

**GfK**

GfK GeoMarketing



**2012**

## **GfK product catalog**

Digital maps | Market data | RegioGraph software  
Software training courses | Consultancy

**Note on GfK market data:**

Delivery time for the standard datasets is typically 3-5 business days after processing of the order.  
In the case of customized products, delivery time is determined on a case-by-case basis with the client.

Coverage of the most detailed regional level is typically provided.

Time series comparisons: Our high-quality data allow you to make precise regional comparisons. However, we advise against using our data for time series comparisons, because our methodology has been refined and perfected numerous times over the course of the years. This means that there can be changes in the data sources used to compile the data. In compiling data, GfK GeoMarketing places the highest premium on the precise depiction of regional variations. Consequently, we are continually adopting improved methods and newer, more detailed data sources. This has a negative impact on time series comparisons. Were we to make time series comparisons a top priority, we would have to largely neglect the adoption of improved methods, which we feel would be a mistake. Frequent changes to regional boundaries also detract from the accuracy of time series comparisons.

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# Worldwide digital maps

## Why digital maps?

You can use geomarketing software, GIS, BI and CRM systems to visualize and analyze your company data on digital maps. In just a few steps, you can extract insights from your data that would otherwise not be apparent. GfK GeoMarketing's worldwide map collection is the ideal foundation for carrying out these cartographic analyses. Select from among 240 country map editions to support your international planning. All maps are created by our own in-house team of cartographers and fit together seamlessly, without gaps or overlaps.

We guarantee the highest quality standards:

- Comprehensively researched and regularly updated
- High-resolution, gapless vector maps
- Available in all standard data formats, including ESRI ArcGIS (\*.shp), RegioGraph (\*.lay), MapInfo (\*.tab), Oracle, GeoDatabase (\*.gdb).

## Update price

If your map edition is not older than the most recent two releases, you can update to the current version for 50% off the full price.

## Ongoing savings of 50%!

Take out a subscription and save 50%, which already applies to your first order. We'll then automatically send you new map versions upon their release to ensure that you are always working with the latest products.

## Select your edition!

Below you'll find a summary of GfK GeoMarketing's complete map offering. We offer the world's largest collection of vector maps of postal and administrative boundaries. The map layers included in each country edition can be found in the corresponding tabular overview.

### ▪ Country editions

Looking for a map of a specific country? You can individually order country-specific map editions. These editions are priced in three categories, beginning at €498.

### ▪ Continent editions

The continent edition contains all maps of the countries located in the corresponding continent and is available for an attractive bundled rate. For each country, you'll receive all available postcode, administrative and topographic maps as well as individual map layers. All layers include complete German, international and local place-name attributions.

### ▪ World Map Edition

The World Map Edition is a combination of the individual continent editions and as such is one of the largest collections of vector-based administrative and postcode maps available on the market. The World Map Edition offers global coverage. Individual countries are saved in separate files. All map layers fit together seamlessly with those of neighboring countries, without gaps or overlaps.

## Europe

	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	Transportation	Hydrography	City points	Elevation	price
Albania	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 498
Austria	✓	✓	✓	✓	✓			✓		✓			✓	✓	✓	✓	€ 998
Belarus	✓	✓	✓					✓	✓			✓	✓	✓	✓	✓	€ 1,998
Belgium	✓	✓	✓	✓	✓			✓		✓			✓	✓	✓	✓	€ 998
Bosnia-Herzegovina	✓	✓	✓	✓				✓			✓		✓	✓	✓	✓	€ 998
Bulgaria	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 998
Croatia	✓	✓	✓					✓			✓		✓	✓	✓	✓	€ 998
Cyprus	✓	✓	✓					✓		✓			✓	✓	✓	✓	€ 498
Czech Republic	✓	✓	✓	✓				✓			✓		✓	✓	✓	✓	€ 998
Denmark <sup>2</sup>	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 998
Estonia	✓	✓	✓					✓			✓		✓	✓	✓	✓	€ 998
Finland	✓	✓	✓	✓	✓			✓			✓		✓	✓	✓	✓	€ 1,998
France	✓	✓	✓	✓	✓	✓		✓			✓		✓	✓	✓	✓	€ 1,998
Germany	✓	✓	✓	✓	✓	✓	✓	✓			✓		✓	✓	✓	✓	€ 998
Greece	✓	✓	✓	✓	✓	✓		✓			✓		✓	✓	✓	✓	€ 998
Hungary	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 998
Iceland	✓	✓	✓	✓				✓	✓				✓	✓	✓	✓	€ 498
Ireland	✓	✓	✓	✓									✓	✓	✓	✓	€ 498
Italy	✓	✓	✓	✓				✓			✓		✓	✓	✓	✓	€ 1,998
Kosovo	✓	✓	✓					✓					✓	✓	✓	✓	€ 498
Latvia	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 998
Lithuania	✓	✓	✓					✓			✓		✓	✓	✓	✓	€ 1,998
Luxembourg	✓	✓	✓			✓							✓	✓	✓	✓	€ 498
Macedonia	✓	✓	✓					✓					✓	✓	✓	✓	€ 498
Malta	✓	✓	✓	✓					✓				✓	✓		✓	€ 498
Moldova	✓	✓	✓					✓		✓			✓	✓	✓	✓	€ 998
Montenegro	✓	✓						✓			✓		✓	✓	✓	✓	€ 498
Netherlands	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 998
Norway	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 1,998
Poland	✓	✓	✓	✓	✓			✓			✓		✓	✓	✓	✓	€ 1,998
Portugal	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 998
Romania	✓	✓	✓					✓				✓ <sup>1</sup>	✓	✓	✓	✓	€ 1,998
Serbia	✓	✓	✓	✓				✓			✓		✓	✓	✓	✓	€ 998
Slovakia	✓	✓	✓	✓				✓			✓		✓	✓	✓	✓	€ 998
Slovenia	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 998
Spain	✓	✓	✓	✓				✓			✓		✓	✓	✓	✓	€ 1,998
Sweden	✓	✓	✓					✓			✓		✓	✓	✓	✓	€ 1,998
Switzerland <sup>3</sup>	✓	✓	✓	✓				✓		✓			✓	✓	✓	✓	€ 998
Turkey	✓	✓	✓	✓				✓			✓		✓	✓	✓	✓	€ 1,998
Ukraine	✓	✓	✓					✓	✓				✓	✓	✓	✓	€ 998
United Kingdom	✓	✓	✓					✓	✓		✓ <sup>1</sup>		✓	✓	✓	✓	€ 998

City points are categorized by number of inhabitants.

<sup>1)</sup> Romania: coverage of 4-digit postcode areas included for larger cities; United Kingdom: postcode sectors

<sup>2)</sup> Denmark includes Faroe Islands and Greenland.

<sup>3)</sup> Switzerland includes Liechtenstein.

**Get a bonus when you order maps in the RegioGraph format!**

Maps ordered in the \*.lay format (RegioGraph) include purchasing power figures for no additional charge!

Africa	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	Transportation	Hydrography	City points	Elevation	price
Algeria	✓	✓					✓						✓	✓	✓		€ 498
Angola	✓	✓	✓										✓	✓	✓		€ 498
Benin	✓	✓	✓										✓	✓	✓		€ 498
Botswana	✓	✓	✓										✓	✓	✓		€ 498
Burkina Faso	✓	✓	✓										✓	✓	✓		€ 498
Burundi	✓	✓	✓										✓	✓	✓		€ 498
Cameroon	✓	✓	✓										✓	✓	✓		€ 498
Cape Verde	✓	✓	✓				✓								✓		€ 498
Central African Rep.	✓	✓	✓										✓	✓	✓		€ 498
Chad	✓	✓	✓										✓	✓	✓		€ 498
Comoros	✓	✓											✓		✓		€ 498
Congo	✓	✓											✓	✓	✓		€ 498
Democratic Rep. of Congo	✓	✓	✓	✓									✓	✓	✓		€ 498
Djibouti	✓	✓											✓	✓	✓		€ 498
Egypt	✓	✓	✓				✓						✓	✓	✓		€ 998
Equatorial-Guinea	✓	✓	✓										✓	✓	✓		€ 498
Eritrea	✓	✓	✓										✓	✓	✓		€ 498
Ethiopia	✓	✓	✓										✓	✓	✓		€ 498
Gabon	✓	✓	✓										✓	✓	✓		€ 498
Gambia	✓	✓	✓										✓	✓	✓		€ 498
Ghana	✓	✓											✓	✓	✓		€ 498
Guinea	✓	✓	✓										✓	✓	✓		€ 498
Guinea-Bissau	✓	✓	✓										✓	✓	✓		€ 498
Ivory Coast	✓	✓	✓										✓	✓	✓		€ 498
Kenya	✓	✓	✓			✓		✓					✓	✓	✓		€ 498
Lesotho	✓	✓											✓	✓	✓		€ 498
Liberia	✓	✓	✓										✓	✓	✓		€ 498
Libya	✓	✓											✓	✓	✓		€ 498
Madagascar	✓	✓	✓			✓							✓	✓	✓		€ 498
Malawi	✓	✓	✓										✓	✓	✓		€ 498
Mali	✓	✓	✓										✓	✓	✓		€ 498
Mauritania	✓	✓	✓										✓	✓	✓		€ 498
Mauritius	✓	✓											✓		✓		€ 498
Mayotte	✓	✓									✓		✓		✓		€ 498
Morocco	✓	✓	✓			✓	✓						✓	✓	✓		€ 998
Mozambique	✓	✓	✓				✓						✓	✓	✓		€ 498
Namibia	✓	✓											✓	✓	✓		€ 498
Niger	✓	✓	✓										✓	✓	✓		€ 498
Nigeria	✓	✓	✓				✓						✓	✓	✓		€ 498
Reunion	✓	✓	✓								✓		✓	✓	✓		€ 498
Rwanda	✓	✓	✓										✓	✓	✓		€ 498
Sao Tome and Principe	✓	✓	✓										✓		✓		€ 498
Senegal	✓	✓	✓										✓	✓	✓		€ 498
Seychelles	✓	✓											✓		✓		€ 498
Sierra Leone	✓	✓	✓										✓	✓	✓		€ 498
Somalia	✓	✓	✓										✓	✓	✓		€ 498
South Africa	✓	✓	✓	✓			✓			✓			✓	✓	✓		€ 998
Sudan	✓	✓	✓										✓	✓	✓		€ 498
Swaziland	✓	✓	✓								✓		✓	✓	✓		€ 498
Tanzania	✓	✓	✓										✓	✓	✓		€ 498
Togo	✓	✓	✓										✓	✓	✓		€ 498
Tunisia	✓	✓	✓				✓						✓	✓	✓		€ 498
Uganda	✓	✓	✓										✓	✓	✓		€ 498
Western Sahara	✓	✓	✓			✓	✓						✓	✓	✓		€ 498
Zambia	✓	✓	✓				✓						✓	✓	✓		€ 498
Zimbabwe	✓	✓	✓										✓	✓	✓		€ 498

City points are categorized by number of inhabitants.

## Asia

	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	Transportation	Hydrography	City points	Elevation	price
Afghanistan	✓	✓	✓										✓	✓	✓		€ 998
Armenia	✓	✓					✓						✓	✓	✓		€ 498
Azerbaijan	✓	✓	✓				✓						✓	✓	✓		€ 498
Bahrain	✓	✓	✓				✓						✓	✓	✓		€ 498
Bangladesh	✓	✓	✓				✓						✓	✓	✓		€ 498
Bhutan	✓	✓	✓										✓	✓	✓		€ 498
Brunei-Darussalam	✓	✓	✓				✓						✓	✓	✓		€ 498
Cambodia	✓	✓	✓					✓					✓	✓	✓		€ 998
China	✓	✓	✓				✓	✓	✓				✓	✓	✓		€ 1,998
Georgia	✓	✓	✓				✓						✓	✓	✓		€ 498
India	✓	✓	✓				✓	✓				✓	✓	✓	✓		€ 1,998
Indonesia	✓	✓	✓				✓				✓		✓	✓	✓		€ 1,998
Iran	✓	✓	✓				✓						✓	✓	✓		€ 998
Iraq	✓	✓	✓				✓						✓	✓	✓		€ 998
Israel	✓	✓	✓	✓			✓						✓	✓	✓		€ 998
Japan	✓	✓	✓				✓	✓					✓	✓	✓	✓	€ 1,998
Jordan	✓	✓	✓				✓						✓	✓	✓		€ 498
Kazakhstan	✓	✓	✓				✓			✓			✓	✓	✓		€ 998
Korea North	✓	✓	✓										✓	✓	✓		€ 998
Korea South	✓	✓	✓					✓					✓	✓	✓		€ 998
Kuwait	✓	✓	✓				✓						✓	✓	✓		€ 998
Kyrgyzstan	✓	✓	✓					✓	✓				✓	✓	✓		€ 498
Laos	✓	✓	✓				✓						✓	✓	✓		€ 998
Lebanon	✓	✓	✓				✓						✓	✓	✓		€ 498
Malaysia	✓	✓	✓				✓						✓	✓	✓		€ 998
Maldives	✓	✓	✓				✓								✓		€ 498
Mongolia	✓	✓	✓				✓			✓			✓	✓	✓		€ 998
Myanmar	✓	✓	✓				✓						✓	✓	✓		€ 498
Nepal	✓	✓	✓	✓		✓		✓					✓	✓	✓		€ 998
Oman	✓	✓	✓										✓	✓	✓		€ 498
Pakistan	✓	✓	✓										✓	✓	✓		€ 998
Papua New Guinea	✓	✓	✓				✓						✓	✓	✓		€ 498
Philippines	✓	✓	✓				✓			✓			✓	✓	✓		€ 998
Qatar	✓	✓	✓										✓		✓		€ 498
Russian Federation	✓	✓	✓	✓			✓						✓	✓	✓		€ 1,998
Saudi Arabia	✓	✓	✓			✓							✓		✓		€ 998
Singapore	✓	✓	✓				✓						✓				€ 498
Sri Lanka	✓	✓	✓				✓						✓	✓	✓		€ 498
Syria	✓	✓	✓										✓	✓	✓		€ 498
Taiwan	✓	✓	✓			✓	✓	✓					✓	✓	✓		€ 998
Tajikistan	✓	✓	✓					✓	✓	✓			✓	✓	✓		€ 498
Thailand	✓	✓	✓				✓						✓	✓	✓		€ 998
Timor-Leste	✓	✓	✓										✓	✓	✓		€ 498
Turkmenistan	✓	✓	✓					✓					✓	✓	✓		€ 498
United Arab Emirates	✓	✓											✓		✓		€ 498
Uzbekistan	✓	✓	✓				✓			✓			✓	✓	✓		€ 998
Vietnam	✓	✓	✓				✓						✓	✓	✓		€ 498
Yemen	✓	✓	✓										✓		✓		€ 998

City points are categorized by number of inhabitants.

America	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	Transportation	Hydrography	City points	Elevation	price
Argentina	✓	✓	✓				✓						✓	✓	✓		€ 1,998
Belize	✓	✓	✓										✓	✓	✓		€ 498
Bermuda	✓	✓					✓						✓		✓		€ 498
Bolivia	✓	✓	✓	✓									✓	✓	✓		€ 998
Brazil	✓	✓	✓	✓	✓		✓						✓	✓	✓		€ 1,998
Canada	✓	✓						✓					✓	✓	✓		€ 998
Caribbean Islands:																	€ 1,998
▪ Anguilla	✓	✓											✓	✓	✓		
▪ Antigua and Barbuda	✓	✓											✓	✓	✓		
▪ Aruba	✓	✓											✓	✓	✓		
▪ Bahamas	✓	✓											✓	✓	✓		
▪ Barbados	✓	✓											✓	✓	✓		
▪ British Virgin Islands	✓	✓											✓	✓	✓		
▪ Cayman Islands	✓	✓				✓							✓	✓	✓		
▪ Cuba	✓	✓	✓					✓					✓	✓	✓		
▪ Dominica	✓	✓						✓					✓	✓	✓		
▪ Dominican Republic	✓	✓	✓				✓						✓	✓	✓		
▪ Grenada	✓	✓											✓	✓	✓		
▪ Guadeloupe	✓	✓	✓	✓							✓		✓	✓	✓		
▪ Haiti	✓	✓	✓				✓						✓	✓	✓		
▪ Jamaica	✓	✓	✓			✓		✓					✓	✓	✓		
▪ Martinique	✓	✓	✓	✓							✓		✓	✓	✓		
▪ Montserrat	✓	✓											✓	✓	✓		
▪ Netherlands Antilles	✓	✓											✓	✓	✓		
▪ Puerto Rico	✓	✓	✓					✓					✓	✓	✓		
▪ Saint Barthelemy	✓	✓										✓	✓	✓	✓		
▪ Saint Kitts and Nevis	✓	✓										✓	✓	✓	✓		
▪ Saint Lucia	✓	✓											✓	✓	✓		
▪ Saint Martin	✓	✓									✓		✓	✓	✓		
▪ St.Vincent & Grenadines	✓	✓				✓							✓	✓	✓		
▪ Trinidad and Tobago	✓	✓											✓	✓	✓		
▪ Turks and Caicos	✓	✓	✓										✓	✓	✓		
▪ US Virgin Islands	✓	✓	✓									✓	✓	✓	✓		
Chile	✓	✓	✓	✓		✓	✓						✓	✓	✓		€ 998
Colombia	✓	✓	✓				✓						✓	✓	✓		€ 998
Costa Rica	✓	✓	✓	✓				✓			✓		✓	✓	✓		€ 998
Ecuador	✓	✓	✓				✓		✓				✓	✓	✓		€ 998
El Salvador	✓	✓	✓										✓	✓	✓		€ 498
Falkland Islands	✓	✓										✓ <sup>1)</sup>	✓		✓		€ 498
French Guiana	✓	✓	✓	✓							✓		✓	✓	✓		€ 498
Guatemala	✓	✓	✓				✓						✓	✓	✓		€ 498
Guyana	✓	✓	✓										✓	✓	✓		€ 498
Honduras	✓	✓	✓										✓	✓	✓		€ 498
Mexico	✓	✓	✓				✓						✓	✓	✓		€ 1,998
Nicaragua	✓	✓	✓										✓	✓	✓		€ 498
Panama	✓	✓	✓										✓	✓	✓		€ 498
Paraguay	✓	✓	✓				✓						✓	✓	✓		€ 498
Peru	✓	✓	✓										✓	✓	✓		€ 498
South Georgia	✓	✓										✓ <sup>1)</sup>			✓		€ 498
Suriname	✓	✓	✓										✓	✓	✓		€ 498
Uruguay	✓	✓	✓				✓						✓	✓	✓		€ 498
USA	✓	✓	✓				✓				✓		✓	✓	✓		€ 998
Venezuela	✓	✓	✓				✓						✓	✓	✓		€ 998

City points are categorized by number of inhabitants.

<sup>1)</sup>Falklands & South Georgia: 7-digit postcodes.

## Australia

	Admin. level 0	Admin. level 1	Admin. level 2	Admin. level 3	Admin. level 4	Admin. level 5	1-digit postcodes	2-digit postcodes	3-digit postcodes	4-digit postcodes	5-digit postcodes	6-digit postcodes	Transportation	Hydrography	City points	Elevation	price
Australia <sup>1</sup>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	€ 998
New Zealand	✓	✓	✓				✓		✓				✓	✓	✓	✓	€ 498

City points are categorized by number of inhabitants.

<sup>1</sup>New Zealand is included.

## Continent editions

price

Western Europe	€ 8,990
Eastern Europe	€ 8,990
Europe, complete	€ 15,990
Europe 2-digit postcodes / NUTS edition	€ 998
Africa	€ 3,990
Asia	€ 12,990
America	€ 9,990
Australia, incl. New Zealand	€ 998

The **Europe two-digit postcode / NUTS edition** contains the official European boundary data as well as streets, cities, rivers, lakes and coverage of the 2-digit postcodes for all European countries. The territorial divisions contained in this edition allow you to carry out Europe-wide market and sales territory planning. Please note that Ireland does not have a postcode system.

## World edition

price

World Map Edition, complete	€ 33,900
World Map Edition, admin 1	€ 998

The **World Map Edition, admin 1** includes coverage of national boundaries as well as the first administrative level of all countries in addition to a layer featuring selected worldwide cities.

## Branch-specific editions

## Germany

price

AVON	€ 498
Grosso	€ 998
IMS	upon request
RPI	upon request

telecommunications  
press distribution  
pharmaceutical industry  
**Regional Pharma Information**

## Worldwide

price

CRESTA Zones	€ 9,900
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**Catastrophe Risk Evaluation and Standardizing Target Accumulations**

# Europe-wide market data

## Why GfK market data?

GfK market data helps you objectively evaluate your markets, turnover and locations, leading to more informed business decisions. We provide a comprehensive range of data for defined regions such as postcodes, municipalities and street segments. Our calculations are based on well-researched product- and product-line specific information from the worldwide GfK network, statistics and private data sources.

Our market data exhibits trademark GfK qualities:

- comprehensive coverage for all of Europe
- thoroughly researched and regularly updated
- validated through on-site evaluations and appraisals

All market data fit together seamlessly with our digital maps and can be effortlessly incorporated into our geomarketing software RegioGraph.

## Update price

If your map data is not older than the most recent two releases, you can update to the current version at a savings of 50% off the full retail price.

## Ongoing savings of 50%!

Take out a subscription and save 50%, which already applies to your first order. We'll then automatically send you new market data versions upon their release to ensure that you are always working with the latest products.

## Order the data that's right for you!

GfK GeoMarketing offers Europe-wide regional market data on end consumers, retail, industries and individual target groups.

### ▪ End-user data

GfK Purchasing Power is the dataset of choice for discovering new market potential with regard to consumption-related decisions of private households. GfK Purchasing Power can be obtained for more than 40 European countries. Other GfK Purchasing Power datasets include *GfK Purchasing Power for Retail Product Lines* and *GfK Retail Purchasing Power*.

### ▪ Retail and industry data

GfK GeoMarketing's various regional turnover figures allow you to evaluate your company's turnover performance. These include the retail-specific *GfK Retail Turnover* dataset – which includes product line-specific turnover for categories such as clothing or furnishings – and the detailed GfK Office Supplies Potential dataset. Our data catalog also contains data on industry potential, such as the *GfK Businesses* dataset, which contains entries on branch, number of employees and turnover class.

### ▪ Target-group data

The *GfK Demographics* dataset provides insight into the consumption habits of specific target groups, with coverage of approximately 2.6 million street segments in Germany. Included are entries on residential surroundings, distribution of age groups, household income, household type and share of immigrants. The *GfK Roper Consumer Styles* dataset provides insight into the values, behaviors, motivations and worldviews of your target groups.

## GfK Base Data

The GfK Base Data dataset contains information on consumers (e.g., GfK Purchasing Power and GfK Age Groups), retail trade (GfK Retail Turnover), automobile ownership and the distribution of businesses and construction companies in Germany's urban and rural districts.

This broad spectrum of regional data at the level of urban and rural districts allows you to carry out an initial assessment of regional potential.

### Data description:

- Part 1: area, population, purchasing power, retail turnover
    - area
    - inhabitants
    - inhabitants in ‰
    - population density
    - unemployment rate
    - purchasing power in €
    - purchasing power in ‰
    - purchasing power index
    - retail turnover in €
    - retail turnover in ‰
    - retail turnover index
  - Part 2: industry and traffic
    - industry operations
    - industry employees
    - industry turnover in €
    - industry density
    - gross capital for industry operations in €
    - gross capital for industry machinery in €
    - industry potential in ‰
    - number of automobiles
    - automobile density
  - Part 3: population
    - inhabitants, female
    - 0 to under 15 years, female
    - 15 to under 30 years, female
    - 30 to under 50 years, female
    - 50 to under 65 years, female
    - 60 to under 75 years, female
  - 75 years and older, female
  - inhabitants, male
  - 0 to under 15 years, male
  - 15 to under 30 years, male
  - 30 to under 50 years, male
  - 50 to under 65 years, male
  - 60 to under 75 years, male
  - 75 years and older, male
  - municipality size up to under 5k inhabitants
  - municipality size from 5k to under 20k inhabitants
  - municipality size from 20k to under 100k inhabitants
  - municipality size from 100k inhabitants and more
- Part 4: construction
    - residential building construction
    - residential apartment construction
    - gross residential area under construction
    - residential construction costs in €
    - non-residential building construction
    - non-residential construction
    - non-residential construction costs in €
    - number of completed residential constructions
    - number of residential accommodations
    - residential accommodations with 1 and 2 rooms as a %
    - residential accommodations with 3 rooms as a %
    - residential accommodations with 4 rooms as a %
    - residential accommodations with 5 and 6 rooms as a %
    - residential accommodations with 7 or more rooms as a %
    - amount of residential area
    - number of residential buildings
    - residential buildings with 1 accommodation as a %
    - residential buildings with 2 accommodations as a %
    - residential buildings with 3 or more accommodations as a %

country	regional level	price
Germany:		
total packet	urban/rural districts	€ 1,000

## GfK Population by Age Group

This dataset contains current population data divided into 17 age groups.

This data is compiled from official statistics as well as regular surveys of cities and municipalities. The data is transferred to a detailed regional level using a geographic modeling technique developed by GfK GeoMarketing.

### Data description:

- inhabitants
- households
- inhabitants male
- inhabitants female
- age groups (also organized by gender)
  - inhabitants up to under 3 years
  - inhabitants 3 to under 6 years
  - inhabitants 6 to under 10 years
  - inhabitants 10 to under 15 years
  - inhabitants 15 to under 18 years
  - inhabitants 18 to under 20 years
  - inhabitants 20 to under 25 years
  - inhabitants 25 to under 30 years
  - inhabitants 30 to under 35 years
  - inhabitants 35 to under 40 years
  - inhabitants 40 to under 45 years
  - inhabitants 45 to under 50 years
  - inhabitants 50 to under 55 years
  - inhabitants 55 to under 60 years
  - inhabitants 60 to under 65 years
  - inhabitants 65 to under 75 years
  - inhabitants 75 years and older

### Note:

Upon request, this dataset is available down to the level of Germany's street segments to support micro-geographic analyses.

country	regional level	price
Germany	municipalities, 5-digit postcodes	€ 1,600

## GfK Demographics

The GfK Demographics dataset provides a detailed overview of a region with regard to the socio-demographic profile of the population, with entries on family type, age ranges, household size, building type and income.

The data is derived from official statistics as well as the results of regular surveys of cities and municipalities. The data is transferred to a detailed regional level using a geographic modeling technique developed by GfK GeoMarketing.

### Data description:

- inhabitants
- inhabitants in ‰
- households
- household size ø
- single-person households\*
- multiple-person households\*
  - without children in ‰
  - with children
- immigrant households\*
- household head\*
  - up to under 30 years
  - 30 to under 40 years
  - 40 to under 50 years
  - 50 to under 60 years
  - 60 years and older
- household head age ø
- household income\*
  - up to €1,100
  - €1,000 to under 1,500
  - €1,500 to under 2,000
  - €2,000 to under 2,600
  - €2,600 to under 4,000
  - €4,000 to under 7,500
  - €7,500 and higher
- residential building
- residential and commercial building
- commercial building
- 1-2 family accommodation\*
- 3-6 family accommodation\*
- 7-19 family accommodation\*
- 20 and more family accommodation\*

\*also provided as a % and as an index

### Note:

Upon request, this dataset is available down to the level of Germany's street segments to support micro-geographic analyses.

country	regional level	price
Germany	municipalities, 5-digit postcodes	€ 2,900
Germany	street segments	€ 19,900

## GfK Purchasing Power

Purchasing power serves as a gauge of the regional consumption potential and is calculated at consumers' places of residence.

GfK Purchasing Power is the sum of all net income available to the population of a given region. In addition to net income from self-employed and non self-employed work, purchasing power includes investment income and government subsidies such as unemployment benefits, child support and pension payouts. The calculation is based on income tax statistics, relevant statistics on government subsidies and forecasted values by economic institutes.

### Data description:

- inhabitants
- inhabitants in ‰
- households
- households in ‰
- purchasing power €
- purchasing power in ‰
- purchasing power per inhabitant
- purchasing power per inhabitant as an index
- purchasing power per household
- purchasing power per household as an index

### Note:

Upon request, this dataset can be obtained at the level of street segments for Germany to support your micro-geographic analyses.

Upon request, GfK purchasing power data is available for the listed non-European countries and is delivered in 6-8 weeks.

## Continent editions

### Price

Western Europe	€ 8,990
Eastern Europe	€ 8,990
Europe, complete	€ 15,990
Europe 2-digit postcodes / NUTS edition	€ 998

## Europe

	admin	postal	price
Albania	municipalities	4-digit	€ 498
Austria	municipalities	4-digit	€ 998
Belarus	districts	6-digit	€ 1,998
Belgium	municipalities	4-digit	€ 998
Bosnia-Herzegovina	municipalities	5-digit	€ 998
Bulgaria	municipalities	4-digit	€ 998
Croatia	municipalities	5-digit	€ 998
Cyprus	municipalities	2-digit	€ 498
Czech Republic	municipalities	5-digit	€ 998
Denmark	municipalities	4-digit	€ 998
Estonia	municipalities	5-digit	€ 998
Finland	municipalities	5-digit	€ 1,998
France	municipalities	5-digit	€ 1,998
Germany	municipalities	5-digit	€ 998
Germany	street segments		€ 8,000
Greece	regional units	5-digit	€ 998
Hungary	municipalities	4-digit	€ 998
Iceland	municipalities	3-digit	€ 498
Ireland	municipalities	-	€ 498
Italy	municipalities	5-digit	€ 1,998
Kosovo	municipalities	2-digit	€ 498
Latvia	municipalities	4-digit	€ 998
Lithuania	municipalities	5-digit	€ 1,998
Luxembourg	municipalities	2-digit	€ 498
Macedonia	municipalities	2-digit	€ 498
Malta	municipalities	3-digit	€ 498
Moldova	municipalities	4-digit	€ 998
Montenegro	municipalities	5-digit	€ 498
Netherlands	municipalities	4-digit	€ 998
Norway	municipalities	4-digit	€ 1,998
Poland	urban/rural municipalities	5-digit	€ 1,998
Portugal	municipalities	4-digit	€ 998
Romania	municipalities	4-/6-digit	€ 1,998
Serbia	municipalities	5-digit	€ 998
Slovakia	municipalities	5-digit	€ 998
Slovenia	municipalities	4-digit	€ 998
Spain	municipalities	5-digit	€ 1,998
Sweden	municipalities	5-digit	€ 1,998
Switzerland <sup>1</sup>	municipalities	4-digit	€ 998
Turkey	municipalities	5-digit	€ 1,998
Ukraine	districts	3-digit	€ 998
United Kingdom	districts	sectors	€ 998

<sup>1</sup> Switzerland includes Liechtenstein.

## Additional countries

### price

Brazil	27 states	€ 6,990
China	31 provinces	€ 6,990
India	603 districts	€ 12,900
Canada	provinces, 3-digit postcodes	€ 8,900
Russian Federation	oblasts	€ 2,900
	cities > 100,000	€ 9,900
	Moscow neighborhoods	by request
USA	counties, 5-digit postcodes	€ 12,900
USA+Canada	see above	€ 19,990

## GfK OTC Purchasing Power

GfK OTC (over the counter) Purchasing Power reveals the income available for over-the-counter health products sold at drugstores. GfK OTC Purchasing Power encompasses the typical products in drugstores for self-treatment. This includes medicinal items available only in pharmacies as well as non-medicinal items such as dietary supplements, pharmacy cosmetics and sunscreen products.

The GfK OTC Purchasing Power dataset helps manufacturers and retailers evaluate locations for the purpose of expansions as well as sales controlling and external sales force management. The data thus serve as an important guide to structuring product lines in pharmacy branches.

### Data description:

- inhabitants
- inhabitants in ‰
- households
- households in ‰
- OTC purchasing power in €
- OTC purchasing power in ‰
- OTC purchasing power per inhabitant
- OTC purchasing power per inhabitant as an index
- OTC purchasing power per household
- OTC purchasing power per household as an index

### Note:

Upon request, this dataset can be obtained at the level of street segments for Germany to support your micro-geographic analyses.

## GfK Purchasing Power for Organics

The GfK Purchasing Power for Organics dataset shows the existing consumer potential of a region or the attractiveness of a location for the sale of organic products. As such, the dataset gives manufacturers of organic products insight into the locations on which their sales staff should focus most of their attention. Large neighborhood stores (supermarkets, discount stores, etc.) can also use the dataset to optimize the organic product-line offerings of their branches accordingly and plan customized marketing campaigns for locations where organic products are particularly popular. As such, the GfK Purchasing Power for Organics dataset is a valuable basis for direct marketing, external sales force management, sales controlling and the planning and controlling of product acquisition.

### Data description:

- inhabitants
- inhabitants in ‰
- households
- households in ‰
- purchasing power for organics in €
- purchasing power for organics in ‰
- purchasing power for organics per household
- purchasing power for organics as an index
- organic households

### Note:

Upon request, this dataset can be obtained at the level of street segments for Germany to support your micro-geographic analyses.

country	regional level	price
Germany	municipalities, 5-digit postcodes	by request
Germany	street segments	by request

country	regional level	price
Germany	municipalities, 5-digit postcodes	by request
Germany	street segments	by request

## GfK Retail Purchasing Power

This study shows the amount of purchasing power that is available to the population of a given region for retail expenditures.

The GfK Retail Purchasing Power dataset shows the demand potential of a given region for stationary retail and online retail. The data reveals the amount of purchasing power that remains available for retail purchases after the deduction of expenditures for rent, mortgages, insurance, automobiles, traveling and services. The data is based on consumers' places of residence rather than the point of sale.

### Data description:

- inhabitants
- inhabitants in%
- households
- households in%
- retail purchasing power in €
- retail purchasing power in ‰
- retail purchasing power per inhabitant
- retail purchasing power index

### Note:

Upon request, this dataset can be obtained at the level of street segments for Germany to support your micro-geographic analyses.

GfK Retail Purchasing Power is available for many European countries upon request.

Europe	admin	postal	price
Albania	municipalities	-	€ 4,900
Austria	municipalities	4-digit	€ 4,900
Belarus	districts	-	€ 4,900
Belgium	municipalities	4-digit	€ 5,900
Bosnia-Herzegovina	municipalities	-	€ 4,900
Bulgaria	municipalities	-	€ 4,900
Croatia	municipalities	-	€ 4,900
Cyprus	municipalities	-	€ 4,900
Czech Republic	municipalities	5-digit	€ 4,900
Denmark	municipalities	4-digit	€ 4,900
Estonia	municipalities	5-digit	€ 4,900
Finland	municipalities	5-digit	€ 5,900
France	municipalities	5-digit	€ 4,900
Germany	municipalities	5-digit	€ 2,800
Germany	street segments		€ 9,900
Greece	municipalities	5-digit	€ 4,900
Hungary	municipalities	4-digit	€ 4,900
Iceland	municipalities	3-digit	€ 4,900
Ireland	municipalities	-	€ 4,900
Italy	municipalities	5-digit	€ 5,900
Kosovo	municipalities	2-digit	€ 4,900
Latvia	municipalities	-	€ 4,900
Lithuania	municipalities	-	€ 4,900
Luxembourg	municipalities	2-digit	€ 4,900
Macedonia	municipalities	-	€ 4,900
Malta	municipalities	3-digit	€ 4,900
Moldova	municipalities	-	€ 4,900
Montenegro	municipalities	-	€ 4,900
Netherlands	municipalities	4-digit	€ 9,900
Norway	municipalities	4-digit	€ 5,900
Poland	urban/rural municipalities	5-digit	€ 4,900
Portugal	municipalities	4-digit	€ 4,900
Romania	municipalities	-	€ 4,900
Serbia	municipalities	-	€ 4,900
Slovakia	municipalities	-	€ 4,900
Slovenia	municipalities	-	€ 4,900
Spain	municipalities	5-digit	€ 4,900
Sweden	municipalities	5-digit	€ 4,900
Switzerland <sup>1</sup>	municipalities	4-digit	€ 4,900
Turkey	municipalities	5-digit	€ 4,900
Ukraine	districts	-	€ 4,900
United Kingdom	districts	post code sectors	€ 5,900

<sup>1</sup>Switzerland doesn't include Liechtenstein.

Additional countries		price
Russian Federation	oblasts cities > 100,000	€ 6,900 € 12,900

## GfK Purchasing Power for Retail Product Lines

The study reveals the purchasing power potential for numerous food- and non-food product lines in many European countries.

The dataset provides coverage of European countries (with the exception of Germany) and is divided into 16 main product groups and additional subcategories. The total of the product-line values yields the GfK retail purchasing power.

### Data description:

- inhabitants
- inhabitants in ‰
- households
- households in ‰
- retail purchasing power per selected product line in €, ‰, per inhabitant and as an index

### Note:

GfK Purchasing Power for Retail Product Lines is available for many European countries upon request.

### 01 food items

0101 food
0102 alcohol-free beverages
0103 alcoholic beverages
0104 tobacco products

### 02-16 non-food items

02 health and hygiene products
03 clothing
04 shoes, leather goods
05 furnishings
06 household products, glass, porcelain
07 electrical household appliances
08 consumer electronics, -11 ICT, photography
12 watches, jewelry
13 books, stationery
14 sporting goods, hobbies -15 and recreation
16 home improvement items

country	admin	postal	complete data set	16 main product groups	1. product group	additional product group
Germany*	municipalities	5-digit	€ 19,800	€ 9,900	€ 3,600	€ 900
Austria	municipalities	4-digit	€ 9,900		€ 6,900	€ 1,900
Czech Republic	municipalities	5-digit	€ 9,900		€ 6,900	€ 1,900
Italy	municipalities	5-digit	€ 9,900		€ 6,900	€ 1,900
Spain	municipalities	5-digit	€ 9,900		€ 6,900	€ 1,900

\*Includes more detailed product groups and subcategories

## GfK Retail Turnover

This dataset reveals the regional distribution of retail turnover.

In contrast to GfK Retail Purchasing Power which is calculated at consumers' places of residence, GfK Retail Turnover is calculated at the place of sale. Turnover related to online retail is not included in the dataset.

### Data description:

- inhabitants
- inhabitants in ‰
- households
- households in ‰
- retail turnover in €
- retail turnover in ‰
- retail turnover per inhabitant
- retail turnover as an index

### Note:

The data is available for all of Germany's regional levels with more than 10,000 inhabitants.

GfK Retail Turnover is also available for many European countries upon request.

Upon request, segment-specific retail turnover data can be obtained for Germany – e.g., consumer electronics, clothing, groceries, drugstore products, DIY items, furniture, kitchen furniture, office supplies and optical products.

Europe	admin	postal	price
Austria	municipalities 10k+	4-digit	€ 9,900
Belgium	municipalities 10k+	4-digit	€ 9,900
Czech Republic	municipalities 10k+	2-digit	€ 8,900
Denmark	municipalities 10k+	4-digit	€ 8,900
Estonia	municipalities 10k+	5-digit	€ 8,900
Finland	municipalities 10k+	5-digit	€ 9,900
France	municipalities 10k+	5-digit	€ 8,900
Germany	municipalities 10k+	5-digit	€ 4,900
Greece	NUTS3	-	€ 8,900
Hungary	municipalities 10k+	4-digit	€ 8,900
Iceland	municipalities 10k+	-	€ 8,900
Ireland	municipalities 10k+	-	€ 8,900
Italy	municipalities 10k+	5-digit	€ 9,900
Latvia	municipalities 10k+	4-digit	€ 8,900
Lithuania	municipalities 10k+	5-digit	€ 8,900
Luxembourg	municipalities 5k+	2-digit	€ 8,900
Malta	municipalities 10k+	3-digit	€ 8,900
Netherlands	municipalities 10k+	4-digit	€ 13,900
Norway	municipalities 10k+	4-digit	€ 9,900
Poland	urban/rural municipalities 10k+	-	€ 8,900
Portugal	municipalities 10k+	4-digit	€ 8,900
Romania	municipalities 10k+	-	€ 8,900
Slovakia	municipalities 10k+	2-digit	€ 8,900
Slovenia	municipalities 10k+	4-digit	€ 8,900
Spain	municipalities 10k+	5-digit	€ 8,900
Sweden	municipalities 10k+	5-digit	€ 9,900
Switzerland <sup>1</sup>	municipalities 10k+	4-digit	€ 8,900
Turkey	NUTS2	-	€ 8,900
Ukraine	districts	3-digit	€ 8,900
United Kingdom	districts	post code sectors	€ 9,900

<sup>1</sup>Switzerland doesn't include Liechtenstein.

Additional countries	price	
Russian Federation	oblasts	€ 3,900
	cities > 100,000	€ 8,900
	municipalities	by request
	Moscow neighborhoods	€ 7,900

## GfK Retail Centrality

This dataset reveals the retail drawing power of a given city.

The retail drawing power of a city as a shopping destination can be measured by comparing the demand of the local inhabitants (GfK Retail Purchasing Power) with the retail turnover (GfK Retail Turnover). This yields the GfK Retail Centrality. A city with high retail drawing power attracts more purchasing power than that which is available solely from the local inhabitants.

### Data description:

- inhabitants
- inhabitants in ‰
- households
- households in ‰
- retail purchasing power in €
- retail purchasing power in ‰
- retail purchasing power per inhabitant
- retail purchasing power as an index
- retail turnover in €
- retail turnover in ‰
- retail turnover per inhabitant
- retail turnover as an index
- retail centrality

### Note:

The data is available for regional levels in Germany with more than 10,000 inhabitants.

GfK Retail Centrality is available for many European countries upon request.

Europe	admin	postal	price
Belgium	municipalities 10k+	4-digit	€ 10,900
Austria	municipalities 10k+	4-digit	€ 10,900
Czech Republic	municipalities 10k+	2-digit	€ 9,900
Denmark	municipalities 10k+	4-digit	€ 9,900
Estonia	municipalities 10k+	5-digit	€ 9,900
Finland	municipalities 10k+	5-digit	€ 10,900
France	municipalities 10k+	5-digit	€ 9,900
Germany	municipalities 10k+	5-digit	€ 7,200
Greece	NUTS3	-	€ 9,900
Hungary	municipalities 10k+	-	€ 9,900
Iceland	municipalities 10k+	-	€ 9,900
Ireland	municipalities 10k+	-	€ 9,900
Italy	municipalities 10k+	5-digit	€ 10,900
Latvia	municipalities 10k+	-	€ 9,900
Lithuania	municipalities 10k+	-	€ 9,900
Luxembourg	municipalities 5k+	2-digit	€ 9,900
Malta	municipalities 10k+	3-digit	€ 9,900
Netherlands	municipalities 10k+	4-digit	€ 14,900
Norway	municipalities 10k+	4-digit	€ 10,900
Poland	urban/rural municipalities 10k+	-	€ 9,900
Portugal	municipalities 10k+	4-digit	€ 9,900
Romania	municipalities 10k+	-	€ 9,900
Slovakia	municipalities 10k+	-	€ 9,900
Slovenia	municipalities 10k+	-	€ 9,900
Spain	municipalities 10k+	5-digit	€ 9,900
Sweden	municipalities 10k+	5-digit	€ 10,900
Switzerland <sup>1</sup>	municipalities 10k+	4-digit	€ 9,900
Turkey	NUTS2	-	€ 9,900
Ukraine	districts	-	€ 9,900
United Kingdom	districts	post code sectors	€ 10,900

<sup>1</sup> Switzerland doesn't include Liechtenstein.

Additional countries		price
Russian Federation	cities > 100,000	€ 19,900

## GfK Roper Consumer Styles

The GfK Roper Consumer Styles dataset provides information on the values and behaviors of your target groups that can be used for more targeted marketing and sales activities. When used with other relevant GfK datasets, the GfK Roper Consumer Styles dataset provides a valuable foundation for your location planning and evaluation, media planning and direct marketing.

### Data description:

- inhabitants
- inhabitants in ‰
- households
- households in ‰
- styles (provided as a % and as an index)
  - settled
  - homebodies
  - dreamers
  - adventures
  - open-minded
  - organics
  - rational-realists
  - demanding

country	regional level	price
Germany:		
complete packet	municipalities, 5-digit postcodes	€ 4,200
complete packet	street segments	€ 14,900
1 style	street segments	€ 8,990

## GfK Financial Market Services

This dataset provides information on the population's use of a wide array of financial services.

### Data description:

- inhabitants
- inhabitants in ‰
- households
- households in ‰
- individual market services
  - (provided as a % and as an index)
  - cash-value life insurance
  - term life insurance
  - unit-linked life insurance
  - private pension insurance
  - private accident insurance
  - private full-coverage health insurance
  - private supplementary health insurance
  - occupational disability insurance
  - private liability insurance
  - household insurance
  - legal costs insurance
  - residential building insurance
  - automobile liability insurance
  - partial collision coverage automobile policy
  - full collision coverage automobile policy
  - building loan contracts
  - mortgages
  - installment credit
  - premium savings accounts
  - savings bonds
  - short-term investments
  - fixed-interest bonds
  - custodial accounts
  - fund products
  - credit card possession

country	municipalities 5-digit postcodes	street- segment level
Germany:		
complete packet	€ 29,900	€ 59,900
insurance bundle	€ 24,900	€ 39,900
bank bundle	€ 19,900	€ 29,900

## GfK Profile and Distribution of Businesses

Information on businesses is vital in order to be able to accurately assess turnover possibilities from region to region. This dataset draws on around 3.2 million address-based company entries (company addresses) as well as comprehensive data from official statistics. As such, the dataset provides information on the number of companies, branch distribution, turnover and number of employees for all of Germany's postal and administrative levels.

The GfK Profile and Distribution of Businesses dataset serves as an indicator of the commercial activities of a given region and is of particular relevance to all companies active in the B2B sector. The dataset offers support for the exploitation of untapped potential, regional turnover planning and performance assessments of external sales forces.

### Data description:

#### businesses by turnover volume

- turnover from € 0 to under 1 mil.
- turnover from € 1 to under 2 mil.
- turnover from € 2 to under 10 mil.
- turnover from € 10 to under 50 mil.
- turnover from € 50 mil. and higher

#### businesses by company size

- 1 to under 10 employees
- 10 to under 50 employees
- 50 to under 200 employees
- 200 to under 500 employees
- 500 employees and over

#### businesses by branch

- agriculture, hunting, forestry and fishing
- mining and quarrying
- manufacturing
- electricity, gas, steam and air-conditioning supply
- water supply, sewage and waste management
- construction
- trade, repair of motor vehicles and household goods
- transportation and storage
- accommodation and food services
- information and communication
- financial and insurance services
- real estate services
- professional, scientific and technical services
- administrative and support services
- bodies subject to public law
- education
- human health and social services
- arts, recreation and entertainment
- other services

## Price

	regional level	price
Germany:		
complete packet	municipalities, 5-digit postcodes	€ 5,990
by turnover	municipalities, 5-digit postcodes	€ 1,600
by employees	municipalities, 5-digit postcodes	€ 1,600
by branch	municipalities, 5-digit postcodes	€ 3,800

## GfK Businesses

This dataset reveals the street-segment distribution of companies with regard to the absolute number of businesses in Germany. The data is subdivided by business size and branch.

### Data description:

#### companies by size

- small companies  
(less than 10 employees; € 1 mil. in turnover)
- mid-sized companies  
(10-499 employees; € 1 to 50 mil. in turnover)
- large companies (500 and more employees;  
€ 50 mil. or higher turnover)

#### companies by branch

- agriculture and forestry / fishing and fish farming
- mining
- manufacturing
- energy and water supply
- construction
- retail, maintenance and repair of automobiles and durables
- hotel and restaurant industry
- communications and information transmission
- credit and insurance industry
- housing and property, rental of movable objects, etc.
- public administration, defense, social security
- education and instruction
- public health care, veterinarian services, welfare services
- provision of other public or personal services

## GfK Office Supplies Potential

This dataset reveals the regional market potential for office supplies.

### Data description:

- employees
- employees in %
- office supplies potential in %
- office supplies potential as an index
- product groups (provided in % and as an index)
  - office supplies potential
  - tele-/mobile communications
  - Internet services
  - networks
  - PCs
  - printers
  - multi-functional devices
  - projectors
  - software
  - office furniture
  - security systems

### Note:

A customized calculation of your regional market exploitation can be obtained upon request.

country	regional level	price
Germany:		
complete packet	street segments	€ 18,900
by branch	street segments	€ 12,900
by size	street segments	€ 7,500

country	only urban / rural districts	all regional levels
Germany:		
total potential	€ 1,950	€ 5,900
1st product group	€ 2,900	€ 7,500
additional group	€ 1,500	€ 3,000

## GfK Commuter Flows

The GfK Commuter Flows dataset reveals the number of employees who travel from one city to another or the number of commuters who travel to a given municipality to attend their place of work. Commuters are considered to be those employees liable to social security contributions whose place of residence does not correspond to the location of their place of work.

The dataset makes it possible to visualize the movement of commuters between Germany's municipalities. The commuter flows reveal the popularity of transport routes and the drawing power of regions. The dataset is particularly helpful for deciding whether an undeveloped area offers favorable conditions for establishing a retail location.

### Data description:

- inbound commuters
- outbound commuters

includes the following categories:

- total number
- male
- female
- German
- immigrant
- apprentices

### Note:

Delivery time corresponds to 6-8 weeks.

## GfK Location Classifications

The GfK Location Classifications dataset allows you to evaluate existing and potential locations throughout Germany based on regional and centrality factors. For example, use the dataset to determine whether a given location lies in an urban agglomeration or in a rural area.

### Data description:

- location classifications, 01-06
  - name and location classification
  - urban agglomeration
  - large city
  - large-/mid-sized city with densely populated surroundings
  - large-/mid-sized city with rural surroundings
  - other municipalities with densely populated surroundings
  - other municipalities with rural surroundings
- inhabitants
- households

country	regional level	price
Germany: complete packet	municipalities	€ 4,950

country	regional level	price
Germany: complete packet	municipalities	€ 990

# Consultancy

## For retail

GfK GeoMarketing provides consultancy services to retail companies on the following issues:

- customized target group- and customer analysis
- target group optimized advertising distribution
- calculation of market share and turnover potential
- catchment area analysis
- turnover estimates for new locations
- determination of success factors for new locations
- on-site location analyses of real estate objects
- branch network analysis
- competitor analysis
- product launches
- international market entries

We have long-standing experience and expertise in market evaluations thanks to numerous on-site studies across all of Europe, particularly Central and Eastern Europe. This knowledge brings clarity and confidence to your location decisions.

## For investors

GfK GeoMarketing provides consultancy to investors and banks in asset decisions related to the acquisition and financing of commercial real estate, particularly in the retail sector. As independent advisors, we offer support for the complete range of real estate-related tasks, from due diligence assessments to expert appraisals of specific factors such as turnover, rental turnover to rental space, price point determination and usage concepts.

## For project developers

GfK GeoMarketing supports project developers of all sizes and throughout all phases of the development process. Our consultancy offerings encompass the following elements:

- initial assessment of the development potential
- evaluation of distributive trade capacity
- studies to present to credit institutes to support financing
- compatibility evaluation to ensure that planning permission prerequisites are met
- development of structural and outfitting concepts

We provide appraisals of various kinds of usages, including retail, office, entertainment, hotels, residential, logistics as well as mixed usages and multi-functional real estate developments.

Our clients value our objective, thoroughly researched guidance. We can serve as a discussion partner, controller and/or provider of ideas for a given project.

*We'd be happy to give you more information about how we can best meet your needs. For additional information and contact details, please visit [www.gfk-geomarketing.com/consultancy](http://www.gfk-geomarketing.com/consultancy).*

# RegioGraph software

## What is RegioGraph?

RegioGraph allows you to visualize and evaluate your company data directly on digital maps. This provides insight into data trends and relationships and lends objectivity to your business decisions.

Along with data on regional market potential, RegioGraph reveals the location of untapped potential in your markets. The software's comprehensive analysis, planning and calculation functions allow you to extract more insights from your data, which boosts turnover and efficiency.

RegioGraph includes all maps and GfK purchasing power data for Germany, Austria and Switzerland or a European country of your choice.

## Select your version!

- **RegioGraph Analysis**  
is ideal for carrying out customer and market analyses directly on digital maps.
- **RegioGraph Planning**  
is specially designed for sales territory planning. In addition to the features contained in RegioGraph Analysis, RegioGraph Planning includes customized tools for optimizing existing sales structures and developing new ones.
- **RegioGraph Strategy**  
is the expert version of the software and includes all features of RegioGraph Analysis and RegioGraph Planning as well as a range of tools for location evaluations, detailed analyses and comprehensive reporting. This version of the software also includes comprehensive data on potential at the level of street segments (for Germany only). When you order RegioGraph Strategy, you can choose from among GfK data on end consumers or D&B data on business potential.

## Update and upgrade price

- **Updating**  
Users of the most recent two RegioGraph versions can update to the latest RegioGraph version at a savings of 50% off the full retail price.
- **Upgrading**  
Obtain the next highest RegioGraph version for the price difference between the two versions.

## Ongoing savings of 50%!

Take out a subscription for RegioGraph and save 50%, which already applies to the first order. We'll then automatically send you new versions of the software upon their release.

European country of choice	Analysis	Planning	Strategy	Geocoder
Albania	€ 998	€ 2,998	€ 7,998	-
Austria	€ 998	€ 2,998	€ 7,998	✓
Belarus	€ 2,498	€ 4,498	€ 9,498	-
Belgium	€ 1,498	€ 3,498	€ 8,498	✓
Bosnia-Herzegovina	€ 1,498	€ 3,498	€ 8,498	-
Bulgaria	€ 1,498	€ 3,498	€ 8,498	✓*
Croatia	€ 1,498	€ 3,498	€ 8,498	✓*
Cyprus	€ 998	€ 2,998	€ 7,998	-
Czech Republic	€ 1,498	€ 3,498	€ 8,498	✓
Denmark (incl. Faroe Islands)	€ 1,498	€ 3,498	€ 8,498	✓
Estonia	€ 1,498	€ 3,498	€ 8,498	✓
Finland	€ 2,498	€ 4,498	€ 9,498	✓
France	€ 2,498	€ 4,498	€ 9,498	✓
Germany	€ 998	€ 2,998	€ 7,998	✓
Greece	€ 1,498	€ 3,498	€ 8,498	✓
Hungary	€ 1,498	€ 3,498	€ 8,498	✓
Iceland	€ 998	€ 2,998	€ 7,998	-
Ireland	€ 998	€ 2,998	€ 7,998	✓
Italia (incl. San Marino)	€ 2,498	€ 4,498	€ 9,498	✓
Latvia	€ 1,498	€ 3,498	€ 8,498	✓
Lithuania	€ 2,498	€ 4,498	€ 9,498	✓
Luxembourg	€ 998	€ 2,998	€ 7,998	✓
Macedonia	€ 998	€ 2,998	€ 7,998	-
Malta	€ 998	€ 2,998	€ 7,998	✓
Moldova	€ 1,498	€ 3,498	€ 8,498	-
Montenegro	€ 998	€ 2,998	€ 7,998	-
Netherlands	€ 1,498	€ 3,498	€ 8,498	✓
Norway	€ 2,498	€ 4,498	€ 9,498	✓
Poland	€ 2,498	€ 4,498	€ 9,498	✓
Portugal	€ 1,498	€ 3,498	€ 8,498	✓
Romania	€ 2,498	€ 4,498	€ 9,498	-
Russian Federation	€ 2,498	€ 4,498	€ 9,498	✓*
Serbia (incl. Kosovo)	€ 1,498	€ 3,498	€ 8,498	-
Slovakia	€ 1,498	€ 3,498	€ 8,498	✓
Slovenia	€ 1,498	€ 3,498	€ 8,498	✓
Spain (incl. Andorra)	€ 2,498	€ 4,498	€ 9,498	✓
Sweden	€ 2,498	€ 4,498	€ 9,498	✓
Switzerland (incl. Liechtenstein)	€ 998	€ 2,998	€ 7,998	✓
Turkey	€ 2,498	€ 4,498	€ 9,498	✓*
Ukraine	€ 1,498	€ 3,498	€ 8,498	-
United Kingdom	€ 1,498	€ 3,498	€ 8,498	✓

\* Geocoder has restricted functionality

RegioGraph includes all available digital maps and purchasing power data for a **European country of your choice.**

# Software training courses & RegioGraph consultancy

## Become a RegioGraph professional!

A software training course allows you to save valuable time and quickly learn how to create insight-generating maps from your market and company data. Our experienced course instructors guide you through all relevant steps for completing your daily tasks with the software. A training course is also ideal for experienced users who have recently updated and want to quickly learn the software's new features.

RegioGraph training courses span two-days and are carried out at GfK GeoMarketing's headquarters in Bruchsal, Germany. Upon request, training courses can be provided directly at your place of business.

Our training course concept includes practice-based exercises carried out directly on the PC that promote quick, efficient learning. Small class sizes and a pleasant atmosphere further enhance learning. Our course instructors are experienced geomarketing experts who offer participants important tips and tricks for working with the software and answer any questions that arise. Participants who complete the course can immediately implement the software at their place of business.

### Overview of training course contents

- RegioGraph fundamentals
- visualization and analysis of market and company data
- visualization of customer locations, branches, etc.
- creation of external sales force regions

### Additional contents for RegioGraph Planning

- sales territory planning
- practice-based exercises

Weekly training courses at  
[www.gfk-regiograph.com/training](http://www.gfk-regiograph.com/training)

## Individual project consultancy

Our consultants can personally assist you in carrying out your location tasks: A coaching session supports you in the implementation of sales territory planning or the analysis of locations or customers.

You specify the task to be completed and then we use RegioGraph and your company data to implement a solution.

### Possible contents of a coaching session

- Visualization of customer-, employee- and branch locations
- Analysis of your customer data on a map
- Visualization of your sales- and service structure
- SWOT analysis of sales- and service territories
- Optimization of sales-, franchise- or service territories (sales territory planning)

### consultancy type    number of people    price

group course in Bruchsal	per person	€ 880
company course in Bruchsal	1-4 people	€ 2,800
	each additional person	€ 400
external company course*	1-4 people	€ 2,800
	each additional person	€ 400
coaching / consultancy*	1st day	€ 1,900
	each additional day	€ 1,500

\* Additional charges apply.  
 Our travel cost policy can be viewed at [www.gfk-regiograph.com/travel\\_fee\\_policy](http://www.gfk-regiograph.com/travel_fee_policy).

# Pricing information

## Graduated pricing for multiple users

The following prices apply in the case of multiple-user licenses for RegioGraph, digital maps or market data within a given company or organization (excluding company groups).

To calculate the price of a multiple-user license, multiply the given price for a single user by the corresponding factor listed in the table.

### Note:

Within a given software version year, previously purchased user licenses are taken into account when determining the multiplying factor to be used for calculating the price for additional user licenses.

Number of users		multiplier
from	to	
1	1	1
2	2	1.5
3	5	2
6	10	2.5
11	15	3
16	20	3.5
21	25	4
26	50	5
51	100	6

## Prices for consultant licenses

All listed prices apply to single-user (in-house) licenses. A consultant license is required if you'd like to create projects using RegioGraph, digital maps or market data and then pass on the resulting projects and related documents to your customers. For individual customer projects, it is also possible to license the product as a single-user in-house license for the customer.

To calculate the price for a consultant license, multiply the price of the single-user license by a **factor of 3**.

## Update and upgrade prices

Are you working one of the two most recent releases of RegioGraph, a map edition or a market dataset? If so, you can update to the current product version at 50% off the full price.

You can upgrade your version of RegioGraph to the next higher version for the price difference between these two versions.

## Subscriptions

You can secure an ongoing discount of 50% by ordering RegioGraph, digital maps or market data as a subscription. New versions of the ordered products will be automatically sent to you in the coming years without separate billing. This generally corresponds to an average of a maximum of one update per year. The discounted update price already applies to the first delivery. The annual bill is calculated at 50% of the full price that applies at the time based on the current GfK GeoMarketing price list. The subscription has a minimum duration of 36 months and automatically renews for an additional year unless three months' notice is given prior to the expiration of the contract.

# Glossary

## **Administrative maps**

*Maps that depict political boundaries*

Examples include boundaries of states, administrative regions, urban/rural districts and municipalities.

## **Geocoder/geocoding**

*Importing of locations into a map*

In order to visualize point-based elements such as customer or branch locations on a map, these must first be geographically linked to the map – e.g., via an address. This linking process is known as geocoding. With RegioGraph, you can geocode addresses at the level of street segments in the case of many European countries.

## **Geomarketing**

*Use of the geographic aspect of market and company data in order to extract more insights and make more informed decisions*

Geomarketing revolves around answering the many "where" questions that companies face: Where are my customers located, where am I generating the most turnover, where are my target groups located, where do I have good market presence and where do I need to make more of an effort?

## **Index value**

*Indicator of the extent to which a given region deviates from an average value (index = 100)*

An index value of 100 represents the average value for a defined region such as a country or continent in data studies such as GfK Purchasing Power. If an area within this region such as a municipality has an index value of 120, then this municipality has a purchasing power value that is 20% higher than the average. By the same token, an index value of 96 means that the area in question has a purchasing power value that lies 4% below the average.

## **Map layer**

*Map level (postal, administrative or topographic)*

A layer is a map on which specific map objects are shown, such as postcodes, municipal boundaries or city points. A digital map generally consists of multiple layers that are stacked on top of one another.

## **Postal maps**

*Maps that depict postal boundaries*

Examples of postal regions include postal areas or districts.

## **Per mill value**

*Per thousand values that reflect the share of a given region with regard to the total value*

The per mill value is derived by dividing the value in a given area by the total value and multiplying it by 1,000. The sum of all per mill values equals 1,000.

## **Street segment**

*Detailed geographic level containing an average of 15 households*

A street segment is defined as a continuous segment of a street from intersection to intersection as depicted by Tele Atlas street data. A street segment typically encompasses approximately 15 households. Street segments with fewer than 5 households are either merged with neighboring street segments in the same street or anonymized for data protection purposes. The street segment is the most detailed geographic level available from GfK GeoMarketing and facilitates highly detailed analyses of potential.

## **Vector maps**

*Maps that support infinite zoom*

In contrast to a raster- or pixel-based map, a vector-based map consists of individual objects (points, lines and areas). The advantage of vector-based maps is that they support infinite zoom and can therefore be adjusted to (and printed in) any format. All maps offered by GfK GeoMarketing are vector-based maps.

If you have any questions, contact us at +49 (0) 7251 9295200 or visit [www.gfk-regiograph.com](http://www.gfk-regiograph.com).

With data from



Maps by



Recipient of



Compatible with



Partner of



GfK GeoMarketing

## Order form

All GfK products can be ordered using this form.  
 Simply complete the form and then fax or e-mail it to us.

Product	Price	Quantity	Total price
<input type="text"/>	€ <input type="text"/>	<input type="text"/>	€ <input type="text"/>
<input type="text"/>	€ <input type="text"/>	<input type="text"/>	€ <input type="text"/>
<input type="text"/>	€ <input type="text"/>	<input type="text"/>	€ <input type="text"/>
<input type="text"/>	€ <input type="text"/>	<input type="text"/>	€ <input type="text"/>

For map orders, please specify the desired data format:

- ESRI ArcGIS (\*.shp)     
  RegioGraph (\*.lay)     
  MapInfo (\*.tab)     
  Oracle     
  GeoDatabase (\*.gdb)

### Update subscription

You are ordering RegioGraph, digital maps or GfK market data as part of a subscription. New versions of the ordered products will be sent to you automatically in the coming years without separate invoice. Normally you'll receive an average of at most one update per year. The discounted update price already applies to the first delivery. The annual invoice is charged at the update price – i.e., **50% of the full price** according to the GfK GeoMarketing price list that applies at the time. The contract has a minimum duration of 36 months. The subscription automatically renews for an additional year at the end of each contract period unless three months' notice is given prior to this point.

All prices are for single-user, in-house licenses. The general terms and conditions and licensing regulations of GfK GeoMarketing apply. These are detailed at [www.gfk-geomarketing.com/licenses](http://www.gfk-geomarketing.com/licenses). All prices exclude VAT and shipping. For delivery in Germany, VAT will be added. For delivery in the EU, please quote your VAT number.

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<input type="text"/> First name	<input type="text"/> Surname
<input type="text"/> Street	<input type="text"/> Postcode, City, Country
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<input type="text"/> E-mail	<input type="text"/> VAT number
<input type="text"/> Date	<input type="text"/> Signature

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  UPS/Invoice  
(large companies / institutions)     
  Express delivery