Press release

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Household types vary widely from nation to nation

GfK studies on the demographic profiles of Slovenia, Hungary and the Czech Republic

Bruchsal, Germany, July 9, 2015. – Despite their close proximity, Slovenia, Hungary and the Czech Republic have significantly different sociodemographic characteristics. Household size is a case in point.

At 8.7 percent, Slovenia has the highest share of households with five and more persons. Slovenia also has the greatest share of four-person households at 15.7 percent, trailed by Hungary at 12.7 percent and the Czech Republic at 13.4 percent. By contrast, more than one in every three inhabitants in the Czech Republic lives alone.

	Slovenia	Hungary	Czech Republic
	absolute value		
Inhabitants	2,061,085	9,877,365	10,512,419
Households	817,510	4,080,294	4,395,407
Household size	**share as a %**		
Single-person households	32.8	32.1	34.0
Two-person households	24.6	29.3	31.5
Three-person households	18.3	19.3	16.0
Four-person households	15.7	12.7	13.4
Five-person and higher households	8.7	6.7	5.1
Avg. no. per household:	2.5	2.4	2.4

GfK's demographic studies illuminate the distribution of the various family types to be found in the nations in question. For example, the GfK data shows that children are present in more than 41.8 percent of Hungary's households, with no children to be found in 21.9 percent of households. And single-person households comprise 32.1 percent of the country's households.

But shared accommodations with non-family members make up only 3.1 percent of Hungary's households. However, this share is 3.9 percent in Budapest, which is more than 28 percent above the national average. This is likely explained by the large student population in the capital city.

Hungary: Breakdown of household types

	Share as a %
Single-person households	32.1
Multiple-person households: 1 family with children	41.8
Multiple-person households: 1 family without children	21.9
Multiple-person households: no family	3.1
Multiple-person households: 2+ families	1.2

The GfK studies also offer insights into the distribution of age groups, such as the regions with the most seniors. At 19.35 and 19.34 percent respectively, Brno and Plzen have the greatest share of seniors in the Czech Republic.

Czech Republic: Top 10 districts for seniors (65+ years)

rank	district	inhabitants	share 65+ years as a %
1	Brno-mesto	377,508	19.3
2	Plzen-mesto	186,077	19.3
3	Pelhrimov	72,224	19.3
4	Hradec Kralove	162,651	19.3
5	Pisek	70,504	19.2
6	Semily	74,385	18.8
7	Tabor	102,611	18.6
8	Nachod	111,595	18.6
9	Klatovy	87,056	18.6
10	Rokycany	47,799	18.3

source: GfK Demographics Czech Republic 2014

At 13.8 percent, the share of seniors in the district of Praha-vychod (Prague-East) is lowest in the nation, very closely followed by Praha-zapad (Prague-West) at 13.9 percent. Seniors comprise 18.1 percent of the households in the capital district of Hlavni mesto Praha.

Locating and reaching target groups

GfK's sociodemographic data makes it possible to answer the many "where" questions faced by marketing and sales divisions. Data users can filter the information to hone in on the locations of their target groups and then tailor their marketing and sales campaigns accordingly. The GfK data can also be linked to a company's customer data to find out what distinguishes customers from non-customers.

The GfK data also allows internationally active companies to meaningfully compare sociodemographic characteristics across their markets and

develop country- and region-specific strategies. For example, opticians can more aggressively market and promote varifocal lenses in regions with larger percentages of older customers, who generally have a greater need for this type of product.

About the study

"GfK Demographics" evaluates sociodemographic data on various regional levels. The data delivers insights into regional household types (single-person and multiple-person, with and without children), age ranges and accommodation types. GfK Demographics is used by marketing and sales divisions for locating target groups. The detailed data reveals the best areas in which to conduct marketing and sales campaigns for certain products. GfK's Geomarketing solution area offers this demographic data for various European countries. The data is available at multiple administrative levels, such as districts, municipalities and postcodes, and in the case of Germany, street segments as well.

Additional information on GfK Demographics can be found at www.gfk-geomarketing.com/demographics.

Print-quality illustrations can be found at www.gfk.com/Documents/News/2015/demographics.zip.

About GfK
GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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