

Variables Description in MIKROTYP

Already in 1989, Consodata Marketing Intelligence (at that time, pan-adress) had started to create a uniform, exhaustive and expressive data basis that is so fine-structured as the data protection allows it.

For nearly 33 millions of households, Consodata Marketing Intelligence combined more than 140 millions of anonymized address information items with more than one billion of features for the microtype, and compressed and evaluated these data. The anonymized data and the aggregation of qualifying information to the about 5 millions of microcells (= smallest street section with at least 5 households) guarantee the observance of the strict German data protection regulations. Moreover, the huge dataset guarantees a high quality at finest level.

Together with cooperation partners, Consodata Marketing Intelligence has created the MIKROTYP microgeographic database in Germany. Exhaustive for the East and the West part of Germany, it offers an extremely high information density at finest geographic level. These so-called microcells with their manifold features can be used for the marketing in a great variety. Thus, not only market assessments, but also explanations for the behavior of individual customers are possible.

Even if your own database is comprehensive and well maintained, MIKROTYP provides you the qualifying supplements that allow a customer segmentation: Possibly you know what the customer has bought and how old she/he is. However, do you also know her/his environment with respect to the social status, the credit status structure or the health typology? MIKROTYP gives you this added value.

1 MICROSELECTION FEATURES

Regional type

The regional type describes the size and the place of the communities (towns and villages) in the Federal Republic of Germany. There is distinguished among six different community types:

- 11 = Kernel of conurbations
- 12 = Outskirts of conurbations
- 13 = Kernel town of a region
- 14 = Outskirts of a kernel town
- 15 = Rural centers
- 16 = Countryside places

Purchasing power

The purchasing power information is available at the ZIP code / place level, separate for old and new states. It is an index number that is determined on the basis of the tax statistics. In the West part of Germany, it takes values from 1 = very low purchasing power to 9 = very high purchasing power. In the East part of Germany where the purchasing power is generally lower than in the West part, the purchasing power spans from -9 = very low purchasing power to -1 very high purchasing power.

Street type

The street type describes the share of private households and industry in the street. In total, five types were formed:

- 1 = Residential street (no or very little industry)
- 2 = Shopping street (characterized by service, retail trade and freelancers)
- 3 = Mixed form (industry is present, no industry type is dominant)
- 4 = Industrial street (industry reduces the living quality)
- 5 = Extremely industrially used street

Building type

The building type informs about the house size in the cell:

- 1 = One- to two-family houses
- 2 = Three- to five-family houses
- 3 = Houses with 6 to 9 households
- 4 = Houses with 10 to 19 households
- 5 = Houses with 20 and more households
- 0 = No building type assigned (due to extreme industrial utilization)

Status

For the status determination, exact job specifications (specific job / qualification degree, specifications to executives, academic degrees) in combination with specifications to the building structure, the purchasing power and the residential area were used in multi-stage statistical methods. As last model, a generalized linear model for forecasting was used. The resulting probabilities were summarized in groups that consist of nearly the same number of households. The present value is a kind of index for the cell where low values (status group 1 to 3) point to lower social layers and high status groups point to higher social layers. The scale spans from 1 to 9.

Credit verification status

In the statistical model to determine the credit status on the cell, the features: payment behavior, positive and negative business inquiry results, increased mobility and Germans-to-aliens ratio were included. Moreover, several statistical methods in different stages were combined with each other and, finally, a grouping (similar to that of the status) was introduced where the group 9 points to a bad credit status whereas the group 1 points to a very good credit status.

Share of Germans

Based on the results of the first name analysis, the probable share of Germans was ascertained and grouped to an index. The value scale spans from 1 to 9. The higher the scale value, the higher the share of Germans in the cell.

Age structure

The age structure specifies the estimated age in the cell. It is determined from real age specifications if such ones are available. Where these specifications are not available, the result of the statistical first name analysis is used. The following eight age classes were formed that are not evenly occupied:

- 1 = Mainly younger people
 - 2 to 6 = Mixed age structure
 - 7 to 8 = Mainly older people
- or
- 1 = Average age in the cell: below 35
 - 2 = Average age in the cell: between 35 and 40
 - 3 = Average age in the cell: between 41 and 45
 - 4 = Average age in the cell: between 46 and 50
 - 5 = Average age in the cell: between 51 and 55
 - 6 = Average age in the cell: between 56 and 60
 - 7 = Average age in the cell: between 61 and 65
 - 8 = Average age in the cell: above 65

Note: In each case, average values of the head of a household are shown. Individual persons in a cell can lie outside the respective range, the average value is decisive.

Marital status

In the forecasts of the marital status, not only the information of the MIKROTYP partners regarding children or singles in a cell, but also an exhaustive Germany-wide address list containing one parent with specifications to number and age of children, were included. From it, specifications to families and to the number of children in the cell were obtained. Moreover, the average age in the cell and the number of industrial addresses were considered. The marital status indexes all houses of the Federal Republic of Germany with values between 1 and 9 where the 1 points to an above-average number of singles living alone and the 9 points to an above-average number of families with children. Each of the nine groups contains nearly the same number of households.

2 CAR INDEXES

For reasons of data protection law, the car indexes that were ascertained on the basis of about 40 millions cars privately used and registered at the Kraftfahrt Bundesamt (KBA = German federal agency for automobiles), are present at the level of large cells with at least 20 households.

Car density

The car density describes the ratio of the private cars to the number of households. The limits were specified as follows:

- 1 to 3 = Low density
- 4 to 7 = Medium density
- 8 to 10 = High density

Car power index

The average power of the cars in the KBA cell is subdivided into 10 groups:

- 1 to 3 = Low power
- 4 to 7 = Medium power
- 8 to 10 = High power

Car minibus index

This group is based on an index into which, for example, the number of seats, the car manufacturer, the car type (e.g. station wagon) are included:

- 0 = Below-average number of minibuses
- 3 = Average number of minibuses
- 6 = Above-average number of minibuses

Car second-hand index

Based on the average number of car owners, 9 classes were formed:

- 1 to 3 = Relatively low number of second-hand cars
- 4 to 6 = Average number of second-hand cars
- 7 to 9 = Relatively high number of second-hand cars

Car offroad index

- 0 = Offroad cars (all-wheel drive) not present
- 1 = Offroad cars (all-wheel drive) present relatively seldom
- 2 = Offroad cars (all-wheel drive) present relatively often
- 3 = Offroad cars (all-wheel drive) present more often

3 PSYCHONOMICS INSURANCE TYPOLOGIES

In the Western part of the Federal Republic of Germany, the psychonomics insurance scores take values between 1 and 7; in the Eastern part, between 1 and 5. The higher the value of the score, the higher the probability to encounter the respective insurance type in the cell. The information items are present at cell level with at least 5 households.

No. Score	Purpose / Description
1 Customer type	
1.1 Loyal sales representative	Little informed, strongly sales-representative-related customer with moderate demands and low price consciousness, but high image consciousness. Low inclination to change and moderate insurance potential.
1.2 Demanding delegator	Customer with high demands to the sales representative. In case of dissatisfaction, change. High insurance potential with performance instead of price orientation.
1.3 Price-oriented rationalist	Well-informed, very price-oriented customer. Active offer comparison. Open-minded with respect to innovations (products, sales channels, offerers), high readiness to change with inclination to direct selling.
1.4 Stressed support-searching person	Relatively helpless. Likes to count on reliable persons. Low inclination to innovations. Cuts off from (external) information.

1.5 Skeptical and indifferent person

Non-informed, but indifferent up to distrustful with respect to branch of business. In the front of this background, no trust in the sales representative, but searching for most favorable offerer ("are all the same anyway"). Low insurance volume with high readiness to change.

1.6 Distinguished conservative

Highly demanding and service-oriented customer with low price consciousness. High insurance potential with moderate inclination to change.

2 Additional scores (condensed values to setting / customer demand)

2.1 Affinity to direct advertising

Acceptance of mailings

2.2 Affinity to direct selling

Acceptance of direct selling as sales channel

4 PHARMA TYPOLOGIES

In the Western and in the Eastern part of the Federal Republic of Germany, the pharma scores take values between 1 and 7. The higher the value of a score, the higher the probability to encounter the respective pharma type. The information items are present at cell level with at least 5 households.

Score

Description

Fit person bursting with energy

✗ Feels fit, does a lot of sports
✗ Trust in self-healing, seldom physician visits
✗ Average buying frequency (classic agents)

Uncritical self-pitying person

✗ Complains about bad health state and physicians
✗ Illness is troublesome. Therefore, regular taking of drugs
✗ Very high buying frequency, spontaneously and not aimed

Skeptical refusing person

✗ Strong mistrust of drugs, but also of alternative healing methods
✗ Very low buying frequency, no taking of drugs

Well-informed body-conscious person	<ul style="list-style-type: none"> € Skeptical about orthodox medicine, open to alternative healing methods € High competence expectation, high interest € Very high buying frequency, conscious self-treatment
Restricted non-private patient	<ul style="list-style-type: none"> € Believes in orthodox medicine, but avoids physician visits € Low competence expectation, low interest € Very low buying frequency, strong attention to price
Conservative believing the physician	<ul style="list-style-type: none"> € Complete believe in orthodox medicine, goes to the physician immediately in case of illness € Rejects self-diagnosis and -treatment as dangerous € Low buying frequency, but medicine cabinet with proved agents

4 PUBLISHER INFORMATION

Subscriber score (for Western Germany only):

By means of the subscriber, the inclination to subscribe a daily newspaper is shown. For the region of the old federal states of Germany, the score takes the values 1 to 7. The higher feature value, the greater the probability that persons are living in the cell who are interested in a subscription of a daily newspaper.