

globaldataresources.io



# AUSTRALIA

## AUDIENCE SEGMENTS 2026



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# Introduction

## AUDIENCE SEGMENTS 2026 - AUSTRALIA



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

### HIGH-VALUE SEGMENTS ACROSS AUSTRALIA

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

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

GDR's 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 Australia, 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

**GDR - We See Patterns. Not People.**

### TRUSTED DATA. PROVEN PERFORMANCE.

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

Through our partnerships, 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, and behave.***

We partner with leading adtech providers to make activation seamless and ensure your campaigns are secure, compliant, and scalable.

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

### LET'S BUILD YOUR NEXT AUDIENCE

Whether you're planning a campaign in Australia or across multiple markets, our team translates audience insights into ready-to-activate media segments.

Start the conversation with a few keywords: [globaldataresources.io/contact](https://globaldataresources.io/contact)

## INCOME

- 1 Modest Income Families
- 2 Less Affluent Families
- 3 Comfortable Families
- 4 Prosperous Families
- 5 Wealthy Families



## Lifestyle

## PERSONA

- 01 Upper Crust
- 02 Urban Achievers
- 03 Flourishing Families
- 04 Enterprising Households
- 05 Home Comfort
- 06 Aspiring Communities
- 07 Hardworking Neighbourhoods
- 08 Modest Means
- 09 Stretched Society
- 10 Edge Of Town Toil
- 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

## PERSONA

- 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
- Elders In Retirement
- Families with School-Age Children
- Older Families And Mature Couples
- Pre-Family Couples And Singles
- Young Couples With Children

