

THE UK

AUDIENCE LIST 2024

OFFERED &
DEVELOPED BY

idfree.com

id



INTRODUCTION



Audience Data The UK

Unleash targeted advertising in the UK without compromising privacy.

idfree.com empowers modern marketers with next-gen tools.

Reach the Right People

- Pre-built audience segments based on interests and behaviours.
- Tailor custom groups for specific campaigns.
- Discover hidden gems: millions of unique neighbourhoods. (Learn more in our "[Why Neighbourhoods Matter](#)" white paper.)

Go Beyond Borders

- Activate audiences instantly across global channels and platforms.
- Leverage national statistics and trusted partner data.
- Our experts build custom audiences for global clients daily.

Trustworthy Insights

- We prioritize data quality, transparency, and reliability.
- Partner with industry leaders in data and AdTech.
- Ensure your audience segments are built on accurate consumer insights.

Omnichannel Ease

Based on i.a. national statistics (census data), we work with trusted providers to offer global marketers, advertisers, agencies, publishers, and tech vendors instant audience activation on major marketing channels and platforms.

Our experienced consultants build custom audiences for global clients every day.

Please reach out to our team for inquiries idfree.com/contact

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INDEPENDENT ALTERNATIVE

"We're very happy to collaborate with idfree.com and GDR which's widely recognized for its footprint on enriched audience data, and to provide marketers with a 100% independent alternative to the existing targeting offerings."

- **Pierce Cook-Anderson**
Managing Director Northern Europe, Equativ

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CATEGORY 1

CONSUMER CLASSIFICATION

ONLINE CAMEO

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

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

SOCIODEMOGRAPHICS

HOUSEHOLD INCOME

- Modest Income Families
- Less Affluent Families
- Comfortable Families
- Prosperous Families
- Wealthy Families

HOUSEHOLDS

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

EDUCATION

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

LIFE PHASES

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

ABOUT IDFREE.COM

idfree.com 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. We provide an arsenal of pre-built audience segments based on lifestyle behaviours, or you can work with us to create custom groups tailored to your campaign goals.



CATEGORY 3

AUTOMOBILE



CAR/DRIVING

- 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

CAR/DISPOSAL OF CAR

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

HIGH-PERFORMING

"Thanks to the integration with idfree.com, 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

CATEGORY 4

INTERESTS

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
- Home interior design
- Kitchen decor
- Do-It-Yourself
- Gardening
- 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



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?](#)

CATEGORY 4

INTERESTS

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

MUSIC

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



ONLINE BEHAVIOR

- Receives newsletters and offers in emails
- Uses online banking
- Watch TV online

PETS

- Dog owner
- Cat owner

REACH US

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

idfree.com/contact

CATEGORY 5

SPORTS AND LEISURE



LEISURE ACTIVITIES

- 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)

ETHICAL DATA SOURCES

We prioritize rigorous data quality, transparency, and reliability in our partnerships. This 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.

CATEGORY 6

VACATION & TRAVEL

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

CATEGORY 7

BETTING & LOTTO

LOTTO

- Plays online bingo and lotteries
- Plays in online competitions
- Online games with money price
- Online games
- Buying scratch cards weekly
- Buying Lotto weekly
- Buying EuroMillions (Lotto)
- Online Casino
- National Lottery

BETTING

- Online betting
- Sports betting
- Betting on football



CATEGORY 8

FOOD



FOOD HABITS

- 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

CATEGORY 9

SHOPPING

SHOPPING ATTITUDES

- 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
- Often buying the supermarkets' own cheaper brands
- 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