

Press Release

Expanding membership in Germany's over-sixty club

Schweinfurt has the highest percentage of senior residents, while Berlin has the most single-person households. Landshut has the highest proportion of families with children. These are but a few of the results of the 2007 GfK Demographics study for Germany.

Date
February 14, 2008
Press Contact
Cornelia Lichtner

Phone (Direct Dial)
Tel. +49 (0)7251 / 9295 -270
Fax +49 (0)7251 / 9295 -290

E-Mail
c.lichtner@gfk-geomarketing.com

In 2007, the average age of German household heads (i.e. the main wage earner in a given residence) was 48.3. More than a third of all household heads in Germany have already reached the age of retirement.

Senior citizens form a greater percentage of Schweinfurt's population than any other location in Germany. More than half of the main wage earners in this locality are already well into their "golden years," something that is also true of the Bavarian cities of Bamberg and Passau. Saarland, Thuringia and Saxony are the German federal states with highest number of senior citizens.

"The high and ever-rising percentage of senior citizens is a result of increases in life expectancy and the low national birthrate," explains Simone Baecker-Neuchl, a market data and research expert at GfK GeoMarketing. "This trend is particularly accentuated in those regions where many of the younger generations are moving away."

"These changing socio-demographic conditions pose significant challenges to local authorities as well as to retailers and service-providers," she adds. "But they also offer opportunities for the development of new economic structures and possibilities tailored to this particular demographic."

GfK GeoMarketing GmbH

www.gfk-geomarketing.com
info@gfk-geomarketing.com

Bruchsal Headquarters
Werner-von-Siemens-Str. 9
Gebäude 6508
D-76646 Bruchsal
Tel + 49 (0) 72 51 / 92 95 - 100
Fax + 49 (0) 72 51 / 92 95 - 290

Hamburg Office:
Hans-Henny-Jahn-Weg 53
D-22085 Hamburg
Tel + 49 (0) 40 / 227 - 1120
Fax + 49 (0) 40 / 227 - 7282

Nuremberg Office:
Nordwestring 101
D-90319 Nürnberg
Tel + 49 (0) 911 / 395 - 2509
Fax + 49 (0) 911 / 395 - 4054

Management Board:
Raimund Ellrott
Olaf Petersen
Wolfram Scholz
Dr. Eberhard Stegner

Mannheim District Court
HRB 250872
Ust-ID: DE 143585033

Greater metropolitan areas with the highest percentage of senior citizens:

Rank	Greater metropolitan area	Percentage of households with seniors
1	Schweinfurt	52
2	Bamberg	51
3	Passau	50
4	Frankenthal (Pfalz)	50
5	Ludwigshafen am Rhein	50
6	Landshut	49
7	Würzburg	49
8	Pirmasens	49
9	Augsburg	48
10	Koblenz	48

Around 11 percent of Germany’s household heads are 30 or under. The highest percentage of this group can be found in Greifswald in Mecklenburg-Western Pomerania. Around one-fourth of the household heads in this area are under 30. One out of every five residents in Rostock falls into this category – twice as many as in Schweinfurt.

Father-mother-child no longer the most common household profile

Of Germany’s approximately 39 million households, around 15 million or 38 percent are comprised of single-person households. There continue to be more multiple-person households with children than without, but the margin is very narrow.

Single-person households, households with and without children:

Household type	Percentage of total households
multiple-person without children	31
multiple-person with children	32
one-person	38

Berlin: Germany’s capital of single-person households

Berlin has the highest proportion of single-person households, with one out of every two households falling into this category. This is also the most common household type in Hamburg and Bremerhaven. Other cities and counties with an above average number of single-person households include Bremen, Regensburg, Braunschweig, Munich, Trier, Aachen and Leipzig.

Single-person households are much less common in rural areas. At approximately 8 percent below the national average, Cloppenburg in Lower Saxony stands in stark contrast to Berlin. A below average number of single-

person households also characterizes Vechta, Straubing-Bogen, Landshut and Borken.

Landshut: A top location for families with children

At least one child lives in every third German household. There is, however, significant regional variation. For example, the greatest density of children occurs in Landshut (45 percent), Straubing-Bogen (44 percent) and Kelheim (44 percent). By contrast, families with children account for less than one in four households in Braunschweig and Regensburg.

The south’s multicultural metropolises: Offenbach, Munich, Mannheim

Around eight percent of Germany’s households are comprised of non-Germans. The highest percentage of this household profile occurs in the southwest. In Offenbach near Frankfurt am Main, for example, almost one out of every four households is non-German – a percentage four times higher than the national average. The cities of Munich, Frankfurt am Main, Stuttgart and Mannheim also lie well above the national average in this regard.

At three percent, the new federal states (i.e. former East Germany) have a comparatively low percentage of non-German households. Berlin is an exception to this rule, with 11 percent of its households classified as non-German.

Greater metropolitan areas with the highest percentage of non-Germans:

Rank	Greater metropolitan area	Percentage of households
1	Offenbach am Main	23
2	Munich	20
3	Frankfurt am Main	19
4	Stuttgart	19
5	Pforzheim	19
6	Ludwigshafen am Rhein	18
7	Mannheim	18
8	Augsburg	17
9	Nuremberg	17
10	Rosenheim	16

About the study

The GfK Demographics data study examines socio-demographic factors and is calculated for a range of regional administrative levels. It provides information on Germany’s population and households according to household type (e.g., single- and multiple-person with or without children, non-German households,

etc.), household age (i.e. age of household head), income level (divided into six brackets), as well as the architectural profile of the residence (e.g., single- or dual-family house, etc.). The GfK Demographics data are used by marketing and sales divisions for the purpose of locating target groups. The data reveal the areas in which it makes most sense to concentrate marketing and sales campaigns.

For more information, contact Cornelia Lichtner at +49 (0)7251 9295270 or c.lichtner@gfk-geomarketing.com. Alternatively, visit www.gfk-geomarketing.com/population2007.

Print-quality illustrations can be found at www.gfk-geomarketing.com/population2007_press.

About GfK GeoMarketing

GfK GeoMarketing is one of the largest providers of geomarketing services in Europe for customers and users from all branches of trade. Services include:

- Consulting
- Market data
- Digital maps
- RegioGraph and DISTRICT

GfK GeoMarketing was formed in 2006 through the merger of GfK MACON, GfK PRISMA and GfK Regionalforschung and is a part of the international GfK network, the world's fifth-rated market research institute.

GfK is represented in 90 countries with over 115 subsidiaries and approx. 9,000 employees.