

IDFREE.COM
INSIGHT-DRIVEN TARGETING
FOR OMNICHANNEL ACTIVATION

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IDFREE.COM
insight-driven targeting

AUDIENCE LIST 2022 NORWAY



NORWAY 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 Norwegian 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:



Statistical offices.
Census data.



AUDIENCE LIST 2022 NORWAY



1. ONLINE MOSAIC

- (A) Sunny side
- (B) Grey gold
- (C) Town & country
- (D) Newbuilders
- (E) City slicker
- (F) Housing co-op
- (G) Busy bees
- (H) Campus
- (I) Seniors
- (J) Norwegian standard
- (K) Blue collar
- (L) Fjords & peaks
- (M) Country life



2. HOUSEHOLD/ FAMILY TYPE

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



2. HOUSEHOLD/SIZE

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



2. HOUSEHOLD/BUILDING AGE

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



3. LIFE PHASES

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



4. LIFESTYLES/ HOME & GARDEN

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



5. ECONOMY/ HOUSEHOLD INCOME

- Low income
- Medium low income (200'-500')
- Medium high income (500'-1 mill)
- High income (1 mill+)
- No savings
- Medium savings (200'-1 mill)
- High savings (1 mill +)



4. LIFESTYLES

- Early Adopters
- Eco, Fair & Local
- Flexitarians
- Attractive
- Techies
- Beautybabes
- 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"



5. ECONOMY/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



6. 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)



7. AUTOMOTIVE/ACCESS

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



7. AUTOMOTIVE/PAST PURCHASE

- Has a caravan/campingvogn
- Owns a BMW
- Owns a Chevrolet
- 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/Vauxhal



7. AUTOMOTIVE/COMMUTE DISTANCE

- 10-20 km
- 20-30 km
- less than 10 km
- more than 30 km



8. INTERESTS

- Children's wear
- Alternative healthcare
- Animals Rights
- Antiques
- Art
- Astrology
- Baking
- Beauty care
- Beer/Wine/Liquor
- Betting/Gambling
- Celebrities
- Cigaret/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-remodeling
- New technology
- Nutrition & health
- Skin care
- 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

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



9. 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, basket.)
- Active in triathlon



10. TRAVELS

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



11. 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
- Often influenced by advertising
- Positive towards purchasing by installment
- Prefer ecological groceries
- Prefers brick-and-mortar stores over online
- Shops in specialty stores with quality products
- Shops luxury products
- Shops private label
- Shops regardless of economy
- Willing to pay extra for quality products



11. PURCHASE INTENT/HIGH SPENDERS

- Shoes (NOK 3,000+ annually)
- mens Clothes
(NOK 7,000+ annually)
- women's Clothes
(NOK 7,000+ annually)
- Sportswear
(NOK 3,000+ annually)
- Play for money
(NOK 500+ month)
- Charity (NOK 1,500+ annually)
- children's clothes & shoes
(NOK 7,000+ annually)
- Home electronics
(NOK 3-5,000+ annually)
- Personal care
(NOK 500+ monthly)
- Housing (paint, wallpaper, accessories.)
(NOK 5,000+ annually)
- Internet shoppers
- Bath (new or modernising
within 12 months)
- Kitchen (new or modernising
within 12 months)
- Outside renovation plans:
House & garden



11. PURCHASE INTENT/CONSIDER BUYING

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