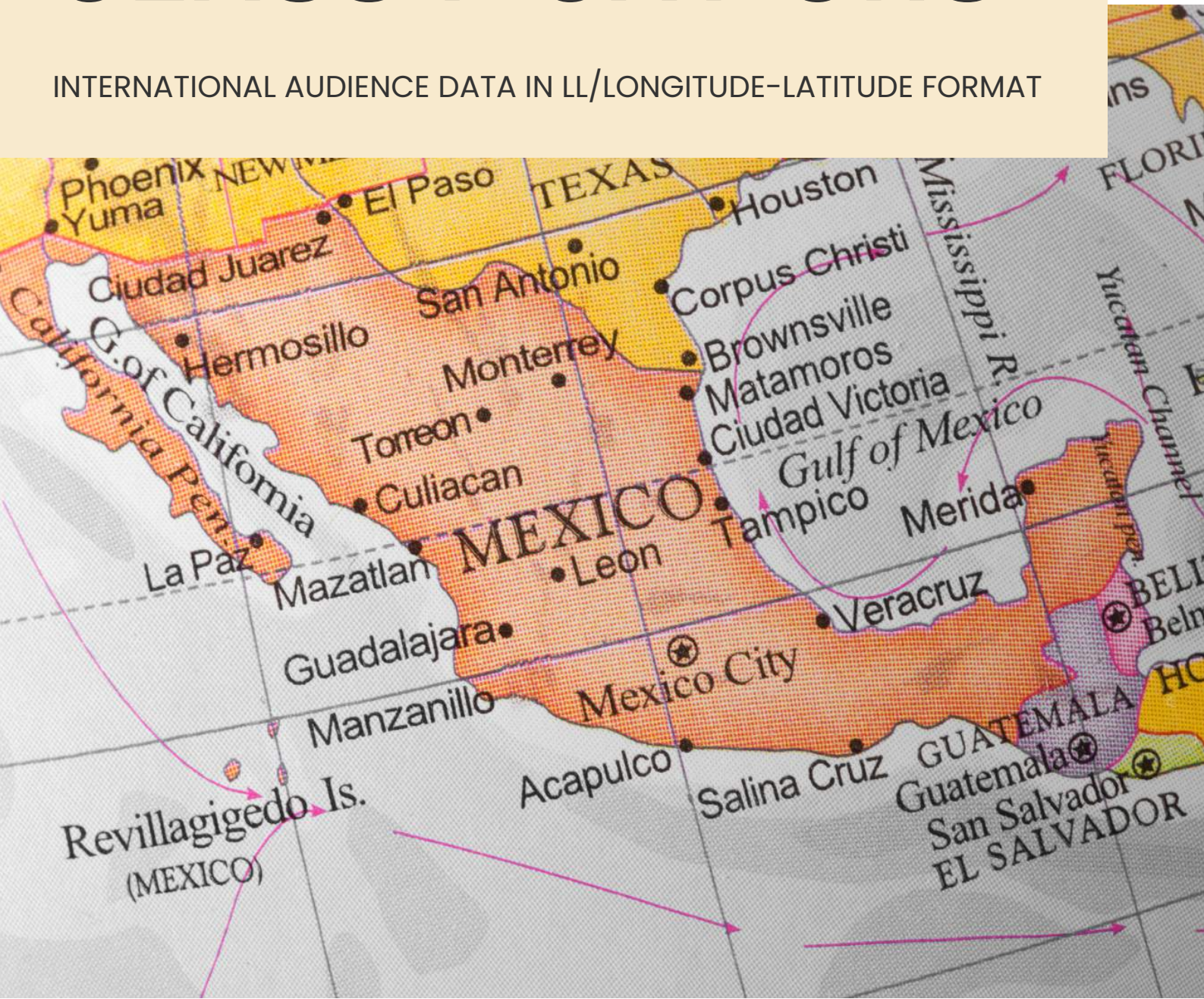# INTERNATIONAL CONSUMER CLASSIFICATIONS

INTERNATIONAL AUDIENCE DATA IN LL/LONGITUDE–LATITUDE FORMAT

INTRODUCTION

IDFREE.COM

IDFree.com and our owner Global Data Resources work with the absolute best and most transparent data partners. We offer you privacy-safe audience data in LL-format (Longitude-Latitude, no zip).

Our dynamic cluster algorithm can pinpoint relevant geographical hotspots for hundreds and hundreds of social-demographic characteristics as well as consumer attitudes and preferences.

What you see in this Audience List is a record of international audience categories in LL format, available for instant activation on all major programmatic ad channels.

COUNTRIES CURRENTLY COVERED

Australia, Canada, Denmark, Finland, France, Germany, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland, UK, USA

TRUSTED DATA PARTNERS

We work with the most trusted industry leaders: **Kantar • InsightOne •** Experian • TransUnion • IDFree.com • Statistical offices/census data.

Statistical offices
with census data.

KANTAR

experian

TransUnion

INSIGHT ONE

ICC
CATEGORY DEFINITIONS

INCOME

ICC has three levels of income:
Prosperous: The Top 30%
Comfortable: The Middle 40%
Less Affluent: The Bottom 30%

The definitions are relative, not absolute numbers. This goes for all countries.

SCHOOL-AGE CHILDREN

ICC has one level of children = the household has at least one child.

School-age children
The definition is children who go to school - from preschool to high school.

IN RETIREMENT

ICC reflects that retirement age differs from country to country.

In retirement
The definition is a person who has left the job market, regardless of age.

INTERNATIONAL CLASSIFICATIONS

1. INTERNATIONAL GDR CLASSIFICATION (LL) (CURRENTLY 19 COUNTRIES)

- 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 & 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 & 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 & couples in retirement

2. LOCAL NATIONAL CAMEO CLASSIFICATION (GERMANY EXAMPLE)

- DE | Digital CAMEO Group 1: Wealthy Households
- DE | Digital CAMEO Group 2: Affluent Professionals
- DE | Digital CAMEO Group 3: Flourishing Communities

Australia, Canada, Denmark, Finland, France, Germany, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland, The UK, USA

- DE | Digital CAMEO Group 4: Comfortable Households
- DE | Digital CAMEO Group 5: Settled Society
- DE | Digital CAMEO Group 6: Modest Communities
- DE | Digital CAMEO Group 7: Hard Working Neighbourhoods
- DE | Digital CAMEO Group 8: Stretched Households
- DE | Digital CAMEO Group 9: Urban Travail

3. LIFE PHASES (CURRENTLY 19 COUNTRIES)

- Pre-family couples and singles
- Young couples with children
- Families with school-age children
- Older families and mature couples
- Elders in retirement

4. FINANCES (CURRENTLY 19 COUNTRIES)

- Wealthy families
- Prosperous families
- Comfortable families
- Less Affluent families

Australia, Canada, Denmark, Finland, France, Germany, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland, The UK, USA