

NEXT-GEN PRIVACY-SAFE  
OMNICHANNEL TARGETING



**IDFree.com**  
NEXT-GEN TARGETING

# AUDIENCE LIST THE UK





**IDFree.com**  
NEXT-GEN TARGETING

# UNITED KINGDOM CONTENT

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# INTRODUCTION

## ABOUT IDFREE.COM

Global Data Resources is the owner and developer of the next-gen privacy-safe targeting tool [idfree.com](https://idfree.com). Built on privacy-first, the tool enables marketers to create online omnichannel without 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 The United Kingdom.

## 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](https://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/Census data.

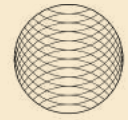


Statistical offices  
Census data

**KANTAR**

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

# AUDIENCE LIST UNITED KINGDOM



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## 1. 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

## 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
- 2. Less Affluent Families
- 3. Comfortable Families
- 4. Prosperous Families
- 5. Wealthy 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

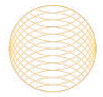
- No cars
- 1 car in the household
- 2 or more cars in household
- Has trailer



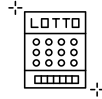
## 6. ONLINE BEHAVIOR

- Receives newsletters and 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
- Book club membership
- Membership of nature/environmental organization
- Membership of charitable/humanitarian organizations

## 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
- 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
- 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



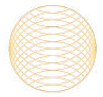
- Eating ready meals
- Home baking
- Cooking from new recipes
- Trying out new cooking products
- Eating diet food
- Cooking gourmet food
- Buys meal boxes brought to the door

## 13. INTERESTS



- Seeing 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 etc.





## 13. INTERESTS

- Home interior design
- Kitchen decor
- Do-It-Yourself
- The garden
- 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

## 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



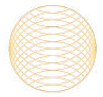
- Dog owner
- Cat owner

## 16. SPORTS



- Exercising
- 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)





## 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