

	1 Kilometer	3 Kilometers	5 Kilometers
2023 Population Totals (MBR)			
2023 Total Population	43,434	435,741	972,444
2023 Population Density (per sq. km)	13,832.5	15,419.0	12,384.7
2023 Population Per Mill	0.1	0.7	1.5
2023 Total Population Age 0-14	7,211	78,127	182,589
2023 Total Population Age 15-29	10,050	97,391	208,163
2023 Total Population Age 30-44	11,387	110,177	234,723
2023 Total Population Age 45-59	8,160	81,036	182,007
2023 Total Population Age 60+	6,625	68,996	164,932
2023 Male Population Totals (MBR)			
2023 Total Male Population	21,913	216,725	478,977
2023 Male Population Age 0-14	3,694	39,925	93,282
2023 Male Population Age 15-29	4,862	47,310	101,828
2023 Male Population Age 30-44	5,840	55,598	117,059
2023 Male Population Age 45-59	4,445	43,034	94,690
2023 Male Population Age 60+	3,072	30,858	72,119
2023 Female Population Totals (MBR)			
2023 Total Female Population	21,521	219,002	493,437
2023 Female Population Age 0-14	3,516	38,202	89,307
2023 Female Population Age 15-29	5,188	50,081	106,335
2023 Female Population Age 30-44	5,547	54,579	117,664
2023 Female Population Age 45-59	3,716	38,003	87,317
2023 Female Population Age 60+	3,553	38,138	92,813
2023 Household Totals (MBR)			
2023 Total Households	24,116	213,123	454,963
2023 Average Household Size	1.8	2.0	2.1
2023 Purchasing Power (MBR)			
2023 Purchasing Power: Total	€929,603,406	€9,590,958,512	€22,086,685,635
2023 Purchasing Power: Per Capita	€21,403	€22,011	€22,713
2023 Food & Beverage Expenditures (MBR)			
2023 Food & Beverage: Total	€128,860,587	€1,254,939,711	€2,810,449,218
2023 Food & Beverage: Per Capita	€2,967	€2,880	€2,890
2023 Alcoholic Beverage Expenditures (MBR)			
2023 Alcoholic Beverage: Total	€16,420,362	€156,461,564	€346,284,974
2023 Alcoholic Beverage: Per Capita	€378	€359	€356
2023 Tobacco Expenditures (MBR)			
2023 Tobacco: Total	€26,007,572	€243,874,029	€533,412,816
2023 Tobacco: Per Capita	€599	€560	€549
2023 Clothing Expenditures (MBR)			
2023 Clothing: Total	€30,950,957	€317,863,531	€729,331,992
2023 Clothing: Per Capita	€713	€729	€750
2023 Footwear Expenditures (MBR)			
2023 Footwear: Total	€5,891,351	€60,275,944	€138,219,024
2023 Footwear: Per Capita	€136	€138	€142

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 Euros. 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 Kilometers	5 Kilometers
2023 Furniture & Furnishing Expenditures (MBR)			
2023 Furniture/Furnishing: Total	€20,759,115	€209,355,155	€475,072,583
2023 Furniture/Furnishing: Per Capita	€478	€480	€489
2023 Household Textiles Expenditures (MBR)			
2023 Household Textiles: Total	€3,598,266	€35,956,002	€81,720,255
2023 Household Textiles: Per Capita	€83	€83	€84
2023 Household Appliances Expenditures (MBR)			
2023 Household Appliances: Total	€9,126,792	€90,491,578	€204,612,618
2023 Household Appliances: Per Capita	€210	€208	€210
2023 Household Utensils Expenditures (MBR)			
2023 Household Utensils: Total	€4,218,225	€42,815,009	€97,787,961
2023 Household Utensils: Per Capita	€97	€98	€101
2023 House & Garden Expenditures (MBR)			
2023 House & Garden Tools: Total	€4,805,585	€50,053,703	€115,004,082
2023 House & Garden Tools: Per Capita	€111	€115	€118
2023 Household Maintenance Expenditures (MBR)			
2023 Household Maintenance: Total	€16,555,031	€164,020,372	€371,487,689
2023 Household Maintenance: Per Capita	€381	€376	€382
2023 Medical Products & Supplies Expenditures (MBR)			
2023 Medical Products: Total	€13,549,813	€134,742,390	€309,757,779
2023 Medical Products: Per Capita	€312	€309	€319
2023 Consumer Electronics Expenditures (MBR)			
2023 Electronics & IT: Total	€10,678,226	€107,882,933	€245,516,582
2023 Electronics & IT: Per Capita	€246	€248	€252
2023 Recreation & Culture Durable Expenditures (MBR)			
2023 Recreation Durables: Total	€2,922,762	€31,444,195	€73,493,903
2023 Recreation Durables: Per Capita	€67	€72	€76
2023 Entertainment Expenditures (MBR)			
2023 Toys/Sports/Pets: Total	€17,341,137	€179,117,504	€411,830,225
2023 Toys/Sports/Pets: Per Capita	€399	€411	€424
2023 Recreational & Cultural Service Expenditures (MBR)			
2023 Recreational Services: Total	€25,306,970	€250,567,640	€565,113,722
2023 Recreational Services: Per Capita	€583	€575	€581
2023 Books & Stationery Expenditures (MBR)			
2023 Books & Stationery: Total	€8,974,431	€88,671,820	€200,822,497
2023 Books & Stationery: Per Capita	€207	€204	€207
2023 Catering Services Expenditures (MBR)			
2023 Catering Services: Total	€30,439,637	€307,682,995	€703,250,667
2023 Catering Services: Per Capita	€701	€706	€723
2023 Personal Care Expenditures (MBR)			
2023 Personal Care: Total	€19,778,945	€192,752,193	€431,639,620
2023 Personal Care: Per Capita	€455	€442	€444
2023 Jewelry & Personal Effects Expenditures (MBR)			
2023 Personal Effects: Total	€3,942,204	€42,766,019	€101,615,419
2023 Personal Effects: Per Capita	€91	€98	€104
Area			
2023 Area in Square Kilometers	3.1	28.3	78.5

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