

GLOBAL DATA RESOURCES
WWW.GLOBALDATARESOURCES.IO



AUDIENCE LIST SPAIN



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INTRODUCTION

COVERING +750 MILLION PEOPLE ACROSS EUROPE, THE UK, USA, AND ASIA

Global Data Resources is the owner and developer of the next-gen privacy-safe targeting tool idfree.com. Built on privacy-first, the tool enables marketers to build or buy audiences and instantly activate on all major marketing channels - without relying on IDs or cookies.

We have identified millions of unique neighbourhoods (minimum of 15 households) as our dynamic cluster algorithm can pinpoint relevant geographical hot spots for hundreds of social-demographic characteristics as well as consumer attitudes and preferences.

What you see in this list is a complete record of pre-built audience data available to you in Spain.

OTHER OR CUSTOM AUDIENCES

Our experienced team builds custom audiences for global clients every day. Please reach out to us with inquiries: globaldataresources.io/contact

TRUSTED DATA PARTNERS

Data quality, transparency, and reliability are fundamental to our partnerships. We only work with the very best of trusted industry leaders:



Statistical offices.
Census data.

AUDIENCE LIST SPAIN



CATEGORY 1: CONSUMER CLASSIFICATION

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

LIFESTYLE

- Has cottage
- Has caravan
- Has motor boat or sailboat



EDUCATION

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

LIFE PHASES



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

CONSUMER HABITS

- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/ humanitarian organizations

CATEGORY 3: AUTOMOTIVE

CARS



- Driving Alfa Romeo
- Driving Audi
- Driving BMW
- Driving Chevrolet
- Driving Citroen
- Driving Dacia
- Driving Fiat
- Driving Ford
- Driving Honda
- Driving Hyundai
- Driving Kia
- Driving Land Rover
- Driving Mazda
- 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

DISPOSAL OF CAR

- No cars
- 1 car in the household
- 2 or more cars in household
- Has trailer



CATEGORY 4: BETTING

BETTING & LOTTO



- Playing online bingo and lotteries
- Plays in online competitions
- Online betting
- Online games with money price
- Online games
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Online Casino
- National lottery

CATEGORY 5: SHOPPING

SHOPPING HABITS



- Often uses the week's or day's offer
- Preferably avoiding items with added artificial substances
- Preferably buying environmentally friendly products
- Buying locally produced food if possible
- Accept to pay extra for quality products
- Often buying luxury products
- Paying extra to get the latest consumer technology
- Preferably buying organic food
- Attention to reducing CO2
- Prefers to buy items in-store rather than online
- Buys in speciality stores with quality goods
- Shopping regardless of personal finances
- Often buying products based on advertising
- Good design matters
- The way people are dressed says a lot about how they are
- Always make sure to erase digital footprints
- Positive towards purchases on instalments
- Often buying the supermarkets' own cheaper brands

CATEGORY 6: SPORTS

SPORTS



- Exercising
- Practising athletics
- Playing basketball
- Boxing exercise
- Cycling exercise
- Dancing exercise
- Practices extreme sports
- Playing football
- Playing golf
- Goes hunting
- Goes running
- Engaged in motorsport
- Horseback riding
- Goes sailing
- Goes skiing
- Goes swimming
- Plays tennis
- Triathlon exercise
- Plays volleyball
- Plays team sports
- Plays high-end sports (sailing, hunting, horseback riding, tennis)

CATEGORY 7: ACTIVITIES

ACTIVITIES



- Makes minor repairs in the home
- Does painting work at home
- Burglar alarm in the home
- Doing gardening
- Shops in Hardware store
- Participates in mobile text competitions
- Visiting flea market
- Shops in thrift stores
- Eating at restaurant

CATEGORY 8: TRAVEL

VACATION & TRAVEL



- City or cultural holiday
- Holiday in the sun
- Cruise
- Round trip
- Ski holiday
- Golf vacation
- Active holiday
- Backpack holiday abroad
- Folk high school holiday
- Spa and wellness stay

CATEGORY 9: INTERESTS

INTERESTS



- Seeing theatre play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in a cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Car and motor
- Hi-Fi and stereo system
- New technology
- Attending shows/stand-up
- Attending evening school/hobby class
- Practicing sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Weight loss tips
- Spiritual or religious
- Jewelry and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- IT and internet
- Traveling

MUSIC

- Listens to classical music
- Listens to jazz music
- Listens to pop/rock music
- Listens to electronic music
- Listens to mainstream music

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