

IDFREE.COM
NEXT-GEN PRIVACY-SAFE
TARGETING



IDFree.com
NEXT-GEN TARGETING

AUDIENCE LIST SWEDEN





SWEDEN CONTENT

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INTRODUCTION

ABOUT IDFREE.COM

Our targeting solution, idfree.com, is built on Privacy-by-Design and enables online omnichannel activation without IDs or cookies.

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

What you see in this Audience list is a complete record of pre-built SWEDISH Audience Data available to you on all major advertising platforms.

DON'T FIND JUST WHAT YOU NEED?

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

TRUSTED DATA PARTNERS

Data quality, data transparency, and reliability are fundamental to our partnerships. We only work with the very best of trusted industry leaders: Kantar • InsightOne • Statistical offices providing census data.



Statistical offices
Census data

KANTAR

**INSIGHT
ONE**



AUDIENCE LIST

SWEDEN



1. ONLINE MOSAIC

- A) Affluent Pioneers
- B) Metropolitan Pioneers
- C) Young Urban Pioneers
- D) Curious Pioneers
- E) Family Oriented Followers
- F) Struggling Followers
- G) Multicultural Followers
- H) Latecomers in Villas
- I) Latecomers in Flats
- J) Struggling Latecomers
- K) Handy Traditionals
- L) Older Traditionals
- M) Restrained Traditionals
- N) Countryside Traditionals



2. FAMILY & PARENTING

- Singles
- Home Shares
- Married Couples
- Have Children
- No Children
- Young couples no kids
- Young Family with kids
- Mid Aged without kids
- Mature Family with kids
- Older Family without kids
- Older Family with kids
- Elderly Single
- Elderly Family



2. FAMILY & PARENTING/HOUSEHOLD MEMBERS

- Families with 1 Child
- Families with 2 Children
- Families with 3 Children +
- Family Size 1 Person
- Family Size 2 Persons
- Family Size 3 Persons
- Family Size 4 Persons
- Family Size 5 Persons +
- Families with toddlers (0-6 yrs)
- Families with school kids (7-15 yrs)
- Families with teens (16-19 yrs)



3. ECONOMY/ HOUSEHOLD INCOME

- SEK 0-149.999
- SEK 150.000-299.999
- SEK 300.000-499.999
- SEK 500.000-749.999
- SEK 750.000-999.999
- SEK 1.000.000 +



4. HOME & PROPERTY/ FAMILIES IN HOUSING

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



4. HOME & PROPERTY/ APARTMENT SIZE

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



3. ECONOMY/FAMILY PURCHASE POWER

- Fairly High Purchasing Power
- High Purchasing Power
- Very High Purchasing Power
- Very Low Purchasing Power
- Low Purchasing Power
- Fairly Low Purchasing Power
- No Income from Capital
- Low Income from Capital
- Fairly Low Income from Capital
- Fairly High Income from Capital
- High Income from Capital



4. HOME & PROPERTY/ HOUSING TYPE

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



4. HOME & PROPERTY/ HOUSE SIZE

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



4. HOME & PROPERTY/HOUSE VALUE

- Very Low
- Low
- Fairly Low
- Fairly High
- High
- Very High



5. LIFESTYLE & LIFE STAGES

- Early Adopters
- Eco, Fair & Local
- Stressed
- Flexitarians
- Attractive
- Techies
- Beautybabes
- Sport Enthusiasts
- Foodies
- Food conscious
- DIY
- Interior design
- Green fingers
- Crafts
- Motor Maniacs
- Cardio cravers
- Adrenalin junkies
- Devoted Exercisers
- Winter sports
- Online gamblers
- Gamers
- Movers
- The well-to-do



5. LIFESTYLE & LIFE STAGES/LIFECYCLE

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



5. LIFESTYLE & LIFE STAGES/LIFESTYLE

- Valentine couples (no children) with outward activities
- Valentine singles, online dating
- Skiing enthusiasts w/ schoolkids
- Regular Cigarette Smokers
- Regular Smokers
- Occasional Cigarette Smokers
- Regular Snus Buyers
- Occasional Snus Buyers
- Use Stop Smoking Products



6. EDUCATION

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



7. AUTOMOTIVE/CAR MAKE

- 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



7. AUTOMOTIVE/ CAR SEGMENT

- Big VANs MiniBus
- Pickup Trucks



7. AUTOMOTIVE/ CAR ACCESS

- Cars per Household: 0
- Cars per Household: 1
- Cars per Household: 2 +



7. AUTOMOTIVE/ CAR NEW/OLD

- New car buyer's
- Owns a car 2-5 years
- Owns a car 5 years +
- Owns a car 5-10 years
- Owns a car 10 years +



8. HEALTH

- Carefree
- Health Conscious
- Knowledgeably
- Passives
- Gloomies



9. HOBBIES AND 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
- Foreign culture
- Gardening
- Golf
- Handicraft
- Health and Healthcare
- Healthy foods
- Home decorating
- Horse racing
- Hunting
- Ice Hockey
- Interior decorating
- Books and Literature
- Meditation/Yoga
- Meeting new people
- Motorcycles
- Motor sports
- Music
- New technology
- Outdoor life
- Photo/Movie
- Cars/automobiles
- Private economy
- Repairing cars



- Sailing
- Skiing
- Sports fishing
- Stocks and Bonds
- Theater
- Trying new dishes
- Trying new products
- Vacation abroad
- Vacation in Sweden
- Computer games
- Sports events
- Sports on television
- Wine tasting
- Eco-friendly lifestyle
- Biking
- Tennis
- Concerts
- Musicals
- Museums/art exhibitions
- Camping
- Spa & beauty treatments
- Charities
- Second hand/vintage
- Team Sports
- Photo
- Baking
- Football/soccer
- Economy & Society
- Politics
- Private Economy
- Science & History
- Classic Culture
- Music
- Movies
- Movies & Series
- Looks & Glamour
- Beauty Care
- Fashion
- Wine
- Interior Design
- Outdoor Life
- Exercise
- Wellness
- Hunting & Fishing
- Environment
- Status/Posh Sports
- Cars/Automobiles
- New Technology



10. TRAVELS

- Holiday in Sweden
- Holiday Abroad
- Sun & Bath
- City
- Adventure
- Cruises
- Culture
- Food & Wine
- Skiing
- Spa
- Training
- All Inclusive



11. PURCHASE INTENT/ HIGH SPENDERS

- Shoes
- Mens clothes
- Ladies clothes
- Kids clothes
- Sport/leisure equipment
- Training/Exercise
- Tips, Pool, Lottery
- Charity
- Wine
- Spirits
- Beer
- Building equipment
- Consumer electronics
- Internet purchase



11. PURCHASE INTENT

- Home alarm
- White goods
- Home luxury
- Motor toys
- Water toys
- Home Entertainment
- Camera
- New Tech
- Big Furniture
- Outside renovation plans:
House & garden