
	1 kilometer	3 kilometer	5 kilometer
2021 Population Totals (MBR)			
2021 Total Population	7,134	278,654	937,952
2021 Population Density (per sq. km)	2,272.0	9,860.4	11,945.4
2021 Population Per Mill	0.1	3.3	11.2
2021 Total Population Age 0-14	860	39,065	128,625
2021 Total Population Age 15-29	1,289	57,801	188,874
2021 Total Population Age 30-44	2,019	78,442	267,502
2021 Total Population Age 45-59	1,460	54,833	187,388
2021 Total Population Age 60+	1,505	48,513	165,562
2021 Male Population Totals (MBR)			
2021 Total Male Population	3,703	142,351	474,134
2021 Male Population Age 0-14	452	20,061	65,999
2021 Male Population Age 15-29	654	28,921	93,337
2021 Male Population Age 30-44	1,092	41,127	137,863
2021 Male Population Age 45-59	806	29,729	100,396
2021 Male Population Age 60+	699	22,513	76,539
2021 Female Population Totals (MBR)			
2021 Total Female Population	3,431	136,303	463,817
2021 Female Population Age 0-14	409	19,003	62,626
2021 Female Population Age 15-29	635	28,880	95,537
2021 Female Population Age 30-44	927	37,315	129,640
2021 Female Population Age 45-59	654	25,104	86,992
2021 Female Population Age 60+	806	26,000	89,023
2021 Household Totals (MBR)			
2021 Total Households	4,215	162,000	544,344
2021 Average Household Size	1.7	1.7	1.7
2021 Households by Income (MBR)			
2021 HHs: 1st Quintile (Below €19,411)	828	48,439	171,359
2021 HHs: 2nd Quintile (€19,411 to €29,681)	864	39,224	133,952
2021 HHs: 3rd Quintile (€29,682 to €42,706)	897	31,058	102,187
2021 HHs: 4th Quintile (€42,707 to €67,178)	810	22,692	72,829
2021 HHs: 5th Quintile (€67,179 and above)	817	20,587	64,018
2021 Households by Type (MBR)			
2021 HHs: Single Person	2,427	90,574	303,527
2021 HHs: Multi-Person without Children	798	34,423	114,684
2021 HHs: Multi-Person with Children	990	37,002	126,133
2021 Marital Status (MBR)			
2021 Marital Status: Single	3,391	132,440	445,800
2021 Marital Status: Married	2,591	101,200	340,636
2021 Marital Status: Divorced	725	28,339	95,387
2021 Marital Status: Widowed	427	16,675	56,128
2020 Unemployment (MBR)			
2020 Unemployed Population	228	8,911	29,990


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
2021 Purchasing Power (MBR)			
2021 Purchasing Power: Total	€202,596,867	€6,296,774,814	€20,429,051,986
2021 Purchasing Power: Per Mill	0.1	3.1	10.0
2021 Purchasing Power: Per Capita	€28,399	€22,597	€21,780
2021 Purchasing Power: Index	116	92	89
2021 Food & Beverage Expenditures (MBR)			
2021 Food & Beverage: Total	€19,443,058	€674,875,536	€2,226,485,933
2021 Food & Beverage: Per Mill	0.1	3.4	11.2
2021 Food & Beverage: Per Capita	€2,725	€2,422	€2,374
2021 Food & Beverage: Index	115	102	100
2021 Alcoholic Beverage Expenditures (MBR)			
2021 Alcoholic Beverage: Total	€2,725,806	€91,756,236	€302,159,706
2021 Alcoholic Beverage: Per Mill	0.1	3.6	11.7
2021 Alcoholic Beverage: Per Capita	€382	€329	€322
2021 Alcoholic Beverage: Index	124	107	104
2021 Tobacco Expenditures (MBR)			
2021 Tobacco: Total	€3,001,325	€113,261,206	€377,660,384
2021 Tobacco: Per Mill	0.1	3.6	11.9
2021 Tobacco: Per Capita	€421	€406	€403
2021 Tobacco: Index	111	107	106
2021 Clothing Expenditures (MBR)			
2021 Clothing: Total	€5,644,863	€181,765,482	€592,234,980
2021 Clothing: Per Mill	0.1	3.2	10.3
2021 Clothing: Per Capita	€791	€652	€631
2021 Clothing: Index	114.7	94.5	91.5
2021 Footwear Expenditures (MBR)			
2021 Footwear: Total	€1,105,046	€36,586,174	€119,494,574
2021 Footwear: Per Mill	0.1	3.2	10.5
2021 Footwear: Per Capita	€155	€131	€127
2021 Footwear: Index	114	97	94
2021 Furniture & Furnishing Expenditures (MBR)			
2021 Furniture/Furnishing: Total	€4,606,593	€151,944,960	€496,226,703
2021 Furniture/Furnishing: Per Mill	0.1	3.3	10.9
2021 Furniture/Furnishing: Per Capita	€646	€545	€529
2021 Furniture/Furnishing: Index	118	100	97
2021 Household Textiles Expenditures (MBR)			
2021 Household Textiles: Total	€950,915	€31,215,559	€102,430,882
2021 Household Textiles: Per Mill	0.1	3.2	10.6
2021 Household Textiles: Per Capita	€133	€112	€109
2021 Household Textiles: Index	116	97	95


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
2021 Household Appliances Expenditures (MBR)			
2021 Household Appliances: Total	€1,534,947	€52,249,741	€172,014,032
2021 Household Appliances: Per Mill	0.1	3.3	10.8
2021 Household Appliances: Per Capita	€215	€188	€183
2021 Household Appliances: Index	112	98	96
2021 Household Utensils Expenditures (MBR)			
2021 Household Utensils: Total	€1,192,783	€39,456,509	€129,183,962
2021 Household Utensils: Per Mill	0.1	3.2	10.5
2021 Household Utensils: Per Capita	€167	€142	€138
2021 Household Utensils: Index	114	96	94
2021 House & Garden Expenditures (MBR)			
2021 House & Garden Tools: Total	€982,126	€33,719,081	€110,170,380
2021 House & Garden Tools: Per Mill	0.1	3.2	10.3
2021 House & Garden Tools: Per Capita	€138	€121	€117
2021 House & Garden Tools: Index	108	95	92
2021 Household Maintenance Expenditures (MBR)			
2021 Household Maintenance: Total	€2,106,314	€71,017,187	€233,945,708
2021 Household Maintenance: Per Mill	0.1	3.2	10.7
2021 Household Maintenance: Per Capita	€295	€255	€249
2021 Household Maintenance: Index	113	97	95
2021 Medical Products & Supplies Expenditures (MBR)			
2021 Medical Products: Total	€3,814,948	€120,624,875	€399,908,179
2021 Medical Products: Per Mill	0.1	2.9	9.5
2021 Medical Products: Per Capita	€535	€433	€426
2021 Medical Products: Index	106	86	85
2021 Consumer Electronics Expenditures (MBR)			
2021 Electronics & IT: Total	€3,007,748	€101,767,532	€332,817,727
2021 Electronics & IT: Per Mill	0.1	3.3	10.9
2021 Electronics & IT: Per Capita	€422	€365	€355
2021 Electronics & IT: Index	115	100	97
2021 Recreation & Culture Durable Expenditures (MBR)			
2021 Recreation Durables: Total	€475,473	€15,739,921	€51,146,871
2021 Recreation Durables: Per Mill	0.1	3.1	9.9
2021 Recreation Durables: Per Capita	€67	€56	€55
2021 Recreation Durables: Index	108	92	88
2021 Entertainment Expenditures (MBR)			
2021 Toys/Sports/Pets: Total	€3,890,375	€130,300,283	€426,755,881
2021 Toys/Sports/Pets: Per Mill	0.1	3.1	10.3
2021 Toys/Sports/Pets: Per Capita	€545	€468	€455
2021 Toys/Sports/Pets: Index	110	94	91

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
2021 Recreational & Cultural Service Expenditures (MBR)			
2021 Recreational Services: Total	€4,634,478	€159,163,495	€523,303,167
2021 Recreational Services: Per Mill	0.1	3.3	11.0
2021 Recreational Services: Per Capita	€650	€571	€558
2021 Recreational Services: Index	114	100	98
2021 Books & Stationery Expenditures (MBR)			
2021 Books & Stationery: Total	€2,396,119	€81,454,340	€268,746,840
2021 Books & Stationery: Per Mill	0.1	3.2	10.6
2021 Books & Stationery: Per Capita	€336	€292	€287
2021 Books & Stationery: Index	111	97	95
2021 Catering Services Expenditures (MBR)			
2021 Catering Services: Total	€4,695,070	€154,794,730	€507,687,804
2021 Catering Services: Per Mill	0.1	3.2	10.4
2021 Catering Services: Per Capita	€658	€556	€541
2021 Catering Services: Index	112	95	92
2021 Personal Care Expenditures (MBR)			
2021 Personal Care: Total	€3,390,420	€121,020,323	€400,038,017
2021 Personal Care: Per Mill	0.1	3.4	11.3
2021 Personal Care: Per Capita	€475	€434	€427
2021 Personal Care: Index	112	103	101
2021 Jewelry & Personal Effects Expenditures (MBR)			
2021 Personal Effects: Total	€1,151,428	€33,518,502	€108,244,830
2021 Personal Effects: Per Mill	0.1	2.8	9.1
2021 Personal Effects: Per Capita	€161	€120	€115
2021 Personal Effects: Index	113	84	81

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