globaldataresources.io

POLAND

AUDIENCE LIST 2025

GDR

POLAND

TABLE OF CONTENT

INDEPENDENT ALTERNATIVE

"We're pleased to collaborate with IDfree 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

POLAND

TABLE OF CONTENT

Introduction

AUDIENCE DATA 2025 POLAND

Global Data Resources is the owner and developer of IDfree: The digital advertising platform built on ethical and privacy-compliant data sources, see idfree.com.

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 and preferences.

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

ETHICAL DATA SOURCES
We prioritize rigorous data quality, transparency, and reliability in our partnerships. It ensures 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.

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

CATEGORY 1

CONSUMER CLASSIFICATION

ONLINE CAMEO

- Urban Affluence
- Prosperous Professionals
- Ambitious Households
- Settled Society
- Comfortable Communities
- Modest Suburbia
- Hardworking Communities
- Stretched Families
- Less Affluent Neighbourhoods
- Rural Adversity

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

EDUCATION

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

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

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

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

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?

ONLINE BEHAVIOR

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

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 seam-lessly 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

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

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

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
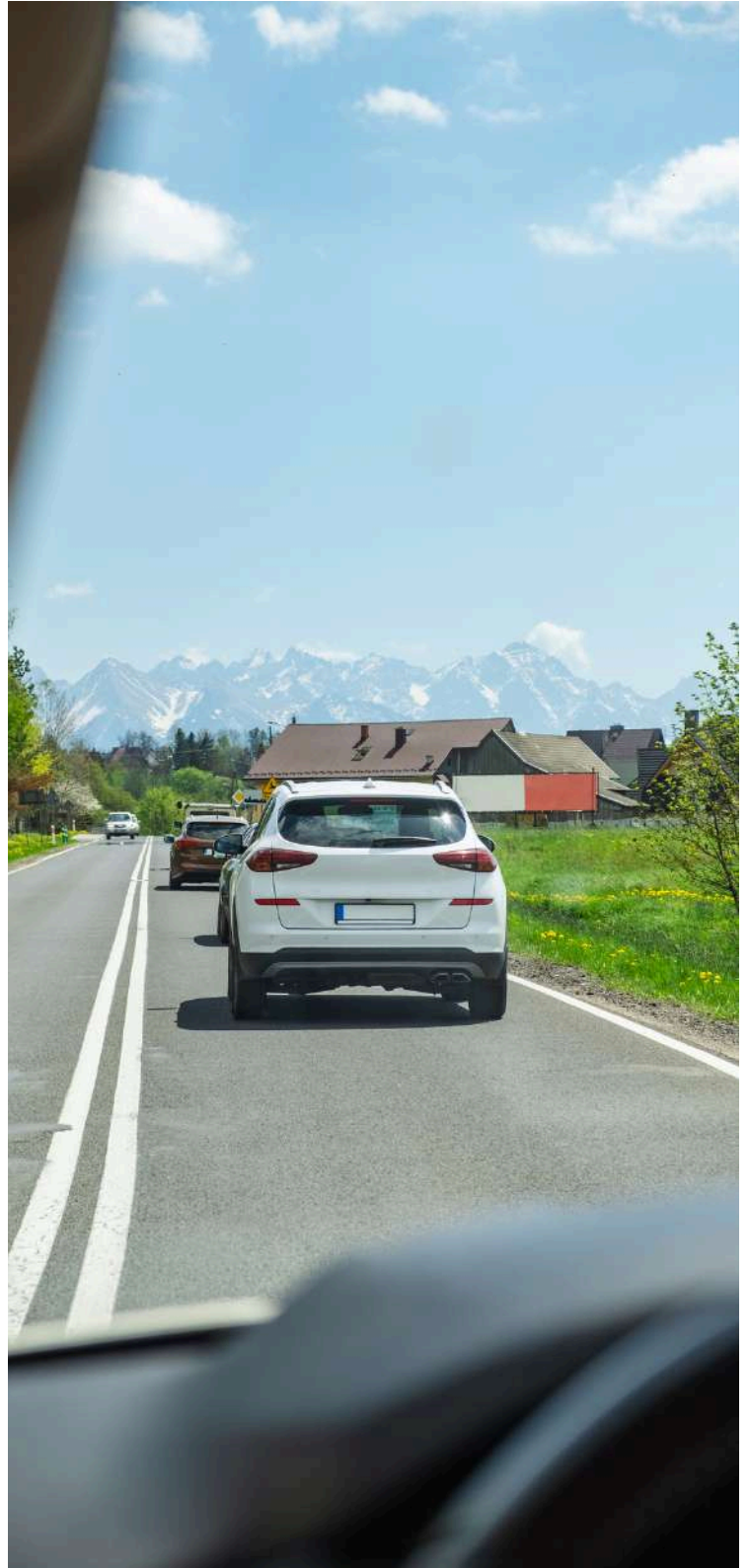
REACH US

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

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 Poland
- 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 Poland

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