	1 kilometer	3 kilometer	5 kilometer
2022 Population Totals (MBR)			
2022 Total Population	52,681	420,224	924,040
2022 Population Density (per sq. km)	16,777.4	14,869.9	11,768.2
2022 Population Per Mill	4.5	36.2	79.6
2022 Total Population Age 0-14	9,225	78,104	176,996
2022 Total Population Age 15-29	11,621	91,211	194,584
2022 Total Population Age 30-44	13,788	105,206	223,699
2022 Total Population Age 45-59	10,045	78,225	172,536
2022 Total Population Age 60+	8,003	67,478	156,225
2022 Male Population Totals (MBR)			
2022 Total Male Population	26,671	209,572	456,493
2022 Male Population Age 0-14	4,729	39,966	90,527
2022 Male Population Age 15-29	5,683	44,722	95,733
2022 Male Population Age 30-44	7,068	53,289	112,083
2022 Male Population Age 45-59	5,507	41,696	90,142
2022 Male Population Age 60+	3,684	29,899	68,008
2022 Female Population Totals (MBR)			
2022 Total Female Population	26,010	210,653	467,547
2022 Female Population Age 0-14	4,495	38,139	86,469
2022 Female Population Age 15-29	5,938	46,488	98,852
2022 Female Population Age 30-44	6,720	51,917	111,616
2022 Female Population Age 45-59	4,538	36,529	82,394
2022 Female Population Age 60+	4,319	37,579	88,216
2022 Household Totals (MBR)			
2022 Total Households	26,802	204,326	432,852
2022 Average Household Size	2.0	2.1	2.1
2022 Households by Income (MBR)			
2022 HHs: 1st Quintile (Below €23,738)	9,416	59,830	115,852
2022 HHs: 2nd Quintile (€23,738 to €35,643)	7,332	51,440	104,572
2022 HHs: 3rd Quintile (€35,644 to €51,050)	4,663	39,828	86,666
2022 HHs: 4th Quintile (€51,051 to €73,631)	3,615	32,235	72,587
2022 HHs: 5th Quintile (€73,632 and above)	1,776	20,985	53,157
2022 Marital Status (MBR)			
2022 Marital Status: Single	34,260	264,914	556,144
2022 Marital Status: Married	12,983	112,952	263,523
2022 Marital Status: Divorced	4,137	31,302	72,953
2022 Marital Status: Widowed	1,301	11,040	31,389
2022 Educational Attainment (MBR)			
2022 Pop 15+/Edu: No Diploma or Certificate	1,772	13,298	27,546
2022 Pop 15+/Edu: Primary	4,784	37,174	79,456
2022 Pop 15+/Edu: Lower Secondary	6,660	56,175	127,898
2022 Pop 15+/Edu: Higher Secondary	7,003	58,785	134,524
2022 Pop 15+/Edu: Post Secondary	575	4,943	11,373
2022 Pop 15+/Edu: University Degree	8,990	72,655	165,459
2022 Pop 15+/Edu: Doctorate	287	2,459	5,584
2022 Pop 15+/Edu: Unknown	13,383	96,623	195,189
2021 Unemployment (MBR)			
2021 Unemployed Population	3,494	26,333	54,556


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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2022 Purchasing Power (MBR)			
2022 Purchasing Power: Total	€973,882,858	€8,643,544,701	€19,651,925,653
2022 Purchasing Power: Per Mill	3.4	30.6	69.6
2022 Purchasing Power: Per Capita	€18,486	€20,569	€21,267
2022 Purchasing Power: Index	76	85	88
2022 Food & Beverage Expenditures (MBR)			
2022 Food & Beverage: Total	€146,723,719	€1,199,443,038	€2,637,830,117
2022 Food & Beverage: Per Mill	4.3	35.3	77.7
2022 Food & Beverage: Per Capita	€2,785	€2,854	€2,855
2022 Food & Beverage: Index	95	98	98
2022 Alcoholic Beverage Expenditures (MBR)			
2022 Alcoholic Beverage: Total	€17,790,217	€145,244,458	€317,481,010
2022 Alcoholic Beverage: Per Mill	4.3	35.5	77.5
2022 Alcoholic Beverage: Per Capita	€338	€346	€344
2022 Alcoholic Beverage: Index	96	98	97
2022 Tobacco Expenditures (MBR)			
2022 Tobacco: Total	€27,214,703	€214,187,900	€462,688,364
2022 Tobacco: Per Mill	4.7	37.3	80.5
2022 Tobacco: Per Capita	€517	€510	€501
2022 Tobacco: Index	104	103	101
2022 Clothing Expenditures (MBR)			
2022 Clothing: Total	€30,797,544	€267,728,035	€605,299,902
2022 Clothing: Per Mill	3.7	31.8	71.8
2022 Clothing: Per Capita	€585	€637	€655
2022 Clothing: Index	81	88	90
2022 Footwear Expenditures (MBR)			
2022 Footwear: Total	€6,481,637	€55,836,052	€125,874,522
2022 Footwear: Per Mill	3.8	32.9	74.2
2022 Footwear: Per Capita	€123	€133	€136
2022 Footwear: Index	84	91	93
2022 Furniture & Furnishing Expenditures (MBR)			
2022 Furniture/Furnishing: Total	€21,015,041	€178,476,616	€398,472,138
2022 Furniture/Furnishing: Per Mill	4.0	33.8	75.4
2022 Furniture/Furnishing: Per Capita	€399	€425	€431
2022 Furniture/Furnishing: Index	88	93	95
2022 Household Textiles Expenditures (MBR)			
2022 Household Textiles: Total	€3,819,965	€32,243,188	€71,984,777
2022 Household Textiles: Per Mill	3.9	32.9	73.4
2022 Household Textiles: Per Capita	€73	€77	€78
2022 Household Textiles: Index	86	91	92
2022 Household Appliances Expenditures (MBR)			
2022 Household Appliances: Total	€9,361,026	€78,009,338	€173,391,596
2022 Household Appliances: Per Mill	4.0	33.7	74.9
2022 Household Appliances: Per Capita	€178	€186	€188
2022 Household Appliances: Index	89	93	94


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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2022 Household Utensils Expenditures (MBR)			
2022 Household Utensils: Total	€4,317,072	€36,769,088	€82,478,455
2022 Household Utensils: Per Mill	3.9	32.9	73.7
2022 Household Utensils: Per Capita	€82	€88	€89
2022 Household Utensils: Index	85	91	93
2022 House & Garden Expenditures (MBR)			
2022 House & Garden Tools: Total	€5,032,813	€43,221,882	€97,467,856
2022 House & Garden Tools: Per Mill	3.8	32.7	73.7
2022 House & Garden Tools: Per Capita	€96	€103	€105
2022 House & Garden Tools: Index	84	90	93
2022 Household Maintenance Expenditures (MBR)			
2022 Household Maintenance: Total	€17,476,653	€145,632,748	€323,745,885
2022 Household Maintenance: Per Mill	4.0	33.3	74.0
2022 Household Maintenance: Per Capita	€332	€347	€350
2022 Household Maintenance: Index	88	92	93
2022 Medical Products & Supplies Expenditures (MBR)			
2022 Medical Products: Total	€14,324,363	€121,319,661	€273,422,280
2022 Medical Products: Per Mill	3.4	29.0	65.5
2022 Medical Products: Per Capita	€272	€289	€296
2022 Medical Products: Index	76	80	82
2022 Consumer Electronics Expenditures (MBR)			
2022 Electronics & IT: Total	€10,940,280	€93,038,367	€208,292,016
2022 Electronics & IT: Per Mill	4.0	34.1	76.4
2022 Electronics & IT: Per Capita	€208	€221	€225
2022 Electronics & IT: Index	89	94	96
2022 Recreation & Culture Durable Expenditures (MBR)			
2022 Recreation Durables: Total	€2,746,988	€24,326,103	€55,650,467
2022 Recreation Durables: Per Mill	3.6	31.6	72.4
2022 Recreation Durables: Per Capita	€52	€58	€60
2022 Recreation Durables: Index	79	87	91
2022 Entertainment Expenditures (MBR)			
2022 Toys/Sports/Pets: Total	€17,708,090	€152,271,208	€343,896,157
2022 Toys/Sports/Pets: Per Mill	3.8	32.3	73.0
2022 Toys/Sports/Pets: Per Capita	€336	€362	€372
2022 Toys/Sports/Pets: Index	83	89	92
2022 Recreational & Cultural Service Expenditures (MBR)			
2022 Recreational Services: Total	€26,771,373	€222,521,366	€493,281,964
2022 Recreational Services: Per Mill	4.1	34.4	76.2
2022 Recreational Services: Per Capita	€508	€530	€534
2022 Recreational Services: Index	91	95	96
2022 Books & Stationery Expenditures (MBR)			
2022 Books & Stationery: Total	€10,135,100	€84,265,521	€187,350,822
2022 Books & Stationery: Per Mill	4.0	33.3	74.0
2022 Books & Stationery: Per Capita	€192	€201	€203
2022 Books & Stationery: Index	88	92	93

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	1 kilometer	3 kilometer	5 kilometer
2022 Catering Services Expenditures (MBR)			
2022 Catering Services: Total	€31,422,643	€267,093,153	€599,248,210
2022 Catering Services: Per Mill	3.8	32.4	72.6
2022 Catering Services: Per Capita	€596	€636	€649
2022 Catering Services: Index	84	89	91
2022 Personal Care Expenditures (MBR)			
2022 Personal Care: Total	€21,512,524	€175,949,456	€387,483,560
2022 Personal Care: Per Mill	4.3	35.6	78.3
2022 Personal Care: Per Capita	€408	€419	€419
2022 Personal Care: Index	96	98	98
2022 Jewelry & Personal Effects Expenditures (MBR)			
2022 Personal Effects: Total	€4,175,354	€38,859,968	€90,669,409
2022 Personal Effects: Per Mill	3.0	27.8	64.9
2022 Personal Effects: Per Capita	€79	€92	€98
2022 Personal Effects: Index	66	77	82

Sample Report

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