	1 kilometer	3 kilometer	5 kilometer
2023 Population Totals (MBR)			
2023 Total Population	13,218	40,420	53,128
2023 Population Density (per sq. km)	4,209.6	1,430.3	676.6
2023 Population Per Mill	2.4	7.3	9.6
2023 Total Population Age 0-14	1,602	4,950	6,590
2023 Total Population Age 15-29	1,739	5,278	7,081
2023 Total Population Age 30-44	3,003	9,131	11,947
2023 Total Population Age 45-59	2,974	9,075	11,955
2023 Total Population Age 60+	3,900	11,986	15,555
2023 Male Population Totals (MBR)			
2023 Total Male Population	6,373	19,474	25,641
2023 Male Population Age 0-14	805	2,485	3,304
2023 Male Population Age 15-29	889	2,691	3,609
2023 Male Population Age 30-44	1,591	4,820	6,277
2023 Male Population Age 45-59	1,464	4,483	5,931
2023 Male Population Age 60+	1,624	4,995	6,520
2023 Female Population Totals (MBR)			
2023 Total Female Population	6,845	20,946	27,487
2023 Female Population Age 0-14	797	2,465	3,285
2023 Female Population Age 15-29	850	2,587	3,472
2023 Female Population Age 30-44	1,412	4,311	5,671
2023 Female Population Age 45-59	1,510	4,592	6,024
2023 Female Population Age 60+	2,276	6,991	9,035
2023 Household Totals (MBR)			
2023 Total Households	5,481	16,679	21,597
2023 Average Household Size	2.4	2.4	2.5
2023 Households by Income (MBR)			
2023 HHs: 1st Quintile (Below €17,602)	1,355	3,949	4,946
2023 HHs: 2nd Quintile (€17,602 to €23,724)	1,303	3,840	4,849
2023 HHs: 3rd Quintile (€23,725 to €30,306)	1,064	3,206	4,157
2023 HHs: 4th Quintile (€30,307 to €39,421)	925	2,930	3,902
2023 HHs: 5th Quintile (€39,422 and above)	834	2,754	3,743
2023 Households by Type (MBR)			
2023 HHs: Complete Families without Children	1,715	5,235	6,831
2023 HHs: Complete Families with Children	1,158	3,531	4,762
2023 HHs: Incomplete Families without Children	508	1,532	1,963
2023 HHs: Incomplete Families with Children	488	1,460	1,828
2023 HHs: Multi-Person Non-Family Households	131	403	525
2023 HHs: Single Person Household	1,481	4,520	5,688
2023 Marital Status (MBR)			
2023 Marital Status: Single	5,477	16,632	21,828
2023 Marital Status: Married	5,183	16,058	21,434
2023 Marital Status: Divorced	1,589	4,725	5,932
2023 Marital Status: Widowed	969	3,005	3,934
2023 Educational Attainment (MBR)			
2023 Pop 15+/Edu: Primary Education	1,632	4,898	6,523
2023 Pop 15+/Edu: Secondary Vocational w/o	2,771	8,265	11,024
2023 Pop 15+/Edu: Secondary Education w/ Graduation	3,492	10,661	13,989
2023 Pop 15+/Edu: Higher Technical Education	745	2,286	2,964
2023 Pop 15+/Edu: Higher Education	2,191	7,020	9,145


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
2023 Educational Attainment (MBR)			
2023 Pop 15+/Edu: No School Education	29	88	111
2023 Pop 15+/Edu: Unknown	757	2,253	2,783
2022 Unemployment (MBR)			
2022 Unemployed Population	299	896	1,160
2023 Purchasing Power (MBR)			
2023 Purchasing Power: Total	€166,842,907	€518,337,237	€677,866,981
2023 Purchasing Power: Per Mill	2.5	7.9	10.3
2023 Purchasing Power: Per Capita	€12,622	€12,824	€12,759
2023 Purchasing Power: Index	106	108	107
2023 Food & Beverage Expenditures (MBR)			
2023 Food & Beverage: Total	€31,578,978	€97,445,491	€127,252,565
2023 Food & Beverage: Per Mill	2.5	7.7	10.1
2023 Food & Beverage: Per Capita	€2,389	€2,411	€2,395
2023 Food & Beverage: Index	105	106	105
2023 Alcoholic Beverage Expenditures (MBR)			
2023 Alcoholic Beverage: Total	€4,104,862	€12,681,344	€16,545,767
2023 Alcoholic Beverage: Per Mill	2.6	8.0	10.4
2023 Alcoholic Beverage: Per Capita	€311	€314	€311
2023 Alcoholic Beverage: Index	108	109	108
2023 Tobacco Expenditures (MBR)			
2023 Tobacco: Total	€3,539,899	€10,861,143	€14,180,582
2023 Tobacco: Per Mill	2.5	7.7	10.1
2023 Tobacco: Per Capita	€268	€269	€267
2023 Tobacco: Index	105	105	105
2023 Clothing Expenditures (MBR)			
2023 Clothing: Total	€4,720,837	€14,636,224	€19,161,604
2023 Clothing: Per Mill	2.5	7.7	10.1
2023 Clothing: Per Capita	€357	€362	€361
2023 Clothing: Index	104	106	105
2023 Footwear Expenditures (MBR)			
2023 Footwear: Total	€1,971,642	€6,118,503	€8,016,063
2023 Footwear: Per Mill	2.4	7.6	9.9
2023 Footwear: Per Capita	€149	€151	€151
2023 Footwear: Index	102	104	103
2023 Furniture & Furnishing Expenditures (MBR)			
2023 Furniture/Furnishing: Total	€2,902,255	€8,997,975	€11,788,146
2023 Furniture/Furnishing: Per Mill	2.5	7.7	10.0
2023 Furniture/Furnishing: Per Capita	€220	€223	€222
2023 Furniture/Furnishing: Index	103	105	105
2023 Household Textiles Expenditures (MBR)			
2023 Household Textiles: Total	€576,287	€1,785,125	€2,333,474
2023 Household Textiles: Per Mill	2.5	7.8	10.2
2023 Household Textiles: Per Capita	€44	€44	€44
2023 Household Textiles: Index	106	107	106


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
2023 Household Appliances Expenditures (MBR)			
2023 Household Appliances: Total	€2,336,474	€7,220,539	€9,435,229
2023 Household Appliances: Per Mill	2.5	7.8	10.2
2023 Household Appliances: Per Capita	€177	€179	€178
2023 Household Appliances: Index	105	107	106
2023 Household Utensils Expenditures (MBR)			
2023 Household Utensils: Total	€800,990	€2,481,811	€3,248,864
2023 Household Utensils: Per Mill	2.5	7.7	10.1
2023 Household Utensils: Per Capita	€61	€61	€61
2023 Household Utensils: Index	104	105	105
2023 House & Garden Expenditures (MBR)			
2023 House & Garden Tools: Total	€569,935	€1,766,515	€2,324,634
2023 House & Garden Tools: Per Mill	2.4	7.4	9.7
2023 House & Garden Tools: Per Capita	€43	€44	€44
2023 House & Garden Tools: Index	100	101	101
2023 Household Maintenance Expenditures (MBR)			
2023 Household Maintenance: Total	€3,025,725	€9,350,065	€12,214,499
2023 Household Maintenance: Per Mill	2.5	7.8	10.2
2023 Household Maintenance: Per Capita	€229	€231	€230
2023 Household Maintenance: Index	105	107	106
2023 Medical Products & Supplies Expenditures (MBR)			
2023 Medical Products: Total	€2,798,525	€8,662,450	€11,272,720
2023 Medical Products: Per Mill	2.7	8.4	10.9
2023 Medical Products: Per Capita	€212	€214	€212
2023 Medical Products: Index	113	114	113
2023 Consumer Electronics Expenditures (MBR)			
2023 Electronics & IT: Total	€2,690,560	€8,332,074	€10,913,097
2023 Electronics & IT: Per Mill	2.4	7.5	9.8
2023 Electronics & IT: Per Capita	€204	€206	€205
2023 Electronics & IT: Index	102	103	102
2023 Recreation & Culture Durable Expenditures (MBR)			
2023 Recreation Durables: Total	€59,641	€185,260	€243,532
2023 Recreation Durables: Per Mill	2.4	7.4	9.7
2023 Recreation Durables: Per Capita	€5	€5	€5
2023 Recreation Durables: Index	100	101	101
2023 Entertainment Expenditures (MBR)			
2023 Toys/Sports/Pets: Total	€1,982,160	€6,136,742	€8,041,699
2023 Toys/Sports/Pets: Per Mill	2.5	7.6	10.0
2023 Toys/Sports/Pets: Per Capita	€150	€152	€151
2023 Toys/Sports/Pets: Index	103	104	104
2023 Recreational & Cultural Service Expenditures (MBR)			
2023 Recreational Services: Total	€5,867,904	€18,115,721	€23,679,969
2023 Recreational Services: Per Mill	2.5	7.7	10.1
2023 Recreational Services: Per Capita	€444	€448	€446
2023 Recreational Services: Index	104	105	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
2023 Books & Stationery Expenditures (MBR)			
2023 Books & Stationery: Total	€3,264,185	€10,075,804	€13,152,292
2023 Books & Stationery: Per Mill	2.5	7.8	10.2
2023 Books & Stationery: Per Capita	€247	€249	€248
2023 Books & Stationery: Index	106	107	106
2023 Catering Services Expenditures (MBR)			
2023 Catering Services: Total	€3,519,896	€10,904,392	€14,261,855
2023 Catering Services: Per Mill	2.5	7.7	10.1
2023 Catering Services: Per Capita	€266	€270	€268
2023 Catering Services: Index	104	106	105
2023 Personal Care Expenditures (MBR)			
2023 Personal Care: Total	€6,506,503	€20,054,183	€26,209,183
2023 Personal Care: Per Mill	2.5	7.6	9.9
2023 Personal Care: Per Capita	€492	€496	€493
2023 Personal Care: Index	103	104	103
2023 Jewelry & Personal Effects Expenditures (MBR)			
2023 Personal Effects: Total	€723,412	€2,260,033	€2,957,310
2023 Personal Effects: Per Mill	2.5	8.0	10.4
2023 Personal Effects: Per Capita	€55	€56	€56
2023 Personal Effects: Index	107	109	108

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