An NIQ Company

GfK Purchasing Power Datasets for Automobiles

Germany

Applications

Our purchasing power datasets for automobiles is especially helpful for companies that sell directly to end consumers or via retail channels.
Key applications include:

- **Branch network optimization & location evaluation**

Find out where to enter a new market or expand existing operations based on the regionally available purchasing power potential. Use our purchasing power data to plan sales and service locations or quickly and efficiently evaluate your existing locations.

- **Sales territory optimization**

With our purchasing power data, you can create balanced sales territories for your outside sales based on regional turnover potential. This lets you focus your outside sales in the most promising areas. You can also objectively compare and evaluate the performance of your employees and business sites.

- **Sales controlling**

Identify strengths and weaknesses in your sales territories by comparing your turnover to the actual potential on a region-by-region basis. This gives you an objective benchmark for evaluating your turnover results. Our purchasing power for automobiles illuminates the strengths and weaknesses in your operations.

- **Strategic advertising & direct marketing**

Focus your marketing efforts on regions with high automotive purchasing power for your products in order to increase your success and minimize wasted resources. For example, distribute mailings in the most promising areas to get the best response rates. Or position your signage in regions with the best-possible purchasing power for your particular product. Our detailed insights allow you to do this at the street-segment level in Germany.

- **Category management**

Our purchasing power for automobiles helps original equipment manufacturers and vehicle retailers make more informed decisions about where to offer their products and which models to feature in their catchment areas. Our GfK data insights thus help you expand your portfolio and leverage higher profits.

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Overview of GfK purchasing power products

Purchasing power datasets

GfK GeoMarketing annually calculates purchasing power at varying levels of detail. This data on potential reveals the regional distribution of disposable income.

Retail purchasing power reveals the share of general purchasing power available to consumers for fixed-location and mail-order retail expenditures. This value varies significantly from year to year as a result of changes in consumer behavior. There are also substantial regional differences in the retail-specific demand potential across Germany.

Retail purchasing power can be obtained in product-line specific values for a more detailed portrait of regional consumer potential. Our product-line purchasing power shows how much consumers have available for spending on various food- and non-food product lines on a region-by-region basis. The total of these product-line specific values yields the retail purchasing power.

GfK purchasing power for the automotive industry

To determine the automotive potential in regional markets, GfK GeoMarketing calculates the following industry-specific purchasing power values:

- new automobiles
- used automobiles
- new and used automobiles
- automobile tires
- automobile accessories
- maintenance & repair

Upon request, we also calculate purchasing power for additional client-specific brands and products. This option allows you to more precisely determine your potential and target your resources exactly where they will make the most difference. Please contact us at any time to discuss your situation.

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Basis of calculation

Our purchasing power datasets for automobiles is calculated on the basis of Germany's income and consumption survey, "Einkommens- und Verbrauchsstichprobe" (EVS). This is a sample survey that is compiled regularly by Germany's Federal Statistical Office and the country's various federal state statistical offices. The survey measures the consumer behavior of more than 50,000 private households in Germany.

GfK purchasing power for automobile tires and accessories is calculated based on ongoing surveys and analyses of consumer behavior as part of GfK's household panel, ConsumerScope.

We then link this consumer information along with socio-demographic household traits from the panel data to region-specific characteristics in our microgeographic database, Point Plus®. The most granular level (the so-called micro-cell, which includes at least five households) is then used to aggregate all results to Germany's street segments as well as to all administrative and postcode levels.

This methodology very effectively reveals regional variations in the demand potential for automotive-related product lines.

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Data structure

Regional identifiers (e.g., municipal identifiers, postcodes, etc.)

Regional designations (e.g., municipality name, postcode name, street name)

Inhabitants and households
Number of inhabitants and households within a given region, provided in absolute and per mill values

GfK purchasing power datasets for automobiles for a specific product line in mil. €
The share of purchasing power datasets for automobiles is calculated for the population of a given area in millions of euros, as an expression of the amount spent on the automotive product line in question.

GfK purchasing power datasets for automobiles for a specific product line in per mill values
Purchasing power expressed in per mill values shows how the purchasing power for a specific automotive product line in a given region compares to the nationwide purchasing power for this same product line. The sum of all per mill values yields 1,000.

GfK purchasing power datasets for automobiles for a specific product line in euros per inhabitant
This dataset reveals the average annual spending per inhabitant of a given region on the automotive product line in question. The values are provided in euros.

GfK purchasing power datasets for automobiles for a specific product line as an index per inhabitant
The index per inhabitant is based on a national average of 100. An index value of 110 or 90 means that the purchasing power for the region and the automotive product line in question is 10 percent more or less than the national average.

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Regional levels

We provide our purchasing power datasets for automobiles in a consistently high quality for all of Germany, from federal states, country's, municipalities and postcodes down to localities and city districts such as the country's street segments.

Our purchasing power datasets for automobiles can also be aggregated for specific areas of your choice, such as your site catchment areas or outside sales regions.

1

Administrative regions

- federal states
- counties
- urban/rural districts
- municipalities

2

Postal regions

- 1-digit postcodes
- 2-digit postcodes
- postal directing areas
- 5-digit postcodes

3

micro-geographic regions

- localities and city districts
- street segments

4

client-specific regions

- sales territories
- catchment areas

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Time series comparisons

Our high-quality data makes it possible to carry out precise regional comparisons. However, we advise against using our data for time series comparisons, because our methodology has been refined and perfected numerous times over the course of the years. For example, changes often occur in the sources and statistical methods used to compile and calculate our data.

GfK GeoMarketing places great emphasis on providing data that represents regional differences as accurately as possible. This commitment to accuracy means that we are regularly adopting improved methods as well as newer and more detailed data sources. As a result, time series comparisons are not advisable, because they will be based on differing vintages and sources.

Stated in a different way, if we were to place our primary emphasis on ensuring that clients can carry out meaningful time series comparisons, we'd have to ignore the discovery and emergence of improved methods and data sources. We strongly believe that this would be a mistake. Moreover, frequent changes to administrative boundaries make it difficult or impossible to carry out meaningful time series comparisons.

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Questions?

Contact us at any time.

Your Geomarketing team

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