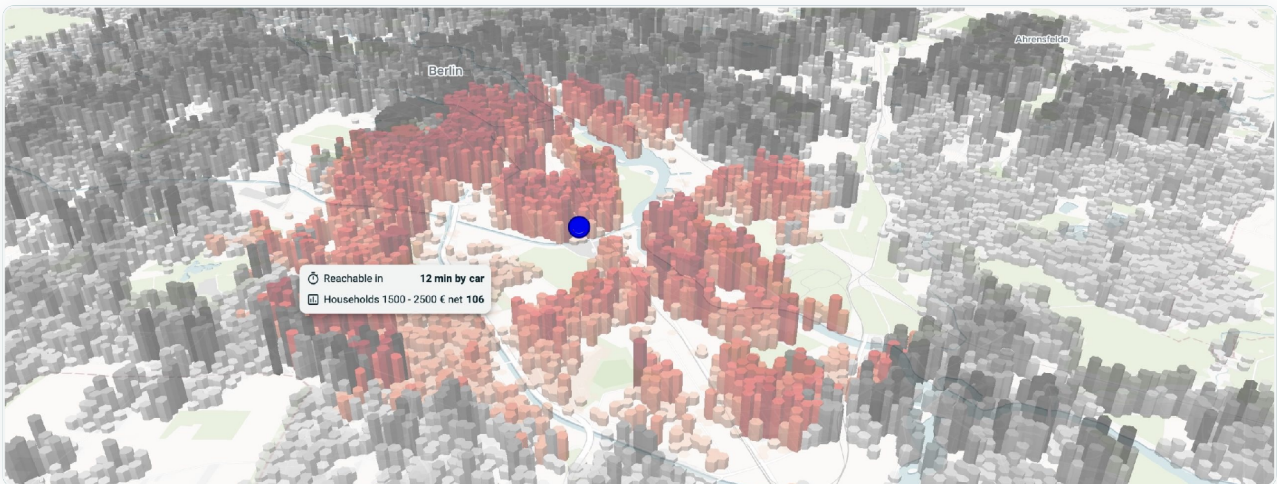


PRODUCT SHEET:

Socio-demographic Data

Targomo's socio-demographic data reveals who lives in an area and how local population profiles differ. Detailed indicators on residents, households and economic conditions help businesses compare locations, understand target markets and make evidence-based planning decisions.

KEY FEATURES & BUSINESS APPLICATIONS



Households by net income band within a 12-minute drive, Berlin

- Analyse resident populations by age and sex, household size and composition.
- Assess household income and spending power alongside housing, education, nationality and employment indicators.
- Identify areas with specific demographic profiles that match your target customers.
- Compare profiles across locations, catchments and entire networks.
- Benchmark economic and social characteristics across cities and regions.
- Available at high spatial resolution, with approximately 100 m grid cells.

Indicator availability may vary by country and data source.

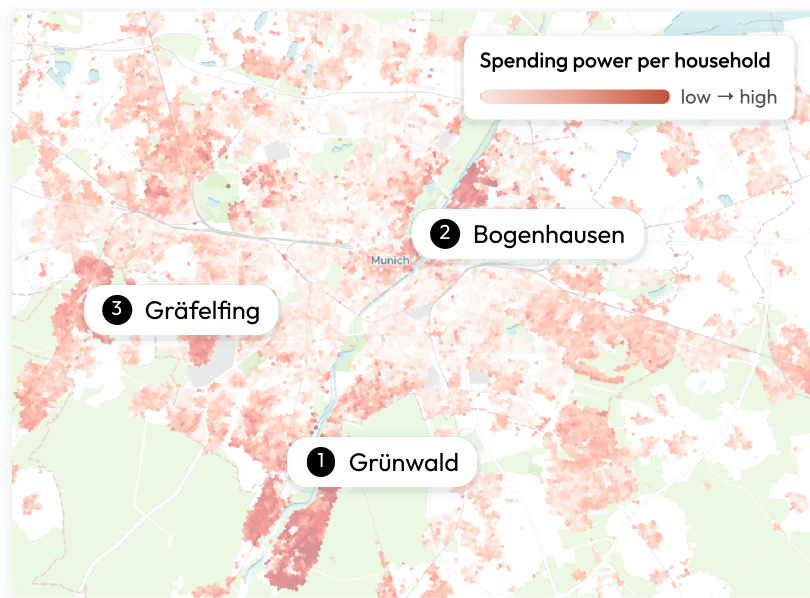
HOW THE DATA IS BUILT

Socio-demographic indicators are based on census estimates and, where available, MB Research data for small administrative areas. Targomo combines these with residential building-volume data to estimate where people actually live, and publishes the results on a hexagonal grid with 66m edge length (based on H3geo.org).

AVAILABLE INDICATORS

				
Population	Households	Economic Profile	Housing	Education & Employment
Population counts by age, sex and nationality	Households by size and type, e.g. households with children	Spending power by household, income; car ownership	Residential and dwelling characteristics	Qualifications and employment indicators

USAGE EXAMPLE: SPENDING POWER ACROSS MUNICH



Spending power per household, Munich and surrounding districts

High-resolution mapping makes local differences visible at a glance. Across the Munich region, some of the highest household spending power is concentrated around Grünwald, in parts of Bogenhausen, and in western suburbs of Gräfelfing. Many inner-city neighbourhoods rank lower by comparison, but remain relatively affluent.

WHY CHOOSE TARGOMO'S SOCIO-DEMOGRAPHIC DATA?

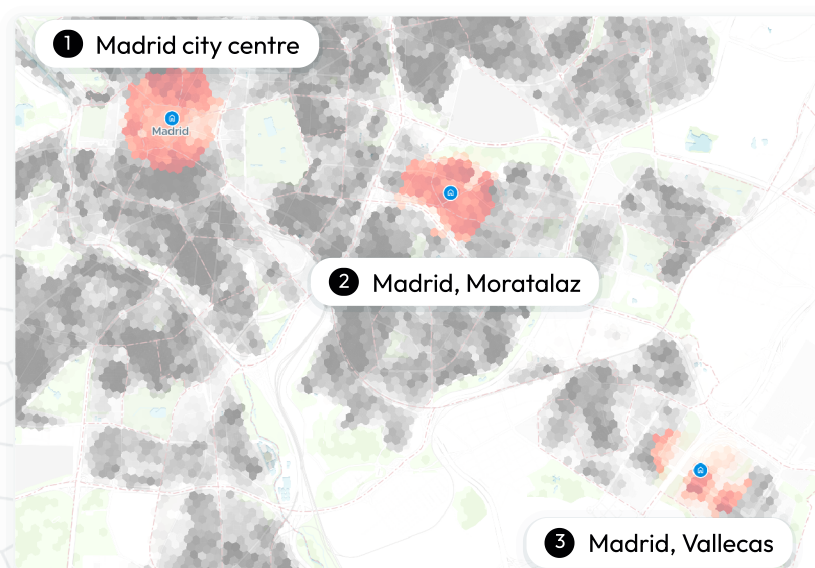
 Broad coverage Consistent indicators across more than 30 countries.	 Granularity and precision High spatial resolution that reveals differences at a city level.	 Sources you can trust Reliable public and commercial data, updated annually.	 GDPR compliant Built to meet European data privacy and protection standards.
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USAGE EXAMPLE: COMPARING LOCAL PROFILES

Where is purchasing potential the strongest?

When evaluating a new site or reviewing an existing network, the socio-demographic profile of the surrounding catchment shows whether an area matches your offer and target audience.

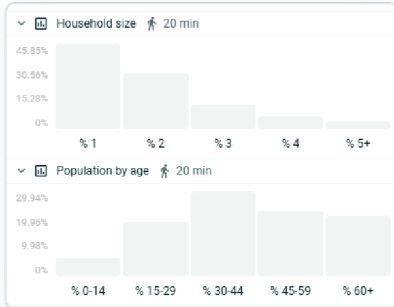
Map household spending power to find areas with greater purchasing potential, then read age and household size to understand the type of demand in each catchment.



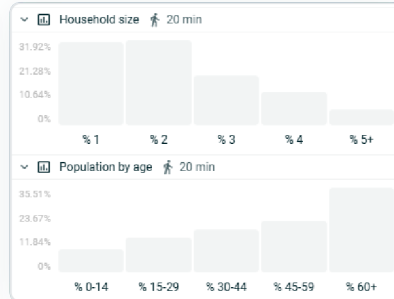
Three sample locations in Madrid, each with a 20-minute walking catchment

Which catchment best matches the target audience?

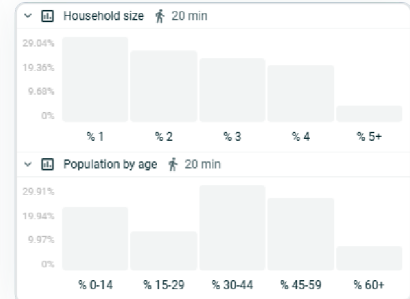
Areas that are close geographically can have very different resident profiles. Comparing the same indicators across catchments makes these differences easy to identify.



Madrid city centre
Smaller households dominate, alongside a varied age profile.



Madrid, Moratalaz
The catchment has an older resident profile, with a comparatively large share of people aged 60 and above.



Madrid, Vallecas
This newer residential area has a stronger concentration of young families and children.

None of these catchments is better; they are simply different. Matching the local profile to your target customer is what separates a site that performs from one that underperforms.

Unlock actionable insights today with Targomo's socio-demographic data!

GET IN TOUCH
mail@targomo.com



www.targomo.com