

globaldataresources.io



ITALY

AUDIENCE LIST 2026



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GDR
Global Data Resources

Introduction

AUDIENCE DATA ITALY 2026



Global Data Resources (GDR) uses real-world location data to build audiences, covering 2.5 billion people in 37 markets.

HIGH-VALUE AUDIENCES ACROSS ITALY

Want to reach the right audiences in Italy while staying privacy-safe and future-proof?

With GDR, you can activate **high-performing audience segments** using our geo-demographic intelligence.

Our data identifies where audiences live and how they behave - allowing you to target effectively while respecting privacy.

You can activate ready-to-use audience segments based on real lifestyle behaviours, or work with our team to build custom audiences tailored to your campaign objectives.

GEO HOT SPOTS

Across Italy, GDR maps hundreds of distinct **neighbourhood clusters**, each representing at least 15 households.

Using our proprietary clustering technology, we **identify areas** where people share similar:

- Demographics
- Consumer attitudes
- Lifestyle preferences

TRUSTED DATA. PROVEN PERFORMANCE.

Every GDR audience is created from high-quality, transparent, ethically sourced data.

Through our partnership with [Fifty5Blue](#), we combine trusted consumer insight with advanced geo-contextual modelling and segmentation.

The result is audiences that reflect real patterns of how people live, think, behave.

To make activation seamless, we work closely with leading adtech partners to ensure secure, compliant, and scalable campaign deployment.

It gives agencies and brands audiences you can trust and activate with confidence.

LET'S BUILD YOUR NEXT AUDIENCE

Whether you're planning a campaign in Italy or across multiple markets, our consultants help translate audience insight into ready-to-activate media segments.

Start the conversation with a few keywords: globaldataresources.io/contact

ONLINE CAMEO

1. Wealthy Households
2. Professional Families
3. Comfortable Families
4. Middle-Class Communities
5. Home Comfort
6. Suburban Endeavours
7. Provincial Communities
8. Modest Means
9. Stretched Families
10. Struggling 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
- 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



Household Income

- Modest Income Families
- Less Affluent Families
- Comfortable Families
- Prosperous Families
- Wealthy Families

Education

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or
- Long academic education (5+ years)
- Medium-long academic education (2-3 years)
- Short academic education (1-2 years)
- Vocational (manual, practical, non-academic)
- No education



Pets

- Dog owner
- Cat owner

Food

- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

Building Age

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

Household Type

- Has cottage
- Has caravan
- Has motorboat or sailboat

Life Phases

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



Household Finances

Household 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

- 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



Household Income

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

Automotive

Car Access

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

Commute Distance

- Less than 10 km
- 10-20 km
- 20-30 km
- More than 30 km

Past Purchase Car

- Has a caravan/camper
- 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/Vauxhall



Interests

- Children's wear
- Alternative Healthcare
- Animals Rights
- Antiques
- Art
- Astrology
- Baking
- Beauty care
- Beer/Wine/Liquor
- Betting/Gambling
- Celebrities
- Cigarette/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
- Allround sports interest
- Team sports
- Politics
- Horseback riding
- Economics, politics, society
- Private finances
- Film and TV shows
- Environmental issues
- Technic
- Wine tastings
- Out-doors activities
- Exercise
- Hunting
- Equality for all
- Equipment sports
- Baking
- Design & home decoration
- DIY
- Fashion
- Gardening
- Health
- Hi-Fi
- IT and Internet
- Kids
- Kitchen design-remodelling
- New technology
- Nutrition & Health
- Skincare
- 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

Sports Activities

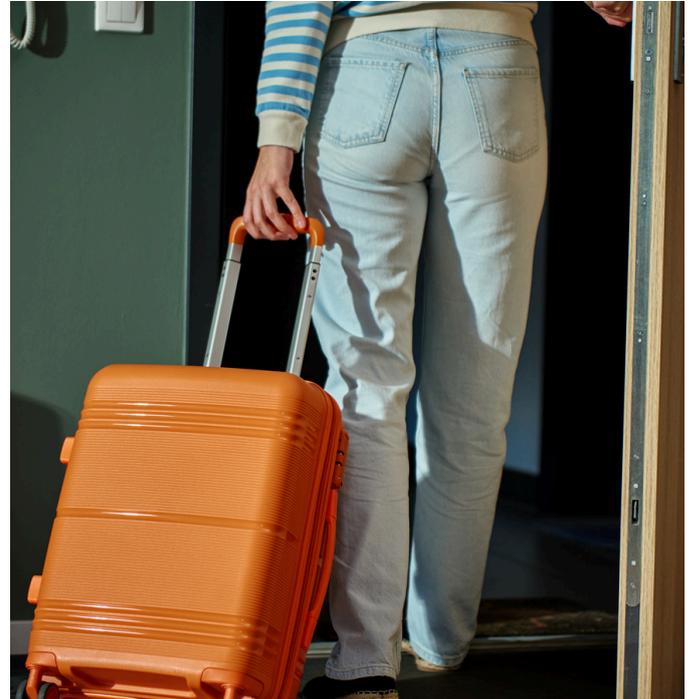
Sports

- 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, basketball)
- Active in triathlon



Travel

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Italy
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in Italy



Purchase Intent



Consider Buying

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

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 instalment
- Prefer ecological groceries
- Prefer brick-and-mortar stores over online
- Shops in speciality stores with quality products
- Shops luxury products
- Shops private label
- Shops regardless of the economy
- Willing to pay extra for quality products

Travel

- Shoes (EUR 260+ annually)
- Men's clothes (EUR 650+ annually)
- Women's clothes (EUR 650+ annually)
- Sportswear (EUR 260+ annually)
- Play for money (EUR 50+ annually)
- Charity (EUR 130+ annually)
- Children's clothes & shoes (EUR 650+ annually)
- Home electronics (EUR 250-430 annually)

