



GDR

Global Data Resources

AUDIENCES 2022 INTERNATIONAL





INTRODUCTION

GLOBAL DATA RESOURCES

Global Data Resources works with the absolute best and most approved data partners to segment and profile the full population in all relevant countries worldwide.

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

What you see in this Audience List is a record of pre-built international audience data in LL format (no Zip), available to you/your clients on all major advertising platforms.

COUNTRIES CURRENTLY COVERED (LL)

Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, UK, USA, Australia, Canada, Japan, Mexico, and New Zealand.

TRUSTED DATA PARTNERS

We only work with the very best of trusted industry leaders: Kantar • InsightOne • Experian • TransUnion • Statistical offices providing census data.



Statistical offices
Census data

KANTAR





GDR 2022 | ICC

INTERNATIONAL 2022 AUDIENCES

1. INTERNATIONAL GDR CLASSIFICATION (LL) (CURRENTLY 19 COUNTRIES)

- 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 & 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 & 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 & couples in retirement

2. LOCAL NATIONAL CAMEO CLASSIFICATION (GERMANY EXAMPLE)

- DE | Digital CAMEO Group 1: Wealthy Households
- DE | Digital CAMEO Group 2: Affluent Professionals
- DE | Digital CAMEO Group 3: Flourishing Communities
- DE | Digital CAMEO Group 4: Comfortable Households

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- DE | Digital CAMEO Group 5: Settled Society
- DE | Digital CAMEO Group 6: Modest Communities
- DE | Digital CAMEO Group 7: Hard Working Neighbourhoods
- DE | Digital CAMEO Group 8: Stretched Households
- DE | Digital CAMEO Group 9: Urban Travail

3. LIFE PHASES

(CURRENTLY 19 COUNTRIES)

- Pre-family couples and singles
- Young couples with children
- Families with school-age children
- Older families and mature couples
- Elders in retirement

4. FINANCES

(CURRENTLY 19 COUNTRIES)

- Wealthy families
- Prosperous families
- Comfortable families
- Less Affluent families
- Poorer families

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