

globaldataresources.io



# GERMANY

AUDIENCE LIST 2025



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# Introduction

## AUDIENCE DATA GERMANY 2025



Global Data Resources (GDR) is the owner and developer of IDfree: the next-generation digital advertising platform built on ethical, privacy-compliant data sources.

We help marketers reach their audiences effectively *without* compromising user privacy or data security.

### Audience Intelligence, Redefined

Choose from a wide range of pre-built audience segments based on lifestyle behaviours, or collaborate with our team to create custom audiences tailored to your campaign goals.

### Geo Hot Spots

We have identified millions of unique neighbourhoods across Germany (each comprising at least 15 households).

Our proprietary clustering algorithm identifies geo-contextual hotspots defined by demographic characteristics, consumer attitudes, and lifestyle preferences.

Learn more in our white paper: [Why Neighbourhoods Matter.](#)

### Ethical Data, Trusted Partners

Every dataset we use meets the highest standards for quality, transparency, and reliability.

To ensure our audiences reflect real consumer behaviour, GDR works in partnership with [Kantar Media](#), combining their trusted consumer insight with our geo-contextual modelling and segmentation capabilities.

We also collaborate with respected adtech partners to ensure that every audience segment is built on trustworthy, privacy-safe data.

### Connect with Us

Our consultants create custom, privacy-safe audiences for global brands every day.

Reach us with a few keywords: [globaldataresources.io/contact](https://globaldataresources.io/contact)

## Generation

- Belongs to the pre-war generation
- Belongs to the baby boomer generation
- Belongs to Generation X
- Belongs to the Millennial generation
- Belongs to Generation Z

## Lifestage

- Young Singles
- Newly Married
- Playschool Parents
- Primary School Parents
- Secondary School Parents
- Single Parents
- Hotel Parents
- Child Free Couples
- Empty Nester
- Mature Singles
- Senior Singles

## Lifestyle

- Have an outgoing lifestyle
- Have an image-conscious lifestyle
- Have a family-first lifestyle
- Have an optimistic lifestyle
- Have a home-oriented lifestyle
- Have a Blaise lifestyle
- Have an always-on-the-go lifestyle



## Net household Income

- Up to 1,250 Euros Monthly Net Household Income
- 1,250 to 1,750 Euros Monthly Net Household Income
- 1,750 to 2,250 Euros Monthly Net Household Income
- 2,250 to 3,000 Euros Monthly Net Household Income
- 3,001 to 3,800 Euros Monthly Net Household Income
- 3,801 to 5,300 Euros Monthly Net Household Income
- 5,301 to 6,900 Euros Monthly Net Household Income
- 6,901 or more Euros Monthly Net Household Income

## Pets in household

- Pet Owner
- Dog Owner
- Cat Owner

## Main shopper

- Female Main Shopper with Children Aged 1 to 18 Years
- Male Main Shopper with Children Aged 1 to 18 Years



## Finance Archetype

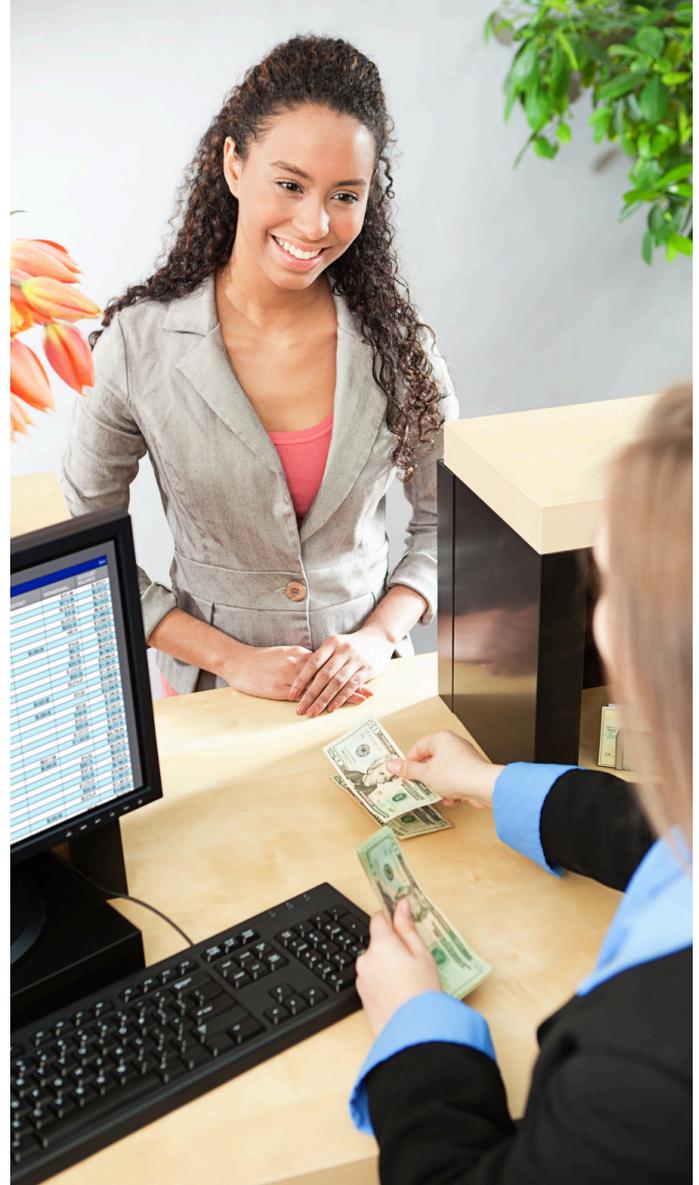
- Cautious Traditionals
- Personal guidance seekers
- Confident digital investors
- Uncertain affluent customers
- Carefree impulsive spender

## Banking

- Bank with Comdirect Bank
- Bank with Commerzbank Dresdner Bank
- Bank with Deutsche Bank
- Bank with DKB Deutsche Kreditbank
- Bank with Ing Diba Bank
- Bank with Postbank
- Bank with Sparkasse Auch Kreissparkasse Bezirkss Bank
- Bank with Volksbank Raiffeisenbank Spar Und Darle

## Insurance

- Have Pet Insurance
- Have Private Medical Insurance
- Allianz Insurance Provider
- AXA Insurance Provider
- DEVK Insurance Provider
- HDI Gerling Insurance Provider
- HUK Coburg Insurance Provider
- Provinzial Insurance Provider
- R V Versicherung Insurance Provider
- VHV Allgemeine Insurance Provider
- Wurttembergische Versicherung Insurance Provider



## Property and Mortgage

- EnBW electricity supplier for household
- RWE electricity supplier for household
- Eprimo electricity supplier for household
- EON electricity supplier for household
- Vattenfall electricity supplier for household



## Charity

- Donated 250 Euros or more to charity
- Donated between 101 and 249 Euros to charity
- Donated between 10 and 100 Euros to charity

# Automotive

## Owner

- Audi Owner
- BMW Owner
- Citroen Owner
- Dacia Owner
- Fiat Owner
- Ford Owner
- Kia Owner
- Mazda Owner
- Mercedes-Benz Owner
- Nissan Owner
- Opel Owner
- Peugeot Owner
- Renault Owner
- Seat Owner
- Skoda Owner
- Toyota Owner
- Volkswagen Owner

## In Market

- In Market for an Audi
- In Market for a BMW
- In Market for a Ford
- In Market for a Mazda
- In Market for a Mercedes Benz
- In Market for a Opel
- In Market for a Skoda
- In Market for a Toyota
- In Market for a Peugeot
- In Market for a Renault
- In Market for a Seat
- In Market for a Kia
- In Market for a Nissan
- In Market for a Hyundai
- In Market for a Volkswagen

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## In Market

- In Market for a Secondhand Car
- In Market for a Car in the Next 2 Years
- In Market for a New Car
- In Market for a Hybrid or Electric
- Will spend 30,000 Euros or more on Next Car Purchase
- Will spend 15,000 to 29,999 Euros on Next Car Purchase
- Will spend 6,000 to 14,999 Euros or more on Next Car Purchase
- Will spend up to 5,999 Euros on Next Car Purchase

## Automotive type

- 1 Car Household
- 2 Car Household
- Owner of any saloon or hatchback car
- Owner of a Coupe Car
- Owner of an Estate Car
- Owner of a 3 Door Hatchback Car
- Owner of a 5 Door Hatchback Car
- Owner of an Off Roader or SUV Car
- Owner of a People Carrier Car
- Owner of a 2 Door Saloon
- Owner of a 4 Door Saloon

## Automotive usage

- Drive 15000 to 20000 KM Annually
- Drive 20000 to 30000 KM Annually
- Drive 30001 KM or More Annually
- Drive 5000 to 15000 KM Annually
- Drive Less than 5000 KM Annually



## Online Shopping

- Once every 2 weeks or more
- Once a month or less
- Do Online Shopping for Baby Products
- Do Online Shopping for Clothes or Jewellery
- Do Online Shopping for Children's Toys and Games
- Do Online Shopping for DIY or Gardening Equipment
- Do Online Shopping for Flowers or Plants
- Do Online Shopping for Furniture
- Do Online Shopping for Health and Pharmaceutical Products
- Do Online Shopping for Home decoration
- Do Online Shopping for Insurance
- Do Online Shopping for Financial Products or Shares
- Do Online Shopping for Music Downloads
- Do Online Shopping for Personal Tech
- Do Online Shopping for Shoes
- Do Online Shopping for Sports Equipment
- Do Online Shopping for Takeaways
- Do Online Shopping for Tickets for Events
- Do Online Shopping for Toiletries and Cosmetics

## Easter Presents

- Spent less than 50 Euros on Easter presents
- Spent 50 Euros or more on Easter presents

## Christmas Presents

- Spent up to 150 Euros on Christmas presents
- Spent 150 Euros or more on Christmas presents

## Grocery Retailers

- Aldi Shoppers
- EDEKA Shoppers
- Kaufland Shoppers
- Lidl Shoppers
- Marktkauf Shoppers
- Netto Shoppers
- Norma Shoppers
- Penny Shoppers
- Real Shoppers
- Rewe Shoppers





## Technology Segmentation

- Technology Segmentation Routine Consumers
- Technology Segmentation Frivolous Purchasers
- Technology Segmentation Review Reliants
- Technology Segmentation Brand Enthusiasts
- Technology Segmentation Tech Leaders

## Other Retailers

- Spend More Than 1000 Euros on DIY Materials
- Spend Between 200 and 999 Euros on DIY Materials
- Spend Under 199 Euros on DIY Materials

## Sustainability

- Eco Leaders
- Eco Worriers
- Eco Influenced
- Eco Sceptics

## FMCG Segmentation

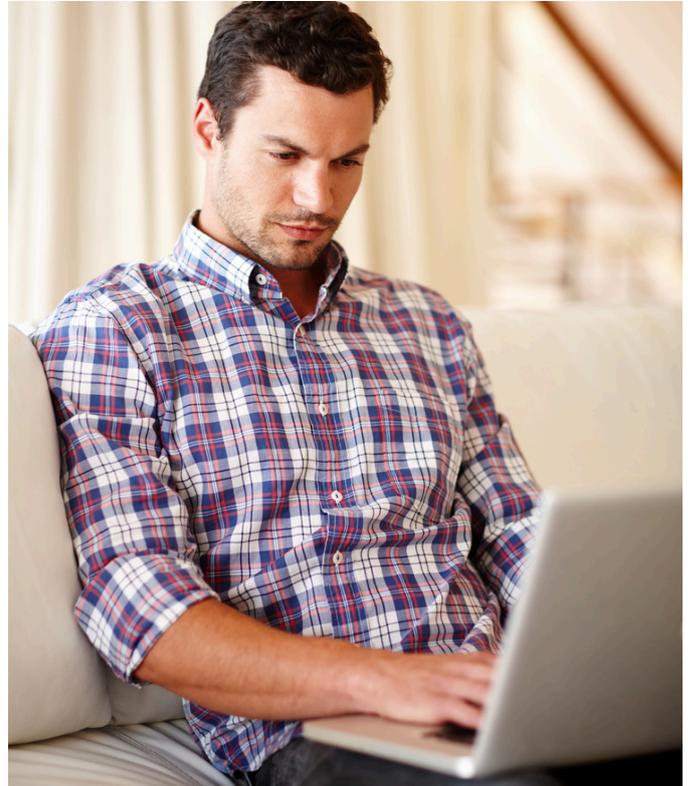
- FMCG Segmentation Prudent Purchasers
- FMCG Segmentation Necessity Buyers
- FMCG Segmentation Brand Value Seekers
- FMCG Segmentation Product and Sustainability First
- FMCG Segmentation Socially Influenced Consumers
- FMCG Segmentation Comfort Cravers
- FMCG Segmentation Trend Focused

## Broadband

- Use 1and1 or GMX as broadband provider
- Use Vodafone as broadband provider
- Use O2 as broadband provider
- Use T Online or Telekom as broadband provider

## Mobile Network

- Use 1and1 as mobile provider
- Use Aldi as mobile provider
- Use Mobilcom Debitel as mobile provider
- Use O2 as mobile provider
- Use T Mobile as mobile provider
- Use Vodafone D2 SFR as mobile provider



# Food and Dining

## Attitudes

- Takeaway Drink Purchased From Coffee Shops or Sandwich Bars
- Delivery or Drive Thru Takeaway and Fast Food Once a Month
- Visited a Restaurant
- Visited Coffee Shops or Sandwich Bars
- Ordered a Takeaway
- I prefer to eat vegan food
- I prefer to eat vegetarian food
- Heavy Spenders on Food and Drinks

## Eating Habits

- I always avoid Gluten/wheat
- I always avoid Dairy products

## Attitudes

- Consumer Influence Shopper Type
- Expert Influence Shopper Type
- Price Conscious Shopper Type
- Promo Addict Shopper Type
- Quality-Oriented Shopper Type



## Other Retailers

- Purchased from Bader
- Purchased from Baur
- Purchased from Bonprix
- Purchased from Klingel
- Purchased from Otto
- Purchased from Witt Weiden
- Purchased from a Computer Shop
- Purchased from DM
- Purchased from Retailer Douglas
- Purchased from Hussel
- Purchased from Müller
- Purchased from Nanu Nana
- Purchased from Rossmann

# Health, Wellness and Beauty

## Beauty Purchase

- Male Heavy Toiletries and Cosmetics Spenders
- Female Heavy Skincare Spenders
- Female Heavy Cosmetics Spenders
- Trying to Lose Weight
- Male Hair Styling Products Users
- Male Facial Skincare Products Users



## Connected Devices

- Apple Watch Owner
- Fitbit Owner
- Garmin Owner
- Samsung Owner
- Smart Speakers Owner
- Smart Lighting or Light Switches Owner
- WiFi Plugs or Power Sockets Owner
- Smart Heating or Thermostat Owner
- Amazon Echo or Alexa Owner



## Buying Intend

- Intend to Purchase a Desktop PC
- Intend to Purchase a Laptop or Notebook
- Intend to Purchase a Tablet Computer
- Intend to Purchase a Mobile Phone or Smartphone
- Intend to Purchase a Music System
- Intend to Purchase a Video Game Console
- Intend to Purchase Smart Technology for Home
- Intend to Purchase a Dishwasher or Washing Machine or Fridge or Freezer

## TV

- Intend to Buy a TV Set
- Spent 700 Euros or more on TV
- Spent up to 699 Euros on TV

## Computing and Gaming

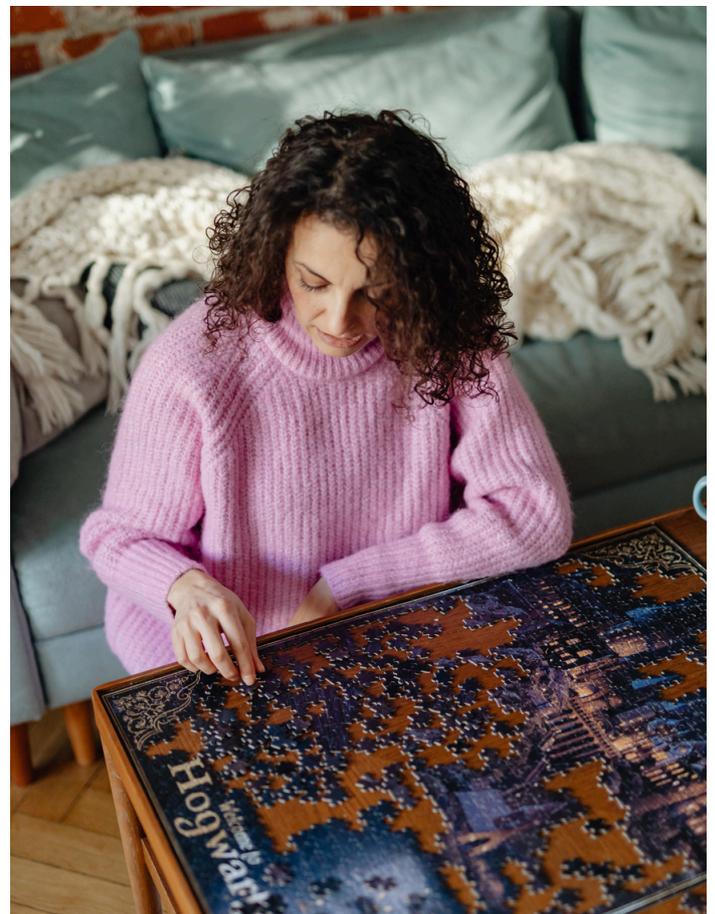
- Spent up to 499 Euros on Desktop PC
- Spent 500 Euros or more on Desktop PC
- Spent up to 499 Euros on Laptop
- Spent 500 Euros or more on Laptop
- Spent up to 499 Euros on Tablet
- Spent 500 Euros or more on Tablet

## Leisure Interests

- 1 to 4 Hours Per Week Spent on Sports and Leisure Activities
- More than 4 Hours Per Week Spent on Sports and Leisure Activities
- Visited Leisure Centres or Gyms and Health Clubs in the Last 12 months
- Regularly or Occasionally Play Football
- Regularly or Occasionally Play Handball
- Regularly or Occasionally Play Pool
- Regularly or Occasionally Participate in Aerobic or Fitness Classes
- Regularly or Occasionally Participate in Dance Classes
- Regularly or Occasionally Play Ten Pin Bowling
- Regularly or Occasionally do Yoga
- Regularly or Occasionally do Pilates
- Regularly or Occasionally Weight Train or Workout
- Bought Reading Books in the Last 12 months
- Interested in Home Improvements or DIY
- Interested in Outdoor Activities
- Interested in Cooking and Baking
- Interested in Reading
- Interested in Listening to Music
- Interested in Puzzles and Games
- Interested in Gardening
- Interested in Walking or Hiking or Rambling
- Interested in Sewing
- Interested in DIY or Decorating
- Interested in Photography
- Interested in Play Music or Sing
- Interested in Meditation or Mindfulness
- Interested in Camping
- Interested in Lottery
- Visited a Museum or Other Places of Historic Interest
- Visited Places of Natural Interest

## Leisure Interests

- Visited Cities
- Visited Museums
- Visited Castles or Stately Homes
- Visited Zoos
- Visited Venues or Arenas
- Visited Exhibitions or Shows or Art Galleries
- Visited Scenic Spots or Public Gardens
- Visited Theme Parks
- Visited a Music Festival
- Visited Oktoberfest
- Visited Europapark
- Visited Phantasialand
- Visited Hyde Park
- Visited Any Safari Park



## Sports Fans

- Games and Betting Fan
- Team Sports Fan
- Individual Sports or Activities Fan
- Outdoor Activities Fan
- Water Sports or Activities Fan
- Winter Sports Fan
- Volleyball Fan
- American Football Fan
- Basketball Fan
- Football Fan
- Handball Fan
- Ice Hockey Fan
- Rugby Union Fan
- Paid to Watch Football at a Venue
- Athletics Fan
- Boxing Fan
- Esports Fan
- Motor Racing Fan
- Cycling Fan
- Tennis Fan
- Ice Skating Fan
- FIA World Touring Car Championship Fan
- Formula 1 Fan

## Sports Fans

- Gymnastics Fan
- Marathon Running Fan
- Table Tennis Fan
- Snooker Fan
- Motorcycle Racing Fan
- Golf Fan
- Motor Rallying Fan
- Wrestling Fan
- Martial Arts Fan
- Chess Fan
- Fencing Fan
- Badminton Fan
- Mountain Biking Fan
- Biathlon Fan
- Ski Jumping Fan
- Skiing Fan
- Snowboarding Fan
- Swimming Fan
- Rowing Fan
- High Diving Fan
- Sailing or Motor Boating Fan
- Surfing Fan



## Internet

- Have used the internet for online dating
- Use the Internet for Streaming Live TV
- Use the Internet for Streaming TV or Films Video on Demand Free
- Use the Internet for Streaming TV or Films VoD Subscription



## TV and Video Services

- Heavy users spending 20 Hours or more per week viewing TV and Video Services
- Light users spending 10 Hours or less per week viewing TV and Video Services
- Spent up to 19 Euros on buying or renting films or TV programmes
- Spent 20 Euros or more on buying or renting films or TV programmes
- Watch Animal Clips Online
- Watch How to (e.g. DIY/cooking) videos online

## Music Services

- Less than 10 Euros spend on Music Services Downloads
- Between 10 and 24 Euros spend on Music Services Downloads
- 25 or More Euros Spend on Music Services Downloads

## Computing and Gaming

- Play EA Sports FC / FIFA
- Play Online Multiplayer Games MMO or MOBA
- Play 1st or 3rd Person Shooting Games FPS
- Play Driving or Racing Games
- Play Action and Adventure Games

## Internet usage

- Use the Internet to Regularly Browse Politics & Society
- Use the Internet to Regularly Browse Sports & Mobility
- Use the Internet to Regularly Browse Education & Knowledge
- Use the Internet to Regularly Browse Lifestyles & Leisure
- Use the Internet to Regularly Browse Entertainment & media



## Destination

- Had a Beach or Resort Holiday
- Had a City Break Holiday
- Had a Lakes and Mountains Holiday
- Had an Escorted Tour Holiday
- Had a Sea Cruise Holiday
- Had a Camping Holiday
- Had a Coach Tour Holiday
- Had a Spa or Health Spa Holiday
- Had a Skiing or Winter Sports Holiday

## Traveller type

- Infrequent Flyers
- Casual Travel Fanatics
- Premium Globetrotters
- School Holiday Families
- Summer Staycationers

## Airline

- Airline Choice is based on Price
- Airline Choice is based on Convenience of Airport
- Airline Choice is based on Convenience of Timings
- Airline Choice is based on In Flight Comfort or Service
- Airline Choice is based on Brand Image
- Airline Choice is based on Personal Experience
- Airline Choice is based on Personal Recommendation
- Airline Choice is based on Countrys National Airline
- Airline Choice is based on Safety Record
- Airline Choice is based on Punctuality
- Airline Choice is based on Last Minute Offers
- Airline Choice is based on Direct Flights
- Airline Choice is based on Customer Service
- Airplane User for Business Travel
- Airplane User for Holiday Travel

## Hotel

- Hotel Choice is based on Price
- Hotel Choice is based on Location
- Hotel Choice is based on Reputation
- Hotel Choice is based on Star Rating
- Hotel Choice is based on Last Minute Offers
- Hotel Choice is based on Entertainment or Events
- Hotel Choice is based on Customer Service
- Hotel Choice is based on Personal Recommendation
- Hotel Choice is based on User Reviews or Photos
- Hotel Choice is based on All Inclusive
- Hotel Choice is based on Sports Facilities or Activities
- Hotel Choice is based on Decor or Style
- Hotel Choice is based on Family Friendly or Clubs for Children
- Hotel Choice is based on Personal Experience

