globaldataresources.io

THE UK
AUDIENCE LIST 2026

GDR

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GDR
Global Data Resources

Introduction

AUDIENCE DATA THE UK 2026

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

HIGH-VALUE AUDIENCES ACROSS THE UK
Want to reach the right audiences in The UK while staying privacy-safe and future-proof?

With GDR, you can activate **high-performing audience segments** using our geo-demographic intelligence.

Our data identifies where audiences live and how they behave - allowing you to target effectively while respecting privacy.

You can activate ready-to-use audience segments based on real lifestyle behaviours, or work with our team to build custom audiences tailored to your campaign objectives.

GEO HOT SPOTS
Across The UK, GDR maps hundreds of distinct **neighbourhood clusters**, each representing at least 15 households.

Using our proprietary clustering technology, we **identify areas** where people share similar:
* Demographics
* Consumer attitudes
* Lifestyle preferences

TRUSTED DATA. PROVEN PERFORMANCE.
Every GDR audience is created from high-quality, transparent, ethically sourced data.

Through our partnership with Fifty5Blue, we combine trusted consumer insight with advanced geo-contextual modelling and segmentation.

The result is audiences that reflect real patterns of how people live, think, behave.

To make activation seamless, we work closely with leading adtech partners to ensure secure, compliant, and scalable campaign deployment.

It gives agencies and brands audiences you can trust and activate with confidence.

LET'S BUILD YOUR NEXT AUDIENCE
Whether you're planning a campaign in The UK or across multiple markets, our consultants help translate audience insight into ready-to-activate media segments.
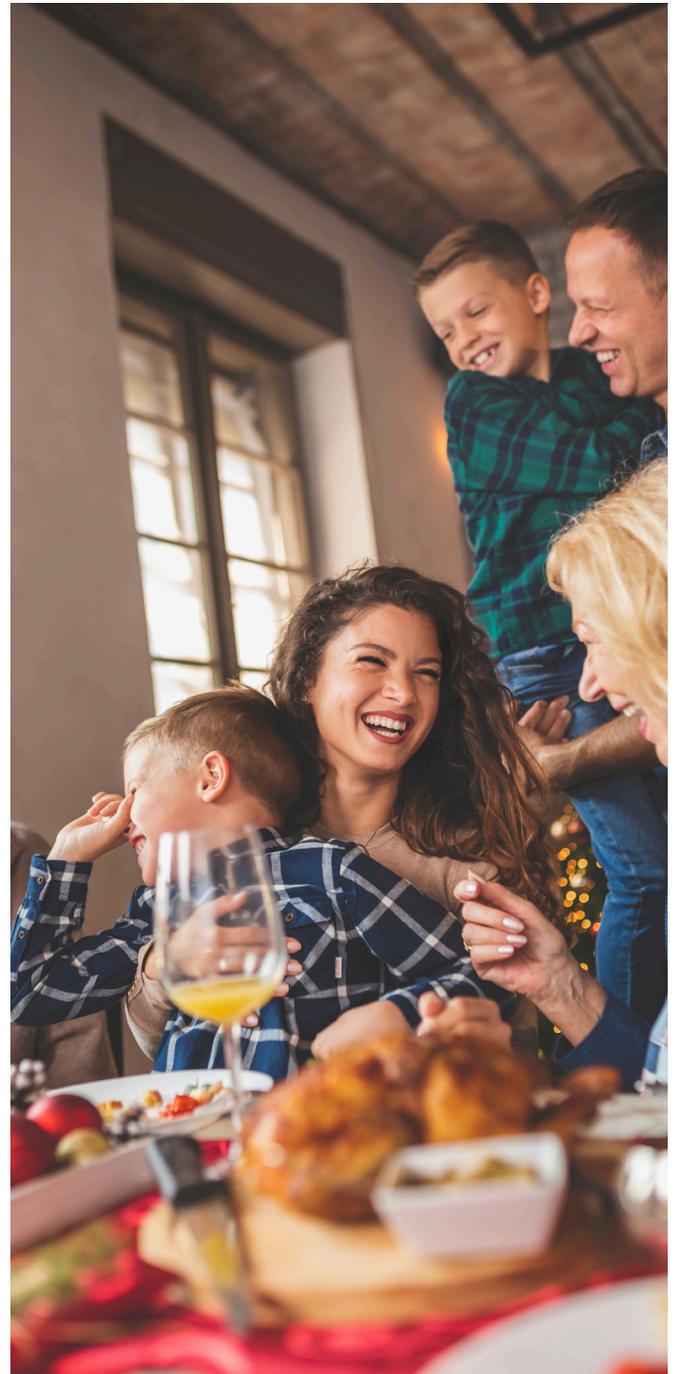
Start the conversation with a few keywords: globaldataresources.io/contact

ONLINE CAMEO

- 01 United Kingdom
- 02 Prosperous Professionals
- 03 Flourishing Society
- 04 Content Communities
- 05 White Collar Neighbourhoods
- 06 Enterprising Mainstream
- 07 Paying The Mortgage
- 08 Cash Conscious Communities
- 09 On A Budget
- 10 Family Value

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

Household Income

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

Education

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

Households

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

Life Phases

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

Automobile

Car/Driving

- 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

Car/Disposal of Car

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

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

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

Music

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

Online Behavior

- Receives newsletters and offers in emails
- Uses online banking
- Watch TV online

Pets

- Dog owner
- Cat owner

Sports & Leisure

Leisure Activities

- 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)

Betting & Lotto

Lotto

- Plays online bingo and lotteries
- Plays in online competitions
- Online games with money price
- Online games
- Buying scratch cards weekly
- Buying Lotto weekly
- Buying EuroMillions (Lotto)
- Online Casino
- National Lottery

Betting

- Online betting
- Sports betting
- Betting on football

Vacation & Travel

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

Food

Food Habits

- 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

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 CO_2
- Often buying the supermarkets' own cheaper brands
- 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