

## Press release

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

February 18, 2020

Thomas Muranyi  
T +49 7251 9295 280  
[thomas.muranyi@gfk.com](mailto:thomas.muranyi@gfk.com)

#### GfK Demographics Germany 2019

**Nuremberg, February 18, 2020 – Heidelberg has more young households than anywhere else in Germany. No other German district has a higher share of households whose main earner is under 30 years old than this university city in Baden-Württemberg. By contrast, the district of Suhl in Thuringia has the highest share of senior households. These are some of the findings of the study “GfK Demographics 2019”, which reveals the regional distribution of family types, age ranges, income levels and building types in Germany.**

More than 22 percent of all households in Heidelberg are young households, which puts the city almost 93 percent above the national average. With an almost 20 percent share of young households, the urban districts of Regensburg and Bayreuth take second and third place in the district rankings, respectively.

#### Top 10 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	160,601	22.12	192.5
2	Regensburg UD	150,894	19.96	173.7
3	Bayreuth UD	73,999	19.62	170.7
4	Würzburg UD	126,635	19.46	169.3
5	Leipzig UD	581,980	19.17	166.8
6	Karlsruhe UD	311,919	18.94	164.8
7	Freiburg im Breisgau UD	229,636	18.72	162.9
8	Jena UD	111,099	18.64	162.2
9	Bamberg UD	77,179	18.50	160.9
10	Münster UD	313,559	18.48	160.8

source: GfK Demographics Germany 2019 | UD = urban district; RD = rural district | \*according to age of household head

GfK SE  
Nordwestring 101  
90419 Nuremberg  
Germany

T +49 911 395 0

Management Board:  
Peter Feld (CEO)  
Lars Nordmark (CFO)

Supervisory Board  
Chairman:  
Ralf Klein-Bölting

Commercial register:  
Nuremberg HRB 25014

All the districts in the top ten have a share of young households that is at least 60 percent above the national average. These above-average values are partly explained by the large universities in these cities. By contrast, rural regions have the lowest share of young households. Last place in this regard goes to the rural district of Spree-Neiße, where less than six percent of households have a main earner under 30 years old.

Most households with main earners 60 years and older are located in rural regions, particularly in eastern Germany. The highest share of senior households is in the urban district of Suhl in Thuringia: 48 percent of all household heads in this area are 60 years or older. This puts the district more than 31 percent above the national average. Even so, this is significantly closer to the German average than is the case for the share of young households in this district.

### Top 10 districts according to share of senior households

rank	urban district (UD) / rural district (RD)	inhabitants	share of households 60 years old + as a %*	index (100 = national average)
1	Suhl UD	37,321	48.00	131.3
2	Altenburger Land RD	90,650	46.60	127.4
3	Dessau-Roßlau UD	82,111	46.52	127.2
4	Lüchow-Dannenberg RD	48,357	46.21	126.4
5	Vogtlandkreis RD	229,584	45.95	125.6
6	Erzgebirgskreis RD	340,373	45.90	125.5
7	Greiz RD	99,275	45.78	125.2
8	Mansfeld-Südharz RD	138,013	45.35	124.0
9	Gera UD	94,859	45.32	123.9
10	Zwickau RD	319,988	45.01	123.1

source: GfK Demographics Germany 2019 | UD = urban district; RD = rural district | \*according to age of household head

The urban district of Frankfurt am Main has the lowest share of senior households at just under 28 percent. Regarding the country as a whole, 268 of Germany's 401 districts have an above-average share of senior households. By contrast, only 115 districts have an above-average share of young households. This indicates that young Germans tend to cluster together and choose where they live more selectively.

### Age breakdown of Germany's households

age of household head	number of households	share as a %
household head up to under 30 years old	4,711,879	11.49
household head 30 to under 40 years old	6,366,055	15.53
household head 40 to under 50 years old	6,544,631	15.96

household head 50 to under 60 years old	8,381,279	20.44
household head 60 years and older	14,992,105	36.57

source: GfK Demographics Germany 2019

### About the study

GfK Demographics reveals the socio-demographic profile of the population at 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 (age of household head), income level (divided into seven brackets), as well as the residential building type (single-, dual-, or multiple-family home, etc.).

GfK Demographics is used by marketing and sales divisions for locating target groups and determining the best areas in which to concentrate marketing and sales campaigns. GfK Demographics is available for all of Germany's urban and rural districts, municipalities, postcodes, streets and 2.8 million street segments from GfK's Geomarketing solution area.

### Additional information

on GfK's regional market data can be found [here](#).

### Print-quality illustrations

can be found [here](#).

### About GfK – extracting the signals from the noise.

In a world of data overflow, disruption and misuse, picking up the right “signal from noise” is key to win. We at GfK have more than 85 years of experience in combining data and science to help you make the right business decisions. Together with our attention to detail and advanced AI, we provide you with world-class analytics that delivers not just descriptive data but actionable recommendations always-on at your fingertips. As a result, you can make key business decisions with confidence which help you drive sales, organizational and marketing effectiveness. That's why we promise to you “Growth from Knowledge”. For more information, please visit [www.gfk.com](http://www.gfk.com) or follow GfK on Twitter [www.twitter.com/GfK](https://www.twitter.com/GfK).