

A white Vespa scooter is parked on a cobblestone street in front of a stone building. The scooter is the central focus, with its front wheel and headlight clearly visible. The background shows a rustic stone wall and a window with a diamond-patterned metal grille. The overall scene is bathed in warm, golden light, suggesting a late afternoon or early morning setting.

ITALY

AUDIENCE LIST 2024

OFFERED &
DEVELOPED BY

id
idfree.com

INTRODUCTION



Audience Data Italy

Unleash targeted advertising in Italy 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

TABLE OF CONTENT

1. Consumer Classification	
• Online Cameo	2
• GDR International	2
2. Household	2
• Household Income	2
• Household Type	2
• Food	3
• Pets	3
• Education	3
3. Lifestyles	3
• Life Phases	3
• Music	4
• Membership	4
• Online Behavior	5
4. Interests & Activities	5
• Interests	6
• Activities	6
5. Betting & Lotto	6
• Betting and Lotto	6
6. Automobile	7
• Car	8
• Disposal of car	8

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

TABLE OF CONTENT

7. Sports Activities	10
• Sports	10
8. Travel	10
• Travel	10
9. Purchase Intent	11
• Values	11
• High spenders	11
• Consider buying	11



CATEGORY 1

CONSUMER CLASSIFICATION

ONLINE 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

FAMILY TYPE

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

HOUSEHOLD SIZE

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

CATEGORY 2

HOUSEHOLD

BUILDING AGE

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

EDUCATION

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

ABOUT GDR

Global Data Resources (GDR) provides privacy-safe audiences and omnichannel activation via idfree.com: The next-gen targeting tool for brands, agencies, and publishers.

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

Get to know us: globaldataresources.io

CATEGORY 3

LIFESTYLES-LIFE PHASES

LIFE PHASES

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

CATEGORY 3

LIFESTYLES-LIFE PHASES



LIFESTYLES

- Early Adopters
- Eco, Fair & Local
- Flexitarians
- 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"

HOME & GARDEN

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

KANTAR MEDIA

Kantar is the world's leading data, insights and consulting company. The Kantar Media division is an expert in understanding the changing media landscape. This includes audience measurement – reporting all viewing on all platforms, consumer profiling, targeting with TGI, and in-depth advertising intelligence.

CATEGORY 4

HOUSEHOLD FINANCES

HOUSEHOLD 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



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

HOUSEHOLD FINANCES

HOUSEHOLD INCOME

- Low income
- Medium-low income (200'-500')
- Medium-high income (500'-1 Mio.)
- High income (1 Mio. +)
- No savings
- Medium savings (200'-1 Mio.)
- High savings (1 Mio. +)



CATEGORY 5

AUTOMOBILE

PARTNER INSIGHT

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.com.

idfree.com/partnerinsights

CAR ACCESS

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

COMMUTE DISTANCE

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

CATEGORY 5

AUTOMOBILE

PAST PURCHASE CAR

- Has a caravan/camper
- 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

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 6

INTERESTS & HOBBIES

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
- 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
- Design & home decoration
- DIY
- Fashion
- Gardening
- Health
- Hi-Fi
- IT and Internet
- Kids



CATEGORY 6

INTERESTS & HOBBIES

INTERESTS

- 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



CATEGORY 7

SPORTS ACTIVITIES

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 8

TRAVEL

TRAVEL

- Active holiday
- Backpacking abroad
- Camping abroad
- Camping in Italy
- Cruise holiday
- Extended weekend holidays/abroad
- Extended weekend holidays
- Golf holiday
- Holiday by car/not camping/abroad
- Holiday by car/not camping
- Holiday in rented cabin/summer-house abroad
- Holiday in rented cabin/summer-house in Italy

CATEGORY 9

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
- Often influenced by advertising
- Positive towards purchasing by instalment
- Prefer ecological groceries
- Prefer brick-and-mortar stores over online
- Shops in speciality stores with quality products
- Shops luxury products
- Shops private label
- Shops regardless of the economy
- Willing to pay extra for quality products

CONSIDER BUYING

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

HIGH-SPENDERS

- Shoes (EUR 260+ annually)
- Men's clothes (EUR 650+ annually)
- Women's clothes (EUR 650+ annually)
- Sportswear (EUR 260+ annually)
- Play for money (EUR 50+ annually)
- Charity (EUR 130+ annually)
- Children's clothes & shoes (EUR 650+ annually)
- Home electronics (EUR 250-430 annually)

