

PTV DATA GRID // Raster data for geographic analyses

Raster data is particularly suitable for market analyses over time, as well as for the geographical analysis of customer data. It is not affected by any future changes to boundaries and is also ideal for seamless cross-border evaluations.

PTV DATA GRID

- Micro raster area: 100, 250 and 500 meters
- Macro raster area: 1, 2, 5 and 10 kilometers
- Available in seven microgeographic and macrogeographic levels
- Individually selectable viewing scale
- Detailed evaluations at local level can be mapped at regional or national level

PTV DATA GRID // Data packages

- Population structure data
- Information on the distribution of purchasing power, development or age structure
- Psychographic data for area analysis

PTV DATA GRID // Combination options

Combinable with numerous other geodata and services from PTV and our partners:

- Digital, routable road maps
- Accurate building coordinates
- Postcode and municipal maps
- And much more

PTV DATA GRID // Coverage

The PTV DATA GRID is available for the whole of Europe

PTV DATA GRID // Advantages

- Compatibility with international, official GRID networks
- Cross-border area evaluations
- Unaffected by administrative or postal area changes
- Consistent and constant area reference for long-term market considerations and time series analyses
- Focus on the data content and not on maintenance of reference areas