

ITALY

AUDIENCE LIST 2024



GDR

OFFERED &
DEVELOPED BY

[GLOBALDATARESOURCES.IO](https://globaldataresources.io)

INTRODUCTION



AUDIENCE DATA ● ITALY

Global Data Resources owns and develops IDFree.com: The next-generation digital advertising platform built with ethical and privacy-compliant data sources.

We empower marketers to reach their target audience without compromising user data security. We provide a variety of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your specific campaign goals.

GEO HOT SPOTS

We have identified millions of unique neighbourhoods (a minimum of 15 households). See more in our white paper [Why Neighbourhoods Matter](#).

Our dynamic cluster algorithm pinpoints relevant geographical hot spots for hundreds of social-demographic characteristics and consumer attitudes & preferences.

This list is a complete record of audience data available to you in **Italy**.

ONLINE OMNICHANNEL

Based on data from i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries globaldataresources.io/contact

ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This ensures that our audience segments are built on trustworthy and accurate consumer insights.

We strategically collaborate only with the most respected industry leaders in data provision and AdTech development.

TABLE OF CONTENT

1. Consumer Classification	2
• Online Cameo	2
• GDR International	2
2. Household	3
• Household Income	3
• Household Type	3
• Food	3
• Pets	3
• Education	3
3. Lifestyles	4
• Life Phases	4
• Music	4
• Membership	4
• Online Behavior	4
4. Interests & Activities	5
• Interests	5
• Activities	6
5. Betting & Lotto	6
• Betting and Lotto	6
6. Automobile	7
• Car	7
• Disposal of car	8

INDEPENDENT ALTERNATIVE

"We're very happy to collaborate with IDFree.com and GDR who's widely recognized for its footprint on enriched audience data in the Nordics, and to provide marketers with a 100% independent alternative to the existing targeting offerings."

- Pierce Cook-Anderson
 Managing Director Northern Europe, Equativ

TABLE OF CONTENT

7. Sports Activities	8
• Sports	8
8. Travel & Vacation	9
• Travel	9
9. Shopping Habits	9
• Shopping Habits	9



CATEGORY 1

CONSUMER CLASSIFICATION

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

CATEGORY 2

HOUSEHOLD

HOUSEHOLD INCOME

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

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

EDUCATION

- Short higher education
- Bachelor or medium-term higher education
- Longer higher education or researcher

PETS

- Dog owner
- Cat owner

HOUSEHOLD TYPE

- Has cottage
- Has caravan
- Has motorboat or sailboat

ABOUT IDFREE.COM

IDFree.com is a next-generation digital advertising platform built with ethical and privacy-compliant data sources. We empower marketers to reach exact audiences without compromising user data security. We provide a variety of pre-built audience segments, or you can work with us to create custom groups tailored to your specific campaign goals.



CATEGORY 2

HOUSEHOLD

BUILDING AGE

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

EDUCATION

- 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

ABOUT GDR

Global Data Resources (GDR) provides privacy-safe audiences and omnichannel activation via IDFree.com: The next-gen targeting tool for brands, agencies, and publishers.

We offer consumer classification and interest data for 35 markets, covering +750M people across EMEA, Australia, Asia, and the Americas.

Get to know us: globaldataresources.io

CATEGORY 3

LIFESTYLES-LIFE PHASES

LIFE PHASES

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

CATEGORY 4

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

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



HIGH-PERFORMING

"Thanks to the integration with IDFree, our clients get the ability to easily build high-performing cookieless audiences and seamlessly export them for activation in our platform."

- Marcus Johansson
Founder & CEO, BidTheatre

CATEGORY 4

HOUSEHOLD FINANCES

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. +)



CATEGORY 5

AUTOMOBILE

PARTNER INSIGHTS

Strategic partnerships can unlock valuable business insights by combining different areas of expertise and data. Read more from our partners who evaluate the gains of collaborating with GDR and IDFree.com.

globaldataresources.io/partnerinsights

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

CATEGORY 5

AUTOMOBILE

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



REACH US

Please reach out to our team to hear more and/or set up a company account on idfree.com.

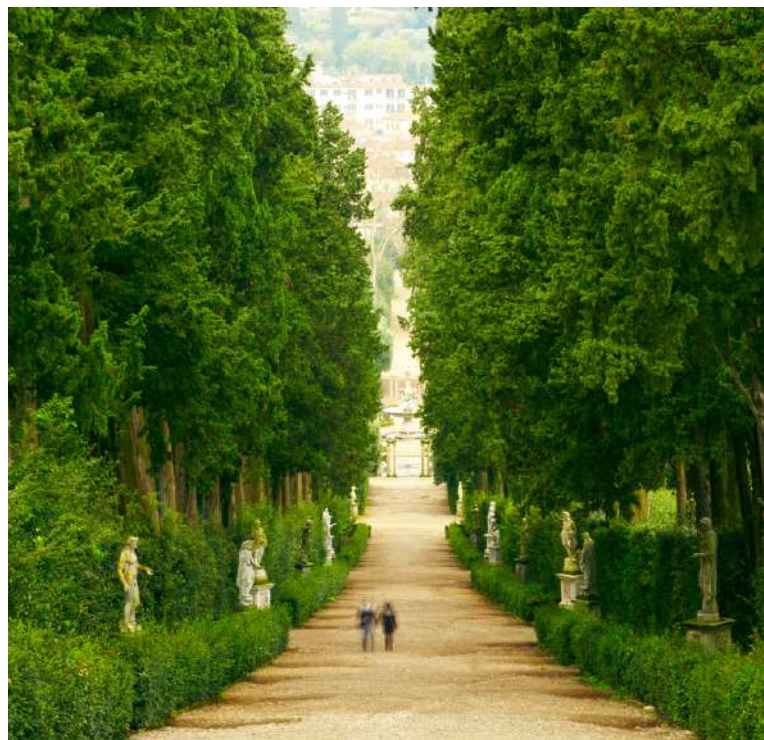
globaldataresources.io/contact

CATEGORY 6

INTERESTS & HOBBIES

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



CATEGORY 6

INTERESTS & HOBBIES

INTERESTS

- 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



CATEGORY 7

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

CATEGORY 8

TRAVEL

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

CATEGORY 9

PURCHASE INTENT

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

CONSIDER BUYING

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

HIGH-SPENDERS

- 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)

