GDR

GERMANY

AUDIENCE LIST 2025

Introduction

AUDIENCE DATA GERMANY

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 **Germany**.

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**

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CATEGORY 1

CONSUMER CLASSIFICATION

ONLINE CAMEO

1. Wealthy Households
2. Affluent Professionals
3. Flourishing Communities
4. Comfortable Households
5. Settled Society
6. Modest Communities
7. Hard Working Neighbourhoods
8. Stretched Households
9. Urban Travail

CATEGORY 2

FAMILY-PARENTING

FAMILY-PARENTING

- Single, young couples (-34 years)
- Childless young couple (-34 years)
- Family: Small child (under 3 years)
- Family: No children
- Family w/ small child (under 7 years)
- Family w/ School-age child (7-12 yrs)
- Family w/ Teenager (13-17 years)
- Family of Grown-ups (18-64 years)
- Family: Pension-age (65- years)

HOUSEHOLD MEMBERS

(A) Elite
(B) House-Owner Families
(C) Responsibility with wealth
(D) Big city lights
(E) Paperwork and balcony

CATEGORY 2

FAMILY-PARENTING

HOME TYPE

- Executive households
- Middle-class households
- Working-class households
- Farmer households

EDUCATION

- Upper secondary school
- Vocational course in college (e.g. plumbing, hairdressing)
- High school (with A levels at the end of the three years)
- A higher-level vocational course (e.g. nursing)
- University/BA University/Master's

ABOUT GDR

GDR provides privacy-safe audiences and omnichannel activation via IDfree: The next-gen targeting tool for brands, agencies, and publishers to target consumers without third-party cookies or IDs.

We offer consumer classification data and interest data for 35 markets, covering 750+ M people across EMEA, Asia, Australia, and the Americas.

Get to know us: **globaldataresources.io**

CATEGORY 3

PERSONAL INCOME

PERSONAL FINANCES

- High Income
- Medium Income
- Low Income

BANK LOYALTY

- Very loyal
- Quite loyal
- Not very loyal
- Not at all loyal

CATEGORY 4

HOUSING & PROPERTY

HOME TYPE

- Individualists in digital channels
- Self-centred and passive
- Spiritual and religious well-doers
- Patriots seeking security
- Prioritizing the common good
- Seeking inner growth

HOME STATUS

- Home Owned
- Home Rented

URBAN & RURAL

- Lives in cities
- Lives in the countryside

ABOUT IDFREE

IDfree is a 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.

idfree.com

CATEGORY 5

LIFESTYLE-LIFE PHASES

LIFE PHASES

- Single and young couples
- Families with children
- Families with teens
- Mature couples, no children
- Older couples and seniors

VALUES

- Dwellings in detached houses
- Dwellings in terraced & semi-detached houses
- Dwellings in blocks of flats
- Owner-occupied dwellings
- Rented dwellings
- Dwellings of other occupancy

CHURCH

- Detached experience seekers
- Detached doers
- Traditional keepers
- Responsible open-minded
- Security seeking faithful

EXERCISE

- Traditional Exercisers
- Trendy Exercisers
- Health-oriented Exercisers
- Couch Potatoes

HEALTH

- Carefree
- Health Conscious
- Knowledgeable Passives
- Gloomies

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

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CATEGORY 6

AUTOMOBILE

CAR SEGMENT

- Mini Cars
- Small Cars
- Medium Cars
- Large Cars
- Executive Cars
- Luxury Cars
- LCV
- Multi-purpose Cars
- Sports Cars
- Sport utility Cars (including off-road vehicles)

CAR TYPE

- 3-door Hatchback
- 4-door Saloon
- 5-door Hatchback Estate/wagon
- MPV (Multi-Purpose Vehicle)/people carrier SUV (Sports Utility Vehicle)/4x4

CAR USAGE

- Distance is driven average/year: 24,001 to 32,000 km.
- Distance is driven average/year: 32,000 km. +

PURCHASE CONDITION

- New
- Less than 1 year old
- More than 1 year old

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.

globaldataresources.io/partnerinsights

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CATEGORY 6

AUTOMOBILE

OWNER TYPES

- Single and young couples
- Families with children
- Older couples and seniors

CAR OWNERSHIP

- Leasing 1-3 years old
- Own Vans over 2 years old
- Own 4-7-year-old cars

CAR DEALERSHIP

- VV-Auto Veho Laakkonen
- LänsiAuto

NUMBER OF CARS

- 1 car
- 2 cars
- 3 cars
- 4+ cars

CAR MAKE

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

- Lexus
- Mazda Mercedes-Benz Mini
- Mitsubishi Nissan
- Opel
- Peugeot Porsche Renault
- Saab
- Seat
- Skoda
- Smart
- Subaru
- Suzuki
- Tesla Motors Toyota
- Volvo Volkswagen

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CATEGORY 7

## INTERESTS & HOBBIES

INTERESTS

- Cooking
- Gardening
- Motorized vehicles
- Technology
- Culture
- Fashion
- Sports & exercise
- Literature & reading

- Travelling/abroad
- Travelling/domestic
- Family vacations/abroad
- Family vacations/domestic
- Cruises
- Skiing holidays
- High-frequency moviegoers
- High-frequency theatregoers

CATEGORY 8

VACATION & TRAVEL

VACATION

- Premium (quality above price)
- Discount (price above quality)

- Single and young couples
- Families with children
- Older couples and seniors
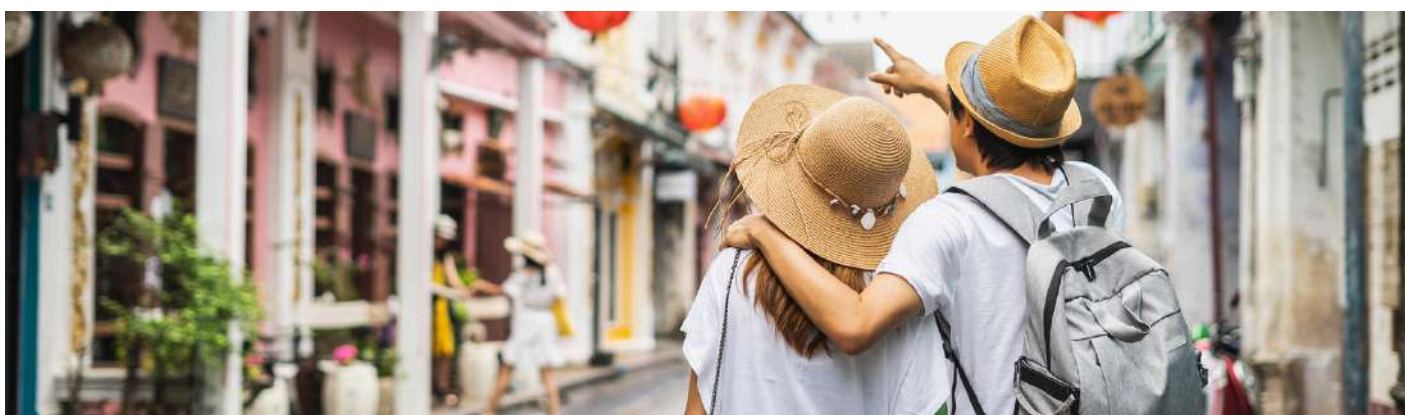
CATEGORY 9

PURCHASE INTENT

PURCHASE INTENT

- New home
- Mortgage
- Shopping fanatics
- Cottage/vacation home
- Home Entertainment
- New car
- Used car
- Novelty pioneers in drinks
- Novelty pioneers in food
- High-frequency oat drink users
- Fast food junkies

HIGH-SPENDERS

- Travel
- Clothing
- Kids clothing
- Sports clothing and shoes