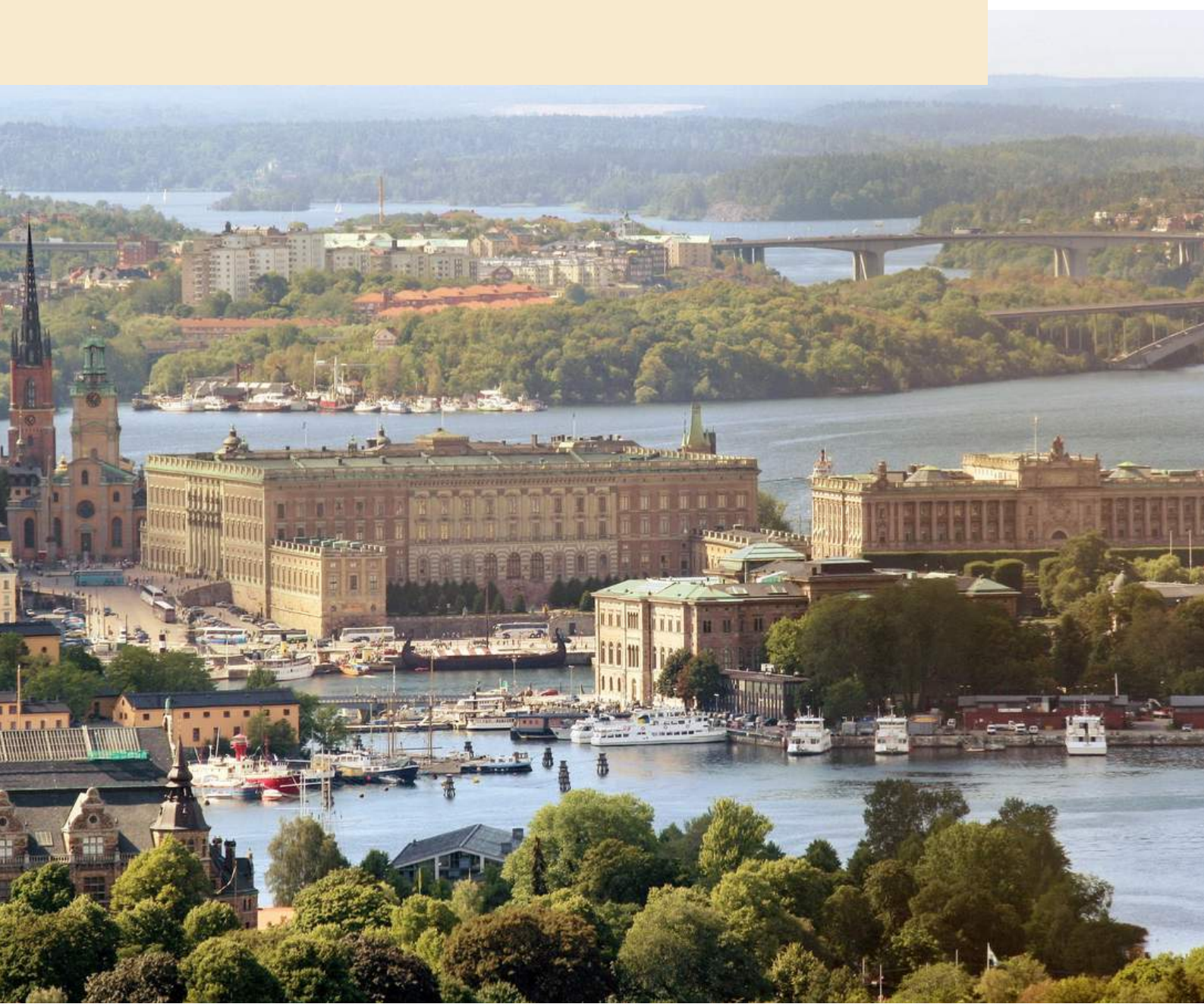




**IDFree.com**  
NEXT-GEN TARGETING

# AUDIENCE LIST SWEDEN



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# INTRODUCTION

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## 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](https://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

**IDFree.com**  
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)

## 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

## 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

## 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

## GAMING



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

## CINEMA



- Online shopping: Movies

## MUSIC SERVICES

- Interested in Pop & rock music
- Streaming music

## 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)