant



ONLINE SHOPPING

- Online shopping: Beauty products
- Online shopping: Furniture
- Online shopping: Groceries
- Online shopping: Home electronics
- Online shopping: Music
- Online shopping: Sports and Leisure Equipment
- Online shopping: Travels
- Prefers brick-and-mortar stores over online
- Shops at online auctions



OTHER RETAILERS

- Shops in Border stores
- Shops in Malls
- Shops in Outlet stores

PURCHASE INTENT



- Kantar Purchase Intent: Cottage/ Vacation Home
- Kantar Purchase Intent: Mortgage

CATEGORY 18: SPORTS AND LEISURE

INFLUENCERS



- Adrenalin Junkies
- Interested in Outdoor Life
- Sports Enthusiast

LEISURE INTERESTS



- Active in basketball
- Active in cycling
- Active in fitness
- Active in golf
- Active in high-end sports (sailing, hunting, golf, or tennis)
- Active in hunting
- Active in sailing
- Active in skiing
- Active in Tennis

LEISURE INTERESTS



- Attend classical concerts
- Attend evening school
- Attend pop concert, rock concert
- Attend shows or stand-up
- Attend theater or musicals
- Cardiocravers
- Frequent cross-country skier
- Goes to art exhibitions
- Goes to the cinema, concerts, and sports events
- Goes to the museum
- Interested in: Golf
- Interested in: Healthy foods
- Interested in: Hunting & Fishing
- Interested in: Ice Hockey
- Interested in: Meditation/Yoga
- Interested in: Motorsports
- Interested in: Riding
- Goes to the Opera/Ballet
- Interested in Spiritual, Religious
- Interested in: Art
- Interested in: Biking
- Interested in: Classic music
- Interested in: Concerts
- Interested in: Football
- Interested in: Foreign culture
- Interested in: Sailing
- Interested in: Tennis
- Interested in: Theater
- Kantar Hobbies: Cross-country Skiing
- Kantar Hobbies: Skiing
- Kantar Hobbies: Tennis, Squash, Badminton
- Travels: Amusement Park/Zoo
- Winter sports

SPORTS FANS



- Interested in: Team Sports
- Kantar Fanatics: Ice Hockey on TV

CATEGORY 19: TRAVEL

ACCOMMODATION



- Interested in: Camping
- Travels: Interested in Cabin Vacation

ATTITUDES



- Interested in Travel
- Travels: Frequent Travellers

DESTINATION



- Considers a long weekend abroad (Overvejer en forlænget weekend i udlandet)
- Golf holiday
- One-day trips abroad
- Skiing enthusiasts with children of school-age
- Travels: Cruises
- Travels: Culture
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)

- Vacation in other countries (excl. Europe)
- Vacation in South- and North America
- Travels: Going to restaurants/bars
- Travels: Holiday Abroad
- Travels: Holiday by the sea
- Travels: Holiday in Denmark
- Travels: Holiday in the mountains
- Travels: Skiing
- Travels: Spa
- Travels: Visit waterpark
- Vacation abroad by train

CATEGORY 20: DINING

ATTITUDES



- Kantar High-Spenders: Eating out

DELIVERY



- Pizza lover
- Sushi lover

CATEGORY 21: FASHION

ATTITUDES



- High focus on Design
- Interested in: Items for kids
- Interested in: Watches and Jewelry
- Interested in: Clothes and Shoes
- Interested in: Fashion
- Interested in: Interior Design

BEHAVIORS

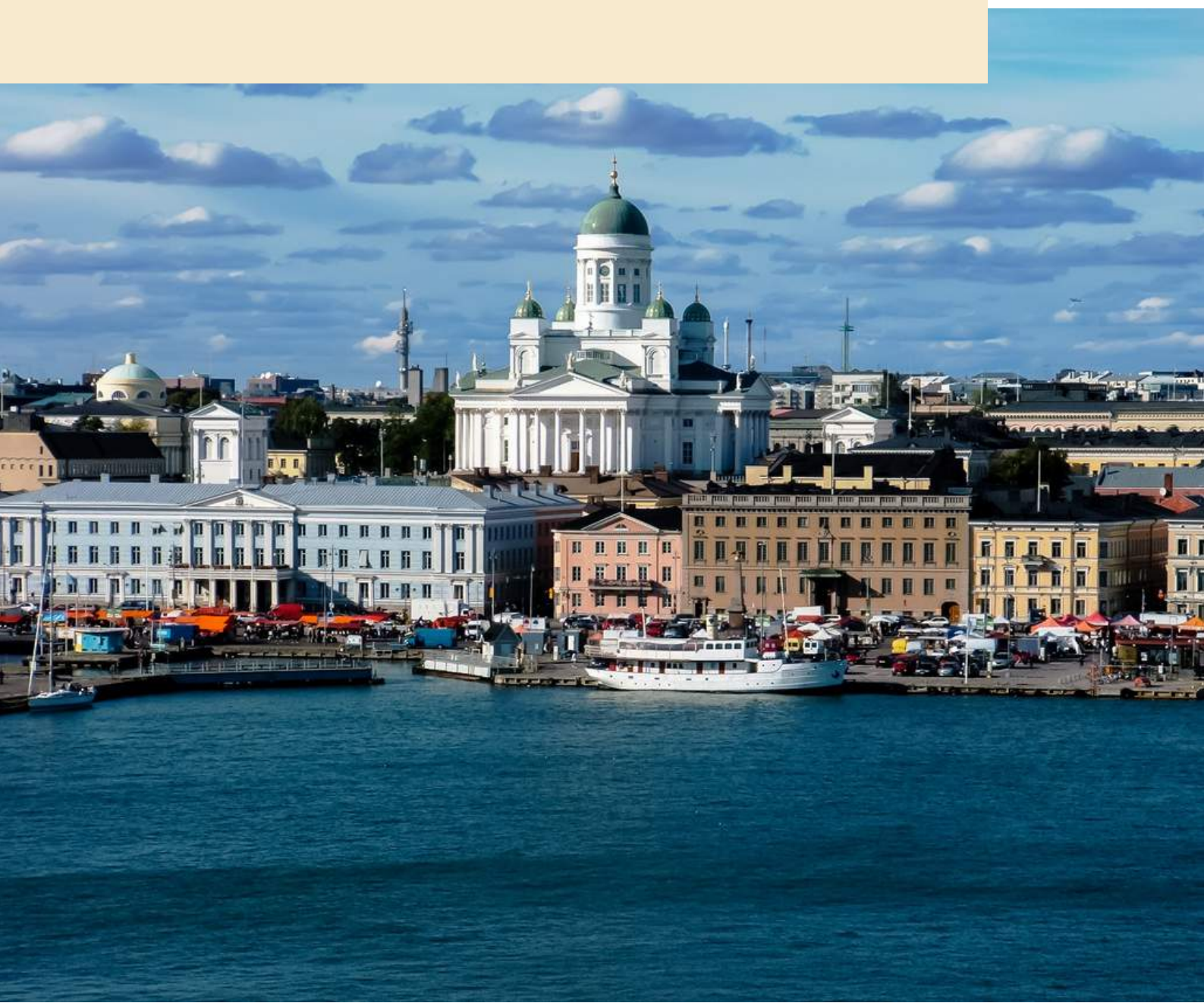
- Online shopping: Clothes and Shoes
- Shops Luxury Products





IDFree.com
NEXT-GEN TARGETING

AUDIENCE LIST FINLAND



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Statistical offices
Census data

AUDIENCE LIST FINLAND



IDFree.com
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

INVESTMENT

- Interested in: Stocks and Bonds
- Online Stocks Trading



INSURANCE



- Purchase Intent: Home Alarm
very + rather probable

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

ATTITUDES

- Frequent travelers

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
- 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)



IDFree.com
NEXT-GEN TARGETING

INTERNATIONAL CONSUMER CLASSIFICATIONS

INTERNATIONAL AUDIENCE DATA IN LL/LONGITUDE-LATITUDE FORMAT



INTRODUCTION

IDFREE.COM

IDFree.com and our owner Global Data Resources work with the absolute best and most transparent data partners. We offer you privacy-safe audience data in LL-format (Longitude-Latitude, no zip).

Our dynamic cluster algorithm can pinpoint relevant geographical hotspots for hundreds and hundreds of social-demographic characteristics as well as consumer attitudes and preferences.

What you see in this Audience List is a record of international audience categories in LL format, available for instant activation on all major programmatic ad channels.

COUNTRIES CURRENTLY COVERED

Australia, Canada, Denmark, Finland, France, Germany, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland, UK, USA

TRUSTED DATA PARTNERS

We work with the most trusted industry leaders: **Kantar** • **InsightOne** • **Experian** • **TransUnion** • IDFree.com • Statistical offices/census data.



Statistical offices
with census data.

KANTAR



ICC CATEGORY DEFINITIONS

INCOME

ICC has three levels of income:

Prosperous: The Top 30%

Comfortable: The Middle 40%

Less Affluent: The Bottom 30%

The definitions are relative, not absolute numbers. This goes for all countries.

SCHOOL-AGE CHILDREN

ICC has one level of children = the household has at least one child.

School-age children

The definition is children who go to school – from preschool to high school.

IN RETIREMENT

ICC reflects that retirement age differs from country to country.

In retirement

The definition is a person who has left the job market, regardless of age.



INTERNATIONAL CLASSIFICATIONS

1. INTERNATIONAL GDR CLASSIFICATION (LL) (CURRENTLY 19 COUNTRIES)

- 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 & 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 & 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 & couples in retirement

2. LOCAL NATIONAL CAMEO CLASSIFICATION (GERMANY EXAMPLE)

- DE | Digital CAMEO Group 1: Wealthy Households
- DE | Digital CAMEO Group 2: Affluent Professionals
- DE | Digital CAMEO Group 3: Flourishing Communities

Australia, Canada, Denmark, Finland, France, Germany, Italy,
Japan, Mexico, Netherlands, New Zealand, Norway, Poland,
Portugal, Spain, Sweden, Switzerland, The UK, USA

- DE | Digital CAMEO Group 4: Comfortable Households
- DE | Digital CAMEO Group 5: Settled Society
- DE | Digital CAMEO Group 6: Modest Communities
- DE | Digital CAMEO Group 7: Hard Working Neighbourhoods
- DE | Digital CAMEO Group 8: Stretched Households
- DE | Digital CAMEO Group 9: Urban Travail

3. LIFE PHASES (CURRENTLY 19 COUNTRIES)

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

4. FINANCES (CURRENTLY 19 COUNTRIES)

- Wealthy families
- Prosperous families
- Comfortable families
- Less Affluent families

Australia, Canada, Denmark, Finland, France, Germany, Italy,
Japan, Mexico, Netherlands, New Zealand, Norway, Poland,
Portugal, Spain, Sweden, Switzerland, The UK, USA