

PLZ8 Germany PLZ8 Germany XXL



For the success of a planning process the correct geographical reference is just as important as the quality of the socio-economic data. The micro-geography regional division in PLZ8 regions is a clear market advantage for address-based geomarketing.

PLZ8: A new age begins – with the best micro-geography re-gional division available

The familiar 5-digit PLZ regions serve as the basis of the new division of Germany into PLZ8 regions. If the PLZ5 division is too large-scale for some planning purposes, then market cells, residential neighborhoods or street sections have the disadvantage that they are not compatible with postal divisions. As opposed to other micro-geography regional units, PLZ8 regions are bordered by the familiar PLZ5 regions. This is particularly relevant for address-based geomarketing applications.

The Federal Republic of Germany is divided into approximately 80,000 PLZ8 regions. On average one region has 500 households and thus is smaller-scale, more uniform, and more homogeneous than the PLZ5 regions that range from 0 to 50,000 households. Moreover PLZ8 regions have a strong orientation to natural

boundaries, such as rivers or autobahns.

The application possibilities for the new PLZ8 regions and the associated data attributes are extremely diverse: whether for sales planning and – subdivision, visualization of distribution and sales territories or site planning – PLZ8 regions open up totally new possibilities for conventional geomarketing.

As a consequence, waste coverage, for example associated with the distribution of advertising material, can be notably reduced. Thus significant cost savings can be achieved. This is a benefit for companies that are involved in direct marketing, i.e. distributors of advertising material, newspaper organizations and publishing houses and naturally site planners as well. And the heavy demand leaves no room for doubt that people have been waiting a long time for a regional division derived from an existing postal code division.

PLZ8 or PLZ8 XXL?

Boundaries without associated data are only half the battle!

For the majority of applications supplemental socio-economic data is indispensable. This attribute data is available with PLZ8 Germany XXL. With PLZ8 Germany XXL the best resource for performing address-based tasks efficiently and successfully is available to you.

Socio-economic data with PLZ8 Germany XXL

- Age groups (data in years, data in percent, basic population numbers, 0-3; 3-6; 6-10; 10-15; 18-20; 20-25; 25-35; 35-40; 40-45; 45-50; 50-55; 55-60; 60-65; 65-75, over 75)
- Total population, male, female
- Purchasing power: Total purchasing power in €; average PP/HH in €; index FRG = 100; index old Federal states = 100; new Federal states = 100; share of purchasing power per thousand
- Centroids
- Number of households
- Proportion of foreigners (specification of proportion/hh, specification of proportion/hh in per-cent)
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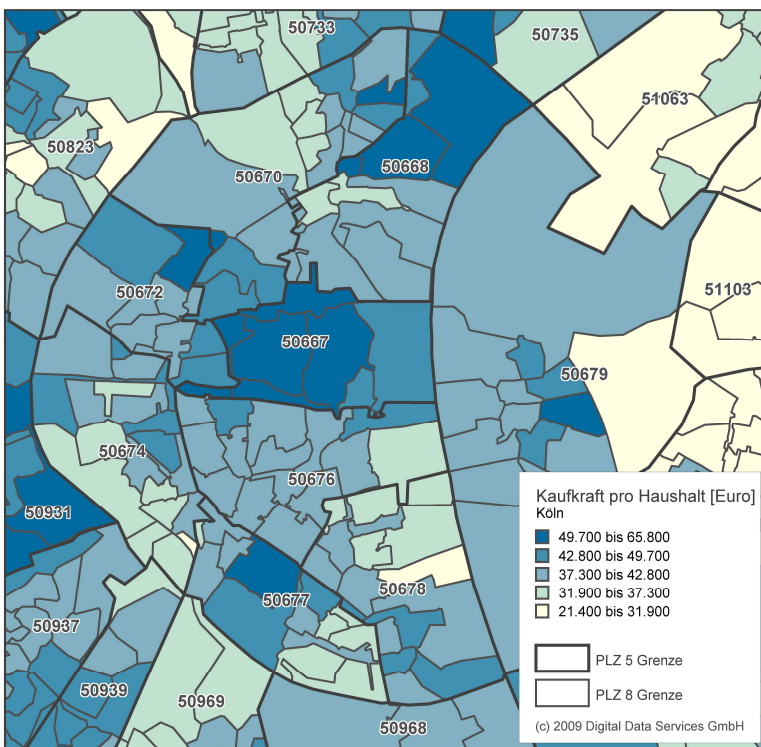


Fig. 1: The 8-digit PLZ with Cologne as an example: Purchasing Power per household



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Reference key structure

Nomen est omen – this is an 8-digit reference key; it is comprised of the PLZ5 region ID and a supplemental refinement by three additional numbers, e.g. 76137.101.

Formats

PLZ8 is supplied in all standard formats, such as ESRI Shape, MapInfo TAB, MS Access etc. For use in geoinformation systems the PLZ8 regions can also be processed and presented as part of an analysis or visualization.

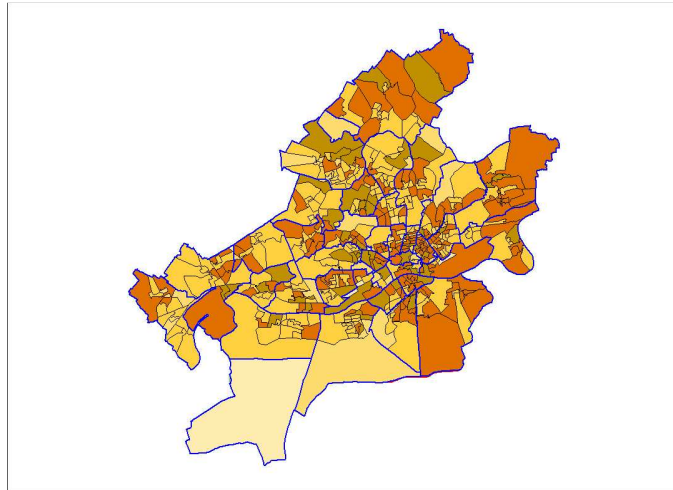


Fig. 2: The 8-digit PLZ with Frankfurt as an example: Number of households per PLZ8 region

Prices

Prices and additional information available on request.