Press release

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Regensburg remains top spot for single households in Germany

GfK Demographics 2018

Bruchsal, February 13, 2019 – Germany's highest share of single-person households is in the urban district of Regensburg, while the highest share of households with children is in the rural district of Cloppenburg. These are some of the results of the latest GfK study on the regional distribution of Germany's demographic traits, such as family type, age range, and income level.

Germany's share of single-person households is 38.1 percent, while the nationwide share of multiple-person households with children is 32 percent. Multiple-person households without children comprise 29.9 percent of the country's population.

Share of household types

	Germany – total	highest share	lowest share
single-person households	38.1%	Regensburg UD (56.5%)	Cloppenburg RD (23.0%)
multiple-person households without children	29.9%	Barnim RD (36.7%)	Regensburg RD (24.2%)
multiple-person households with children	32.0%	Cloppenburg RD (49.1%)	Würzburg UD (17.6%)

source: GfK Demographics Germany 2018; UD = urban district; RD = rural district

With a 56.5 percent share of single-person households, the urban district of Regensburg leads the way among Germany's districts. At 54 percent, the urban district of Würzburg comes in at second place, followed by the urban districts of Flensburg (52.5 percent) and Passau (52.2 percent). Berlin's 2018 share of single-person households was 48.5 percent. This puts the capital in twenty-fourth place, behind other large cities such as Munich (50.6 percent) and Cologne (49.7 percent).

Top 10 districts – 2018 share of single-person households

rank	district	inhabitants	share of single-person households as a %	index (100 = national average)
1	Regensburg UD	148,638	56.5	148.3
2	Würzburg UD	126,010	54.0	141.8
3	Flensburg UD	87,432	52.5	137.7
4	Passau UD	51,074	52.2	137.0
5	Erlangen UD	110,238	51.9	136.2
6	Bayreuth UD	73,065	51.2	134.3
7	Trier UD	110,111	51.1	134.2
8	Bamberg UD	75,743	51.1	134.2
9	Munich UD	1,464,301	50.6	132.7
10	Leipzig UD	571,088	50.1	131.5

source: GfK Demographics Germany 2018; UD = urban district; RD = rural district

While single-person households are especially concentrated in cities, households with children are more strongly represented in rural regions. Regarding the latter, the rural district of Cloppenburg takes first place with 49.1 percent. With 48.6 percent, the rural district of Straubing-Bogen comes in at second place, followed by the rural district of Vechta (48 percent). At the other end of the spectrum are the urban districts of Regensburg (19.3 percent) and Würzburg (17.6 percent).

Top 10 districts – 2018 share of multiple-person households with children

rank	district	inhabitants	share of multiple-person households with children as a %	index (100 = national average)
1	Cloppenburg RD	165,930	49.1	153.3
2	Straubing-Bogen RD	99,221	48.6	151.8
3	Vechta RD	139,671	48.0	149.9
4	Eichstätt RD	130,808	47.7	148.9
5	Emsland RD	321,391	46.0	143.7
6	Landshut RD	155,442	45.6	142.4
7	Dingolfing-Landau RD	95,035	45.0	140.5
8	Freyung-Grafenau RD	78,180	44.9	140.5
9	Pfaffenhofen a.d.Ilm RD	125,085	44.8	140.0
10	Rottal-Inn RD	119,617	44.7	139.5

source: GfK Demographics Germany 2018; UD = urban district; RD = rural district

With 2.12 people per household, Baden-Württemberg has the highest average household size among Germany's federal states, followed by Rhineland-Palatinate at 2.10 people per household. With 1.78 people per household, Berlin has the smallest average household size. The national average is 2.02 people per household.

About the study

GfK Demographics offers demographic insights for various regional levels. The dataset provides information on Germany's population and households according to household type (single- and multiple-person with or without children, as well as immigrant households), age range (i.e., age of household head), income level (divided into seven brackets), as well as the architectural profile of the residence (single-, dual- or multiple-family house, etc.).

Marketing and sales divisions use these insights to locate their target groups and concentrate campaigns in regions with the highest affinity for certain products. GfK Demographics is available for all of Germany's urban and rural districts, municipalities, postcodes, streets and 2.8 million street segments from GfK's Geomarketing solution area.

Additional information on GfK's regional market data can be found here.

Print-quality illustrations can be found here.

About GfK

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