



**GDR**

# INTERNATIONAL CONSUMER CLASSIFICATIONS

INTERNATIONAL AUDIENCE DATA IN LL/LONGITUDE-LATITUDE FORMAT





# INTRODUCTION

## GLOBAL DATA RESOURCES

Global Data Resources works with the absolute best and most transparent data partners. Together, we offer you privacy-safe audience data in LL format (Longitude-Latitude, no zip codes).

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 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/  
census data

**KANTAR**



**IDFree.com**  
NEXT-GEN TARGETING

**experian**

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

**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.

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## SCHOOL-AGE CHILDREN

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

### School-age children

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

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## 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 (ICC)

## 1. INTERNATIONAL GDR CLASSIFICATION (LATITUDE AND LONGITUDE)

- 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

- 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, and 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**

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

### **4. FINANCES**

- 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, and USA