

IDFREE.COM
INSIGHT-DRIVEN TARGETING
FOR OMNICHANNEL ACTIVATION

AUDIENCE LIST 2022 UNITED KINGDOM



UNITED KINGDOM CONTENT

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INTRODUCTION

ABOUT IDFREE.COM

Our targeting solution, idfree.com, is built on Privacy-by-Design and enables online omnichannel activation without IDs or cookies.

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

What you see in this Audience list is a complete record of pre-built United Kingdom Audience Data available to you on all major advertising platforms.

DON'T FIND JUST WHAT YOU NEED?

Our experienced consultants build custom audiences for global clients every day. Please reach out to our team for inquiries: idfree.com/contact

TRUSTED DATA PARTNERS

Data quality, data transparency, and reliability are fundamental to our partnerships. We only work with the very best of trusted industry leaders:
Kantar • TransUnion • Statistical offices providing census data.



Statistical offices
Census data

KANTAR

TransUnion^{tu}

AUDIENCE LIST 2022 UNITED KINGDOM



1. ONLINE CAMEO

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



2. 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



3. HOUSEHOLD INCOME

- | | |
|---------------------------|------------------------|
| 1. Modest Income Families | 4. Prosperous Families |
| 2. Less Affluent Families | 5. Wealthy Families |
| 3. Comfortable Families | |



4. LIFE PHASES

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



5. 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



5. CAR/DISPOSAL OF CAR

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



6. ONLINE BEHAVIOR

- Internet as entertainment
- Clicks on banner ads
- Receives newsletters & offer emails
- Uses online banking
- Watch TV online



7. BETTING & LOTTO

- Playing online bingo and lotteries
- Plays in online competitions
- Online betting
- Online games with money price
- Online games
- Sports betting
- Betting on football
- Buying scratch cards weekly
- Buying Lotto weekly
- Buying EuroMillions (lotto)
- Online Casino
- National lottery



8. CONSUMER HABITS

- Health insurance
- Subscribe to auto help service
- Membership of private health insurance
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations
- Book club membership



9. 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 consumption
- Prefers to buy items in store rather than online
- Buys in specialty 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 installments
- Often buying the supermarkets' own cheaper brands



10. VACATION & 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



11. 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



12. 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



13. INTERESTS

- Seeing theater play/musical
- Attending painting/art exhibition
- Visiting museum
- Use the library
- Films watched in cinema
- Attending classical concert
- Seeing ballet/opera
- Attending pop/rock concert
- Attending shows/stand-up
- Attending evening school/hobby class
- Practicing 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
- Jewelry and watches

- Cooking
- Clothes fashion
- Cosmetics
- Skin care
- Sports
- Car and motor
- Hi-Fi and stereo system
- IT and internet
- New technology
- Travelling



14. MUSIC

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



15. PETS

- Dog owner
- Cat owner



16. SPORTS

- Exercising
- Practicing 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)



17. LIFESTYLE/CONSUMER HABITS

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



18. EDUCATION

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