



NEW HYBRID CAR BUYERS

NORWAY



AUDIENCE PROFILE

Families and empty-nester couples with high and medium to high income and savings.

Their age is mostly 40-60, they have a university degree, and well-paid jobs. They mostly live in big, often new houses in suburban areas.

LIFESTYLE

They live a comfortable life with good jobs and grown-up children. They have an outgoing lifestyle and enjoy going out to cafes, restaurants, and museums.

Previously they would have been in the market for high-end cars like LandRover, Audi, BMW, or Jaguar.

ALL USERS - ALL CHANNELS

The audience work towards all users, incl. IOS/Safari users.

The audience can be used on display and mobile, AND on Facebook, YouTube, Instagram, and Snapchat.

UNIQUE AUDIENCE

Unique audience to reach the families that are responsible for 75% of all purchases of new Hybrid cars in Norway.

Built from high-quality research data from Kantar Research, SSB, Motorvognregisteret, and Kjøretøyregisteret.

REACH

Reach: 1.250.000
24% of the Norwegians

The audience covers the 1.250.000 Norwegians that are responsible for 75% of all purchases of new Hybrid cars in Norway.

PRICE

1 million imps: 15.000 NOK
2 million imps: 22.500 NOK
5 million imps: 37.500 NOK