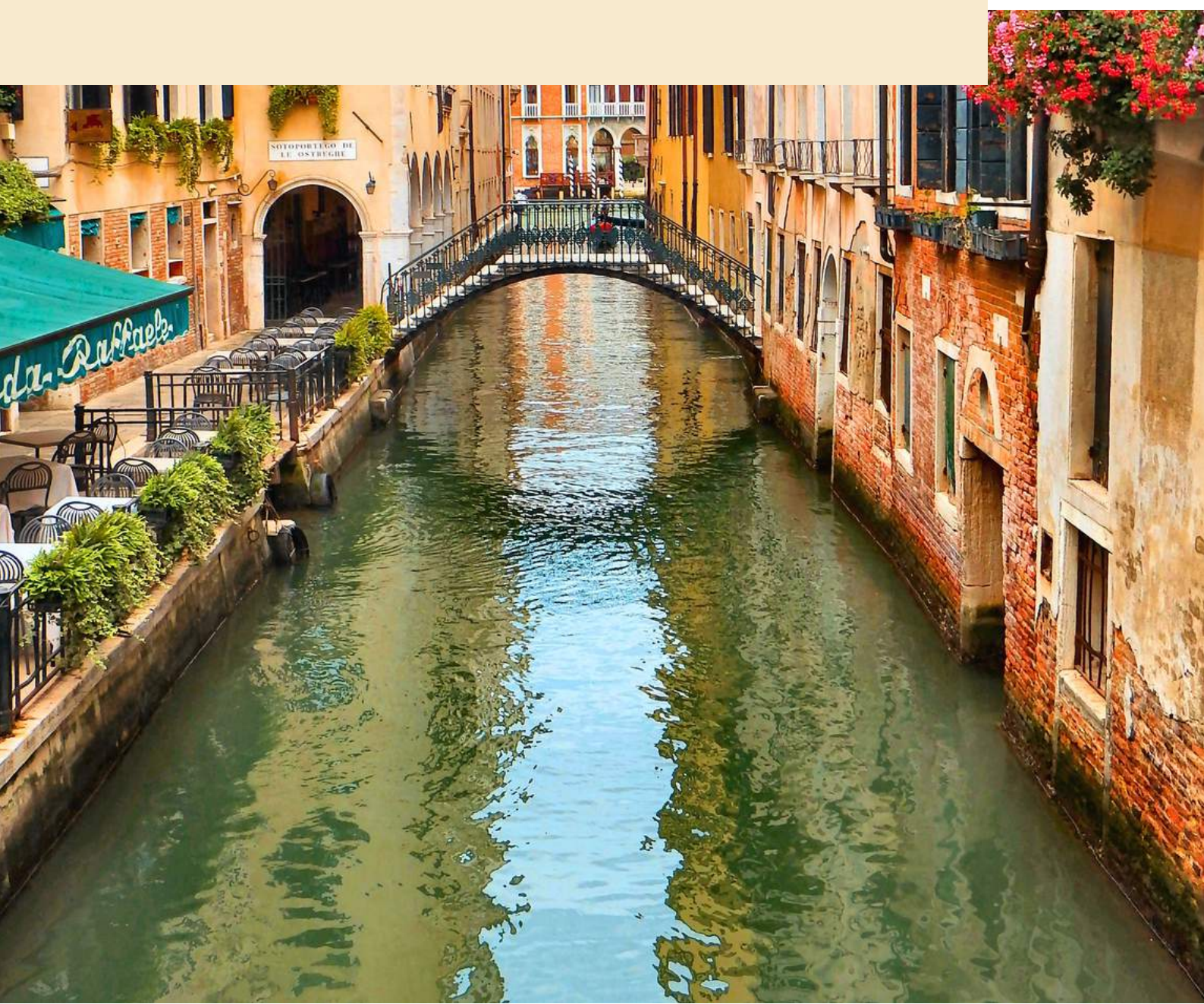




**IDFree.com**  
NEXT-GEN TARGETING

# AUDIENCE LIST ITALY



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# INTRODUCTION

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## COVERING +750 MILLION PEOPLE ACROSS EUROPE, THE UK, USA, AND ASIA

IDFree.com is a next-gen privacy-safe targeting tool, developed and owned by Global Data Resources. The tool enables marketers to build or buy audiences and instantly activate on all major marketing channels - without relying on IDs or cookies.

We have identified millions of unique neighbourhoods (minimum of 15 households) as our dynamic cluster algorithm can pinpoint relevant geographical hot spots for hundreds of social-demographic characteristics as well as consumer attitudes and preferences.

What you see in this list is a complete record of pre-built audience data available to you in Italy.

## OTHER OR CUSTOM AUDIENCES

Our experienced consultants build custom audiences for global clients every day. Please reach out to us with inquiries: [idfree.com/contact](https://idfree.com/contact)

## TRUSTED DATA PARTNERS

Data quality, transparency, and reliability are fundamental to our partnerships. We only work with the very best of trusted industry leaders:

**KANTAR**

**TransUnion**<sup>tu</sup>



Statistical offices  
Census data

# AUDIENCE LIST ITALY

IDFree.com  
NEXT-GEN TARGETING

## CATEGORY 1: CONSUMER CLASSIFICATION

### 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

## CATEGORY 2: HOUSEHOLD

### BUILDING AGE



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

### FAMILY TYPE



- Family with kids (0-17 yrs)
- Family with one kid
- Family without kids
- Pensioner
- Single/lives alone
- Small family
- Nuclear family

### HOME SIZE



- 50 square meters
- 50-99 square meters
- 100-139 square meters
- 140-199 square meters
- 200 + square meters

## HOME & GARDEN



- Owns house/semi-detached
- Owns apartment
- Has garden
- Owns summerhouse (hytte)
- Home in the city
- Home in the countryside



## HOUSEHOLD INCOME

- Low income
- Medium-low income (200'-500')
- Medium-high income (500'-1 Mio.)

# CATEGORY 3: WHO WE ARE

## LIFE PHASES



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

## LIFESTYLES



- Early Adopters
- Eco, Fair & Local
- Flexitarians
- Attractive
- Techies
- Beauty babes
- Sports Enthusiast
- Foodies
- Food conscious
- Interior design
- Green fingers
- Crafts
- Motor maniacs
- Cardio cravers
- Adrenalin junkies
- Devoted Exercisers
- Winter sports
- Online gamblers
- Gamers
- Movers
- "The well-to-do"

## 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
- 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

## EDUCATION



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

## CATEGORY 4: AUTOMOTIVE

### ACCESS

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

### OWNER

- Owns a caravan
- 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

### COMMUTE DISTANCE

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

## CATEGORY 5: INTERESTS

### 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
- 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



## INTERESTS

- 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

## CATEGORY 6: SPORTS

### 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

## CATEGORY 6: TRAVEL

### TRAVELS



- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Italy
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays/Italy
- Folk High School stay (Højskoleophold)
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping/Italy
- Holiday in rented cabin/summerhouse abroad
- Holiday in rented cabin/summerhouse in Italy
- Vacation in South/North America
- One-day trips/abroad
- Round trip
- Skiing holiday
- Spa & wellness stay
- Vacation by train/abroad
- Vacation in Asia
- Vacation in Italy
- Vacation in Europe (excl. Italy)
- Vacations in other countries
- Vacation in Scandinavia
- Big city/cultural vacation
- Cruise vacation
- Backpack vacation
- Extended weekend/abroad

## CATEGORY 7: SHOPPING

### PURCHASE INTENT/VALUES

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



## PURCHASE INTENT HIGH SPENDERS



- Shoes (EUR 3,000+ annually)
- Men's Clothes (EUR 7,000+ annually)
- Women's Clothes (EUR 7,000+ annually)
- Sportswear (EUR 3,000+ annually)
- Play for money (EUR 500+ month)
- Charity (EUR 1,500+ annually)
- Children's clothes & shoes (NOK 7,000+ annually)
- Home Electronics (EUR 3-5,000+ annually)
- Personal care (EUR 500+ monthly)
- Housing - paint, wallpaper, accessories (EUR 5,000+ annually)
- Internet shoppers
- Bath (new or modernizing within 12 months)
- Kitchen (new or modernizing within 12 months)
- Outside renovation plans: House & Garden

## CONSIDER BUYING



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