



PTV PLZ8 Germany & PTV PLZ8 Germany XXL // Area boundaries supplemented with socio-demographic data

For the success of a planning process, the correct geographical reference is as vital as the quality of the socio-economic data used. PTV and microm's detailed division of regions into PLZ8 areas offers a clear market advantage for address-based geomarketing.

PTV PLZ8 Germany & PLZ8 Germany, XXL

- Germany has been divided into more than 80,000 8-digit postcode areas
- An area contains an average of 500 households
- Smaller scale, more consistent and more homogeneous than PLZ5 (5-digit postcode)
- 8-digit postcode areas are closely aligned to natural boundaries such as rivers or highways
- PLZ8 Germany XXL contains additional socio-economic demographic data

Socio-economic demographic data

- Number of inhabitants in total, female and male
- 17 age groups (absolute and percentage figures)
- Purchasing power total in €, average purchasing power per household in €, purchasing power index
- Central point coordinates'
- Number of households
- Share of foreign nationals (share per household)

Formats

- All standard formats (ESRI shapefiles, MapInfo Tab and MS Access and much more)

PTV PLZ8 Germany and PLZ8 Germany XXL // Applications & advantages

- Sales controlling
- Visualization of sales and distribution territories
- Location planning & geomarketing
- Minimization of scatter loss
- Optimization of direct marketing
- And much more