

	1 kilometer	3 kilometer	5 kilometer
2024 Population Totals (MBR)			
2024 Total Population	21,407	153,115	290,595
2024 Total Population Age 0-14	3,333	23,307	44,526
2024 Total Population Age 15-29	3,577	25,320	47,282
2024 Total Population Age 30-44	5,625	41,410	76,895
2024 Total Population Age 45-59	4,047	28,969	55,602
2024 Total Population Age 60+	4,825	34,108	66,291
2024 Population Density (per sq. km)	6,817.5	5,418.1	3,700.9
2024 Population Per Mill	15.6	111.5	211.7
2024 Male Population Totals (MBR)			
2024 Total Male Population	10,020	71,681	135,965
2024 Male Population Age 0-14	1,710	11,896	22,689
2024 Male Population Age 15-29	1,809	12,603	23,480
2024 Male Population Age 30-44	2,839	21,104	39,127
2024 Male Population Age 45-59	1,928	14,045	27,052
2024 Male Population Age 60+	1,735	12,033	23,618
2024 Female Population Totals (MBR)			
2024 Total Female Population	11,387	81,434	154,630
2024 Female Population Age 0-14	1,623	11,411	21,837
2024 Female Population Age 15-29	1,768	12,717	23,802
2024 Female Population Age 30-44	2,787	20,307	37,768
2024 Female Population Age 45-59	2,119	14,924	28,550
2024 Female Population Age 60+	3,090	22,075	42,673
2024 Household Totals (MBR)			
2024 Total Households	9,817	71,230	134,108
2024 Average Household Size	2.2	2.1	2.2
2024 Households by Type (MBR)			
2024 HHs: One-Person Household	3,548	26,517	48,919
2024 HHs: Multi-Person Non-Family Household	530	4,016	6,995
2024 HHs: Cohabiting or married Couple	4,571	32,255	62,168
2024 HHs: Lone Parent with children	1,062	7,762	14,653
2024 HHs: Multi-Family Household	106	679	1,372
2024 Marital Status (MBR)			
2024 Marital Status: Single	10,845	75,729	141,183
2024 Marital Status: Married	6,487	46,800	91,152
2024 Marital Status: Divorced	2,808	21,196	40,357
2024 Marital Status: Widowed	1,268	9,389	17,903
2024 Educational Attainment (MBR)			
2024 Pop: No Education/Illiterate	3,333	23,307	44,526
2024 Pop: Primary Education (ISCED 1 and 2)	2,239	16,396	31,667
2024 Pop: Upper Secondary Education (ISCED 3)	6,144	45,323	88,002
2024 Pop: Post Secondary Education (ISCED 4 and 5)	0	0	0
2024 Pop: Tertiary Education (ISCED 6 to 8)	9,692	68,089	126,400
2024 Pop: Education Unknown	0	0	0
2023 Unemployment (MBR)			
2023 Unemployed Population	736	5,430	10,459

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2024 Purchasing Power (MBR)			
2024 Purchasing Power: Total	€342,324,645	€2,448,511,766	€4,648,435,364
2024 Purchasing Power: Per Mill	17.4	124.5	236.3
2024 Purchasing Power: Per Capita	€15,991	€15,991	€15,996
2024 Purchasing Power: Index	112	112	112
2024 Food & Beverage Expenditures (MBR)			
2024 Food & Beverage: Total	€64,863,123	€464,860,166	€881,323,701
2024 Food & Beverage: Per Mill	16.8	120.1	227.6
2024 Food & Beverage: Per Capita	€3,030	€3,036	€3,033
2024 Food & Beverage: Index	107	108	108
2024 Alcoholic Beverage Expenditures (MBR)			
2024 Alcoholic Beverage: Total	€14,587,992	€104,798,302	€198,364,507
2024 Alcoholic Beverage: Per Mill	17.2	123.5	233.8
2024 Alcoholic Beverage: Per Capita	€681	€684	€683
2024 Alcoholic Beverage: Index	110	111	111
2024 Tobacco Expenditures (MBR)			
2024 Tobacco: Total	€7,763,101	€55,695,045	€105,424,326
2024 Tobacco: Per Mill	16.3	116.8	221.1
2024 Tobacco: Per Capita	€363	€364	€363
2024 Tobacco: Index	104	105	105
2024 Clothing Expenditures (MBR)			
2024 Clothing: Total	€16,655,798	€119,301,481	€226,098,292
2024 Clothing: Per Mill	17.0	121.8	230.9
2024 Clothing: Per Capita	€778	€779	€778
2024 Clothing: Index	109	109	109
2024 Footwear Expenditures (MBR)			
2024 Footwear: Total	€4,036,994	€28,885,548	€54,796,364
2024 Footwear: Per Mill	17.0	121.7	230.9
2024 Footwear: Per Capita	€189	€189	€189
2024 Footwear: Index	109	109	109
2024 Furniture & Furnishing Expenditures (MBR)			
2024 Furniture/Furnishing: Total	€6,006,442	€43,033,284	€81,496,020
2024 Furniture/Furnishing: Per Mill	17.3	123.7	234.3
2024 Furniture/Furnishing: Per Capita	€281	€281	€280
2024 Furniture/Furnishing: Index	111	111	111
2024 Household Textiles Expenditures (MBR)			
2024 Household Textiles: Total	€1,529,472	€10,955,457	€20,793,447
2024 Household Textiles: Per Mill	16.9	121.0	229.6
2024 Household Textiles: Per Capita	€71	€72	€72
2024 Household Textiles: Index	108	109	109
2024 Household Appliances Expenditures (MBR)			
2024 Household Appliances: Total	€4,060,057	€29,063,832	€55,153,187
2024 Household Appliances: Per Mill	16.7	119.7	227.1
2024 Household Appliances: Per Capita	€190	€190	€190
2024 Household Appliances: Index	107	107	107

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2024 Household Utensils Expenditures (MBR)			
2024 Household Utensils: Total	€1,467,349	€10,497,848	€19,922,652
2024 Household Utensils: Per Mill	16.9	120.6	228.9
2024 Household Utensils: Per Capita	€69	€69	€69
2024 Household Utensils: Index	108	108	108
2024 House & Garden Expenditures (MBR)			
2024 House & Garden Tools: Total	€1,422,062	€10,125,168	€19,254,960
2024 House & Garden Tools: Per Mill	16.7	118.8	226.0
2024 House & Garden Tools: Per Capita	€66	€66	€66
2024 House & Garden Tools: Index	107	107	107
2024 Household Maintenance Expenditures (MBR)			
2024 Household Maintenance: Total	€1,873,355	€13,418,908	€25,468,538
2024 Household Maintenance: Per Mill	16.5	118.4	224.8
2024 Household Maintenance: Per Capita	€88	€88	€88
2024 Household Maintenance: Index	106	106	106
2024 Medical Products & Supplies Expenditures (MBR)			
2024 Medical Products: Total	€5,605,720	€40,077,085	€76,511,137
2024 Medical Products: Per Mill	15.8	113.1	215.9
2024 Medical Products: Per Capita	€262	€262	€263
2024 Medical Products: Index	101	101	102
2024 Consumer Electronics Expenditures (MBR)			
2024 Electronics & IT: Total	€5,481,325	€39,248,709	€74,328,737
2024 Electronics & IT: Per Mill	17.0	122.0	231.0
2024 Electronics & IT: Per Capita	€256	€256	€256
2024 Electronics & IT: Index	109	109	109
2024 Recreation & Culture Durable Expenditures (MBR)			
2024 Recreation Durables: Total	€296,484	€2,115,169	€4,016,994
2024 Recreation Durables: Per Mill	16.9	120.3	228.4
2024 Recreation Durables: Per Capita	€14	€14	€14
2024 Recreation Durables: Index	108	108	108
2024 Entertainment Expenditures (MBR)			
2024 Toys/Sports/Pets: Total	€7,720,493	€55,195,101	€104,762,821
2024 Toys/Sports/Pets: Per Mill	16.7	119.2	226.3
2024 Toys/Sports/Pets: Per Capita	€361	€360	€361
2024 Toys/Sports/Pets: Index	107	107	107
2024 Recreational & Cultural Service Expenditures (MBR)			
2024 Recreational Services: Total	€10,593,469	€75,892,686	€143,824,711
2024 Recreational Services: Per Mill	16.6	119.0	225.5
2024 Recreational Services: Per Capita	€495	€496	€495
2024 Recreational Services: Index	107	107	107
2024 Books & Stationery Expenditures (MBR)			
2024 Books & Stationery: Total	€3,591,801	€25,747,172	€48,856,511
2024 Books & Stationery: Per Mill	16.4	117.6	223.2
2024 Books & Stationery: Per Capita	€168	€168	€168
2024 Books & Stationery: Index	105	106	105

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2024 Catering Services Expenditures (MBR)			
2024 Catering Services: Total	€7,567,596	€54,190,346	€102,794,033
2024 Catering Services: Per Mill	16.8	120.0	227.6
2024 Catering Services: Per Capita	€354	€354	€354
2024 Catering Services: Index	108	108	108
2024 Personal Care Expenditures (MBR)			
2024 Personal Care: Total	€9,768,410	€70,017,614	€132,647,761
2024 Personal Care: Per Mill	16.5	118.2	223.8
2024 Personal Care: Per Capita	€456	€457	€456
2024 Personal Care: Index	106	106	106
2024 Jewelry & Personal Effects Expenditures (MBR)			
2024 Personal Effects: Total	€3,300,525	€23,590,361	€44,884,469
2024 Personal Effects: Per Mill	17.2	122.7	233.4
2024 Personal Effects: Per Capita	€154	€154	€154
2024 Personal Effects: Index	110	110	110

Sample Report

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

Source: Esri and Michael Bauer Research