



Growth  
from  
Knowledge

# GfK Regional Consumer Styles

Germany



Regional Consumer Styles let you identify and pinpoint the locations of your target groups according to specific consumer behaviors, motivations, needs and values. This allows you to tailor your communications to inspire more interest among your target customers. Use these insights to support a broad range of applications:

- sampling / brochure distribution
- address analysis
- customer data base enrichment
- customer address filtering by consumer style
- catchment area analysis
- city profile analysis
- location analysis
- regional potential analysis based on consumer style
- placard/billboard placement and optimization

Regional Consumers Styles help you analyze your customers based on the consumer group to which they belong. These insights support more tailored marketing and sales endeavors:

- **Target group qualification**

Get a deeper understanding of the characteristic traits of your consumer groups. Then use these insights to determine the best target group for your product or service.

- **Target group quantification**

Analyze your target group potential in your active markets. Find out the number of households belonging to one of the consumer groups in a specific geographic area (e.g., a postcode or street segment).

- **Target group localization**

Learn more about the locations of your target group. Identify regions with high shares of your target group, and then focus your sales and marketing efforts in these areas.

# Applications II



- **Customer data base enrichment**

Determine the consumer groups to which your customers belong. Regional Consumer Styles enhance your customer database, providing actionable information about your customers' values and motivations. Use this knowledge to customize your marketing and communication strategies.

- **Location analysis / branch network optimization**

Choose where to enter a new market or expand existing operations based on where your target group potential is highest. Compare location alternatives and expand into promising regions. Use Regional Consumer Styles to plan new locations and analyze your existing locations' proximity to your target groups.

- **Advertising and media planning**

Minimize wasted advertising efforts by distributing your brochures and mailings in regions with high shares of your target group. Strategically position outdoor advertising in areas where your target group is most likely to view it.

We also offer additional options for optimizing your target-group marketing:

- **Custom target group analysis**

Tell us about your product and we will determine your ideal consumer groups. This gives you a regionalized, comprehensive portrait of the traits, size and geographic distribution of your target groups.

- **Detailed target group report**

Our detailed target group reports ("GfK RCS Report Essentials" and "GfK RCS Report Experts") offer rigorously researched information regarding the values, general product preferences, interests, activities, technology usage, living environment and communication preferences of the consumer lifestyle groups.

# Overview I

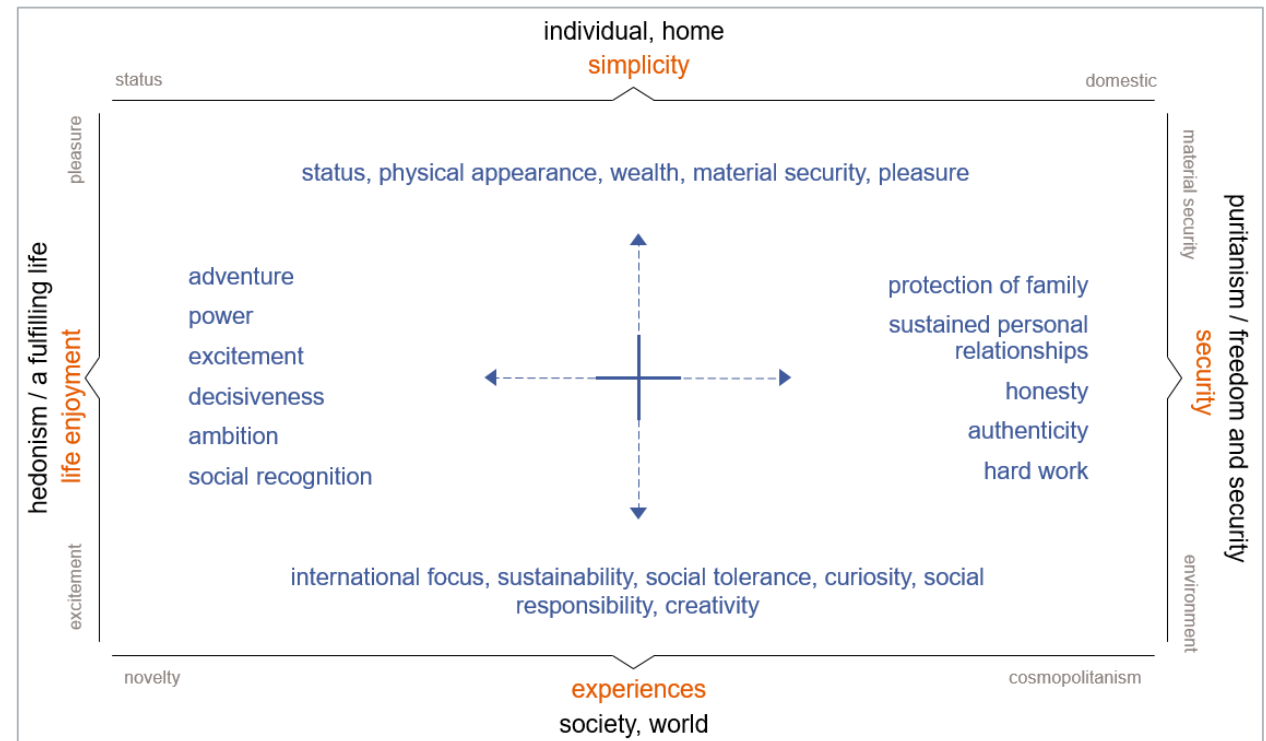
## Nine Consumer Styles



GfK Regional Consumer Styles segments consumers into nine distinct groups. This is done using a model that takes into account the following four value orientations:

- **individual & home:**  
status, physical appearance, wealth, material security, pleasure
- **freedom & security:**  
protection of family, sustained personal relationships, honesty, authenticity, hard work
- **society & world:**  
international focus, sustainability, social tolerance, curiosity, social responsibility, creativity
- **a fulfilled life:**  
adventure, power, excitement, decisiveness, ambition, social recognition

The key results of the consumer segmentation analysis are illustrated in the graphic:



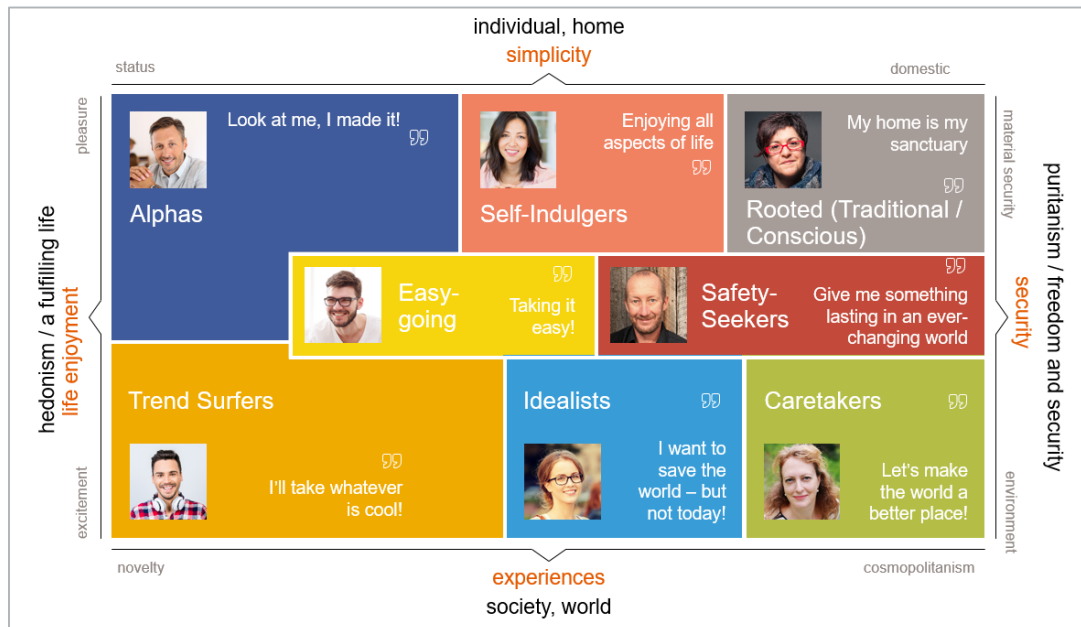
# Overview II

## Nine Consumer Styles



GfK Regional Consumer Styles help you carry out a systematic analysis of consumers and brands based on the value orientations that motivate consumer behavior. Use the results of these analyses to identify trends, position brands, develop new products, determine market and sales potential, optimize advertising and strategize media planning. GfK Regional Consumer Styles also delivers deep insights into numerous marketing-related questions concerning your target groups.

We derive the following nine segments from the preceding four value orientations:



- **Values:** What gives meaning to the lives of each consumer group? What are these groups' key points of orientation? What are their most important values and how are these related?
- **Demographics:** Which life stage characterizes each consumer group, and what is their level of education and income?
- **Activities:** What are the daily routines of these groups? What are their interests, activities and typical recreational pursuits?
- **Consumer behavior:** What are the brand and product preferences of these groups? What would an ideal brand look like for each group? Which types of products do they like best and what are their favorite shopping venues?
- **Marketing:** What are their preferred modes of communication and what type of media content gets their attention? What are their Internet browsing habits? Are they influenced by advertising?

GfK Regional Consumer Styles give you a wide spectrum of insights to support your market research and marketing strategies. These insights can also be tailored to your unique industry, market and product.

Use our target group report to optimize your marketing activities based on the specific value orientations and lifestyles of your consumers.



# Overview III

## 1. Alphas: Look at me, I made it!



TRADITION-CONSCIOUS

AMBITIOUS

ENTHUSIASTIC  
ABOUT TECHNOLOGY

Alphas work hard to achieve their goals and appreciate traditional values. Friendship is important to them and they would appreciate more time for the beautiful things in life. They like to go out, play a lot of sports and are interested in the latest electronic gadgets.

Make an impact with Alphas through high-quality, innovative products that simplify their lives.

# Overview IV

## 2. Self-Indulgers: Enjoying all aspects of life



**TASTEFUL**

**HEDONISTIC**

**PLEASURE-ORIENTED**

Self-Indulgers are hedonists who want to make the most of their lives through fun and enjoyment. They are spontaneous, go out often and enjoy shopping as an entertainment activity in their spare time. An attractive appearance is also important to them.

Appeal to Self-Indulgers with a beautiful ambience, offers that evoke spontaneity and products that allow them to express their individuality.

# Overview V



## 3. Rooted (Traditional): My home is my sanctuary



INFORMAL

DOMESTIC

TRADITION-CONSCIOUS

The Rooted (Traditional) consumer group likes to spend their time at home reading, cooking and gardening. They are budget-conscious and do not need any frills to feel satisfied. Much more important to them are family cohesion, friendship and the upholding of cherished traditions.

Attract this group through proven, time-honored products.



# Overview VI



## 4. Rooted (Conscious): My home is my sanctuary



INFORMAL

ACTIVE

TRADITION-CONSCIOUS

Unlike the Rooted (Traditional) group, the Rooted (Conscious) group ventures beyond the household more frequently. They have an active lifestyle and regularly play sports and partake in cultural activities, such as attending concerts and theatre productions. But they also highly value family cohesion, friendship and upholding cherished traditions.

Get this group's attention with high-quality, sustainable products.

# Overview VII



## 5. Safety-Seekers: Give me something lasting in an ever-changing world



FAMILY-ORIENTED

TRADITION-CONSCIOUS

SAFETY-ORIENTED

Safety and stability are important anchors for Safety-Seekers. This group embraces traditional values and seeks satisfaction through work. But they also want to enjoy their lives, listen to music and take care of their homes. They prefer to spend time with family and friends.

Reach Safety-Seekers with products they can trust. Branded products and product information on the packaging give them a sense of security when making their purchase decisions.

# Overview VIII

## 6. Idealists: I want to change the world – but not today!



RESPONSIBLE

COSMOPOLITAN

EXPERIENCE-ORIENTED

Idealists are cosmopolitan and curious about other cultures and customs. Experiences are more important to them than possessions, and this group embraces the motto “you only live once”. But Idealists do not want to enjoy life at the expense of the planet. Environmental protection is not just a buzzword for them – when possible, they live in an environmentally conscious way.

Cater to Idealists with offers that enable them to have unconventional experiences and that are aligned with their top priorities of sustainability and conscious consumption.

# Overview IX

## 7. Caretakers: Let's make the world a better place!



HELPFUL

OPEN-MINDED

ENVIRONMENTALLY CONSCIOUS

Caretakers are helpful people who show up when there is a need somewhere. They have an affinity for nature, enjoy spending spend time outside and value environmental awareness. They like to invite guests to their home and cook for friends and family.

Influence Caretakers with sustainable and ethically produced products that support their healthy lifestyles.

# Overview X

## 8. Trend Surfers: I'll take whatever is cool!



ACTIVE

CREATIVE

ALWAYS LOOKING FOR  
SOMETHING NEW

Trend Surfers want to enjoy their lives and discover the world. Knowledge and creativity are important to them. Their curiosity means they are always on the lookout for new products and trends, such as the latest electronic gadgets, food trends, hip restaurants and fashion styles.

Trend Surfers seek out products that allow them to experience new things. Attract them with products that appeal to their desire to express themselves.



# Overview XI

## 9. Easy-Going: Taking it easy!



AMBITIOUS

RELAXED

HEDONISTIC

The Easy-Going consumer group are hedonists who want to have fun and enjoy life. But they are also ambitious and in search of material security and prosperity. They enjoy spending time at home, listening to music and playing video games.

Appeal to this group through pragmatic offers that make decisions easier for them. This group also occasionally enjoys treating themselves to something special, such as beautiful clothes, accessories, jewelry and new electronic gadgets.

# Overview XII



## Sample excerpt: One-page description of the “Alphas” consumer group

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### top 5 values

friendship • honesty • authenticity • health and fitness • protection of family

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### characteristic values

health and fitness • having fun • honoring of ancestors • duty • being youthful • ambition • looking good

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### distinguishing traits

virtual interactions with people or places can be as satisfying as being there in person

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### purchase behavior

looking for novelty and fun • prepared to spend more for products that make life easy

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### affinity for technology

leading edge tech consumers • users of the advanced features

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### demographic profile

male • 15-49 years old • secondary schooling; graduate degrees overrepresented • single or married

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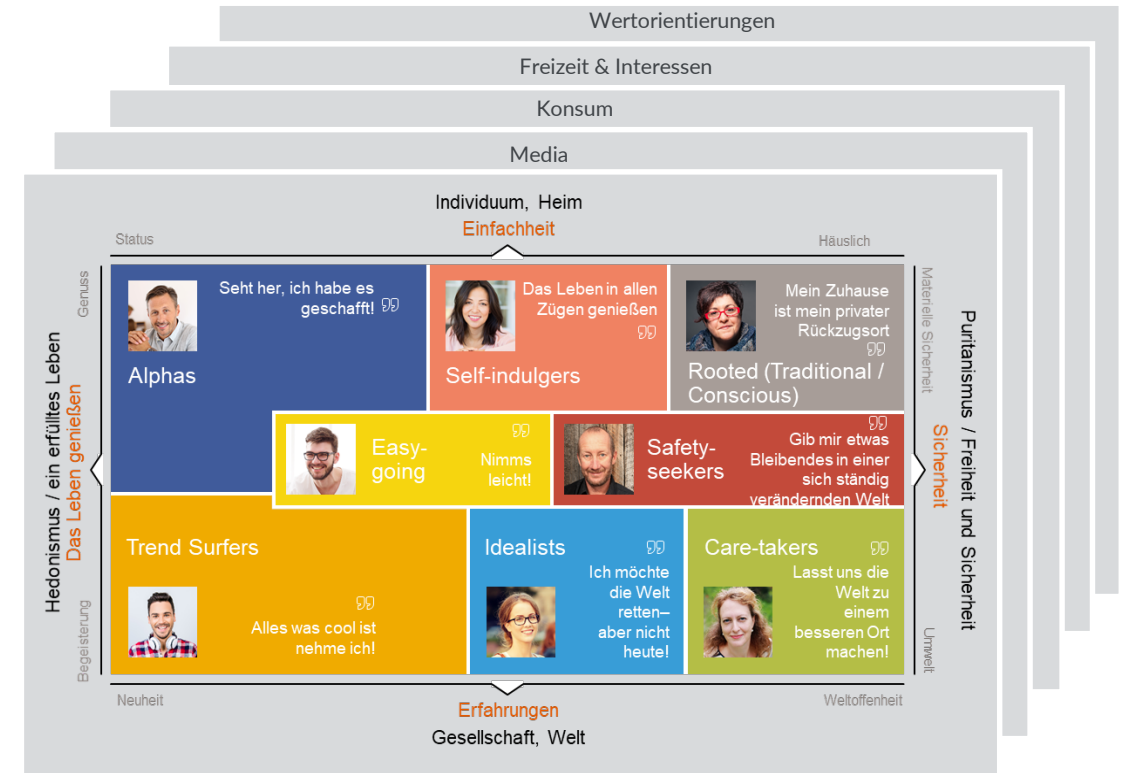
# Methodology



Regional Consumer Styles compresses and groups the immense variations in consumer behaviors and value systems into a manageable set of nine consumer profiles.

We draw on a very extensive array of data to carry out this segmentation. GfK annually polls approximately 30,000 consumers worldwide regarding the most important aspects of their daily lives. More than 100,000 households and individuals across the world also regularly provide information on their consumer behavior to GfK consumer panels. On this basis, we identify representative lifestyle categories, which vary significantly in terms of shopping behavior as well as product and brand expectations.

This process takes into account consumers' interests, preferences, values, recreational pursuits, consumer behavior and media usage habits.



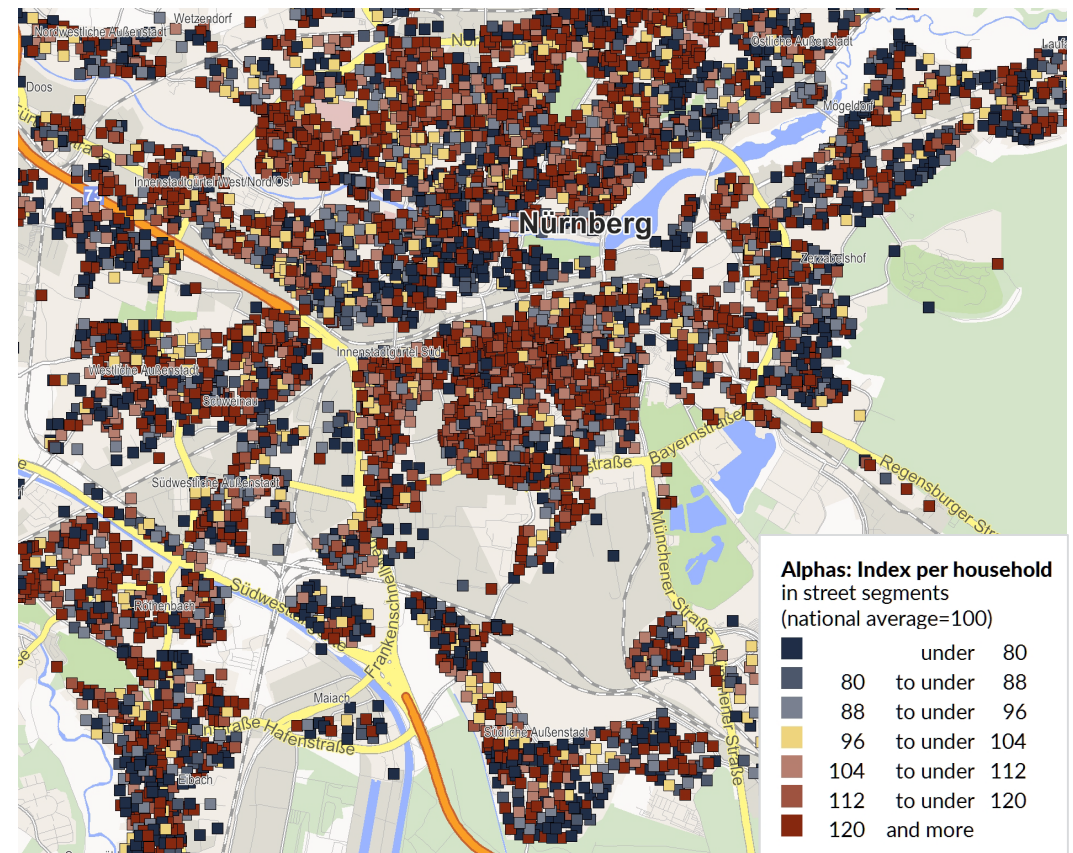
# Regionalization

Regional Consumer Styles can be compiled at a very detailed geographic level thanks to the comprehensive nature of our GfK panel data.

Our microgeographic database Point Plus® gives us access to comprehensive data on street segments in Germany. We develop models to determine how households are assigned to each of the various consumer lifestyle groups for each street segment. This compilation process takes into account various demographic traits such as age, income and family type as well as infrastructure-related characteristics such as building status and land-use patterns.

Members of the Alphas consumer group are most concentrated in the more central regions of Nuremberg. By contrast, the outlying areas of the city have a lower potential for this target group, but even here there are substantial variations from one street segment to another.

Sample excerpt: Street segment distribution of the “Alphas” consumer group around Nuremberg, Germany



# Data structure



Regional code (e.g., municipality identifiers, postcodes, etc.)

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

## Inhabitants and households

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

## Regional Consumer Styles

Entries are provided in absolute, percentage and index values for the various lifestyle groups:

1. **Alphas:** Look at me, I made it!
2. **Self-Indulgers:** Enjoying all aspects of life
3. **Rooted (Traditional):** My home is my sanctuary
4. **Rooted (Conscious):** My home is my sanctuary
5. **Safety-Seekers:** Give me something lasting in an ever-changing world
6. **Caretakers:** Let's make the world a better place!
7. **Idealists:** I want to save the world – but not today!
8. **Trend Surfers:** I'll take whatever is cool!
9. **Easy-Going:** Taking it easy!



# Regional levels



Regional Consumer Styles are provided at a consistently high quality for all of Germany, from federal states and municipalities to postcodes and street segments.

You can aggregate the data to the specific areas of your choice, such as your company's catchment areas or your outside sales force regions.

1



## **Administrative regions**

- federal states
- counties
- 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 regions
- catchment areas

# Time series comparisons



Our high-quality data allow you to make 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 represent 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 not be comparing like with like.

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 feel strongly that this would be a mistake.

Moreover, frequent changes to administrative boundaries make it difficult or impossible to carry out meaningful time series comparisons.



# Questions?

If you have any questions, please contact us!



## Your Geomarketing-Team

 +49 7251 9295 200

 [geomarketing@gfk.com](mailto:geomarketing@gfk.com)

 [www.gfk.com/geomarketing](http://www.gfk.com/geomarketing)

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