

Press release

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GfK Demographics: Regensburg emerges as Germany's new singles capital

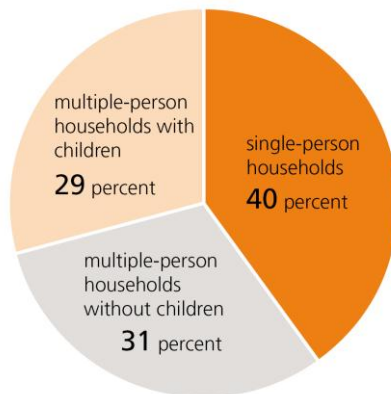
Regensburg pushes ahead of Berlin to become Germany's new singles capital. With 55.8 percent of its population consisting of single-person households, Regensburg significantly outpaces the national average of 39.5 percent. Only 12.7 percent of Berlin's households are occupied by immigrants, which gives the city a ranking of 37. These are some of the results of GfK GeoMarketing's new "GfK Demographics 2010" study.

Regensburg: Germany's new singles capital

The percentage of Germany's single-person households in 2010 was 39.5 percent - about the same as the preceding year. GfK GeoMarketing annually calculates the regional distribution of household types as part of its "GfK Demographics" study. One notable development in this year's study is Regensburg's emergence as Germany's new singles capital. With 55.8 percent of its population consisting of single-person households, Regensburg has a 1.5 percentage point lead over Berlin.

"The share of younger households - which includes single-person households - is particularly high in mid-sized cities with a disproportionately large university or college," explains Simone Baecker-Neuchl, head of market data & research at GfK GeoMarketing. "Regensburg's ascendancy to the top spot is a result of its fulfillment of these criteria. In major urban areas such as Berlin, the overall number of students doesn't tip the balance as much, although these cities still boast large numbers of single-person households thanks to their attraction to young people wishing to establish their careers."

2010 national distribution of household types



source: © GfK GeoMarketing; GfK Demographics

In 2010, the share of Germany's multiple-person households without children was 31.1 percent, which exceeded the amount of households with children (29.4 percent). While single-person households tend to be concentrated in large cities, family households are particularly numerous in rural areas. At 43.8 percent, the Bavarian rural district of Landshut has the nation's highest percentage of family households, followed by nearby Kelheim (43.5 percent) and Straubing-Bogen (43.1 percent).

Age distribution

At 34.5 percent, senior households comprise Germany's most well represented group, followed by 40-49 year-olds at 21.4 percent, 50-59 year-olds at 17.1 percent and 30-39 year-olds at 15.3 percent. Young households – with household heads under 30 – are the nation's most underrepresented group at 11.6 percent.

As in the previous year, the greatest share of young households is located in the university city of Greifswald, where 21.5 percent of the household heads are younger than 30. Leipzig and Jena follow with 21.1 percent and 20.1 percent, respectively. Unsurprisingly, other mid-sized cities with universities are among the top 10, including Freiburg im Breisgau, Heidelberg and Regensburg.

Dispelling misconception about Berlin and immigrants

In addition to household type, the study reveals additional socio-demographic characteristics, including the regional share of immigrant households. At 12.7 percent, the nation's capital of Berlin - often the center of debates on immigration - ranks just 37. While this level is 4.2 percentage points above the national average (8.2 percent), it still falls 7 to 10 percentage points below the rates that characterize cities such as Offenbach am Main, Munich and Ludwigshafen.

Top 10 districts with greatest share of immigrants

urban district	inhabitants	share	index*
Offenbach am Main	118,977	22.32	272.9
Munich	1,326,807	21.71	265.5
Ludwigshafen am Rhein	163,467	20.11	245.9
Pforzheim	119,839	19.66	240.4
Stuttgart	600,068	18.83	230.3
Frankfurt am Main	664,838	18.80	229.9
Mannheim	311,342	18.59	227.4
Heilbronn	122,098	18.09	221.2
Rosenheim	60,711	17.77	217.3
Augsburg	263,313	17.52	214.2

source: © GfK GeoMarketing; GfK Demographics

*(nation average = 100)

Income levels

The GfK Demographics study also reveals the income levels of all households of a given region. These are grouped into seven brackets according to the level of disposable monthly income. In contrast to GfK Purchasing Power, which reveals the average available income, these income brackets indicate the number of wealthy and poor households in a given area and as such give insight into income distribution.

2010 national income distribution

monthly net household income	share as a percent	income bracket
up to under €1,100	14.0	low
€1,100 to under €1,500	11.9	middle
€1,500 to under €2,000	14.0	middle
€2,000 to under €2,600	14.5	middle
€2,600 to under €4,000	23.9	high
€4,000 to under €7,500	18.6	high
€7,500 and above	3.1	high

source: © GfK GeoMarketing; GfK Demographics

The study has included a separate income bracket for top-earning households since 2008. This category applies to households with a monthly disposable income (including national benefits such as unemployment benefit, child benefit and pensions) of €7,500 and above. An above-average number of wealthy households are located in the southern federal states of Bavaria and Baden-Württemberg; in North Rhine-Westphalia (particularly in the large cities of Bonn, Cologne and Düsseldorf); and in Hamburg and the surrounding area. The greatest concentration of top-earning households can be found in the regions around Munich (Starnberg rural district, Munich rural district) and Frankfurt (Hochtaunuskreis rural district, Main-Taunus-Kreis rural district). Up to 17 percent of the households in these regions with high purchasing power fall in the top-earning category compared to just 3.1 percent nationwide.

A high share of top-earning households in a given region impacts this area's average per-capita purchasing power. This explains why some of the top 10 regions in terms of earning power also occupy a high position in the GfK Purchasing Power rankings. Even so, the two sets of rankings are not identical. This is due to the fact that the income brackets calculated as part of the GfK Demographics study indicate the disposable monthly income for households, while the breakdown in the purchasing power study refers to the per-capita disposable annual income. In regions with a high concentration of families, the above-average household income figures correlate to a larger number of individuals, which means that in some cases these regions have a lower per-capita purchasing power ranking.

About the study

The "GfK Demographics" 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 households, households with and without children, immigrant households, etc.), household age (i.e., age of household head), income level (divided into seven brackets) and architectural profile of the residence (e.g., single-, two-family accommodation, etc.).

Marketing and sales divisions use the GfK Demographics dataset to more effectively locate target groups. The data reveal, among other things, the most favorable areas in which to advertise certain products.





GfK Demographics 2010 can be obtained from GfK GeoMarketing for all of Germany's urban and rural districts, municipalities, postcodes, streets and 2.5 million street segments.

Print-quality illustrations can be found at:
www.gfk-geomarketing.com/demographics_2010.

For additional information, visit:
www.gfk-geomarketing.com/demographics

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. Key business areas include:

-  Consultancy and reports
-  Market data
-  Digital maps
-  Geomarketing software RegioGraph



GfK GeoMarketing is a subsidiary of the globally active GfK Group. Ranked fourth among the world's market research institutes, the GfK is represented in 100 countries with over 150 subsidiaries and approximately 10,000 employees.