NORWAY

AUDIENCE LIST 2024

INTRODUCTION

Audience Data Norway

Unleash targeted advertising in Norway without compromising privacy.

idfree.com empowers modern marketers with next-gen tools.

Reach the Right People
- Pre-built audience segments based on interests and behaviours.
- Tailor custom groups for specific campaigns.
- Discover hidden gems: millions of unique neighbourhoods. (Learn more in our "Why Neighbourhoods Matter" white paper.)

Go Beyond Borders
- Activate audiences instantly across global channels and platforms.
- Leverage national statistics and trusted partner data.
- Our experts build custom audiences for global clients daily.

Trustworthy Insights
- We prioritize data quality, transparency, and reliability.
- Partner with industry leaders in data and AdTech.
- Ensure your audience segments are built on accurate consumer insights.

Omnichannel Ease
Based on i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day.

Please reach out to our team for inquiries idfree.com/contact

NORWAY

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NORDIC FOOTPRINTS

"We're very happy to collaborate with idfree.com and NDR which's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."

- Pierce Cook-Anderson
Managing Director Northern Europe, Equativ

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ETHICALLY SOURCED DATA

"By introducing targeting with privacy-safe audience data, we are fully aligned with our values of using ethically sourced data to strive to benefit brands and consumers alike."

- Christopher Hernandez,
Managing Director, Nordics, Matterkind

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
- M Bondelandet

CAMEO GROUPS

- Upper Crust
- Flourishing Families
- Ambitious Households
- Settled Society
- Enterprising Households
- Comfortable Communities
- Hardworking Neighbourhoods
- Modest Means
- Striving Margins
- Stretched Tenants
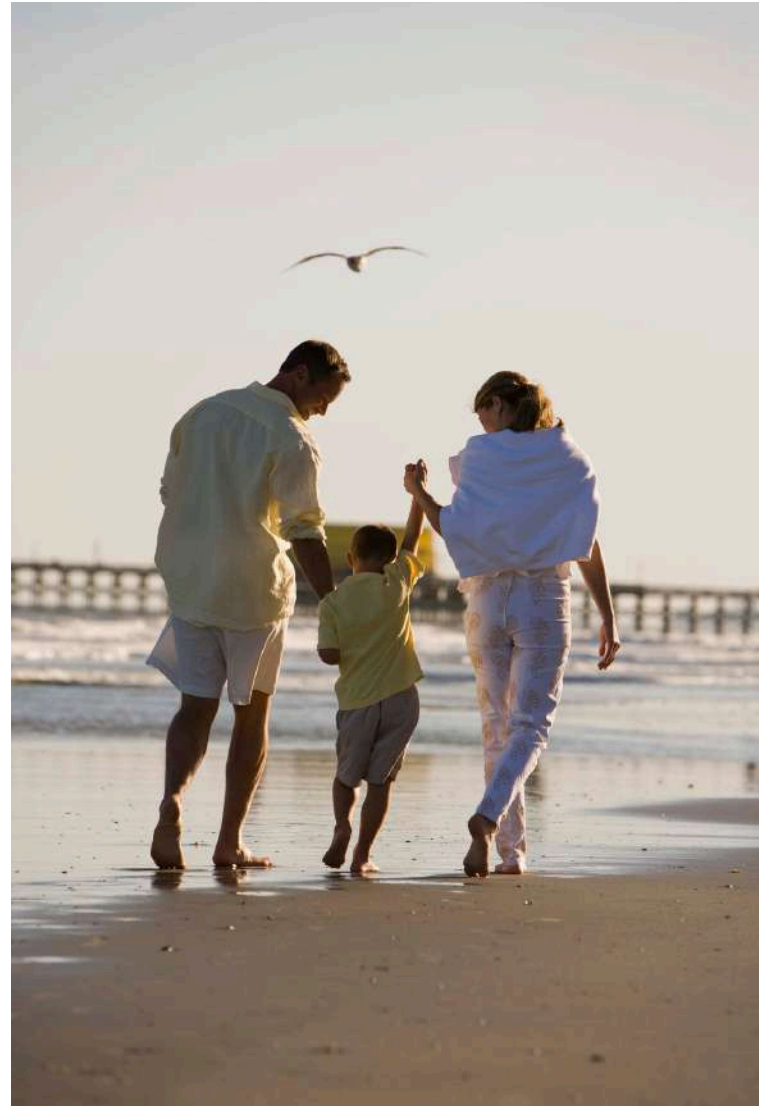
CONSUMER CLASSIFICATIONS

Consumer classification is the act of seeking out and identifying common traits in a group of customers.

CATEGORY 1

CONSUMER CLASSIFICATION

NDR 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

SOCIO-DEMOGRAPHICS

LIFE PHASES

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

ABOUT IDFREE.COM

idfree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources. We empower marketers to reach their target audience without compromising user data security.
We provide an arsenal of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your campaign goals.

CATEGORY 2

SOCIODEMOGRAPHICS

WEALTH

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

HOUSEHOLD INCOME

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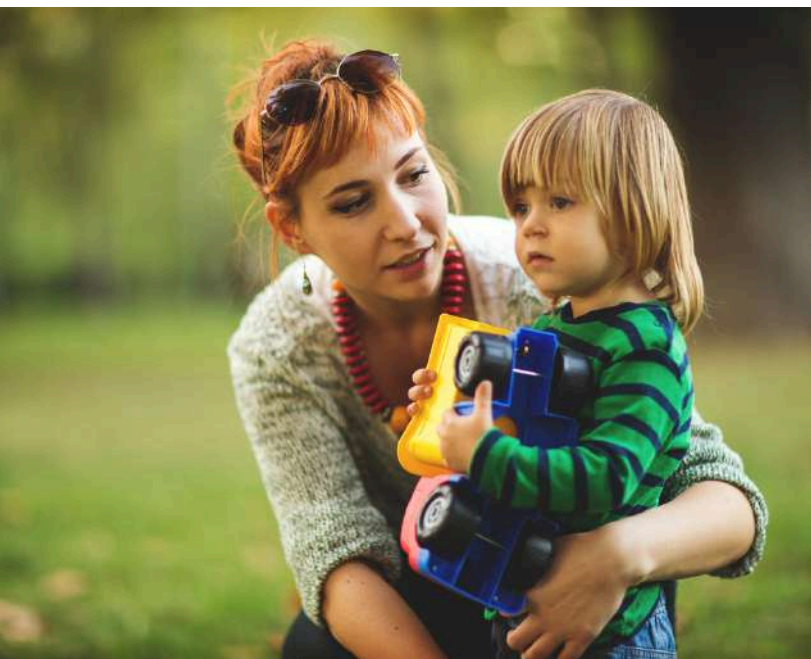
PERSONAL INCOME

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

LIFESTAGE

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

KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.

CATEGORY 2

SOCIODEMOGRAPHICS

ATTITUDES

- Early Adopters
- Attractive
- Impulsive
- Interested in: Economy & Society
- Interested in: Politics
- Interested in: Classic Culture
- Interested in: Music
- Interested in: Movies
- Interested in: Movies & Series
- Equality For All
- Lifestyle: Center Group
- Lifestyle: Community oriented
- Lifestyle: Individuals
- Lifestyle: Modern
- Lifestyle: Modern-community oriented
- Lifestyle: Modern-individuals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals
- Lifestyle: Traditional
- Stressed

INDUSTRY

- Agricultural, forestry, fishing
- Manufacturing, oil exploration, and construction
- Finance/retail/hotels/restaurants/transport
- Public and other services

CATEGORY 2

SOCIODEMOGRAPHICS

INDUSTRY SECTOR

- Public administration
- Municipal administration
- Private sector and public enterprises

EMPLOYMENT

- Employees
- Self-employed

COMMUTING

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

HOURS WORKED

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

BUSINESS AND EMPLOYMENT

- 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
- Occupation: Part-time employed
- Occupation: Retired
- Occupation: Self-employed
- Occupation: Student
- Occupation: Unemployed
- High Net Worth Individuals

COOKIELESS

"Thanks to the integration with idfree.com, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."

- Marcus Johansson
Founder & CEO, BidTheatre

CATEGORY 3

WHO WE ARE

CHILDREN GROUPS

- Under 5
- 5-11 Years Old
- 12-17 Years Old
- Over 18

GENDER OF CHILD (ALL)

- Male
- Female

CHILDREN HOUSEHOLD MEMBERS

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

MARITAL STATUS

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

HOUSEHOLD MEMBERS

- 1 person household
- 2 person household
- 3 person household
- 4 person household
- 5 Or More person household

EDUCATION LEVEL

- Elementary education
- Secondary education
- University and college (short stay)
- University and college (long stay)

CATEGORY 3

WHO WE ARE

FIELD OF EDUCATION

- General Studies
- Humanities
- Teaching and Education
- Law and social sciences
- Business and economics
- Science and technology
- Health, social, and sports
- Agricultural and fisheries
- Transport, security and maintenance

AGE

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

FAMILY TYPE

- Couples
- Singles
- Children
- No children
- 1 person
- 2 persons
- 3 persons
- 4 persons or more

DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.

CATEGORY 4

HOW WE LIVE

TYPE OF HOUSING

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

DWELLING SIZE

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

AGE OF HOUSING

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

DWELLING OWNERSHIP

- Freeholders
- Housing associations
- Renting

HAS CABIN

- Has Cabin in Norway
- Has Cabin Abroad

CATEGORY 5

CONSUMER FINANCIAL

PROPERTY AND MORTGAGE

- High Spender - Building equip.

INFLUENCERS

- Interested in: Private Economy

INSURANCE

- Purchase intent - Home alarm very+rather probable
- Considers switching insurance company

INVESTMENT

- Interested in: Stocks and Bonds

BANKING

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

MOSAIC™ LIFESTYLES

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments to describe the complete market.

CATEGORY 6

CONSUMER ELECTRONICS

ATTITUDES

- Interested in: Computers
- Techies
- Purchase intent - New Tech very+rather
- Interested in: Photo

INFLUENCERS

- High Spender - Consumer electronics
- Interested in: New Technology
- Purchase intent - "HomeEntertainment"
- Purchase intent - Camera Very+Rather
- Interested in Hifi

CATEGORY 7

CONSUMER PACKAGED GOODS

ATTITUDES

- Quality over price
- Traditional Norwegian food
- Prefer Norwegian goods
- Interested in: Trying new products
- Interested in: Trying new dishes
- Foreign & exotic dishes
- Flexitarians
- Foodies
- Food conscious

AMBIENT BAKERY PRODUCTS

- Interested in cooking

CATEGORY 7

CONSUMER PACKAGED GOODS

PET FOOD

- Dog Owners
- Cat Owners

ALCOHOL

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

IDFREE NEWSLETTER

Consider subscribing to our monthly newsletter **idfree.com insider**. We keep you up to date on new features, partners, and integrated activation platforms.

Subscribe

CATEGORY 8

MEDIA AND ENTERTAINMENT

BOOKS AND EBOOKS

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

TV & VIDEO SERVICES

- Kantar High spenders - SVOD services (Netflix, HBO etc.)
- Uses C More
- Daily coverage: NRK Super/NRK3
- Daily coverage: TV2/TV2 Zebra
- Daily coverage: NRK P2
- Uses Viafree
- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks Norway
- Light TV Viewers - Watch Less Than 10 Hours Per Week
- Medium TV Viewers - Watch 10-20 Hours Per Week
- Heavy TV Viewers - Watch More Than 20 Hours Per Week
- Heavy YouTube Users

MUSIC SERVICES

- Interested in: Pop and rock music
- Streaming music
- Spotify Free Subscribers

GAMING

- Interested in: Computer games
- Gamers
- On-line shopping: Computer games and software

ONLINE VIDEO CONSUMPTION

- Streaming Viaplay
- Streaming Discovery+
- Streaming HBO
- Streaming YouTube
- Streaming Netflix
- Streaming TV2 Play
- Daily coverage: TV2 Nyhetskanalen
- Streaming NRK Nett-TV

MOBILE DEVICE USAGE

- Uses Spotify

SOCIAL MEDIA

- Heavy Social Media Users
- Heavy Facebook Users
- Heavy Instagram Users
- Heavy Twitter Users
- Heavy TikTok Users

CATEGORY 8

MEDIA AND ENTERTAINMENT

INFLUENCERS

- Interested in: Celebrities

CINEMA

- On-line shopping: Movies

OTHER MEDIA

- Daily coverage: NRK1
- Daily coverage: NRK P1
- Daily coverage: NRK2
- Daily coverage: P4
- Daily coverage: Storbyradioen
- Daily coverage: TVNorge
- Daily coverage: Radio Norge
- Daily coverage: Max
- Daily coverage: VOX
- Daily coverage: Utenlandsk radio
- Daily coverage: Lokalradio

CATEGORY 9

ONLINE GAMBLING/BETTING

GAMBLING

- Online gamblers
- Play Lotto
- Play the National Lotto

BETTING

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

CATEGORY 10

SHOPPING

ATTITUDES

- Eco, Fair & Local
- Interior design
- Green fingers
- Crafts
- Deal hunter
- Interested in: Handicraft
- 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, hiring a cottage
- Kantar Interested in - Grilling
- Loves shopping
- Kantar Forerunners - Decor, furnishing
- Kantar Forerunners - Dining, eating out
- Kantar Forerunners - Travelling, sights

HOME IMPROVEMENT

- Bathroom refurbishment (next 12 months)
- Kitchen refurbishment (next 12 months)
- Outside renovation plans: house & garden
- Shops in builders merchant

GROCERY PREFERENCES

- Uses more than 1.000 NOK on groceries per week

CATEGORY 10

SHOPPING

HIGH SPENDERS

- High Spender - Men's clothes
- High Spender - Ladies' clothes
- High spenders - cosmetics, skin-& haircare
- High spenders - Eyewear
- Goes to festivals
- High Spender - Kid's clothes
- High Spender - Sport/leisure equipment
- High Spender - Training/Exercise

OTHER RETAILERS

- Shops in border stores
- Shops in malls

PURCHASE INTENT

- Kantar Purchase intent - cottage/ vacation home
- Kantar Purchase intent - mortgage
- Purchase intent - Big Furniture
- Home interior practicals

GROCERY RETAILERS

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

AUDIENCE ALLIANCE

Audience Alliance is a new network of several of the best developers and data providers in the programmatic market - reaching the Nordic region and EU.

audiencealliance.org

CATEGORY 10

SHOPPING

ONLINE SHOPPING

- Internet shoppers
- Online shopping: Furniture
- Online shopping: Groceries
- Online shopping: Home electronics
- Online shopping: Music
- Online shopping: Travels

- Prefer brick-and-mortar stores over online
- Shops on online auctions
- Online shopping: Beauty products
- Online shopping: Sports and leisure equipment
- Shops online weekly
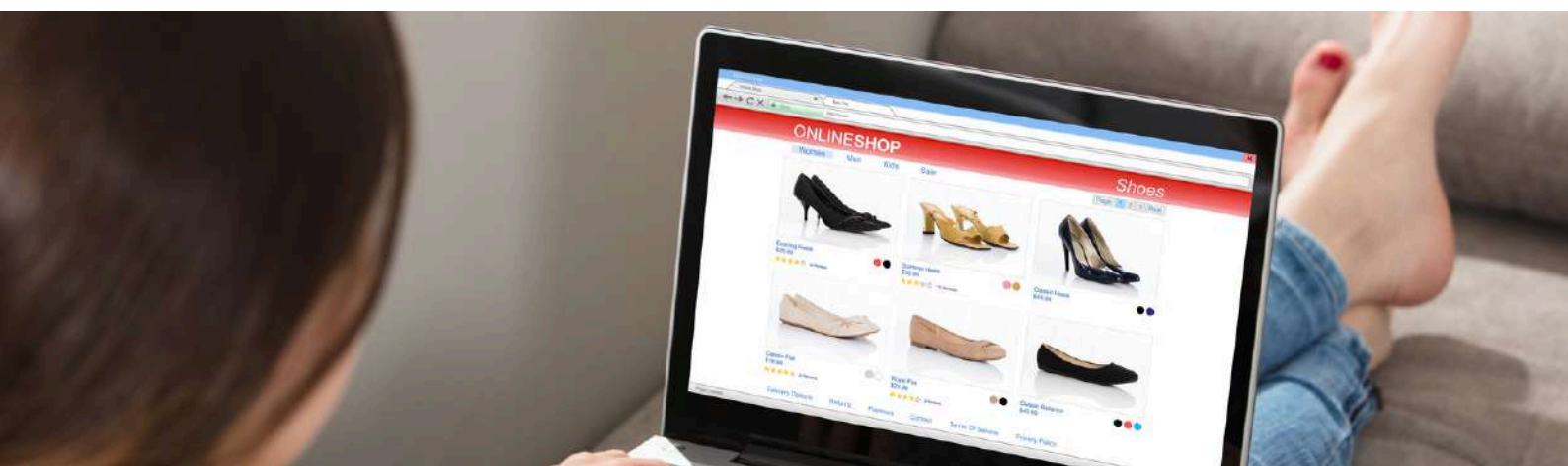
CATEGORY 11

PERSONAL CARE AND BEAUTY

INFLUENCERS

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

CATEGORY 12

DINING

ATTITUDES

- Often seen at restaurants
- Interested in: Baking
- Kantar High spenders - Eating out
- Shops in specialty stores with quality products

DELIVERY
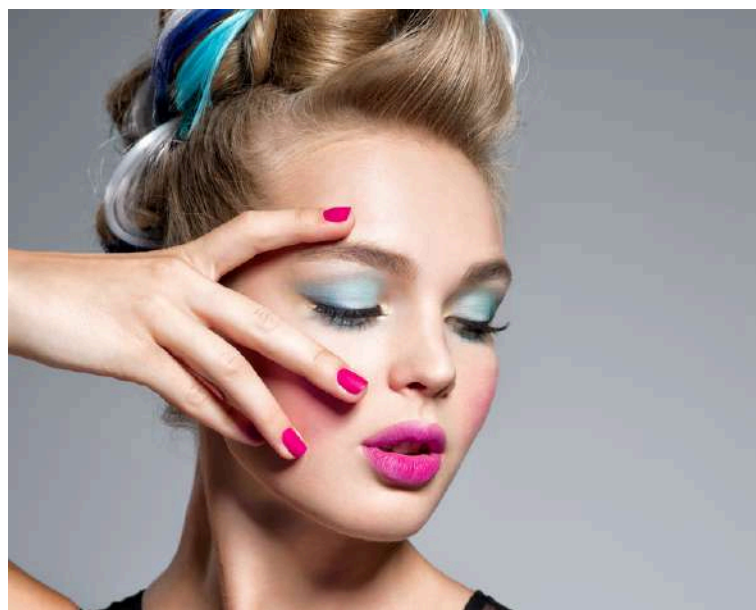
- Sushi-lover
- Pizza-lover

CATEGORY 13

FASHION

ATTITUDES

- Interested in: Clothes and shoes
- Beauty babes
- Interested in: Fashion
- Interested in: Interior Design
- Interested in items for kids

BEHAVIORS

- On-line shopping: Clothes and shoes

CATEGORY 14

HEALTH AND WELLNESS

VITAMINS

- Vitamins - heavy users

ATTITUDES

- Interested in items for kids
- Kantar High frequency - Vitamin users
- Health and well-being
- Kantar Brand usage - Pharmacy cosmetics, skincare, use regularly
- Would consider surgery for physical appearance

DIET AND EXERCISE

- Interested in Nutrition and health
- Interested in: Diet tips
- Kantar interested in - Gym exercise, gym
- Easily cooked food
- Healthy Eating Habits
- Fitness Fanatics

CONDITIONS AND TREATMENTS

- On-line shopping: Pharmaceuticals
- Chronic pains/frequent pain reliever users
- Allergy/cold medication users

TOBACCO

- Uses E-Cigarettes

CATEGORY 15

ADVOCACY

CHARITY

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

CLIMATE AND SUSTAINABILITY

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

CATEGORY 16

AUTOMOTIVE

INFLUENCERS

- Interested in: Cars
- Motormaniacs
- Travels: Private boat
- Sailing (owns a boat)

ATTITUDES

- Interested in: Nature conservation
- Purchase intent - Motor toys
- Purchase intent - Water toys
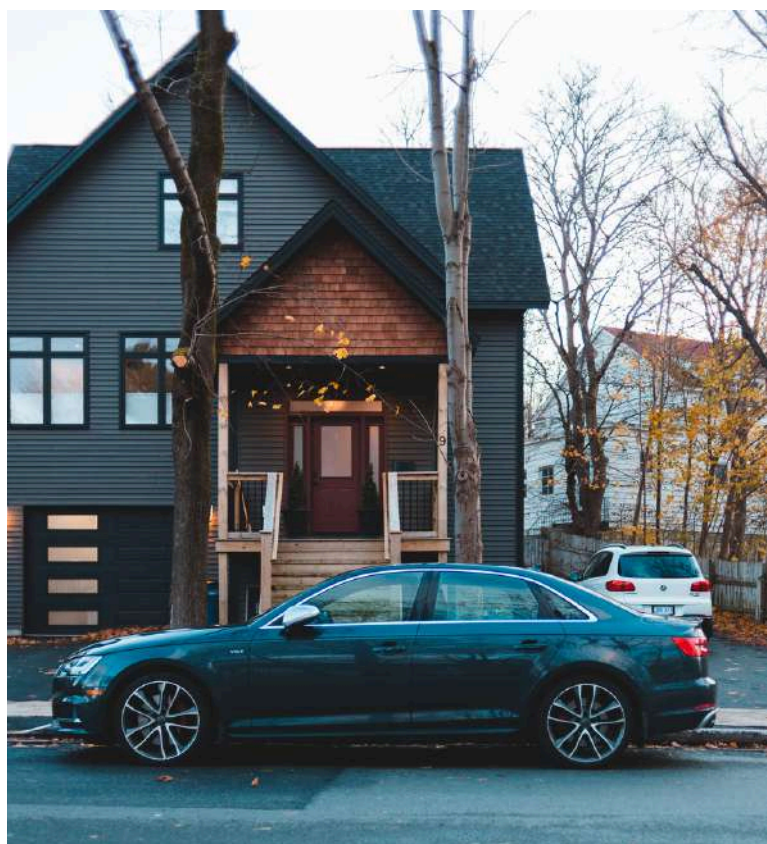
CATEGORY 16

AUTOMOTIVE

PRIVATE CAR OWNED

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

NEXT CAR PURCHASE

- Sedan
- Hatchback
- Estate
- SUV

CAR CULTURE

Car Culture is the shared beliefs, values, purpose, customs, arts, language, institutions, achievements, etc., of a particular group of people that have an affinity for automobiles.

CATEGORY 16

AUTOMOTIVE

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 electrical car
- Has a leasing car
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla
- Owns a Tesla
- Owns a Lexus
- Owns a Porsche
- Prefer/Considers a Lexus

- 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

CATEGORY 16

AUTOMOTIVE

OWNER CAR MODEL

- Owns a Mini
- Owns a Jaguar
- Owns a Polestar
- Owns a MG
- Owns an Audi
- Owns a BMW
- Owns a Citroen
- Owns a Dacia
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Kia
- Owns a Toyota
- Owns a VW (Volkswagen)
- Owns a Volvo
- Owns a Mitsubishi
- Owns a Nissan
- Owns an Opel
- Owns a Peugeot
- Owns a Renault
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Has 0 cars
- Has 1 car
- Has access to minimum 1 car
- Is part of a car-sharing pool
- Has 2 cars

- AUDI - Audi e-tron
- BMW - 225xe iPerformance
- BMW - X5 xDrive40e iPerformance
- BMW - X3 xDrive20d
- BMW - 530e iPerformance
- BMW I - I3
- BMW I - I3S
- CITROEN - C3 AIRCROSS
- DACIA - DUSTER
- FORD - Focus
- FORD - Kuga
- FORD - Fiesta
- FORD - S-MAX
- FORD - EcoSport
- HONDA - CR-V
- HYUNDAI - IONIQ
- HYUNDAI - Kona
- JAGUAR - JAGUAR I-PACE
- KIA - SOUL
- KIA - NIRO
- KIA - Optima
- KIA - SPORTAGE
- MAZDA - Mazda CX-5
- MAZDA - Mazda CX-3
- MAZDA - Mazda3
- MERCEDES-BENZ - GLC 350 e 4MATIC
- MERCEDES-BENZ - GLC 250 d 4MATIC
- MERCEDES-BENZ - A 200
- MINI - Countryman Cooper SE ALL4
- MITSUBISHI - Mitsubishi Outlander
- NISSAN - NISSAN LEAF 40kWh
- NISSAN - NISSAN QASHQAI

CATEGORY 16

AUTOMOTIVE

OWNER CAR MODEL

- NISSAN - Nissan Leaf 62kWh
- NISSAN - Nissan e-NV200
- OPEL - Ampera-e
- OPEL - GRANDLAND X
- OPEL - CROSSLAND X
- PEUGEOT - 3008
- PEUGEOT - 5008
- PEUGEOT - 2008
- RENAULT - ZOE
- SKODA - OCTAVIA
- SKODA - KODIAQ
- SKODA - KAROQ
- SKODA - SUPERB
- SKODA - FABIA
- SUBARU - XV
- SUBARU - OUTBACK
- SUBARU - FORESTER
- SUZUKI - Vitara
- SUZUKI - Swift
- SUZUKI - S-Cross
- SUZUKI - IGNIS
- TESLA MOTORS - Model X
- TESLA MOTORS - Model S
- TOYOTA - RAV4
- TOYOTA - C-HR
- TOYOTA - YARIS HYBRID
- TOYOTA - TOYOTA YARIS HYBRID
- TOYOTA - AURIS
- TOYOTA - TOYOTA COROLLA
- VOLKSWAGEN - GOLF
- VOLKSWAGEN - TIGUAN
- VOLKSWAGEN - PASSAT
- VOLKSWAGEN - UP!

- VOLKSWAGEN - POLO
- VOLKSWAGEN - KOMBI
- VOLKSWAGEN - T ROC
- VOLVO - XC60 T8 Twin Engine
- VOLVO - XC40
- VOLVO - XC90 T8 Twin Engine
- VOLVO - V90 T8 Twin Engine
- VOLVO - V90 Cross Country
- VOLVO - XC60
- VOLVO - V60
- MG - MG ZS EV
- Polestar - Polestar 2
- VOLVO - V90
- VOLVO - V60 Twin Engine
- VOLVO - V60 Cross Country
- VOLVO - V40 Cross Country
- VOLVO - V40

CATEGORY 16

AUTOMOTIVE

OWNER CAR MODEL

- VOLKSWAGEN - TOURAN
- VOLKSWAGEN - T-CROSS
- SUZUKI - SX4
- SKODA - CITIGO
- PORSCHE - Taycan 4S
- PEUGEOT - 308
- PEUGEOT - 208
- NISSAN - NISSAN LEAF 30kWh
- MERCEDES-BENZ - EQC 400 4MATIC
- MERCEDES-BENZ - CLA 180
- MERCEDES-BENZ - C 350 e
- MERCEDES-BENZ - B 250 e
- MERCEDES-BENZ - A 180
- MAZDA - Mazda6
- MAZDA - MAZDA CX-30
- HYUNDAI - TUCSON
- FORD - Mondeo
- CITROEN - C5 AIRCROSS
- CITROEN - C4 PICASSO
- CITROEN - C4 CACTUS
- CITROEN - C3
- BMW - X5 xDrive45e
- BMW - X1 xDrive18d
- BMW - 520d xDrive
- BMW - 320d xDrive
- AUDI - Q5
- AUDI - Q2
- AUDI - e-tron 55
- AUDI - e-tron 50
- AUDI - A4 Avant
- AUDI - A4 allroad quattro
- AUDI - A3 Sportback e-tron
- AUDI - A3 Sportback

EVIDENCE-BASED GUIDE TO MARKETERS

In seven chapters, Kantar shares actionable tips to help you strengthen your brand's intangible perceptions in the mind of consumers.

Free Download
Modern Marketing Dilemmas

CATEGORY 17

SPORTS AND LEISURE

LEISURE INTERESTS

- Goes to art exhibitions
- Goes to the museum
- Interested in: Classic music
- Travels: Amusement Park/Zoo
- Cardiocravers
- Devoted Exercisers
- Winter sports
- Interested in: Football
- Interested in: Ice Hockey
- Interested in: Excercise
- Interested in: Wellness
- Interested in: Hunting & Fishing
- Active in cycling
- Active in golf
- Active in handball
- Active in hunting
- Active in skiing
- Attend pop concert, rock concert
- Attend theater or musicals
- Cook gourmet food
- Interested in: Biking
- Interested in: Foreign culture
- Interested in: Motorsports
- Kantar Hobbies - Cross-country skiing
- Kantar Hobbies - Ski
- Online dating
- Interested in: Sailing
- Interested in: Theater
- Interested in: Golf
- Interested in: Healthy foods
- Interested in: Concerts
- Interested in: Art
- Goes to cinema, concerts and sports events

- Goes to the opera/ballet
- Frequent cross-country skiers
- Frequent runners
- Interested in Spiritual, religious
- Active in basketball
- Active in team sports (football, handball, basket etc)

CATEGORY 17

SPORTS AND LEISURE

INFLUENCERS

- SportEnthusiast
- Interested in: Outdoor Life
- Adrenalin junkies
- Interested in: Status/Posh Sports

SPORTS FANS

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

MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give us almost endless combinations.

But What Is Wrong With Micro-Targeting?

CATEGORY 18

DEMOGRAPHICS

HOUSEHOLD COMPOSITION

- "The well-to-do"
- Parent with children
- Parent with children aged 0-3
- Parent with children aged 3-6
- Parent with children aged 7-11

AGE AND GENDER

- Age 18 to 34
- Age 35 to 49
- Age 50 to 64
- Age 65 and older
- Age 25 and older currently   employed

CATEGORY 19

TRAVEL

REACH US

Please reach out to our team to hear more and/or set up a company account on idfree.com.

idfree.com/contact

ATTITUDES

- Travels: Frequent travelers
- Travels: All Inclusive
- Interested in travel

ACCOMODATION

- Interested in: Camping
- Travels: Interested in cabin-vacation

DESTINATION

- Travels: Holiday in the mountains
- Travels: Holiday by the sea
- Travels: Theme travel
- Travels: Holiday in Norway
- Travels: Holiday Abroad
- Travels: Sun & Bath
- Travels: City
- Travels: Adventure
- Travels: Cruises
- Travels: Culture
- Travels: Food & Wine
- Travels: Skiing
- Travels: Spa
- Travels: Training
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Vacation in Scandinavia
- Vacation in South- and North America
- Travels: Backpacking/interrail
- Skiing enthusiasts with children of school-age
- Travels: Going to restaurants/bars