PopSpot COUNTRY VIEW
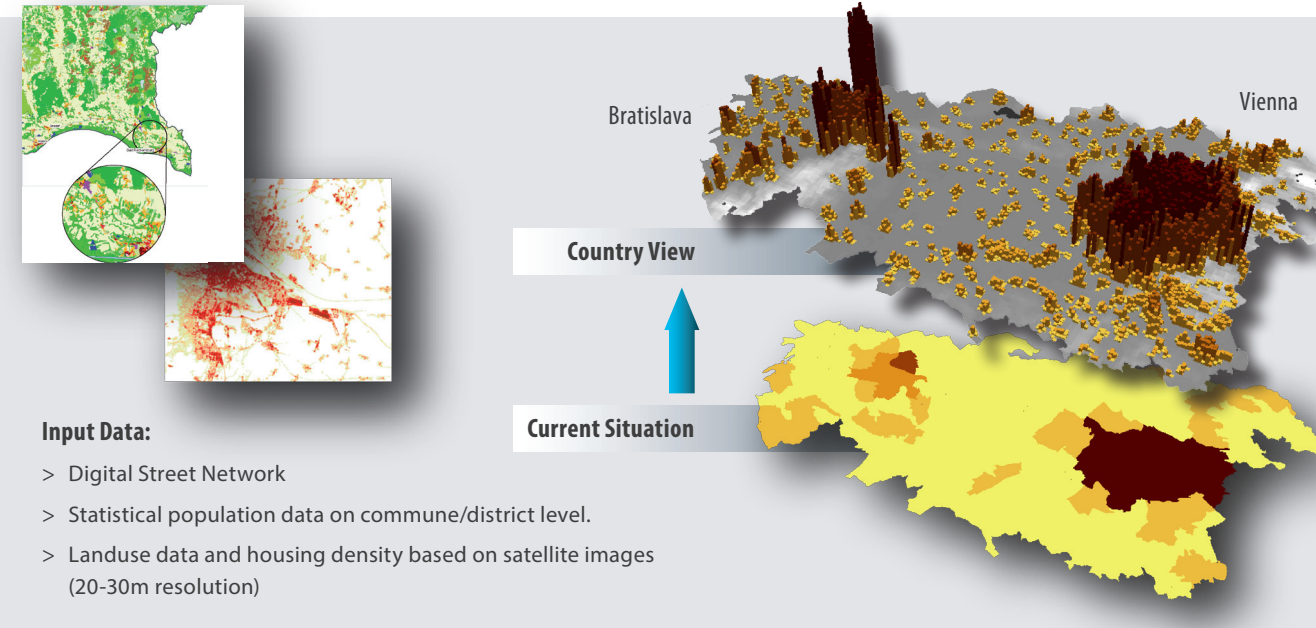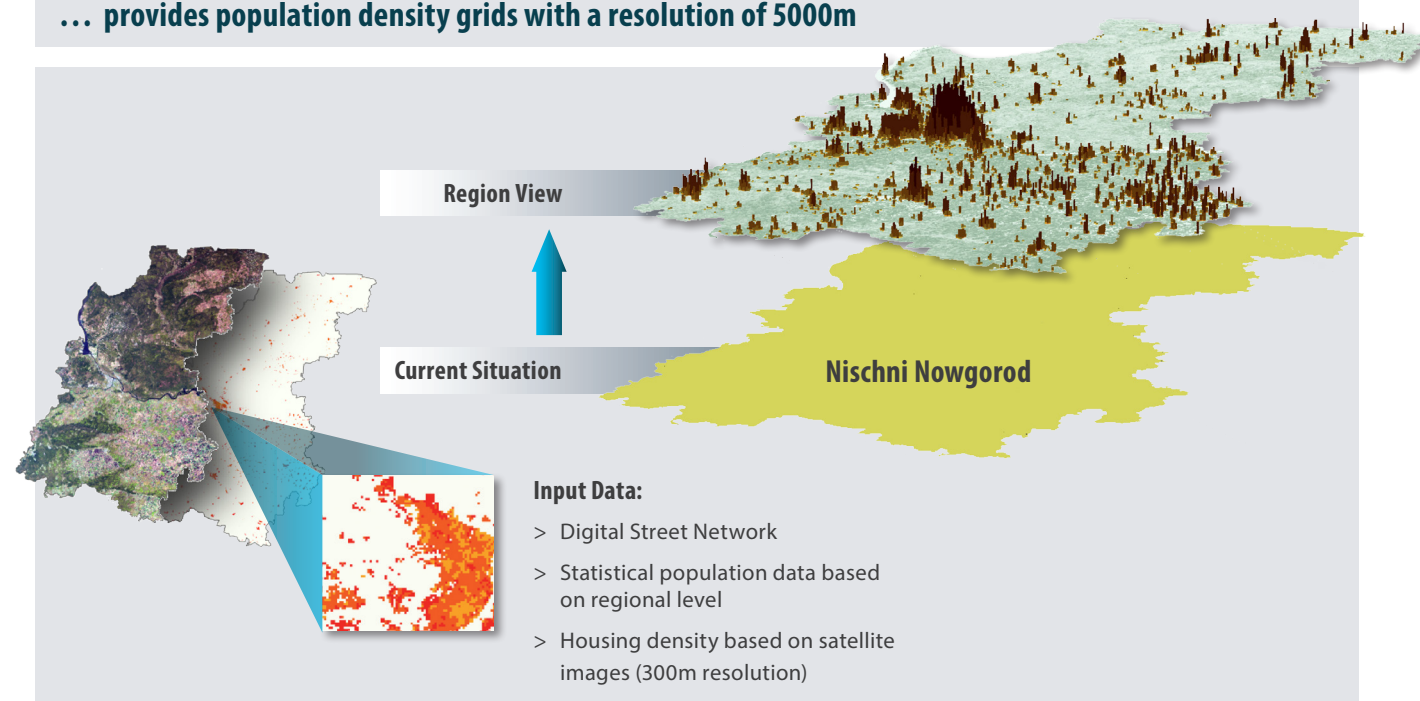
… provides detailed population density maps for areas where statistical information on census is only available on commune or district level

… provides population density grids with a resolution of 250m

Bratislava

Vienna

Country View

Current Situation

Input Data:

> Digital Street Network

> Statistical population data on commune/district level.

> Landuse data and housing density based on satellite images (20-30m resolution)

PopSpot REGION VIEW

… provides detailed population density maps in areas were only coarse statistical and land use information is available

… provides population density grids with a resolution of 5000m

Region View

Current Situation

Nischni Nowgorod

Input Data:

> Digital Street Network

> Statistical population data based on regional level

> Housing density based on satellite images (300m resolution)

PopSpot SERVICE SPECIFICATION

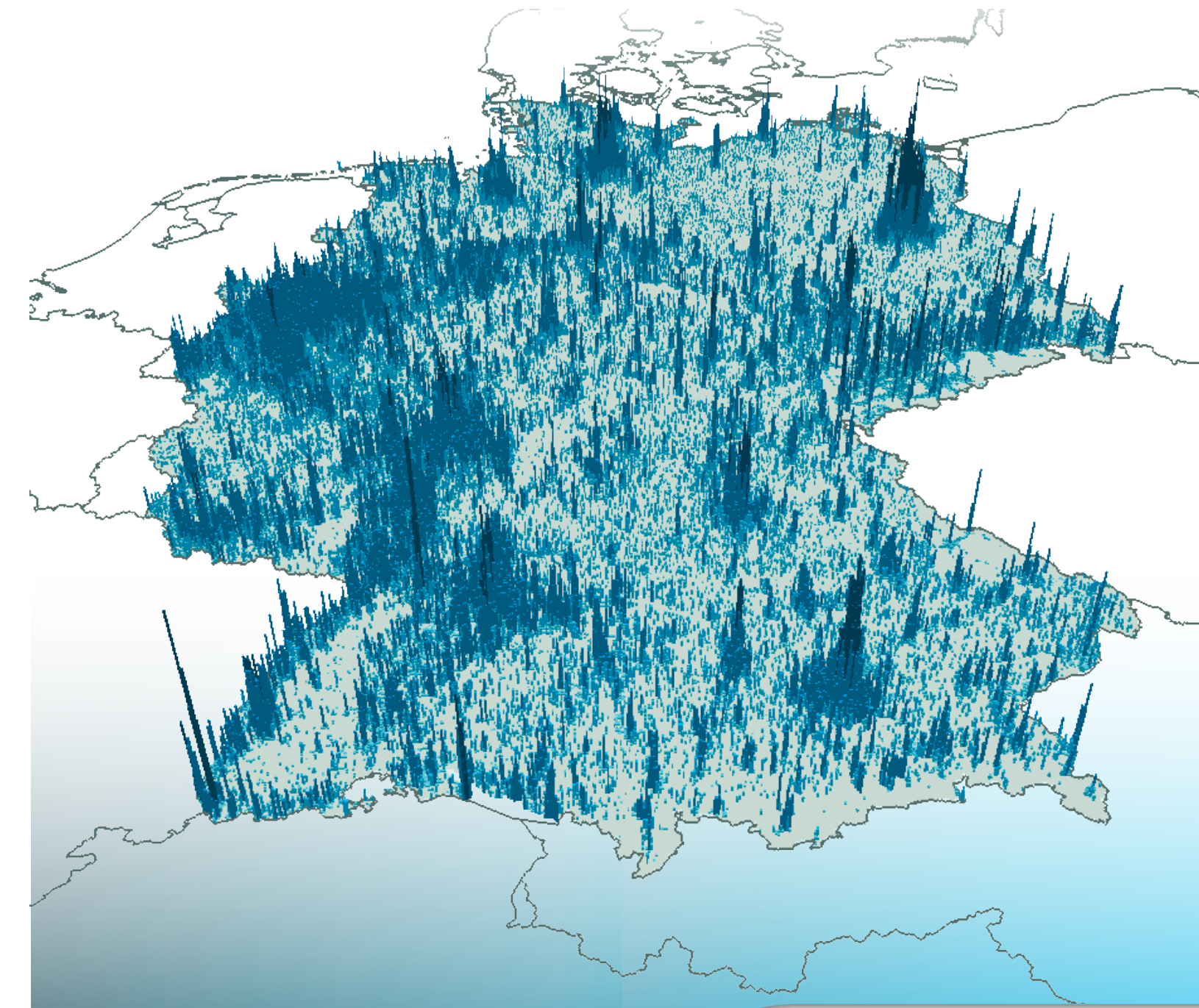| Service	Resolution	Format
CityView night	50 to 100m raster cells	Raster
CityView day	50 to 100m raster cells	Raster
CityView 3D	50 to 100m raster cells	Raster
Street View	Same as Tele Atlas MultiNet®	Vector (Line)
CountryView	250m raster cells	Raster
RegionView	5000m raster cells	Raster

PopSpot CONTACT

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Sparkassenplatz 2, 3rd floor
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Tel: +43 (0)512 56 20 21-0
Fax: +43 (0)512 56 20 21-22
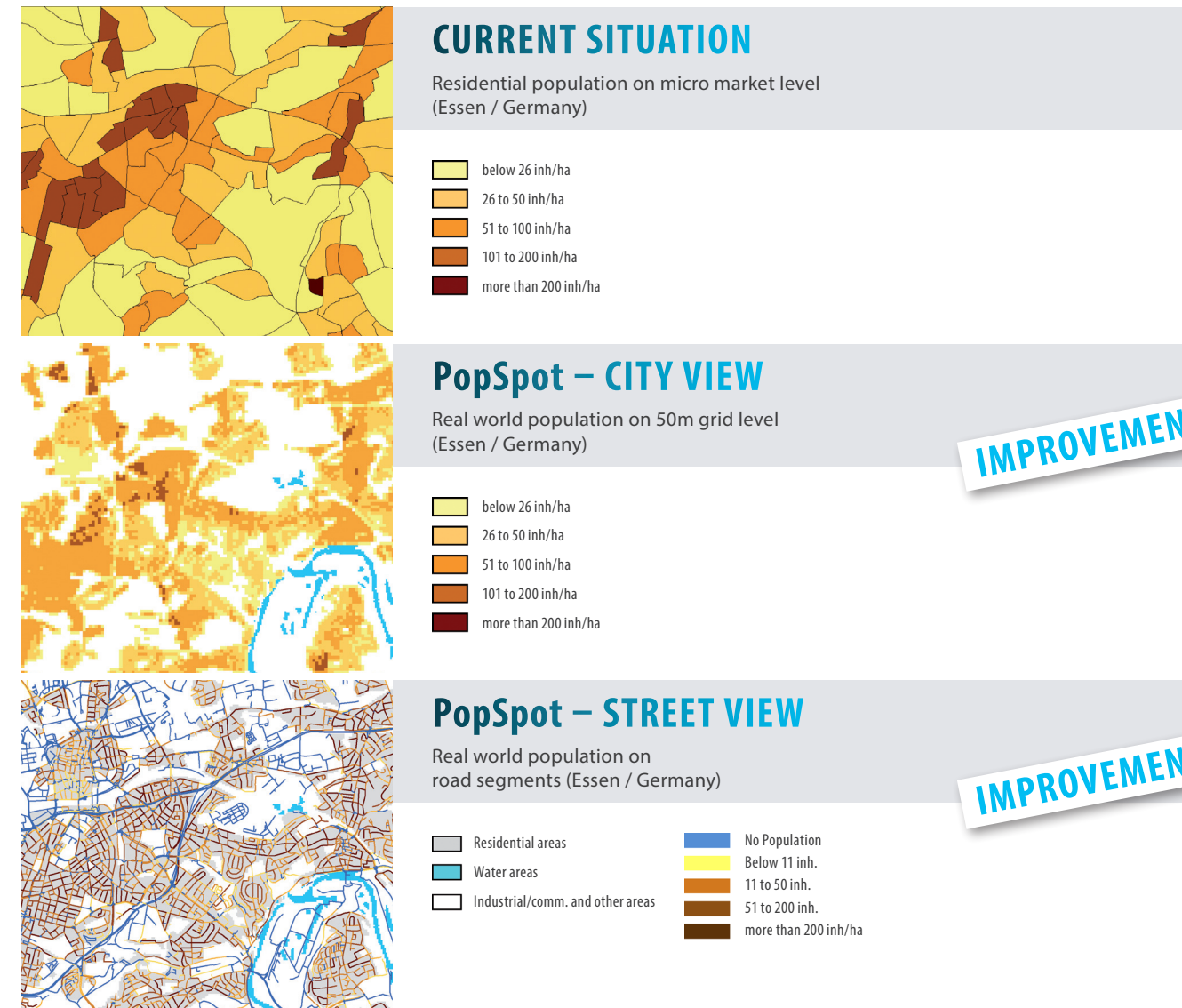Email: info@geoville.com
Internet: www.geoville.com

PopSpot

KNOWING WHERE YOUR CUSTOMERS ARE

NEXT GENERATION POPULATION DATA

"The PopSpot service trial gives us exactly the add on-information we need."
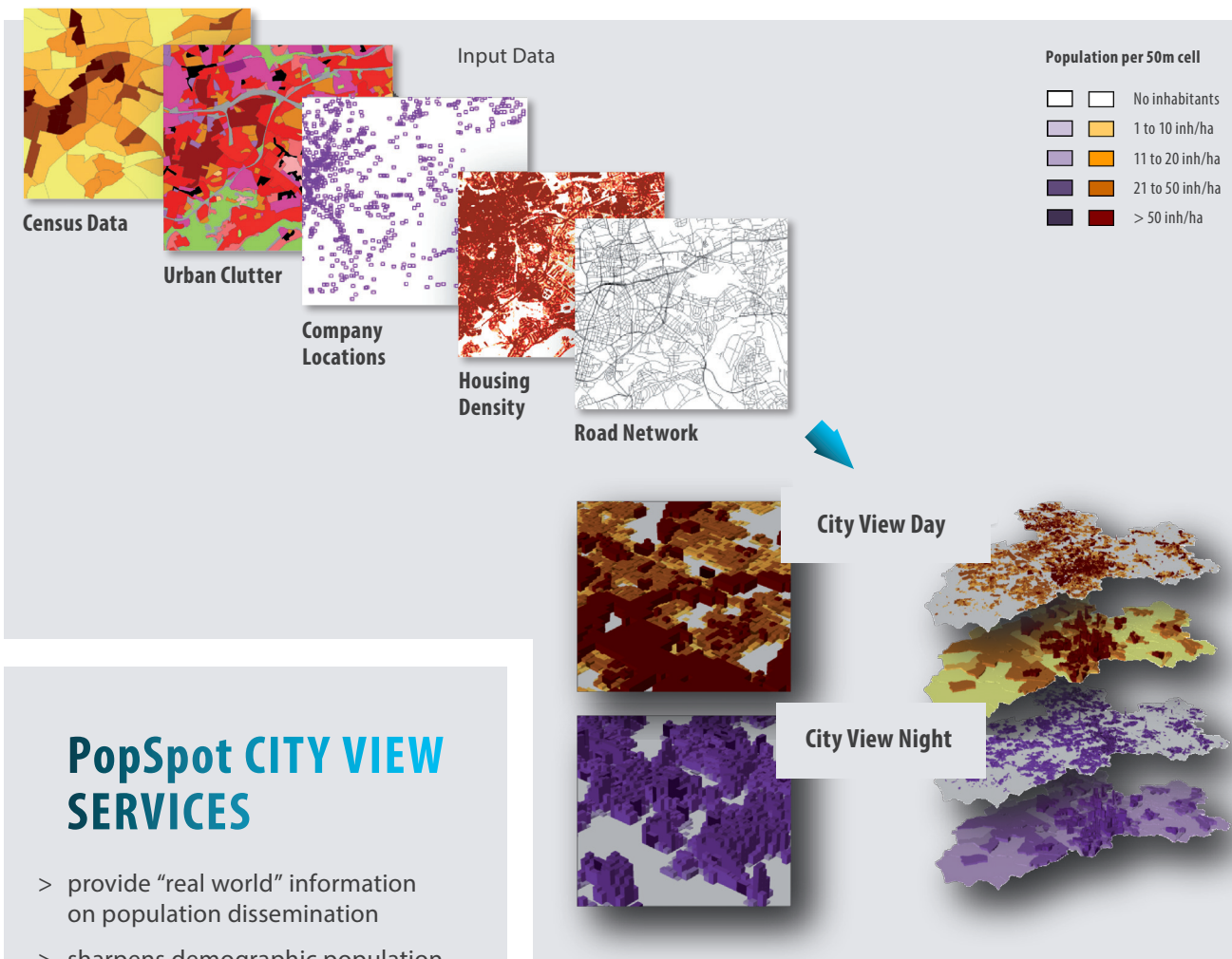
German Telecom Provider

CURRENT SITUATION

Residential population on micro market level
(Essen / Germany)

- below 26 inh/ha
- 26 to 50 inh/ha
- 51 to 100 inh/ha
- 101 to 200 inh/ha
- more than 200 inh/ha

PopSpot – CITY VIEW

Real world population on 50m grid level
(Essen / Germany)

- below 26 inh/ha
- 26 to 50 inh/ha
- 51 to 100 inh/ha
- 101 to 200 inh/ha
- more than 200 inh/ha

IMPROVEMENT

PopSpot – STREET VIEW

Real world population on
road segments (Essen / Germany)

- Residential areas
- Water areas
- Industrial/comm. and other areas
- No Population
- Below 11 inh.
- 11 to 50 inh.
- 51 to 200 inh.
- more than 200 inh/ha

IMPROVEMENT

KNOWING WHERE YOUR CUSTOMERS ARE

Radio network planning	Accounting for population distribution
Geo-Marketing	Localising customer target groups
Market research	Improvement of direct mailing and advertising campaigns
Public Transport planning	Increasing the efficiency of public transport networks
Urban and Regional planning	Localising customer target groups
Business location analysis	Localising customer target groups

PopSpot SERVICES

… provide very detailed population information on cities, countries or entire regions.
The products are delivered in GIS ready formats on grid cell and on street level.

PopSpot CITY VIEW

High resolution population information based on 50m grid cells

Input Data

Census Data

Urban Clutter

Company
Locations

Housing
Density

Road Network

Population per 50m cell
- No inhabitants
- 1 to 10 inh/ha
- 11 to 20 inh/ha
- 21 to 50 inh/ha
- > 50 inh/ha

City View Day

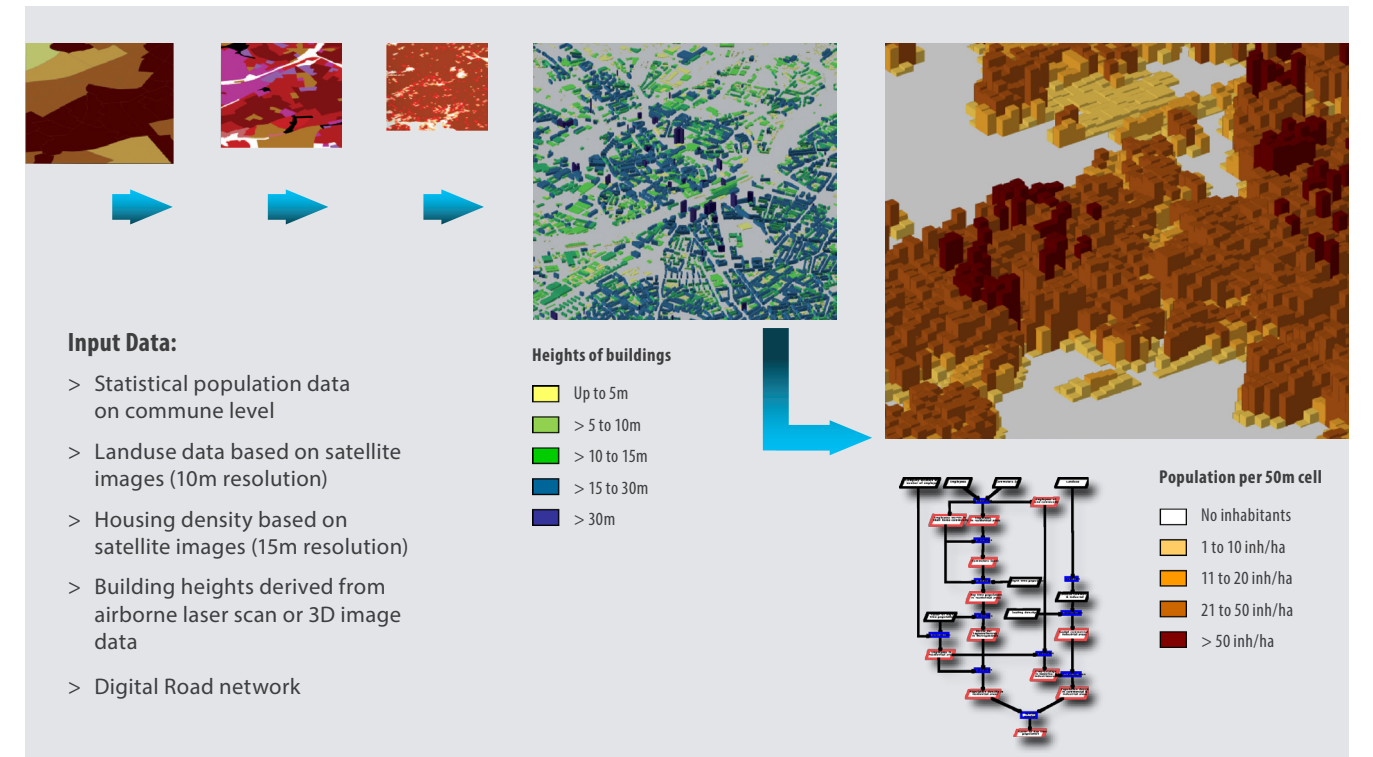City View Night

PopSpot CITY VIEW SERVICES

- > provide "real world" information on population dissemination
- > sharpens demographic population data by the factor 500
- > are provided as raster files with a resolution of 50m*50m
- > are based on statistical population information at Micro Market level, high level landuse information (clutter data), and sealing density derived from satellite images

Number of reference units (example from Essen/Germany)

Population Statistics	
Communes	5
Micro Markets	589
PopSpot Service City View	
50 m grid cells	280491 (factor of ~ 500)

PopSpot CITY VIEW 3D

… considers building heights for more precise estimation of population density

Input Data:
- > Statistical population data on commune level
- > Landuse data based on satellite images (10m resolution)
- > Housing density based on satellite images (15m resolution)
- > Building heights derived from airborne laser scan or 3D image data
- > Digital Road network

Heights of buildings
- Up to 5m
- > 5 to 10m
- > 10 to 15m
- > 15 to 30m
- > 30m

Population per 50m cell
- No inhabitants
- 1 to 10 inh/ha
- 11 to 20 inh/ha
- 21 to 50 inh/ha
- > 50 inh/ha

PopSpot STREET VIEW

… is a fully integrated add-on for digital street network data
… is based on the same data basis as the City-, Country- and RegionView services
… provides excellent information for Geo-Marketing

Street View

Absolute Population per street segment
- No inhabitants
- < 10 inh.
- 11 to 20 inh.
- 21 to 50 inh.
- > 50 inh.