

# ITALY

## AUDIENCE LIST 2026



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**GDR**

Global Data Resources

# Introduction

## AUDIENCE DATA ITALY 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 **Italy**, 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\*\*](http://globaldataresources.io/contact)

# Consumer Classification

## ONLINE 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

# 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
- Long academic education (5+ years)
- Medium-long academic education (2-3 years)
- Short academic education (1-2 years)
- Vocational (manual, practical, non-academic)
- No education



## 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

## Building Age

- Built after 2000
- Built 1980-1999
- Built 1960-1979
- Built 1946-1959
- Built 1900-1945
- Built before 1900

## Household Type

- Has cottage
- Has caravan
- Has motorboat or sailboat

# Lifestyles

## Life Phases

- Young & Free
- Singles
- Couple no kids
- Families w/ Infant years
- Families w/ School kids
- Single parents
- Empty nesters
- Senior Couples
- Single Pensioner



## Household Finances

## Household Segments

- A1 - Wealthy pre-family couples and singles
- A2 - Wealthy young couples with children
- A3 - Wealthy families with school-age children
- A4 - Wealthy older families & mature couples
- A5 - Wealthy elders in retirement
- B1 - Prosperous pre-family couples and singles
- B2 - Prosperous young couples with children

- B3 - Prosperous families with school-age children
- B4 - Prosperous older families & mature couples
- B5 - Prosperous elders in retirement
- C1 - Comfortable pre-family couples and singles
- C2 - Comfortable young couples with children
- C3 - Comfortable families with school-age children
- C4 - Comfortable older families & mature couples
- C5 - Comfortable elders in retirement

- C4 - Comfortable older families & mature couples
- C5 - Comfortable elders in retirement
- D1 - Less affluent pre-family couples and singles
- D2 - Less affluent young couples with children
- D3 - Less affluent families with school-age children
- D4 - Less affluent older families & mature couples
- D5 - Less affluent elders in retirement
- E1 - Financially stressed pre-family couples and singles
- E2 - Financially stressed young couples with children
- E3 - Financially stressed families with school-age children
- E4 - Financially stressed older families & mature couples
- E5 - Financially stressed elders in retirement



## Household Income

- Low income
- Medium-low income (200'-500')
- Medium-high income (500'-1 Mio.)
- High income (1 Mio. +)
- No savings
- Medium savings (200'-1 Mio.)
- High savings (1 Mio. +)

# Automotive

## Car Access

- 0 cars
- 1 car
- 1 or more cars
- 2 cars or more
- Is part of a car sharing pool

## Commute Distance

- Less than 10 km
- 10-20 km
- 20-30 km
- More than 30 km

# Past Purchase Car

- Has a caravan/camper
- Owns a BMW
- Owns a Chevrolet
- Owns a Citroen
- Owns a Dacia
- Owns a Fiat
- Owns a Ford
- Owns a Honda
- Owns a Hyundai
- Owns a Kia
- Owns a Land Rover
- Owns a Mazda
- Owns a Mercedes-Benz
- Owns a Mitsubishi
- 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



# Interests & Hobbies

## Interests

- Children's wear
- Alternative Healthcare
- Animals Rights
- Antiques
- Art
- Astrology
- Baking
- Beauty care
- Beer/Wine/Liquor
- Betting/Gambling
- Celebrities
- Cigarette/snuff/tobacco
- Movies and Cinema
- Computers
- Cooking
- Cosmetics
- Diet tips
- DIY (Do It Yourself)
- Energy Saving
- Environmental care
- Exercise
- Fashion
- Sailing (owns a boat)
- Shopping/online auctions
- Trading stocks
- Trying out new recipes
- Library
- Museums
- Popular science
- Culture
- Allround sports interest
- Team sports
- Politics
- Horseback riding
- Economics, politics, society
- Private finances
- Film and TV shows
- Environmental issues
- Technic
- Wine tastings
- Out-doors activities
- Exercise
- Hunting
- Equality for all
- Equipment sports
- Baking
- Design & home decoration
- DIY
- Fashion
- Gardening
- Health
- Hi-Fi
- IT and Internet
- Kids
- Kitchen design-remodelling
- New technology
- Nutrition & Health
- Skincare
- Spiritual, religious
- Watching Sports
- Travelling
- Watches & Jewelry
- Wellness
- Knitting-Needlework
- Member of a book club





- Music (online streaming)
- Reading blogs
- Online dating
- Online shopping
- Online stocks trading
- PC and console games
- Photography
- Computer or console games
- Music
- Film
- Outer space

# Sports Activities

## Sports

- Active in athletics
- Active in basketball
- Active in badminton
- Active in boxing
- Active in cycling
- Active in dancing
- Active in high-end sports (sailing, hunting, golf, tennis.)
- Active in hunting
- Active in ice hockey
- Active in motorsports
- Active in tennis
- Active in volleyball
- Active in extreme sports
- Active in fitness
- Active in football
- Active in golf
- Active in gymnastics
- Active in handball
- Active in riding
- Active in running
- Active in sailing
- Active in skiing
- Active in Swimming
- Active in team sports (football, handball, basketball)
- Active in triathlon



# Travel & Vacation

## Travel

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Italy
- 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 Italy



## Purchase Intent



## Consider Buying

- Alarm
- Appliances
- Home Entertainment
- Photo equipment
- New technology
- Furniture
- Entertainment

# Values

- Conscious about CO2 emission
- Avoid artificial ingredients
- Deal hunter
- Environmental products
- First-mover consumer electronics
- High focus on design
- Locally produced goods
- Often influenced by advertising
- Positive towards purchasing by instalment
- Prefer ecological groceries
- Prefer brick-and-mortar stores over online
- Shops in speciality stores with quality products
- Shops luxury products
- Shops private label
- Shops regardless of the economy
- Willing to pay extra for quality products

# Travel

- Shoes (EUR 260+ annually)
- Men's clothes (EUR 650+ annually)
- Women's clothes (EUR 650+ annually)
- Sportswear (EUR 260+ annually)
- Play for money (EUR 50+ annually)
- Charity (EUR 130+ annually)
- Children's clothes & shoes (EUR 650+ annually)
- Home electronics (EUR 250-430 annually)

