

# AUSTRIA

AUDIENCE LIST 2024



**GDR**

OFFERED &  
DEVELOPED BY

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

# INTRODUCTION



## AUDIENCE DATA ● AUSTRIA

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 **Austria**.

### 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](https://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.

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## 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



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# CATEGORY 1

## CONSUMER CLASSIFICATION

### ONLINE CAMEO

- Wealthy Society
- Urban Elite
- Comfortable Communities
- City Dwellers
- Home Comfort
- Middle-Income Households
- Aspirational Neighbourhoods
- Humble Households
- Modest Rural Life

### 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 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](https://globaldataresources.io)



# CATEGORY 3

## LIFESTYLES

### LIFE PHASES

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

### MUSIC

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

### MEMBERSHIPS

- 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

### ONLINE BEHAVIOR

- Receives newsletters and offer emails
- Uses online banking
- Watch TV online



### MICRO IS TOO CLOSE

The enormous amount of audience data in social media and the programmatic space, give us almost endless combinations.

But [What Is Wrong With Micro-Targeting?](#)

# CATEGORY 4

## INTERESTS & ACTIVITIES

### 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
- Attending shows/stand-up
- Attending evening school/hobby class
- Practising sports/exercise minimum monthly
- Reading fiction
- Reading e-books
- Trades in shares etc.
- Home interior design
- Kitchen Decor
- Do-It-Yourself
- The garden
- Health
- Wellness
- Nutrition and Health
- Weight loss tips
- Spiritual or religious
- Jewellery and watches
- Cooking
- Clothes fashion
- Cosmetics
- Skincare
- Sports
- Car and motor
- Hi-Fi and stereo system
- IT and internet
- New technology
- Travelling

### 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

## INTERESTS & 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 5

## BETTING & LOTTO

### BETTING & LOTTO

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

### 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](https://globaldataresources.io/partnerinsights)

# CATEGORY 6

## AUTOMOBILE

### CAR

- 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
- Driving Mercedes-Benz
- Driving Mitsubishi
- Driving Nissan
- Driving Peugeot
- Driving Renault
- Driving Seat
- Driving Skoda
- Driving Subaru
- Driving Suzuki
- Driving Toyota
- Driving Trailer
- Driving Volvo
- Driving Volkswagen

### REACH US

Please reach out to our team to hear more and/or set up a company account on [idfree.com](https://idfree.com).

[globaldataresources.io/contact](https://globaldataresources.io/contact)



# CATEGORY 6

## AUTOMOBILE

### DISPOSAL OF CAR

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



# CATEGORY 7

## SPORTS ACTIVITIES

### 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 8

## TRAVEL & VACATION

### TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Austria
- 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 Austria

# CATEGORY 9

## SHOPPING HABITS

### 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