

# KANTAR MEDIA

## AUDIENCE LIST



## TABLE OF CONTENT

### **1. Sociodemographics**

- Age and Gender
- Attitudes
- Lifestage

### **2. Demographics**

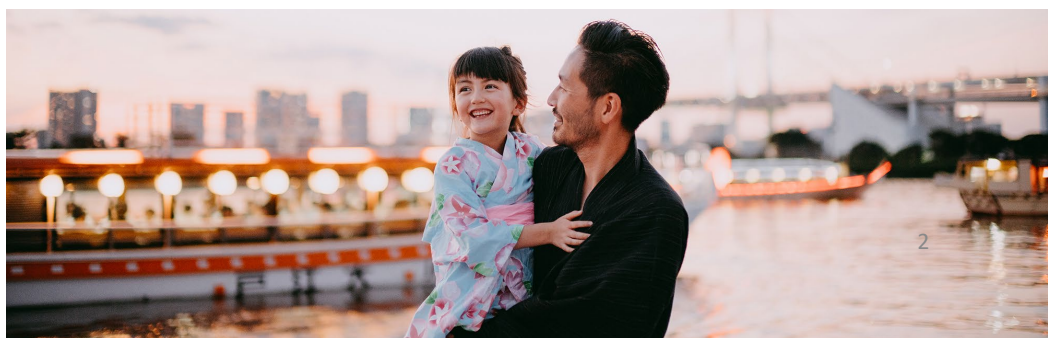
- Household Composition
- Income
- Charity

### **3. Automotive**

- In Market
- Owner
- Usage

### **4. Consumer Electronics**

- Computing and Gaming
- Connected Devices
- Domestic Appliances
- Laptops and Tablets
- Smartphones
- TV



## TABLE OF CONTENT

### **5. Consumer Financial 5**

- Banking
- Insurance
- Property and Mortgage

### **6. Consumer Packaged Goods**

- Attitudes

### **7. Dining**

- Attitudes

### **8. Health and Wellness**

- Health and Wellness
- Tobacco

### **9. Media and Entertainment**

- Gaming
- Internet
- Music Services
- Online Video Consumption
- TV and Video Services

## TABLE OF CONTENT

### **10. Personal Care and Beauty** **10**

- Beauty Purchase

### **11. Shopping**

- Attitudes
- Grocery Retailers
- Online Shopping
- Other Retailers
- Sustainability

### **12. Sports and Leisure**

- Leisure Interests
- Sports Fans

### **13. Telecommunications**

- Broadband
- Mobile Network

### **14. Travel**

- Attitudes
- Destination
- Transportation





# 1. SOCIODEMOGRAPHICS

## About Kantar

Media Division in Kantar is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection.

## AGE AND GENDER

- Belongs to Generation X
- Belongs to Generation Z
- Belongs to Millennials gen
- Belongs to the baby boomers' gen
- Belongs to the pre-war gen

## ATTITUDES

- Have a blasé lifestyle
- Have a family-first lifestyle
- Have a home-orientated lifestyle
- Have an always-on-the-go lifestyle
- Have an image-conscious lifestyle
- Have an optimistic lifestyle
- Have an outgoing lifestyle

## LIFESTAGE

- Child Free Couples
- Empty Nester
- Hotel Parents
- Mature Singles
- Newly Married
- Playschool Parents
- Primary School Parents
- Secondary School Parents



# 2. DEMOGRAPHICS

## HOUSEHOLD COMPOSITION

- Cat Owner
- Dog Owner
- Female Main Shopper with Children Aged 1 to 18 Years
- Male Main Shopper
- Pet Owner

## INCOME

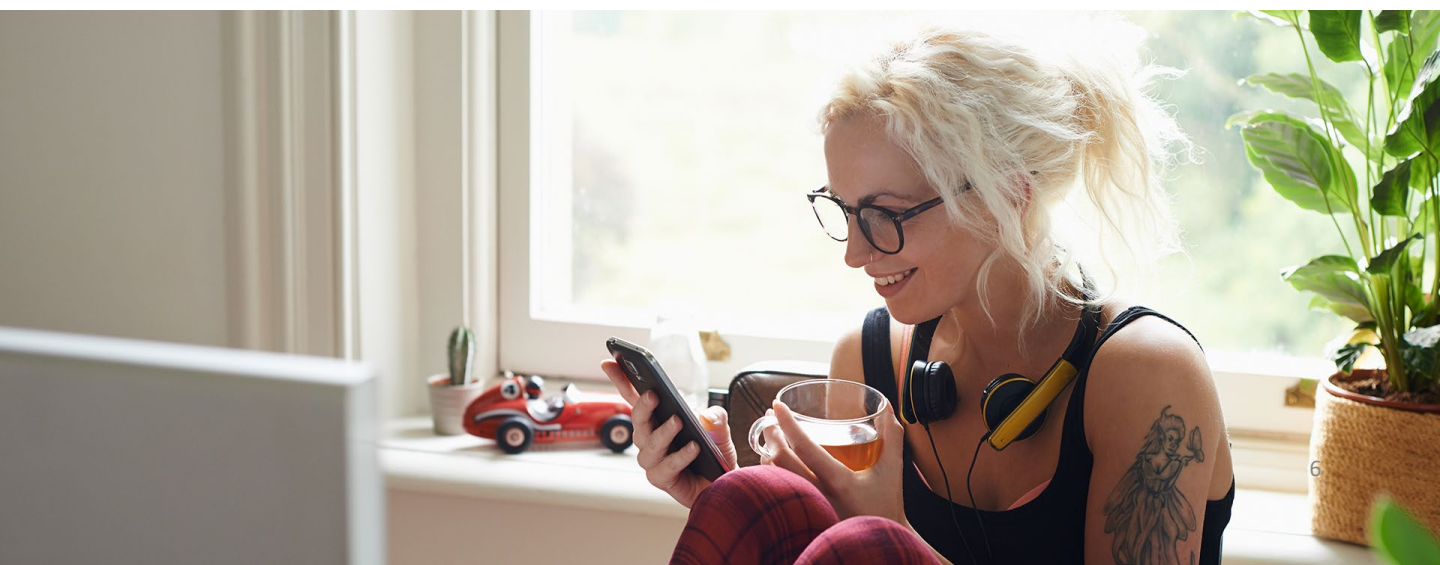
- Less than 1000 Euros Monthly Net Household Income
- 1000 to 1250 Euros Monthly Net Household Income
- 1250 to 1750 Euros Monthly Net Household Income
- 1750 to 2250 Euros Monthly Net Household Income
- 2250 to 3000 Euros Monthly Net Household Income
- 3000 Euros or More Monthly Net Household Income

## DEMOGRAPHICS

Demographics mean the statistical characteristics of human populations (such as age or income) used especially to identify a market or segment of the population.

## CHARITY

- Donated between 10 and 100 Euros to charity
- Donated between 101 and 249 Euros to charity
- Donated 250 Euros or more to charity



# 3. AUTOMOTIVE

## CAR CULTURE

Car Culture is the shared beliefs, values, purpose, customs, arts, language, institutions, achievements, etc., of a particular group of people that have an affinity for the automobile.



## IN MARKET

- In Market for a BMW
- In Market for a Car in the Next 2 Years
- In Market for a Ford
- In Market for a Hybrid or Electric
- In Market for a Hyundai
- In Market for a Kia
- In Market for a Mazda
- In Market for a Mercedes Benz
- In Market for a New Car
- In Market for a Nissan
- In Market for an Opel
- In Market for a Peugeot
- In Market for a Renault
- In Market for a Seat
- In Market for a Secondhand Car
- In Market for a Skoda
- In Market for a Toyota
- In Market for a Volkswagen
- In Market for an Audi
- Will spend Up to 5999 Euros or more on Next Car Purchase
- Will spend 6000 to 14.999 Euros or more on Next Car Purchase
- Will spend 10.500 to 14.999 Euros on Next Car Purchase
- Will spend 15.000 to 29.999 Euros on Next Car Purchase
- Will spend 30.000 Euros or more on Next Car Purchase

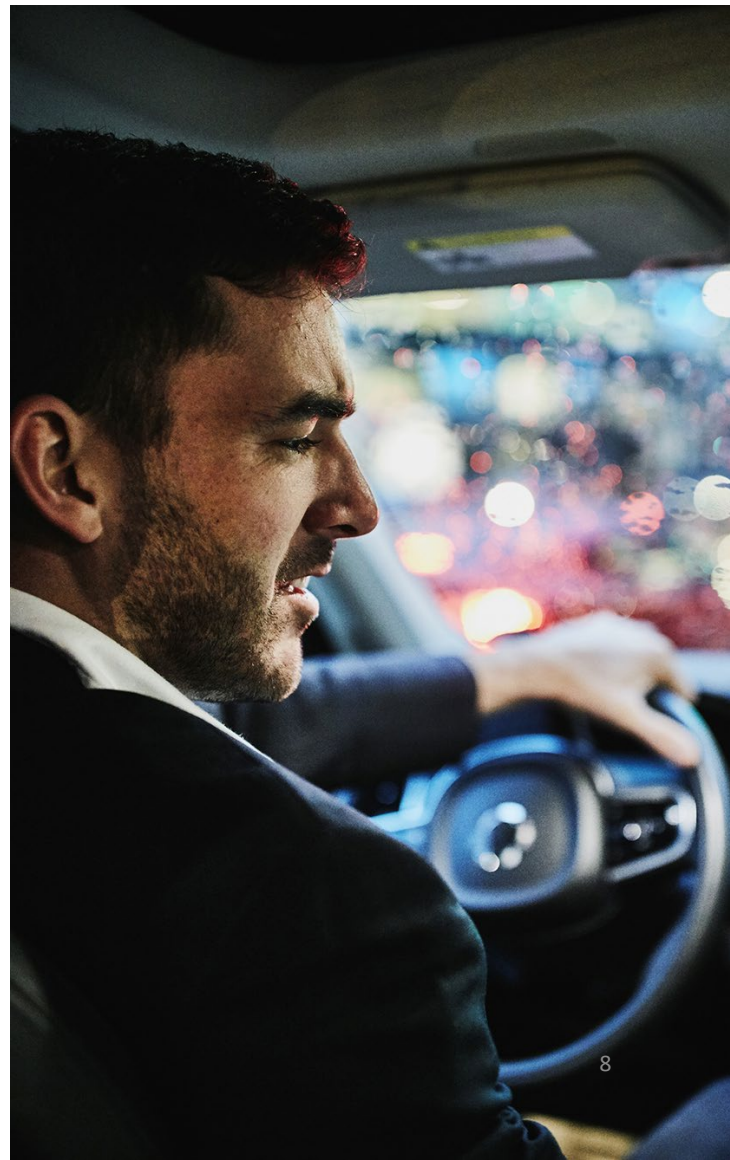
# 3. AUTOMOTIVE

## OWNER

- 1 Car Household
- 2 Car Household
- 3 Cars or more Household
- Audi Owner
- BMW Owner
- Citroen Owner
- Dacia Owner
- Fiat Owner
- Ford Owner
- Kia Owner
- Mazda Owner
- Mercedes Benz Owner
- Nissan Owner
- Opel Owner
- Owner of a 2 Door Saloon
- Owner of a 3 Door Hatchback Car
- Owner of a 4 Door Saloon
- Owner of a 5 Door Hatchback Car
- Owner of a Coupe Car
- Owner of a People Carrier Car
- Owner of an Estate Car
- Owner of an Off Roader or SUV Car
- Owner of any saloon or hatchback car
- Peugeot Owner
- Renault Owner
- Seat Owner
- Skoda Owner
- Toyota Owner
- Volkswagen Owner

## USAGE

- Drive 15.000 to 20.000 KM Annually
- Drive 20.000 to 30.000 KM Annually
- Drive 30.001 KM or More Annually
- Drive 5000 to 10.000 KM Annually
- Drive Less than 5000 KM Annually
- Will spend 10.000 to 150.000 KM Annually





# 4. CONSUMER ELECTRONICS

## COMPUTING AND GAMING

- Intend to Purchase a Desktop PC
- Intend to Purchase a Video Games Console
- Less than 150 Euros or Pounds Spent on Desktop PC
- Less than 150 Euros or Pounds Spent on Laptop
- Less than 150 Euros or Pounds Spent on Tablet
- 150 to 299 Euros or Pounds Spent on Desktop PC
- 150 to 299 Euros or Pounds Spent on Laptop
- 150 to 299 Euros or Pounds Spent on Tablet
- 300 to 499 Euros or Pounds Spent on Desktop PC
- 300 to 499 Euros or Pounds Spent on Laptop
- 300 to 499 Euros or Pounds Spent on Tablet
- 500 to 699 Euros or Pounds Spent on Desktop PC
- 500 to 699 Euros or Pounds Spent on Laptop
- 500 to 699 Euros or Pounds Spent on Tablet
- 500 to 699 Euros or Pounds Spent on Tablet
- 700 or More Euros or Pounds Spent on Tablet
- 700 to 999 Euros or Pounds Spent on Desktop PC
- 700 to 999 Euros or Pounds Spent on Laptop
- 1000 Euros or Pounds or More Spent on Desktop PC
- 1000 or More Euros or Pounds Spent on Laptop



# 4. CONSUMER ELECTRONICS

## KANTAR'S VIEW

"As a born privacy-first solution, the IDFree.com platform gives marketers new communication and targeting opportunities in the postcookie ad world."

- Ingvar Sandvik, Director  
Product Development at Kantar



## TV

- 299 or Less Euros or Pounds Spent on TV
- 300 to 499 Euros or Pounds Spent on TV
- 500 to 699 Euros or Pounds Spent on TV
- 700 to 999 Euros or Pounds Spent on TV
- 1000 or More Euros or Pounds Spent on TV

## SMARTPHONES

- Intend to Purchase a Mobile Phone or Smartphone

## CONNECTED DEVICES

- Amazon Echo or Alexa Owner
- Apple Watch Owner
- Fitbit Owner
- Fitness Tracker or Smart Bracelet Owner
- Garmin Owner
- Intend to Purchase a Music System
- Own a Google Home Device
- Samsung Owner
- Smart Heating or Thermostat Owner
- Smart Lighting or Light Switches Owner
- Smart Speakers Owner
- Smart Watch Owner
- WiFi Plugs or Power Sockets Owner

## DOMESTIC APPLIANCES

- Intend to Purchase a Dishwasher
- Intend to Purchase a Fridge or Freezer
- Intend to Purchase a Washing Machine

## LAPTOPS AND TABLETS

- Intend to Purchase a Laptop or Notebook
- Intend to Purchase a Tablet Computer

# 5. CONSUMER FINANCIAL

## BANKING

- Bank with Comdirect Bank
- Bank with Commerzbank  
Dresdner Bank
- Bank with Deutsche Bank
- Bank with DKB Deutsche  
Kreditbank
- Bank with Ing Diba Bank
- Bank with Postbank
- Bank with Sparkasse, also  
Kreissparkasse Bezirksbank
- Bank with Volksbank  
Raiffeisenbank, Spar und  
Darlehen

## INSURANCE

- Allianz Insurance Provider
- AXA Insurance Provider
- DEVK Insurance Provider
- Have Pet Insurance
- Have Private Medical Insurance
- HDI Gerling Insurance Provider
- HUK Coburg Insurance Provider
- Provinzial Insurance Provider
- R+V Versicherung Insurance Provider
- VHV Allgemeine Insurance Provider
- Württembergische Versicherung  
Insurance Provider

## PROPERTY AND MORTGAGE

- EnBW electricity supplier for  
household
- EON electricity supplier for  
household
- Eprimo electricity supplier for  
household
- RWE electricity supplier for  
household
- Vattenfall electricity supplier for  
household





# 6. CONSUMER PACKAGED GOODS



## ATTITUDES

- Heavy Spenders Food and Drinks and Household Products

## PROGRAMMATICS

Programmatic advertising is the process of media buying and retargeting through automated technology, as opposed to the traditional (often manual) methods of buying advertising space. Programmatic ads use real-time bidding to buy and sell ad space on a per-impression basis.



# 7. DINING

## ATTITUDES

- Delivery or Drive Thru Takeaway and Fast Food Once a Month
- I prefer to eat vegan food
- I prefer to eat vegetarian food
- Ordered a Takeaway
- Takeaway Drink Purchased from Coffee Shops or Sandwich Bars
- Visited a Restaurant
- Visited Coffee Shops or Sandwich Bars



# 8. HEALTH AND WELLNESS

## ATTITUDES

- Trying to Lose Weight



# 8. ENTERTAINMENT

## INTERNET

- Have used the internet for online dating
- Have used the internet for online shopping
- Use the Internet for Streaming Live TV
- Use the Internet for Streaming TV or Films Video on Demand Free
- Use the Internet for Streaming TV or Films VoD Subscription
- Use the Internet to Regularly Browse Academic Study
- Use the Internet to Regularly Browse Celebrity Interviews and Stories
- Use the Internet to Regularly Browse Cinema and Films
- Use the Internet to Regularly Browse Comedy or Humour
- Use the Internet to Regularly Browse DIY and Gardening
- Use the Internet to Regularly Browse Education
- Use the Internet to Regularly Browse Fashion and Beauty
- Use the Internet to Regularly Browse Finance and the Economy
- Use the Internet to Regularly Browse Finance and the Economy
- Use the Internet to Regularly Browse Food
- Use the Internet to Regularly Browse Health and Fitness
- Use the Internet to Regularly Browse Home Decor
- Use the Internet to Regularly Browse Motoring

## GAMING

- Play 1st or 3rd Person Shooting Games FPS
- Play Action and Adventure Games
- Play Driving or Racing Games
- Play FIFA Online
- Play Online Multiplayer Games MMO or MOBA



## INTERNET

- Use the Internet to Regularly Browse Music
- Use the Internet to Regularly Browse National or Local Heritage
- Use the Internet to Regularly Browse Travel or Holidays
- Use the Internet to Regularly Browse Societal Issues
- Use the Internet to Regularly Browse Sport
- Use the Internet to Regularly Browse Technology
- Use the Internet to Regularly Browse Television Programmes
- Use the Internet to Regularly Browse the Environment

# 8. ENTERTAINMENT

## MUSIC SERVICES

- Less than 10 Euros or Pounds Spend on Music Services Downloads
- Between 10 and 24 Euros or Pounds Spend on Music Services Downloads
- 25 or More Euros or Pounds Spend on Music Services Downloads

## ONLINE VIDEO CONSUMPTION

- Watch Animal Clips Online



## TV AND VIDEO SERVICES

- Less than 24 Euros or Pounds Spend on Online TV or Film
- 25 to 49 Euros or Pounds Spend on Online TV or Film
- 50 and More Euros or Pounds Spend on Online TV or Film
- Less than 10 Hours Per Week Viewing TV and Video Services
- Between 10 and 20 Hours Per Week Spent Viewing TV and Video Services
- Between 20 and 40 Hours Per Week Spent Viewing TV and Video Services
- More than 40 Hours Per Week Spent Viewing TV and Video Services



# 9. PERSONAL CARE AND BEAUTY

## BEAUTY PURCHASE

- Female Heavy Cosmetics Spenders
- Female Heavy Skincare Spenders
- Male Facial Skincare Products Users
- Male Hair Styling Products Users
- Male Heavy Toiletries and Cosmetics Spenders



## CONSUMER TRENDS BY SHOPIFY

- Buyers impacted by inflation are seeking deals
- Social ads still big driver of purchase decisions
- Brand loyalty is waning
- Brand collaborations cut acquisition costs
- Social commerce and discovery hold strong on TikTok
- Customers demand low-friction returns
- Brands look to omnichannel experiences to reach more customers
- Building relationships starts local
- Supply chain issues persist, despite customer expectation
- Personalization is in demand
- Buy now, pay later options popular with younger shoppers



# 9. SHOPPING

## GROCERY RETAILERS

- Aldi Shoppers
- EDEKA Shoppers
- Kaufland Shoppers
- Lidl Shoppers
- Marktkauf Shoppers
- Netto Shoppers
- Norma Shoppers
- Penny Shoppers
- Real Shoppers
- Rewe Shoppers



## ONLINE SHOPPING

- Do Online Grocery Shopping
- Do Online Shopping for Airline Tickets
- Do Online Shopping for Audiovisual Equipment
- Do Online Shopping for Baby Products
- Do Online Shopping for Beer or Wine or Spirits
- Do Online Shopping for Books
- Do Online Shopping for Children Toys and Games
- Do Online Shopping for Clothes or Jewellery

## ATTITUDES

- Ad Influenced Shopper Type
- Brand Enthusiasts Shopper Type
- C to C Shopper Type
- Expert Influence Shopper Type
- FMCG Segmentation Bargain Hunters
- FMCG Segmentation Environmental Empathisers
- FMCG Segmentation Online Enthusiasts
- FMCG Segmentation Prudent Purchasers
- FMCG Segmentation Quality Connoisseurs
- FMCG Segmentation Routine Buyers
- FMCG Segmentation Savvy Shoppers
- Price Conscious Shopper Type
- Promo Addict Shopper Type
- Quality Orientated Shopper Type
- Technology Segmentation Brand Enthusiasts
- Technology Segmentation Frivolous Purchasers
- Technology Segmentation Review Reliants
- Technology Segmentation Routine Consumers
- Technology Segmentation Tech Leaders

# 9. SHOPPING

## ONLINE SHOPPING

- Do Online Shopping for Computer or Video Games
- Do Online Shopping for Computer parts and accessories
- Do Online Shopping for DIY or Gardening Equipment
- Do Online Shopping for DVDs
- Do Online Shopping for Financial Products or Shares
- Do Online Shopping for Flowers or Plants
- Do Online Shopping for Furniture
- Do Online Shopping for Health and Pharmaceutical Products
- Do Online Shopping for Home decoration
- Do Online Shopping for Homeware
- Do Online Shopping for Hotels or Transport
- Do Online Shopping for Household Appliances
- Do Online Shopping for Insurance
- Do Online Shopping for Music Downloads
- Do Online Shopping for Personal Tech
- Do Online Shopping for Shoes
- Do Online Shopping for Sports Equipment
- Do Online Shopping for Takeaways
- Do Online Shopping for Tickets for Events
- Do Online Shopping for Toiletries and Cosmetics
- Do Other Types of Online Shopping
- Made an Online Purchase from a Mail Order Company or Associated Websites
- Never Shop Online
- Shop online less often
- Shop online every 3 months
- Shop online every month
- Shop online once every 2 weeks
- Shop online once a week
- Shop online a few times a week



# 9. SHOPPING

## SUSTAINABILITY

- Eco Influenced
- Eco Leaders
- Eco Sceptics
- Eco Worriers



## OTHER RETAILERS

- Avios User
- Purchased from a Computer Shop
- Purchased from Bader Mail Order Company
- Purchased from Baur Mail Order Company
- Purchased from Bonprix Mail Order Company
- Purchased from DM
- Purchased from Hussel
- Purchased from Klingel Mail Order Company
- Purchased from Müller Drogeriemarkt
- Purchased from Nanu Nana
- Purchased from Otto Mail Order Company
- Purchased from Retailer Douglas
- Purchased from Rossmann
- Purchased from Witt Weiden Mail Order Company
- Spend Under 199 Euros or Pounds on DIY Materials
- Spend Between 200 and 999 Euros or Pounds on DIY Materials
- Spend More Than 1000 Euros or Pounds on DIY Materials



# 10. SPORTS AND LEISURE

## LEISURE INTERESTS

- 1 to 4 Hours Per Week Spent on Sports and Leisure Activities
- More than 4 Hours Per Week Spent on Sports and Leisure Activities
- Been to a Visitors Attraction
- Bought Reading Books in the Last 12 Months
- Interested in Baking
- Interested in Camping
- Interested in Casinos
- Interested in Cooking and Baking
- Interested in Craft or Manual Work
- Interested in Creative Arts
- Interested in Outdoor Activities
- Interested in Photography
- Interested in Play Music or Sing
- Interested in Playing Board Games or Cards
- Interested in Poker
- Interested in Puzzles and Games
- Interested in Reading
- Interested in Sewing
- Interested in Walking or Hiking or Rambling
- Interested in Woodworking
- Regularly or Occasionally do Pilates
- Regularly or Occasionally do Yoga



- Interested in Crossword or Sudoku Type Puzzles
- Interested in DIY or Decorating
- Interested in Football Pools
- Interested in Gardening
- Interested in Home Improvements or DIY
- Interested in Listening to Music
- Interested in Lottery
- Interested in Meditation or Mindfulness
- Regularly or Occasionally Participate in Aerobic or Fitness Classes
- Regularly or Occasionally Participate in Dance Classes
- Regularly or Occasionally Play Football
- Regularly or Occasionally Play Handball
- Regularly or Occasionally Play Pool
- Regularly or Occasionally Play Ten Pin Bowling
- Regularly or Occasionally Weight Train or Workout



# 10. SPORTS AND LEISURE

## LEISURE INTERESTS

- Visited a Camping and Outdoor Life Exhibition
- Visited a Museum or Other Places of Historic Interest
- Visited a Music Festival
- Visited an International Handicraft or DIY Exhibition
- Visited Any Nature Reserve
- Visited Any Safari Park
- Visited Archaeological Sites
- Visited Art Galleries
- Visited Castles or Stately Homes
- Visited Cities
- Visited Europapark
- Visited Exhibitions or Shows or Art Galleries
- Visited Gardening Shows
- Visited Home or Furnishing Exhibition
- Visited Hyde Park
- Visited Leisure Centres or Gyms and Health Clubs in the Last 12 Months
- Visited London Motor Show
- Visited Museums
- Visited Oktoberfest
- Visited Phantasialand
- Visited Places of Natural Interest
- Visited Scenic Spots or Public Gardens
- Visited Theme Parks
- Visited Venues or Arenas
- Visited Zoos



# 10. SPORTS AND LEISURE

## SPORTS FANS

- American Football Fan
- Athletics Fan
- Badminton Fan
- Basketball Fan
- Biathlon Fan
- Boxing Fan
- Chess Fan
- Cycling Fan
- Esports Fan
- Fencing Fan
- FIA World Touring Car Championship Fan
- Football Fan
- Formula 1 Fan
- Games and Betting Fan
- Golf Fan
- Gymnastics Fan
- Handball Fan
- High Diving Fan
- Ice Hockey Fan
- Ice Skating Fan
- Individual Sports or Activities Fan
- Marathon Running Fan
- Martial Arts Fan
- Motor Racing Fan
- Motor Rallying Fan
- Motorcycle Racing Fan
- Mountain Biking Fan
- Outdoor Activities Fan
- Paid to Watch Football at a Venue
- Rowing Fan
- Rugby Union Fan
- Sailing or Motor Boating Fan
- Ski Jumping Fan
- Skiing Fan
- Snooker Fan
- Snowboarding Fan
- Surfing Fan
- Swimming Fan
- Table Tennis Fan
- Team Sports Fan
- Tennis Fan
- Volleyball Fan
- Water Sports or Activities Fan
- Winter Sports Fan
- Wrestling Fan



# 11. TELECOMMUNICATIONS

## BROADBAND

- Use 1and1 or GMX as Broadband Provider
- Use O2 as Broadband Provider
- Use Vodafone as Broadband Provider

## MOBILE NETWORKING

- Use 1and1 as Mobile Provider
- Use Aldi as Mobile Provider
- Use Mobilcom Debitel as Mobile Provider
- Use O2 as Mobile Provider
- Use T Mobile as Mobile Provider
- Use Vodafone D2 SFR as Mobile Provider



## WHO IS GDR?

Global Data Resources (GDR) provides digital marketers with enriched consumer data to build - validate - and activate on all major marketing channels and platforms in minutes - not days or weeks!

They give brands, agencies and publishers access to non-intrusive consumer data.

GDR, Kantar Media as their partner, or their clients themselves build & instantly activate unique audiences in the privacy-safe omnichannel targeting tool idfree.com.

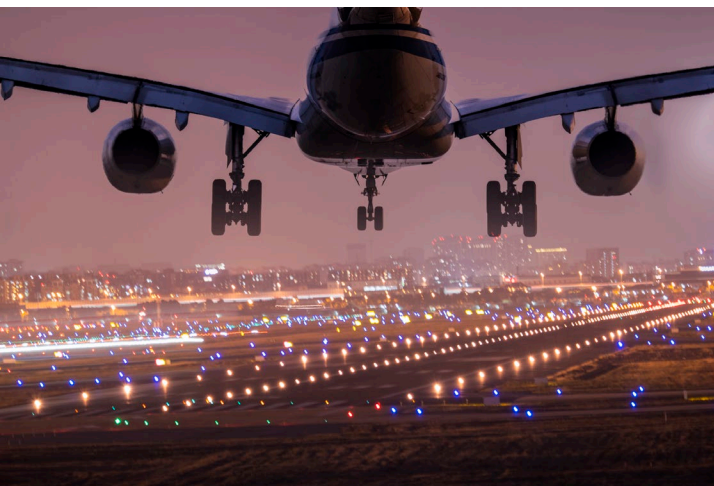
[www.globaldataresources.io](http://www.globaldataresources.io)



# 12. TRAVEL

## ATTITUDES

- Airline Choice is based on Brand Image
- Airline Choice is based on Convenience of Airport
- Airline Choice is based on Convenience of Timings
- Airline Choice is based on Countrys National Airline
- Airline Choice is based on Customer Service
- Airline Choice is based on Direct Flights



- Airline Choice is based on In Flight Comfort or Service
- Airline Choice is based on LastMinute Offers
- Airline Choice is based on Personal Experience
- Airline Choice is based on Personal Recommendation
- Airline Choice is based on Price

- Airline Choice is based on Punctuality
- Airline Choice is based on Safety Record
- Hotel Choice is based on All Inclusive
- Hotel Choice is based on Customer Service
- Hotel Choice is based on Decor or Style
- Hotel Choice is based on Entertainment or Events
- Hotel Choice is based on Family Friendly or Clubs for Children
- Hotel Choice is based on Last Minute Offers
- Hotel Choice is based on Location
- Hotel Choice is based on Personal Experience
- Hotel Choice is based on Personal Recommendation
- Hotel Choice is based on Price
- Hotel Choice is based on Reputation
- Hotel Choice is based on Sports Facilities or Activities
- Hotel Choice is based on Star Rating
- Hotel Choice is based on User Reviews or Photos



# 12. TRAVEL



## DESTINATION

- Had a Beach or Resort Holiday
- Had a Camping Holiday
- Had a City Break Holiday
- Had a Coach Tour Holiday
- Had a Lakes and Mountain Holiday
- Had a Sea Cruise Holiday
- Had a Skiing or Winter Sports Holiday
- Had a Spa or Health Spa Holiday
- Had an Escorted Tour Holiday

## TRANSPORTATION

- Airplane User for Business Travel
- Airplane User for Holiday Travel
- Condor Airline Users
- Eurowings Airline Users
- Lufthansa Airline Users

## REACH US

For more information, please  
contact us:  
[anfragen@kantarmedia.com](mailto:anfragen@kantarmedia.com)

<https://www.kantarmedia.com/de>