# Press release

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Cornelia Lichtner
Public Relations
T +49 7251 9295 270
F +49 7251 9295 290
cornelia.lichtner@gfk.com

## Heidelberg has Germany's highest share of young households

### GfK Demographics Germany 2015

**Bruchsal, Germany, February 23, 2016 – The university city of Heidelberg has Germany's highest share of households whose main earners are 30 years old or younger. By contrast, the highest share of senior households can be found in the district of Suhl in Thuringia. These are some of the findings of the study "GfK Demographics 2016", which reveals the regional distribution of family types, age ranges, income levels and accommodation types in Germany.**

Twenty-three percent of Heidelberg's household heads are thirty years old or younger. This is twice the national average (11.5 percent) for this age segment.

Other top-ranked locations in terms of young households are the university cities of Leipzip, Jena and Dresden, each of which has more than 20 percent of this household type. The other districts in the top-ten ranking have a share of young households from 1.6 to 1.7 times the national average.

### Top ten districts according to share of young households

| rank | urban district (UD) / rural district (RD) | inhabitants | share of households under 30 years old as a %* | index (100 = national average) |
|---|---|---|---|---|
| 1 | Heidelberg UD | 152,113 | 22.57 | 197.2 |
| 2 | Leipzig UD | 531,562 | 21.62 | 188.9 |
| 3 | Jena UD | 107,679 | 21.22 | 185.4 |
| 4 | Dresden UD | 530,754 | 20.28 | 177.2 |
| 5 | Regensburg UD | 140,276 | 19.38 | 169.3 |
| 6 | Freiburg im Breisgau UD | 220,286 | 19.28 | 168.5 |
| 7 | Würzburg UD | 124,698 | 19.19 | 167.7 |
| 8 | Kiel UD | 241,533 | 19.06 | 166.5 |
| 9 | Erlangen UD | 105,624 | 18.54 | 162.0 |
| 10 | Münster UD | 299,708 | 18.36 | 160.4 |

source: GfK Demographics Germany 2015
* according to age of household head        UD = urban district; RD = rural district

Young households are especially well represented in cities with a strong university presence. By contrast, the highest share of senior households is typically in rural areas, particularly in eastern Germany. The highest share of this demographic can be found in the urban district of Suhl in Thuringia: 46 percent of all household heads in this location are 60 years or older. Senior households are distributed much more evenly than young households. The deviation of 1.3 times the German average in the urban district of Suhl is the highest in the nation.

**Top ten districts according to share of senior households**

| rank | urban district (UD) / rural district (RD) | inhabitants | share of house- holds 60 years old + as a %* | index (100 = nation- al average) |
|------|-------------------------------------------|-------------|----------------------------------------------|----------------------------------|
| 1 | Suhl UD | 35,665 | 45.75 | 127.1 |
| 2 | Vogtlandkreis RD | 233,970 | 44.64 | 124.1 |
| 3 | Lüchow-Dannenberg RD | 48,670 | 44.40 | 123.4 |
| 4 | Zwickau RD | 327,062 | 44.15 | 122.7 |
| 5 | Altenburger Land RD | 93,605 | 44.11 | 122.6 |
| 6 | Erzgebirgskreis RD | 351,309 | 44.05 | 122.4 |
| 7 | Dessau-Roßlau UD | 83,616 | 43.99 | 122.3 |
| 8 | Wilhelmshaven UD | 75,728 | 43.88 | 121.9 |
| 9 | Ostholstein RD | 197,835 | 43.65 | 121.3 |
| 10 | Görlitz RD | 262,168 | 43.56 | 121.1 |

source: GfK Demographics Germany 2015
* according to age of household head          UD = urban district; RD = rural district

The share of senior households in the rural district of Miltenberg and the urban district of Kaiserslautern is around 36 percent, which puts it right at the national average.

Around 260 of Germany's 402 districts have an above-average share of senior households. By contrast, just under 100 of Germany's districts have an above-average share of young households.

**Age breakdown of Germany's households**

| age of household head | number of households | share as a % |
|-----------------------|----------------------|--------------|
| household head up to under 30 years old | 4,528,725 | 11.45 |
| household head 30 to under 40 years old | 5,896,713 | 14.90 |
| household head 40 to under 50 years old | 7,418,550 | 18.75 |
| household head 50 to under 60 years old | 7,485,562 | 18.92 |
| household head 60 years and older | 14,237,786 | 35.98 |

source: GfK Demographics Germany 2015

**About the study**

GfK Demographics reveals the socio-demographic profile of the population and is calculated 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- or dual-family house, etc.).

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 Demographics 2015 is available for all of Germany's urban and rural districts, municipalities, postcodes, streets and 2.6 million street segments from GfK's geomarketing solution area.

**Additional information**on GfK's regional market data can be found at http://www.gfk-geomarketing.de/market_data.

**Print-quality** illustrations can be found here.

**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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