

	1 kilometer	3 kilometer	5 kilometer
2024 Population Totals (MBR)			
2024 Total Population	27,933	121,075	163,460
2024 Population Density (per sq. km)	8,895.9	4,284.3	2,081.8
2024 Population Per Mill	41.1	178.2	240.5
2024 Total Population Age 0-14	3,501	15,389	21,702
2024 Total Population Age 15-29	5,707	24,541	32,347
2024 Total Population Age 30-44	8,463	36,422	47,982
2024 Total Population Age 45-59	5,614	24,377	33,147
2024 Total Population Age 60+	4,648	20,346	28,281
2024 Male Population Totals (MBR)			
2024 Total Male Population	14,465	62,591	83,949
2024 Male Population Age 0-14	1,770	7,781	10,995
2024 Male Population Age 15-29	3,030	13,014	17,061
2024 Male Population Age 30-44	4,457	19,149	25,069
2024 Male Population Age 45-59	3,022	13,091	17,609
2024 Male Population Age 60+	2,187	9,554	13,215
2024 Female Population Totals (MBR)			
2024 Total Female Population	13,468	58,484	79,511
2024 Female Population Age 0-14	1,731	7,607	10,707
2024 Female Population Age 15-29	2,678	11,527	15,286
2024 Female Population Age 30-44	4,007	17,273	22,913
2024 Female Population Age 45-59	2,591	11,286	15,539
2024 Female Population Age 60+	2,461	10,791	15,066
2024 Household Totals (MBR)			
2024 Total Households	14,674	63,224	83,554
2024 Average Household Size	1.9	1.9	2.0
2024 Households by Income (MBR)			
2024 HHs: 1st Quintile (Below 42,636 Euro)	3,694	15,694	19,774
2024 HHs: 2nd Quintile (42,636 to 62,045 Euro)	3,002	12,960	17,186
2024 HHs: 3rd Quintile (62,045 to 93,566 Euro)	2,933	12,610	16,531
2024 HHs: 4th Quintile (93,566 to 134,650 Euro)	2,874	12,416	16,537
2024 HHs: 5th Quintile (134,650 Euro and above)	2,172	9,544	13,526
2023 Unemployment (MBR)			
2023 Unemployed Population	723	3,122	4,158
2024 Purchasing Power (MBR)			
2024 Purchasing Power: Total	€1,279,547,731	€5,561,703,259	€7,579,660,619
2024 Purchasing Power: Per Mill	43.7	190.0	258.9
2024 Purchasing Power: Per Capita	€45,808	€45,936	€46,370
2024 Purchasing Power: Index	106	107	108
2024 Food & Beverage Expenditures (MBR)			
2024 Food & Beverage: Total	€113,247,027	€491,264,214	€665,156,622
2024 Food & Beverage: Per Mill	43.6	189.0	255.9
2024 Food & Beverage: Per Capita	€4,054	€4,058	€4,069
2024 Food & Beverage: Index	106	106	106
2024 Alcoholic Beverage Expenditures (MBR)			
2024 Alcoholic Beverage: Total	€32,055,884	€138,787,219	€186,749,005
2024 Alcoholic Beverage: Per Mill	45.9	198.7	267.4
2024 Alcoholic Beverage: Per Capita	€1,148	€1,146	€1,142
2024 Alcoholic Beverage: Index	112	112	111

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 Tobacco Expenditures (MBR)			
2024 Tobacco: Total	€19,631,648	€84,887,118	€113,644,083
2024 Tobacco: Per Mill	44.8	193.8	259.5
2024 Tobacco: Per Capita	€703	€701	€695
2024 Tobacco: Index	109	109	108
2024 Clothing Expenditures (MBR)			
2024 Clothing: Total	€46,580,943	€202,461,699	€276,062,428
2024 Clothing: Per Mill	42.2	183.5	250.2
2024 Clothing: Per Capita	€1,668	€1,672	€1,689
2024 Clothing: Index	103	103	104
2024 Footwear Expenditures (MBR)			
2024 Footwear: Total	€9,036,883	€39,295,398	€53,647,952
2024 Footwear: Per Mill	42.0	182.6	249.3
2024 Footwear: Per Capita	€324	€325	€328
2024 Footwear: Index	102	103	104
2024 Furniture & Furnishing Expenditures (MBR)			
2024 Furniture/Furnishing: Total	€20,789,056	€90,277,518	€122,751,469
2024 Furniture/Furnishing: Per Mill	43.1	187.3	254.6
2024 Furniture/Furnishing: Per Capita	€744	€746	€751
2024 Furniture/Furnishing: Index	105	105	106
2024 Household Textiles Expenditures (MBR)			
2024 Household Textiles: Total	€7,116,413	€30,916,850	€42,079,240
2024 Household Textiles: Per Mill	42.6	185.0	251.8
2024 Household Textiles: Per Capita	€255	€255	€257
2024 Household Textiles: Index	104	104	105
2024 Household Appliances Expenditures (MBR)			
2024 Household Appliances: Total	€8,839,687	€38,382,040	€52,129,754
2024 Household Appliances: Per Mill	42.5	184.7	250.9
2024 Household Appliances: Per Capita	€316	€317	€319
2024 Household Appliances: Index	104	104	104
2024 Household Utensils Expenditures (MBR)			
2024 Household Utensils: Total	€4,429,601	€19,256,397	€26,268,106
2024 Household Utensils: Per Mill	41.9	182.1	248.3
2024 Household Utensils: Per Capita	€159	€159	€161
2024 Household Utensils: Index	102	102	103
2024 House & Garden Expenditures (MBR)			
2024 House & Garden Tools: Total	€5,432,985	€23,645,579	€32,386,325
2024 House & Garden Tools: Per Mill	39.9	173.5	237.6
2024 House & Garden Tools: Per Capita	€195	€195	€198
2024 House & Garden Tools: Index	97	97	99
2024 Household Maintenance Expenditures (MBR)			
2024 Household Maintenance: Total	€27,243,295	€118,347,037	€160,997,890
2024 Household Maintenance: Per Mill	42.2	183.3	249.3
2024 Household Maintenance: Per Capita	€975	€977	€985
2024 Household Maintenance: Index	103	103	104

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 Medical Products & Supplies Expenditures (MBR)			
2024 Medical Products: Total	€11,086,784	€48,229,058	€65,865,226
2024 Medical Products: Per Mill	40.9	177.8	242.9
2024 Medical Products: Per Capita	€397	€398	€403
2024 Medical Products: Index	100	100	101
2024 Consumer Electronics Expenditures (MBR)			
2024 Electronics & IT: Total	€9,192,976	€39,939,540	€54,370,535
2024 Electronics & IT: Per Mill	42.6	185.3	252.2
2024 Electronics & IT: Per Capita	€329	€330	€333
2024 Electronics & IT: Index	104	104	105
2024 Recreation & Culture Durable Expenditures (MBR)			
2024 Recreation Durables: Total	€1,752,705	€7,645,493	€10,551,420
2024 Recreation Durables: Per Mill	39.0	170.2	234.9
2024 Recreation Durables: Per Capita	€63	€63	€65
2024 Recreation Durables: Index	95	96	98
2024 Entertainment Expenditures (MBR)			
2024 Toys/Sports/Pets: Total	€13,776,012	€59,932,498	€81,953,669
2024 Toys/Sports/Pets: Per Mill	40.9	177.8	243.2
2024 Toys/Sports/Pets: Per Capita	€493	€495	€501
2024 Toys/Sports/Pets: Index	99	100	101
2024 Recreational & Cultural Service Expenditures (MBR)			
2024 Recreational Services: Total	€27,270,476	€118,386,498	€160,718,898
2024 Recreational Services: Per Mill	42.8	185.8	252.3
2024 Recreational Services: Per Capita	€976	€978	€983
2024 Recreational Services: Index	104	104	105
2024 Books & Stationery Expenditures (MBR)			
2024 Books & Stationery: Total	€11,117,953	€48,294,661	€65,669,577
2024 Books & Stationery: Per Mill	42.1	182.9	248.6
2024 Books & Stationery: Per Capita	€398	€399	€402
2024 Books & Stationery: Index	102	103	103
2024 Catering Services Expenditures (MBR)			
2024 Catering Services: Total	€48,590,490	€211,238,679	€288,142,377
2024 Catering Services: Per Mill	42.0	182.4	248.8
2024 Catering Services: Per Capita	€1,740	€1,745	€1,763
2024 Catering Services: Index	102	102	103
2024 Personal Care Expenditures (MBR)			
2024 Personal Care: Total	€25,031,615	€108,596,195	€147,052,657
2024 Personal Care: Per Mill	43.1	186.8	252.9
2024 Personal Care: Per Capita	€896	€897	€900
2024 Personal Care: Index	105	105	105
2024 Jewelry & Personal Effects Expenditures (MBR)			
2024 Personal Effects: Total	€13,691,576	€59,722,221	€82,393,629
2024 Personal Effects: Per Mill	40.3	175.9	242.6
2024 Personal Effects: Per Capita	€490	€493	€504
2024 Personal Effects: Index	98	99	101

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