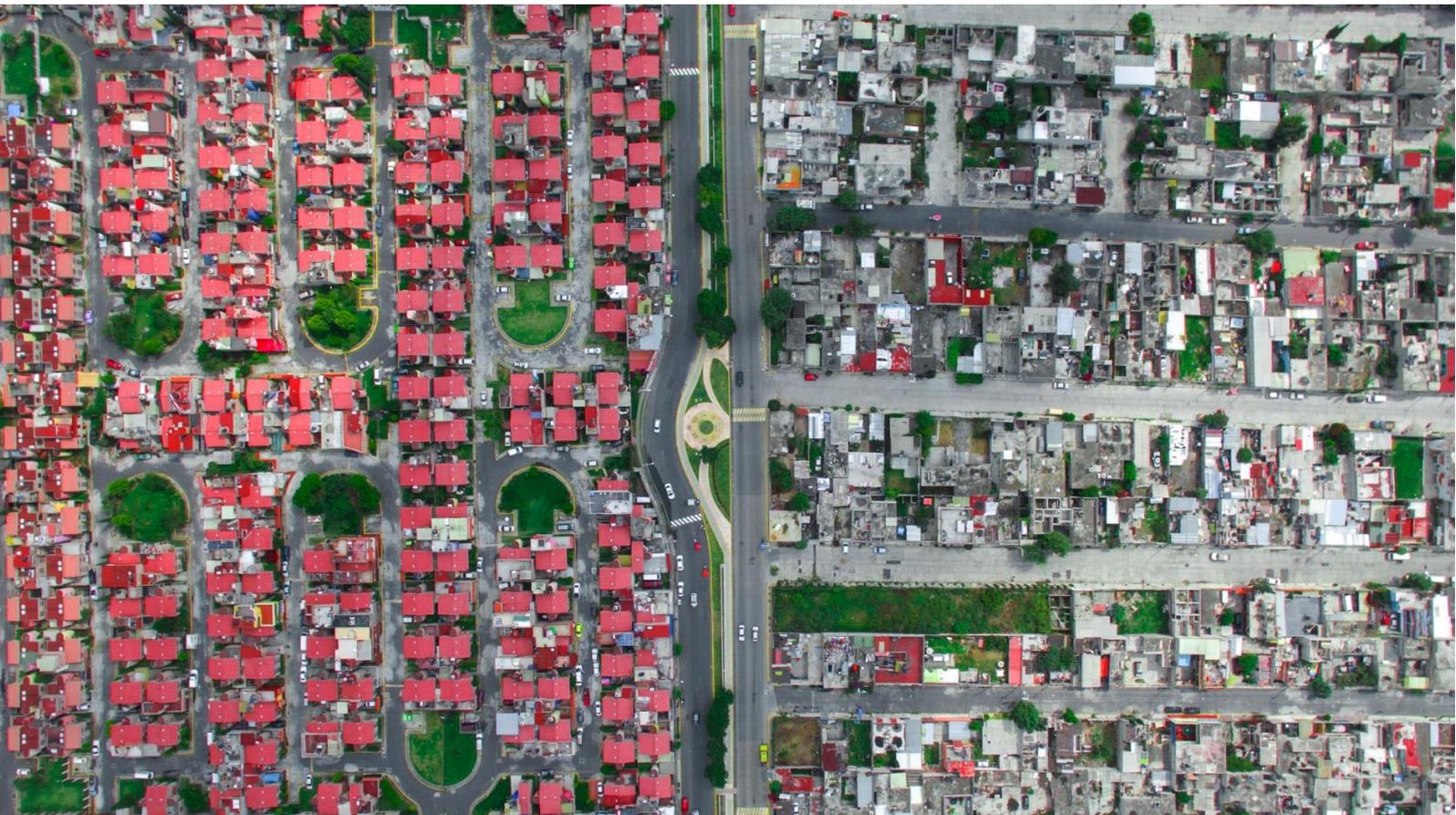


PTV Socio Streets Germany

Release R2024_V1.0



Karlsruhe, 08.03.2024

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1 Introduction

With Socio Streets Germany, PTV offers demand level data on population structure and purchasing power tailored to Digital Data Streets. By integrating the demographic data into the detailed road maps, based on the HERE databases (formerly NAVTEQ), meaningful demand level and location analyses can be performed at street segment level. The demographic data includes nearly fifty attributes and contains information on the following areas:

- Population structure (residential and daytime populations, population based on age groups, etc.)
- Private households in total as well as according to the number of persons
- Purchasing power of private households
- Number of buildings
- Number of persons in employment

Tailored data packages can be compiled from the individual attributes in Socio Streets, for example population according to gender and total private households. The data can be used together with the street network from Digital Data Streets. The linking of the streets with Socio Streets is carried out using the street IDs. The current version of Socio Streets is based on the Digital Data Streets release R2023_V1.0.

All factual data is calculated on the basis of the latest information available in the 3rd quarter of 2023. To avoid aggregation errors, the data is mostly shown with decimal places.

The data are based on the most accurate and reliable information possible. However, data errors cannot be completely ruled out.

Version change to the Digital Data Streets:

In recent years, the V1.0 release of Digital Data Streets was usually based on the HERE road data from Q4 (quarter 4) of the previous year. This time, however, the more recent, up-to-date data from Q1 was applied. As a result in this release, instead of the HERE Q4-2022 version the Q1-2023 version is used.

2 General information on the data set

Name of the product:	Socio Streets Germany
Content of the data set:	Demand level data Germany on a street segment level
Coverage:	Germany
Subset possible:	Yes
Scale/accuracy:	Street segment level
Source:	Acxiom Deutschland GmbH, Munich; HERE (formerly NAVTEQ); PTV Logistics GmbH, Karlsruhe
Data type:	Demographic data
Number of data sets:	4,299,207
Demographic data from:	2023
Street network from:	Digital Data Streets R2023_V1.0 (HERE Q1-2023 (221h0))
Release:	R2024_V1.0
Standard data format:	Microsoft Access (accdb/mdb), MapInfo TAB
Language:	German
File size:	Varies depending on the selection of attributes
Update interval:	Annually

3 Content and field description

Column no.	Column name	Content of description	Data type
1	ID	Street network ID (from Digital Data Streets or HERE)	Long integer
Module Population:			
2	hh_au	Households with foreign head of household	Double
3	hh_de	Households with German head of household	Double
4	bvto_tag	Daytime population	Double
5	bv_to	Total population	Small Integer
6	bvhfr	Population with (technical) college entrance qualification	Double
7	bvrs	Population with qualification from a Realschule	Double
8	bvvs	Population with qualification from an elementary/high school	Double
9	bvbff	Population with qualification from a (vocational) college	Double
10	bvhfh	Population with qualification from a (technical) college	Double
11	bvgs	Divorced	Double
12	bvle	Single	Double
13	bvnez	Non-marital cohabitants	Double
14	bvvg	Married living separately	Double
15	bvvz	Married living together	Double
16	bvww	Widowed	Double
17	bv_ma	Population male (Acxiom Mikromarkt Basic)	Double
18	bv_we	Population female (Acxiom Mikromarkt Basic)	Double
19	b0_3	Population aged 0 to under 3	Double
20	b3_6	Population aged 3 to under 6	Double
21	b6_10	Population aged 6 to under 10	Double
22	b10_15	Population aged 10 to under 15	Double
23	b15_18	Population aged 15 to under 18	Double
24	b18_20	Population aged 18 to under 20	Double
25	b20_25	Population aged 20 to under 25	Double
26	b25_30	Population aged 25 to under 30	Double
27	b30_35	Population aged 30 to under 35	Double
28	b35_40	Population aged 35 to under 40	Double
29	b40_45	Population aged 40 to under 45	Double

30	b45_50	Population aged 45 to under 50	Double
31	b50_55	Population aged 50 to under 55	Double
32	b55_60	Population aged 55 to under 60	Double
33	b60_65	Population aged 60 to under 65	Double
34	b65_75	Population aged 65 to under 75	Double
35	b75um	Population aged 75 and over	Double
36	b0_18	Population aged 0 to under 18	Double
37	b18_30	Population aged 18 to under 30	Double
38	b30_50	Population aged 30 to under 50	Double
39	b50_65	Population aged 50 to under 65	Double
40	b65um	Population aged 65 and over	Double
Module Buildings and apartments:			
41	am_haus	Number of buildings (Demand level Acxiom Germany)	Small integer
Module Households:			
42	ph_to	Total private households	Small integer
43	ph_kid	Private households with children under 18	Small Integer
44	ph_nokid	Private households without children	Small Integer
45	ph_1	Private households with one person	Small Integer
46	ph_2um	Private households with two or more persons	Small Integer
Module Purchasing power:			
47	prikeuro	Absolute private purchasing power (in €) per year	Double
48	prik_bv	Average private purchasing power per inhabitant (in €) per year	Double
Module Employment:			
49	ew_to	Employed persons	Double
Module Car fleet:			
50	pk_prv	Car (M1) fleet – private use	Double

4 Further information

4.1 Population

The data is calculated by Acxiom Germany on the basis of official population figures in combination with building information, demand level data and a number of other indicators. Acxiom obtains the official basic data in regular direct contact with the municipalities according to their finely detailed classifications.

4.2 Households

The designation of private households is based on the differentiated population data from the official registers and on data from the latest micro-census.

Using this as a basis, households at a micro-market level are merged with demand level data and information from the Acxiom MIKROTYP (address-based database). Aggregation and validation procedures are used to match the results with private households at higher levels.

4.3 Purchasing power

Private purchasing power can be described in simplified terms as the sum of all net incomes of private individuals per region, whereby the latest legislative changes in the field of transfer incomes (e.g. Hartz IV social security payments, parental allowance etc.) are also always taken into account. Acxiom generates private purchasing power from a large amount of finely detailed information on income sources in combination with proven calculation methods. The purchasing power shown by Acxiom aggregated to Germany corresponds well with the figures published by the German Institute for Economic Research (DIW Berlin).

The calculation of private purchasing power is based on sources such as the following:

- Net income from payroll and income tax statistics
- Pension recipients and payments at district level
- Social welfare recipients and expenditures at district level
- Statistics from the Federal Employment Agency at municipal level
- Current population data
- Further information, for example on pensions, student grants, transfer income in agriculture

Information on the finely detailed distribution of the population according to various criteria as well as income indicators (e.g. precise information on the number of cars or residential buildings) allows reliable designation of purchasing power at a finely detailed level.