CRESTA
Zones

GfK
An NIQ
Company

Geomarketing is the analysis and visualization of the place-based component of market and company data. Geomarketing is therefore the basis for making more informed business decisions.

Error-free analyses with up-to-date geodata from GfK

Digital maps from GfK help you visualize your company data as well as data on potential. This gives you deep insights into your markets and your operational business. Our administrative and postal boundaries are available for all countries worldwide, vector-based and offer full coverage, i.e. without gaps and overlaps. They are compatible with all GIS, BI or mapping applications and ready for immediate use. Choose from over 240 map sets for accurate and error-free analyses.

Benefit from our highest quality standards:

- **Up to date and accurate**
  Regular updates ensure the high accuracy of our maps – such as the annual update of our Europe Edition in October and other continents once in 3 years.
- **Highly detailed**
  We offer the world's largest collection of digital postal and administrative maps, available down to the finest postal and administrative levels, such as 5-digit postcodes and municipalities.
- **Infinitely zoomable**
  The maps are vector-based and thus offer infinite zoom capability.
- **Comprehensive**
  Use our maps which are available down to the level of street segments and perfectly match our market data. This allows you to plan seamlessly and reliably across multiple market regions and regional levels.

Our digital maps are available in all standard map formats:

- **Available standard formats:**
  GfK RegioGraph Lay (*.lay)
  ESRI Shapefile (*.shp)
  ESRI File Geodatabase (*.gdb)
  MapInfo TAB Extended (*.tab)
  MapInfo Interchange Format (*.mif)

- **Further formats:**
  GeoJSON (*.geojson)
  TopoJSON (*.topojson)
  GeoPackage (*.gpkg)
  PostGIS Dump
  FlatGeobuf (*.fgb)

GfK CRESTA Zones 2019

CRESTA Zones give insurers, reinsurers, modelers, regulators and other industry professionals a universal global standard for analyzing, aggregating and exchanging risk-related insights. Link your information to a worldwide boundary structure to pinpoint trends and then share results with unmatched accuracy and speed.

Created in collaboration with PERILS CRESTA AG, the new 2019 CRESTA Zones offer coverage of 137 countries and reflect the many postcode and administrative boundary changes that have occurred since the last update.

Highlights of the 2019 CRESTA Zones:

- Expanded coverage
- Flexible aggregation options
- High-quality coastlines
- Improved assignment tables
- Compatible with other GfK geodata

DIGITAL MAPS

Layer-/Filename	Object type*	Type	No. of objects
Available for all formats (RegioGraph, ESRI/shape, MapInfo/tab): 5 layers			
Cresta LowRes 2019	Cresta (level 1)	polygon	4752
Cresta HighRes 2019	Cresta (level 2)	polygon	242172
Cresta HighRes points 2019	Cresta (level 2)	point	242172
World states	Admin0 (level 0)	polygon	257
World cities	city	point	7741

GfK CRESTA Assignment Tables 2019

The GfK Assignment Tables 2019 including area share allocation enables to assign GfK GeoMarketing's most detailed postcodes and administrative units to the 2019 CRESTA HighRes and LowRes Zones. As the administrative and postal areas do not correlate perfectly with the CRESTA Zones, the tables provide percentages indicating the amount of overlap between the partial polygons, thus enabling users to apportion values accordingly.

These four Excel work sheets make it possible to assign GfK GeoMarketing's most detailed postcodes and administrative units to the 2019 CRESTA HighRes and LowRes Zones:

- Assignment table postal-HighRes zones
- Assignment table postal-LowRes zones
- Assignment table admin-HighRes zones
- Assignment table admin-LowRes zones

Example:

Assignment table postal - HighRes zones

ISO2	ISO 3166-1 alpha-2 code
ISO3	ISO 3166-1 alpha-3 code
COUNTRY	country name
post code	post code
Name	name of postcode area
Name ASCII	name of postcode area (ASCII)
No of parts	number of parts (sections) of the postcode
% of pc in HighRes	total percentage of postcode in HighRes zone
HighRes ID	ID of HighRes CRESTA zone
HighRes description	name of HighRes CRESTA zone
No of parts	number of parts (sections) of the HighRes CRESTA zone
% of HighRes in pc	total percentage of HighRes CRESTA zone in postcode area
CRESTA vintage	CRESTA vintage
post code vintage	post code vintage
HighRes edit notes	HighRes edit notes

CRESTA PRODUCTS

1. GfK CRESTA Zones (HighRes and LowRes)

Includes following:
GfK CRESTA zones 2019:
　　CRESTA HighRes
　　CRESTA LowRes areas
　　CRESTA HighRes points
GfK CRESTA Assignment Tables (HighRes and LowRes areas, HighRes points):
　　From CRESTA zones 2013 to 2019
　　GfK Postal to CRESTA zones 2019
　　GfK Admin to CRESTA zones 2019

2.GfK CRESTA Zones (only LowRes)

Includes following:
GfK CRESTA zones 2019:
　　CRESTA LowRes areas
GfK CRESTA Assignment Tables (only LowRes):
　　From CRESTA zones 2013 to 2019
　　GfK Postal to CRESTA zones 2019
　　GfK Admin to CRESTA zones 2019

3. GfK CRESTA Assignment Tables (HighRes and LowRes)

Includes following:
GfK CRESTA Assignment Tables:
　　From CRESTA zones 2013 to 2019
　　GfK Postal to CRESTA zones 2019
　　GfK Admin to CRESTA zones 2019

4. Bundle: GfK CRESTA Zones + GfK Map (country / continent / world)*

Includes following:
GfK Map (country / continent / world)*
GfK CRESTA Zones 2019 (country / continent / world)*:
　　　　CRESTA HighRes Areas
　　　　CRESTA LowRes Areas
　　　　CRESTA HighRes Points
GfK CRESTA Assignment Tables
　　　(HighRes and LowRes areas, HighRes points (country / continent / world)*:
　　　　From CRESTA Zones 2013 to 2019
　　　　GfK Postal to CRESTA zones 2019
　　　　GfK Admin to CRESTA zones 2019

Based on availability, more releases on deman

NUMBER OF CRESTA ZONES 2019 PER COUNTRY

EUROPE

COUNTRY	LowRes	HighRes
Albania	12	61
Austria	77	2218
Belarus	78	3293
Belgium	9	1146
Bosnia Herzegovina	13	534
Bulgaria	89	4629
Croatia	67	308
Cyprus	6	1125
Czech Republic	59	3300
Denmark	85	1090
Estonia	51	5461
Finland	100	3029
France	97	6052
Germany	95	8175
Greece	70	989
Hungary	83	3041
Ireland	26	
Italy	93	4624
Kosovo	42	
Kosovo	7	38
Latvia	28	694
Liechtenstein	1	13
Lithuania	93	16349
Luxembourg	1	78
Moldova	44	1247
Montenegro	24	
Netherlands	90	4066
North Macedonia	17	80
Norway	18	3276
Poland	99	20505
Portugal	79	507
Romania	47	14068
Serbia	25	169
Slovakia	24	1420
Slovenia	22	469
Spain	54	10874
Sweden	290	10297
Switzerland	26	3182
Turkey	81	972
Ukraine	27	691
United Kingdom	124	9578

ASIA

COUNTRY	LowRes	HighRes
Afghanistan	34	
Armenia	11	42
Azerbaijan	74	
China	63	2498
Georgia	12	86
India	35	19091
Indonesia	34	514
Iran	31	429
Israel	7	88
Japan	47	1896
Jordan	12	51
Kazakhstan	16	200
Kyrgyzstan	9	57
Lebanon	8	26
Malaysia	16	128
Northern Mariana Islands	4	
Pakistan	6	156
Palestine	1	
Papua New Guinea	22	87
Philippines	82	
Qatar	8	92
Russia	80	2582
Saudi Arabia	13	118
Singapore	28	81
South Korea	17	250
Sri Lanka	9	25
Taiwan	20	358
Tajikistan	65	
Thailand	77	927
Timor Leste	13	66
Turkmenistan	6	67
United Arab Emirates	7	
Uzbekistan	189	
Viet Nam	63	

AUSTRALIA AND NEW ZEALAND

COUNTRY	LowRes	HighRes
Australia		2641
New Zealand	17	1080

NUMBER OF CRESTA ZONES 2019 PER COUNTRY

AMERICA

COUNTRY	LowRes	HighRes
Anguilla	1	14
Antigua and Barbuda	1	8
Argentina	24	527
Aruba	1	8
Bahamas	32	
Barbados	1	11
Belize	6	31
Bermuda	1	11
BES	3	
Bolivia	112	
Brazil	27	5570
British Virgin Islands	5	
Canada	18	1643
Cayman Islands	7	
Chile	15	345
Colombia	33	1122
Costa Rica	81	473
Cuba	16	168
Curacao	1	
Dominica	10	
Dominican Republic	32	155
Ecuador	25	141
El Salvador	14	262
Grenada	7	
Guadeloupe	2	33
Guatemala	22	340
Haiti	10	42
Honduras	18	298
Jamaica	1	63
Martinique	1	30
Mexico	32	2463
Montserrat	3	
Nicaragua	17	153
Panama	13	79
Peru	25	196
Puerto Rico	78	177
Saint Barthelemy	1	
Saint Kitts and Nevis	1	14
Saint Lucia	1	10
Saint Martin	1	
Saint Vincent and Grenadines	6	
Sint Maarten	1	

COUNTRY	LowRes	HighRes
Trinidad and Tobago	1	21
Turks and Caicos	13	45
United States	51	40605
US Virgin Islands	3	20
Venezuela	25	336

AFRICA

COUNTRY	LowRes	HighRes
Algeria	48	
Egypt	27	349
Kenya	8	47
Mauritius	12	
Morocco	11	70
Nigeria	37	774
Reunion	4	37
South Africa	95	3790
South Sudan	10	
Sudan	18	
Tanzania	32	171
Uganda	135	204
Western Sahara	7	32