

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

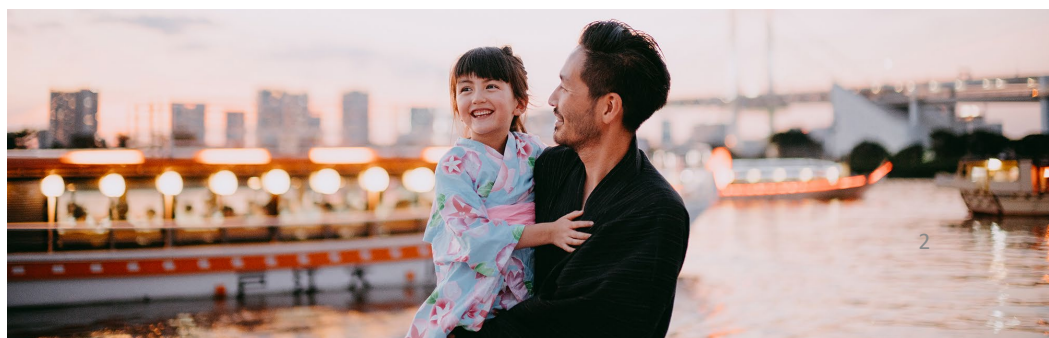


TABLE OF CONTENT

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 blase 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

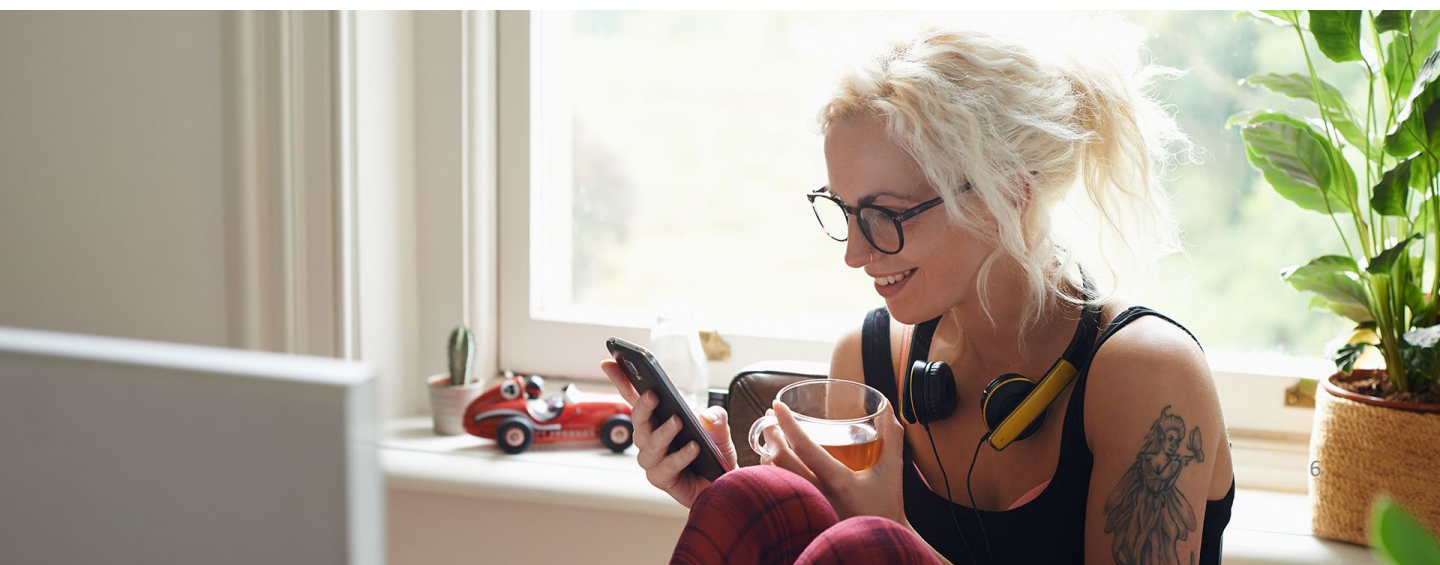
- Less than 1000 Euros Monthly Net Household Income
- 1000 to 1250 Euros Monthly Net Household Income
- 1250 to 1750 Euros Monthly Net Household Income
- 1750 to 2250 Euros Monthly Net Household Income
- 2250 to 3000 Euros Monthly Net Household Income
- 3000 Euros or More Monthly Net Household Income

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

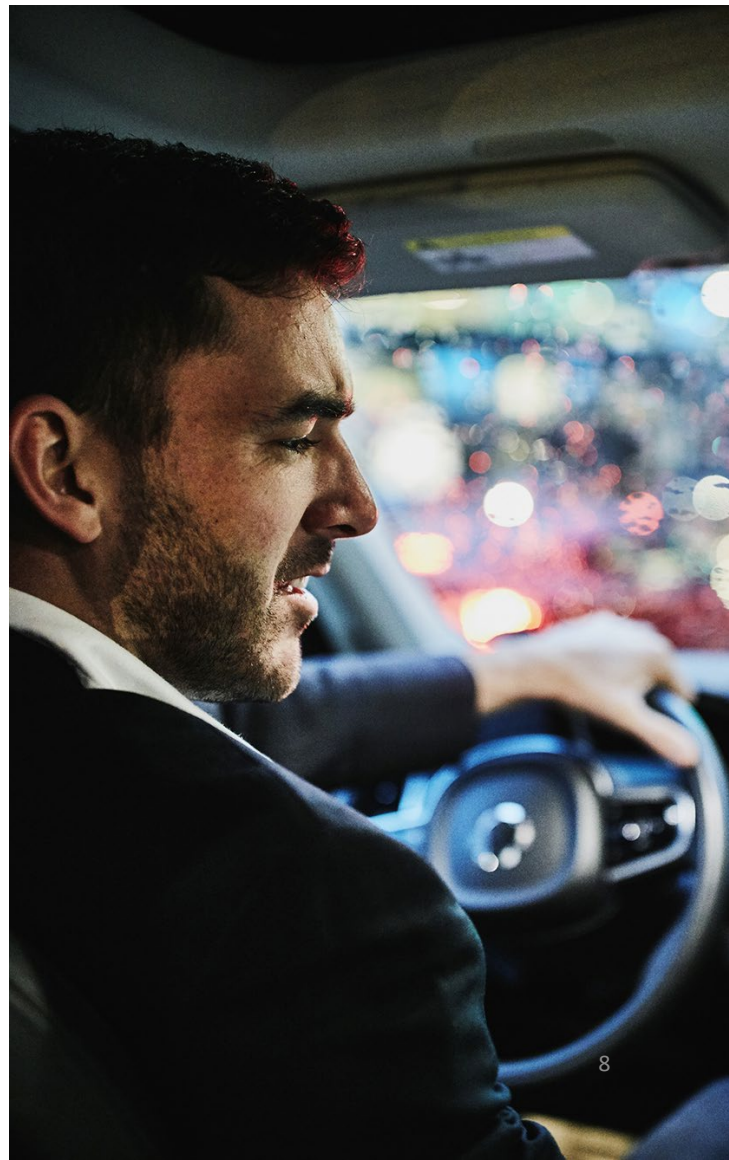
3. AUTOMOTIVE

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**



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

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

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 Hussen
- 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.

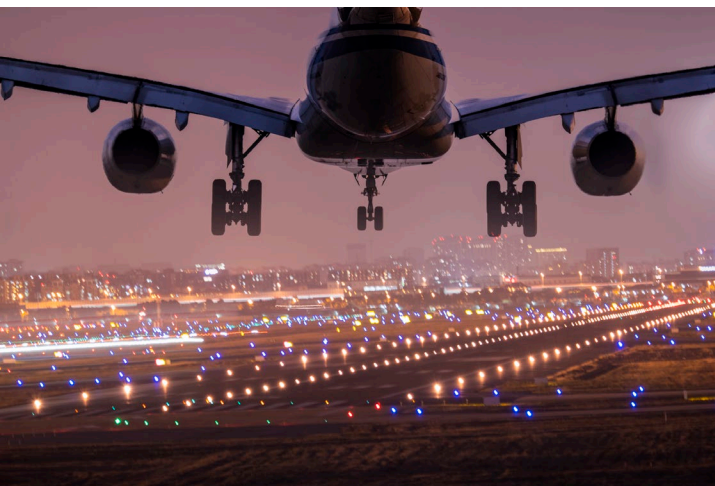
GDR, Kantar Media as their partner, or their clients themselves build & instantly activate unique audiences in the privacy-safe omnichannel targeting tool idfree.com.

www.globaldataresources.io

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

<https://www.kantarmedia.com>

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@kantar.com

<https://www.kantarmedia.com>