

# PTV Socio Streets Germany // Extensive data on potential and structures

The study of small-scale markets is becoming increasingly important for many sales and planning operations. Socio Streets Germany offers valuable assistance here: extensive data on market potential and structure on a street segment level.

## PTV Socio Streets Germany

- The ideal addition and a perfect match for PTV Digital Data Streets
- Integration of demographic data into detailed road maps
- Based on HERE databases
- Data includes more than fifty attributes and is divided into five categories
- Annual update

## Individualized data packages

- The data in the different categories can be selected as required
- A PTV Socio Streets + PTV Digital Data Streets data package is available

## Categories

- Population structure (residential and daytime populations, population based on age groups, etc.)
- Private households in total as well as according to the number of persons
- Purchasing power of the private households
- Number of buildings
- Number of people in employment
- And much more

## Applications & advantages

- Visualization of customers at street segment level
- Location planning & geomarketing
- Minimization of scatter loss
- Optimization of direct marketing

## Standard data format

- MS Access (mdb), MapInfo TAB, ESRI shap-files, more on request