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# NORWAY








AUDIENCE LIST 2025



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# Introduction

## AUDIENCE DATA 2025 NORWAY



Global Data Resources owns and develops IDfree: The next-generation digital advertising platform built on ethical and privacy-compliant data sources.

We empower marketers to reach their target audience without compromising user data security. We provide a variety of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your specific campaign goals.

### **GEO HOT SPOTS**

We have identified millions of unique neighbourhoods (a minimum of 15 households). See more in our white paper [Why Neighbourhoods Matter](#).

Our dynamic cluster algorithm pinpoints relevant geographical hot spots for hundreds of social-demographic characteristics and consumer attitudes and preferences.

This list is a complete record of audience data available to you in **Norway**.

### **ETHICAL DATA SOURCES**

We prioritize rigorous data quality, transparency, and reliability in our partnerships. It ensures our audience segments are built on trustworthy and accurate consumer insights.

We strategically collaborate only with the most respected industry leaders in data provision and AdTech development.

### **CONTACT OUR TEAM**

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries [globaldataresources.io/contact](https://globaldataresources.io/contact)

## 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



## Mosaic

- A. Ressurssterke innovatører
- B. Urbane innovatører
- C. Forstadsliv
- D. Kickstart
- E. Godt Norsk
- F. Singelliv i mindre byer
- G. Velstående etternølere
- H. Maurtua
- I. Landlig singelliv
- J. Arbeid og tradisjon
- K. Pensjon og tradisjon
- L. Landsbygd og tradisjon



## Age

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

## Household Composition

- Parent with children
- Parent with children aged 0-3
- Parent with children aged 3-6
- Parent with children aged 7-11
- Age 25 and older currently employed

## Who We Are



## Age

- 18-25 yrs
- 26-35 yrs
- 36-45 yrs
- 46-55 yrs
- 56-67 yrs
- 68-80 yrs
- 80 + yrs



## Lifestage

- 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"
- Valentine couples (no children) with outward activities
- Valentine singles - online dating
- Kantar Families with kids
- Kantar Baby boomers
- Kantar Generation X
- Kantar Millenials
- Kantar Generation Z



## Who We Are



## Birth Country

- Norway or EU27 EEA countries
- European countries outside EU27 EEA
- Africa
- Asia including Turkey
- North America
- South and Central America
- Oceania

# Who We Are

## Children 0-17 yrs

- No Children 0-17 yrs
- Children 0-17 yrs
- No Children 18-25 yrs
- Children 18-25 yrs

## Household Composition

- Singles
- Couples

## Household Size

- 1 person
- 2 persons
- 3 persons
- 4 persons
- 5 persons or more

## Origin

- Born in Norway with parents born in Norway
- Born in Norway with one foreign-born parent
- Born in Norway with parents born abroad
- Born Abroad with parents born in Norway
- Born Abroad with one parent born in Norway
- Born Abroad with parents born abroad

## Education Level

- Basic
- Secondary
- Vocational
- University
- Unregistered

## Household Lifestage

- Young without Children
- Young Family with Children
- Mature Family without Children
- Mature Family with Children
- Older Family without Children
- Older Family with Children
- Elderly Family
- Elderly Single

## Marital Status

- Married
- Cohabitation
- Single
- Previously married



## Attitudes

- Early Adopters
- Stressed
- Attractive
- Impulsive
- Interested in: Economy & Society
- Interested in: Politics
- Interested in: Classic Culture
- Interested in: Music
- 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: Traditionals
- Lifestyle: Traditional-community oriented
- Lifestyle: Traditional-individuals
- Big Five Personality: Openness
- Big Five Personality: Conscientiousness
- Big Five Personality: Agreeableness
- Big Five Personality: Extraversion
- Big Five Personality: Neuroticism
- Lifestyle: Experiencers (LifeValues segmentation)
- Lifestyle: Motivated (LifeValues segmentation)
- Lifestyle: Materialists (LifeValues segmentation)
- Lifestyle: Comfort zone dwellers (LifeValues segmentation)
- Lifestyle: Traditionalists (LifeValues segmentation)
- Lifestyle: Virtuous (LifeValues segmentation)
- Lifestyle: Utopians (LifeValues segmentation)
- Lifestyle: Independants (LifeValues segmentation)
- Lifestyle: Indifferent (LifeValues segmentation)



## Business and Employment

- Self-employed
- International business air travellers
- Domestic business air travellers
- High Net Worth Individuals
- Occupation: Full-time employed
- Occupation: Part-time employed
- Occupation: Self-employed
- Occupation: Student
- Occupation: Retired
- Occupation: Unemployed
- Kantar B2B - Marketing and communication decision-makers
- Kantar B2B - Recruitment decision makers
- Kantar B2B - IT decision makers
- Kantar B2B - Decision makers within the organization, CEO, Board Members etc.
- "The well-to-do"
- Movers

## Multifamily

- Residents of the same family
- Multigeneration residents
- Has other residents

## Property Price Decile

- 01 Lowest Decile
- 02 Decile
- 03 Decile
- 04 Decile
- 05 Decile
- 06 Decile
- 07 Decile
- 08 Decile
- 09 Decile
- 10 Highest Decile

## Tenancy

- Owned
- Rented

## Type of Housing

- Owned Detached
- Rented Detached
- Owned Terraced
- Rented Terraced
- Owned Apartment
- Rented Apartment



## Proximity to Top 4 Cities

- 0-5 km
- 5-10 km
- 10-15 km
- 15-20 km
- 20-25 km
- 25-30 km
- 30-35 km
- 35-40 km
- 40-50 km
- 50 km +

# How We Make A Living

## Employment Frequency

- Employed per persons 20 69

## Employment Sector

- Private sector
- Public owned companies
- Central government
- County government
- Municipal government



## Employment Industry

- Agriculture forestry and fishing
- Industrial activities
- Trade/transport/communication/financial/business/services
- Public adm. defence social security
- Education
- Human health and social work activities
- Other service activities
- Unspecified

## Managerial Position

- Senior manager
- Middle manager
- Work leader
- Varies
- Do not have a position

## Occupation

- Full-time work
- Part-time work
- Self-employed
- Student
- Retiree
- Unemployed/Other

## Household Income

- 0-150K
- 150-225K
- 225-300K
- 300-375K
- 375-450K
- 450-525K
- 525-650K
- 650-775K
- 775-925K
- 925-1150K
- 1150-1450K
- 1450K +



## Household Wealth

- 0-100K
- 100-300K
- 300-500K
- 500-750K
- 750-1000K
- 1000-2000K
- 2000-3000K
- 3000-4500K
- 4500K +

## Income per Earner

- 0-150K
- 150-225K
- 225-275K
- 275-325K
- 325-375K
- 375-425K
- 425-475K
- 475-550K
- 550-700K
- 700K +



## Car Engine Preferences

- Gasoline engine
- Diesel engine
- Electric car
- Hybrid
- Plug-in hybrid
- Gas
- Hydrogen
- Other

## Car Segment Preferences

- Sedan (regular passenger car)
- Coupé
- Station wagon
- Van (green license plate)
- Multi-purpose vehicle (MPV)
- Off-road vehicle (SUV)
- Another type of car



## Owner

- Has access to minimum 1 car
- Has 0 cars
- Has 1 car
- Has 2 cars

## Owner

- Owns a BMW
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- Owns a Nissan
- Owns a Peugeot
- Owns a Skoda
- Owns a Subaru
- Owns a Suzuki
- Owns a Toyota
- Owns a Volvo





## Owner

- Owns an Audi
- Owns an Opel
- Owns a Tesla

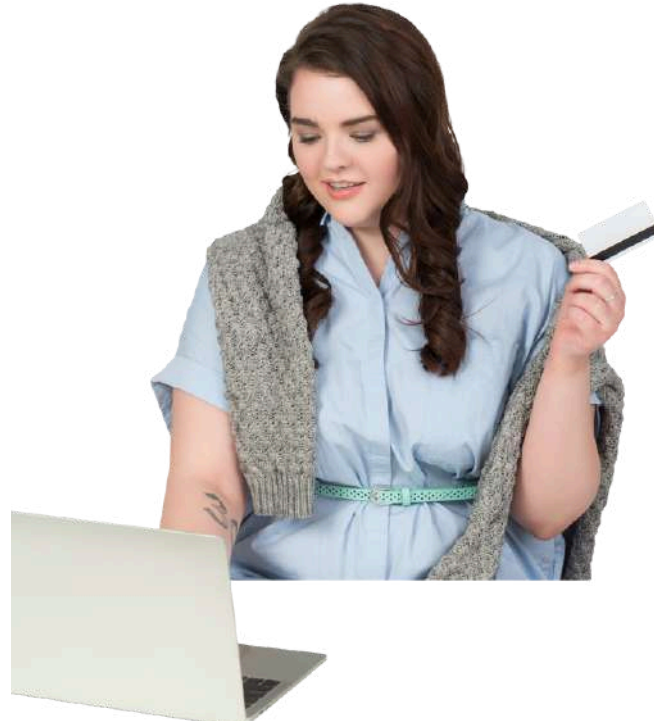


## In Market

- 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 electric car
- Considers hybrid or electric car
- Has a leasing car
- Considers a brand-new car
- Considers a used car
- Considers a leasing car
- Prefer/Considers a Lexus
- Prefer/Considers a Porsche
- Prefer/Considers a Tesla

## Banking

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



## Influencers

- Interested in: Private Economy

## Insurance and Investment

- Purchase intent - Home alarm
- Considers switching insurance company
- Interested in: Stocks and Bonds

## Property and Mortgage

- High Spender - Building equipment



## Attitudes

- Health and well-being
- Kantar Brand usage - Pharmacy cosmetics, skincare, uses regularly
- Kantar High frequency - Vitamin users
- Would consider surgery for physical appearance

## Conditions and Treatments

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

## Tobacco

- Uses E-Cigarettes

## Vitamins

- Vitamins - heavy users



## Diet and Exercise

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



## Climate and Sustainability

- Interested in: Environment
- Sustainability Segment - Actives
- Sustainability Segment - Considerers
- Sustainability Segment - Believers
- Sustainability Segment - Dismissers
- Interested in: Energy Saving
- Interested in: Eco-friendly Lifestyle
- Environmental products
- Prefer ecological groceries



## Online Gambling/Betting



### Betting

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

### Gambling

- Online gamblers
- Play Lotto
- Play the National Lotto

## Attitudes

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



## Personal Care and Beauty



## Influencers

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

## Influencers

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



## Leisure Interests

- Cardiocravers
- Devoted Exercisers
- Winter sports
- Interested in: Football
- Interested in: Ice Hockey
- Interested in: Exercise
- Interested in: Wellness
- Interested in: Hunting & Fishing
- Interested in: Biking
- Interested in: Sailing
- Interested in: Motorsports
- Interested in: Golf
- Interested in: Healthy foods
- Interested in: Foreign culture
- Interested in: Concerts
- Interested in: Art
- Goes to cinema, concerts and sports events
- Goes to art exhibitions
- Goes to the opera/ballet
- Interested in: Classic music
- Goes to the museum
- Travels: Amusement Park/Zoo
- Frequent cross-country skiers
- Frequent runners
- Cook gourmet food
- Interested in Spiritual, religious
- Online dating
- Active in basketball
- Active in handball
- Active in hunting
- Active in skiing
- Active in team sports (football, handball, basketball etc.)
- Active in cycling
- Attend theatre or musicals
- Active in golf
- Attend pop concerts, rock concerts
- Kantar Hobbies - Ski
- Kantar Hobbies - Cross-country skiing

# Sports and Leisure

## Sports Fans

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



## Travel

### Destination

- Travels: Domestic 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
- Travels: Backpacking/interrail
- Skiing enthusiasts with children of school-age
- Travels: Going to restaurants/bars
- Travels: Holiday in the mountains
- Travels: Cross-country skiing holidays
- Travels: Holiday by the sea
- Travels: Visit water park
- Travels: Theme travel

### Accommodation

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

### Attitudes

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





## Destination

- Vacation in South- and North America
- Golf holiday
- Holiday by car, not camping, abroad
- Holiday by car, not camping, domestic
- Vacation in Asia
- Vacation in Europe (excl. Scandinavia)
- Vacation in Scandinavia

# Media and Entertainment

## Books and eBooks

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



## Cinema and Influencers

- Online shopping: Movies
- Interested in: Celebrities

## Gaming

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



## Mobile Device Usage

- Uses Spotify

## Music Services

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

## Online Video Consumption

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

## Other Media

- Daily coverage: Max
- Daily coverage: VOX
- Daily coverage: Utenlandsk radio
- Daily coverage: Lokalradio



## Social Media

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



## TV and Video Services

- Daily coverage: TV3
- Daily coverage: TLC
- Daily coverage: Discovery Networks
- Uses C More
- Kantar High spenders - SVOD services (Netflix, HBO etc.)
- 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



## Shopping

### Attitudes

- Purchase intent - Motor toys
- Purchase intent - Water toys
- Interested in: Nature conservation
- Eco, Fair & Local
- Interior design
- Green fingers
- Loves shopping
- Deal hunter
- Kantar Fast food junkies
- Kantar High spenders - travel
- Kantar High spenders - clothing
- Kantar Interested in - Grilling
- Kantar Forerunners - Decor, furnishing
- Kantar Forerunners - Dining, eating out
- Kantar Forerunners - Travelling, sights
- Kantar High frequency - Ice cream eaters
- Kantar Interested in - Cottage life, hiring a cottage
- Kantar High frequency - Take out, takeaway eaters
- Kantar interested in - Boats, boating



## Grocery Preferences

- Uses more than 1.000 kr. on groceries per week

## Grocery Retailers

- Shops in Meny
- Shops in Rema 1000
- Shops in Spar

## High Spenders

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



## Home Improvement

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

## Influencers

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

## 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 on online auctions
- Prefers brick-and-mortar stores over online

## Other Retailers

- Shops in malls
- Shops in border stores



## Purchase Intent

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

## Attitudes

- Often seen at restaurants
- Shops in speciality stores with quality products
- Kantar High spenders - Eating out

## Delivery

- Sushi-lover
- Pizza-lover



# Advocacy



## Charity

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

## Attitudes

- Techies
- Purchase intent - New Tech
- Interested in: Photo
- Purchase intent - White goods
- Purchase intent - Home Luxury

## Influencers

- High Spender - Consumer electronics
- Purchase intent - "Home Entertainment"
- Purchase intent - Camera
- Interested in: New Technology
- Interested in HiFi

# Consumer Packaged Goods



## Smokers and Snusere

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

## Pet Food

- Dog Owners
- Cat Owners

## Attitudes

- Interested in cooking
- Flexitarians
- Foodies
- Food conscious
- Interested in: Baking
- Interested in: Trying new dishes
- Interested in: Trying new products
- Quality over price
- Traditional danish food
- Prefer norwegian goods
- Foreign & exotic dishes
- Eats fast food (takeaway)



**GDR**

Global Data Resources