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GDR

# GERMANY

AUDIENCE LIST 2026



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# Introduction

## AUDIENCE DATA GERMANY 2026



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

### **Reach the Right Audiences. Responsibly.**

GDR helps marketers activate high-performing audiences without relying on cookies, IDs, or invasive tracking, but protecting user privacy while delivering results.

Choose from a wide range of ready-to-use audience segments based on real lifestyle behaviours, or work with our experts to build custom audiences designed to meet your campaign objectives - locally or globally.

### **Geo Hot Spots**

In this list, we map hundreds of distinct neighbourhoods across **Germany**, each consisting of at least 15 households.

Our proprietary clustering technology identifies geo-contextual hotspots based on demographics, consumer attitudes, and lifestyle preferences.

Learn more in our white paper:  
**Why Neighbourhoods Matter.**

### **Trusted Data. Proven Performance.**

Every GDR audience is built on high-quality, transparent, and privacy-safe data.

In partnership with **Kantar Media**, we combine trusted consumer insight with our geo-contextual modelling and segmentation capabilities.

It ensures that audiences reflect the right patterns of how they live, think, and behave.

We also work closely with leading adtech partners to guarantee secure, compliant activation at scale.

### **Let's Build Your Next Audience**

Our consultants help global and local brands turn insight into activation. Every day.

Start 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
- Württembergische 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 Roadster 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      | • Netto Shoppers |
| • EDEKA Shoppers     | • Norma Shoppers |
| • Kaufland           | • Penny Shoppers |
| • Lidl Shoppers      | • Real Shoppers  |
| • Marktkauf 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

# Telecommunications

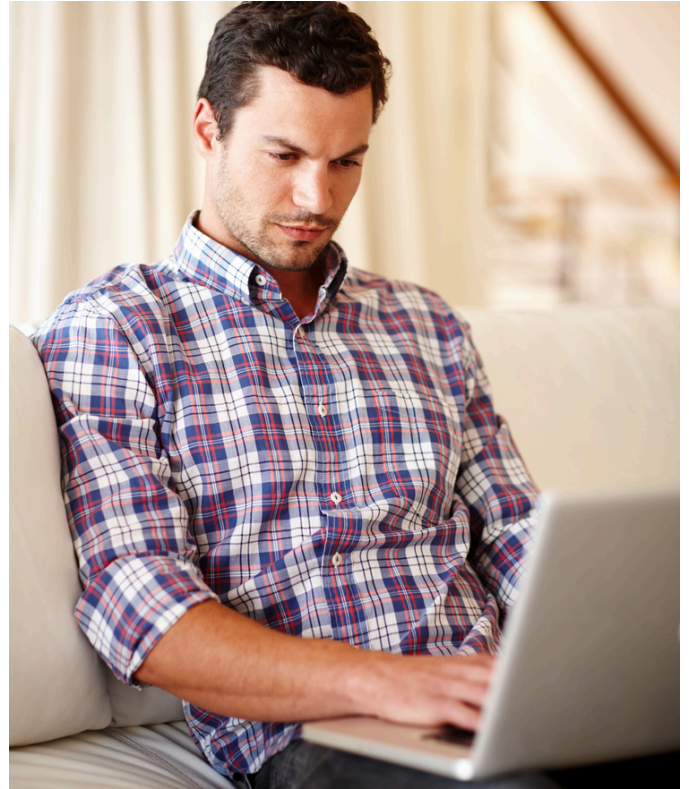


## Broadband

- 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 Hüssel
- 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

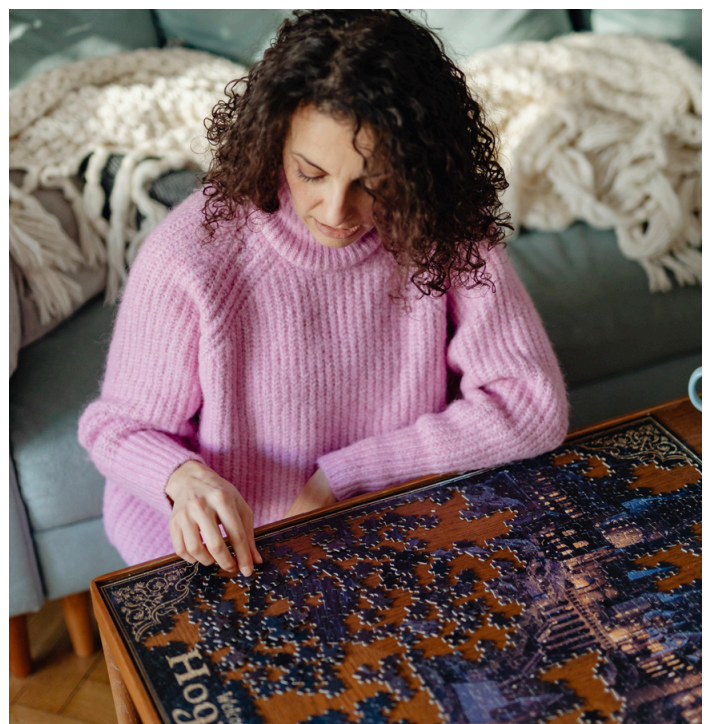
- Intend to Buy a TV Set
- Spent 700 Euros or more on TV
- Spent up to 699 Euros on TV

## 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
- 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



## 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 Country's 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

