

Press release

More purchasing power in Austria in 2017 – same for Switzerland, but only in national currency

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Regionalized GfK purchasing power data for Austria and Switzerland

Bruchsal, Germany, June 13, 2017 – Two new GfK purchasing power studies evaluate purchasing power in Austria and Switzerland in 2017. The studies reveal substantial regional differences both within and between these two countries. GfK's 2017 purchasing power data for Austria and Switzerland is now available.

GfK forecasts a per-capita purchasing power of €42,142 for Switzerland in 2017. According to the study, the total purchasing power for Switzerland in 2017 is €350.9 bil. (excluding Liechtenstein).

Austrians have an average of €22,597 per person for consumption-related expenses as well as rent and living costs. GfK reports a total 2017 purchasing power for Austria of approximately €196.6 bil.

By way of comparison, Germany's total purchasing power amounts to €1,827.5 bil. This is not surprising given Germany's approximately 81 mil. inhabitants compared to 8.3 mil. in Switzerland and 8.7 mil. in Austria. In 2017, Germans have an average per-capita purchasing power of €22,239.

Purchasing power measures the available net income of the population, including government subsidies such as unemployment assistance, child benefit and pension contributions. GfK's study focuses on illuminating the regional differences in these values. The study thus reveals the regional distribution of purchasing power within and between the evaluated countries.

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Switzerland

Comparison of cantons

Switzerland: Top ten cantons in 2017

rank	canton	inhabitants	purchasing power in mil. €	per-capita purchasing power in €	per-capita purchasing power index*
1	Zug	122,134	7,800.7	63,870	151.6
2	Schwyz	154,093	8,665.9	56,238	133.4
3	Nidwalden	42,420	2,174.7	51,265	121.6
4	Zurich	1,466,424	69,826.0	47,616	113.0
5	Geneva	484,736	22,507.9	46,433	110.2
6	Basel-Landschaft	283,231	12,576.9	44,405	105.4
7	Basel-Stadt	191,817	8,398.4	43,784	103.9
8	Vaud	773,407	32,339.7	41,815	99.2
9	Aargau	653,675	26,971.7	41,262	97.9
10	Solothurn	266,418	10,891.6	40,881	97.0

source: GfK Purchasing Power Switzerland 2017

*index per inhabitant; 100 = national average

As in the previous year, the highest per-capita purchasing power is in the cantons of Zug, Schwyz and Nidwalden.

Due to the relatively small number of inhabitants, the purchasing power in these three cantons equates to only around five percent of Switzerland's total purchasing power. By contrast, inhabitants of the canton of Zurich have almost €1.5 bil. at their disposal, which is 20 percent of the country's total purchasing power. This means that the purchasing power of each inhabitant of the canton of Zurich is 13 index points above the national average. As such, the canton ranks fourth in the nation.

Inhabitants of the second most populous canton of Bern have a total of more than one billion euros of purchasing power. Even so, purchasing power in this canton is still 7.6 index points below the Swiss average of €38,974 per person. This puts the canton in fifteenth place.

Districts

The districts with the highest purchasing power are located in the cantons of Schwyz, Zug, Zurich, Nidwalden and Vaud. The average per-capita purchasing power in the district of Höfe is €92,374, which corresponds to an index value of 219.2 points. Some distance behind are the district of Meilen and the canton of Zug, which have €65,331 and €63,870 per person, respectively.

Among the top ten cantons, the highest purchasing power is in the district of Horgen, which is an urban district on the outskirts of Zurich. Inhabitants of this district have an average per-capita purchasing power of €52,742. The more than 54,000 inhabitants of this district thus have a total purchas-

ing power of more than €6.4 bil. This equates to 2.5 times the purchasing power of the inhabitants of the top-ranked district of Höfe, who together enjoy a purchasing power of €2.6 bil.

Switzerland: Top ten districts

rank	district	inhabitants	per-capita purchasing power in €	per-capita purchasing power index*
1	Höfe district	28,231	92,374	219.2
2	Meilen district	100,964	65,331	155.0
3	Zug district	122,134	63,870	151.6
4	Küssnacht (SZ) district	12,423	59,997	142.4
5	Horgen district	122,549	52,742	125.2
6	March district	42,104	51,617	122.5
7	Nidwalden canton	42,420	51,265	121.6
8	Nyon district	97,232	50,620	120.1
9	Lavaux-Oron district	60,513	49,667	117.9
10	Uster district	127,679	48,018	113.9

source: GfK Purchasing Power Switzerland 2017

*index per inhabitant; 100 = national average

Austria

Lower Austria is the only federal state whose purchasing power is significantly above (around four percent) the Austrian average. Vorarlberg is in second place, closely followed by Salzburg and Upper Austria, both of which also have slightly above-average per-capita purchasing power. With around €22,478 per person, inhabitants of Vienna come in at fifth place among Austria's federal states.

Austria's lowest-ranked federal states are Tyrol, Carinthia and Styria. Inhabitants of these federal states have an average purchasing power between €21,803 and 21,956, which equates to 2.8 to 3.5 percent less than the national average.

Austria: 2017 purchasing power in the federal states

rank	federal state	inhabitants	per-capita purchasing power in €	per-capita purchasing power index*
1	Lower Austria	1,653,691	23,554	104.2
2	Vorarlberg	384,147	23,206	102.7
3	Salzburg	545,815	22,789	100.9
4	Upper Austria	1,453,948	22,720	100.5
5	Vienna	1,840,226	22,478	99.5
6	Burgenland	291,011	22,388	99.1
7	Styria	1,232,012	21,956	97.2
8	Carinthia	560,482	21,807	96.5
9	Tyrol	739,139	21,803	96.5

source: GfK Purchasing Power Austria 2017

*index per inhabitant; 100 = national average

Districts

More than half of Austria's ten districts with the most purchasing power are in Vienna. Vienna's domination of the purchasing power ranking of Austria's districts is due not only to the area's high purchasing power, but also to the granular subdivision of the city into 23 districts. But the purchasing power range within Vienna is very large, which is apparent in the fact that the city also has districts that lead the ranking of Austria's districts with the least purchasing power.

The district "Wien 1 – Innere Stadt" has a per-capita purchasing power of €38,463, which is 70 percent higher than the Austrian average and the nation's wealthiest district. Second place goes to Vienna's thirteenth district, Hietzing, which has around one-fifth less purchasing power. This district has a per-capita purchasing power of approximately €30,214, which is around 34 percent above the national average. With €28,849 per person, inhabitants of third-ranked Mödling in Lower Austria have around 28 percent more purchasing power than the national average.

Regional peculiarities are apparent in some areas, such as in the surroundings of Graz and Wels. In the districts of Graz-Umgebung and Wels-Land, the average per-capita purchasing power in the districts on the outskirts is slightly above that of the urban districts. Districts with high purchasing power can also be found on the outskirts of Vienna, such as in the districts of Mödling and Korneuburg.

Austria: Top ten districts

rank	district	inhabitants	per-capita purchasing power in €	per-capita purchasing power index*
1	Vienna 1, Innere Stadt	16,411	38,463	170.2
2	Vienna 13, Hietzing	53,813	30,214	133.7
3	Mödling	117,833	28,849	127.7
4	Vienna 19, Döbling	71,609	27,972	123.8
5	Vienna 18, Währing	50,283	26,535	117.4
6	Vienna 4, Wieden	32,751	26,223	116.0
7	Korneuburg	88,599	26,185	115.9
8	Eisenstadt (city)	14,226	26,152	115.7
9	Vienna 8, Josefstadt	25,054	25,900	114.6
10	Tulln	100,851	25,838	114.3

source: GfK Purchasing Power Austria 2017

*index per inhabitant; 100 = national average

Results from GfK's 2017 purchasing power study on Germany

can be found in the press release from December 6, 2016 at

<http://www.gfk.com/insights/press-release/pp-germany-2017/>

About the study

GfK Purchasing Power is defined as the sum of the net income of the population according to place of residence. These purchasing power figures take into account income related to self- and non-self employment as well as capital gains and government subsidies, such as unemployment assistance, child benefit and pension contributions. Not included in these calculations are expenditures related to living expenses, insurance, rent and associated costs such as utilities (gas and/or electricity), clothing and savings plans. Calculations are carried out on the basis of reported income and earnings, statistics on state taxes and deductions as well as economic forecasts provided by leading economic institutes.

Additional information

on GfK market data can be found at <http://www.gfk.com/products-a-z/regional-market-data/>.

Print-quality illustrations can be found [here](#).

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consum-



ers' experiences and choices.

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