

	1 kilometer	3 kilometer	5 kilometer
2024 Population Totals (MBR)			
2024 Total Population	82,730	641,488	1,550,735
2024 Population Density (per sq. km)	26,347.1	22,699.5	19,749.6
2024 Population Per Mill	1.7	13.2	31.9
2024 Total Population Age 0-14	5,156	56,847	157,702
2024 Total Population Age 15-29	16,073	111,969	271,328
2024 Total Population Age 30-44	24,205	150,601	352,846
2024 Total Population Age 45-59	18,968	136,291	335,516
2024 Total Population Age 60+	18,328	185,780	433,343
2024 Male Population Totals (MBR)			
2024 Total Male Population	41,949	298,243	716,940
2024 Male Population Age 0-14	2,650	28,936	80,298
2024 Male Population Age 15-29	7,519	52,773	131,278
2024 Male Population Age 30-44	13,396	76,382	174,486
2024 Male Population Age 45-59	10,377	66,227	159,204
2024 Male Population Age 60+	8,006	73,924	171,673
2024 Female Population Totals (MBR)			
2024 Total Female Population	40,782	343,246	833,794
2024 Female Population Age 0-14	2,505	27,910	77,404
2024 Female Population Age 15-29	8,555	59,196	140,050
2024 Female Population Age 30-44	10,809	74,219	178,359
2024 Female Population Age 45-59	8,591	70,064	176,311
2024 Female Population Age 60+	10,322	111,857	261,670
2024 Household Totals (MBR)			
2024 Total Households	42,428	296,351	678,014
2024 Average Household Size	1.9	2.2	2.3
2024 Households by Income (MBR)			
2024 HHs: 1st Quintile (Below 19,397 Euro)	4,423	28,425	81,510
2024 HHs: 2nd Quintile (19,397 to 29,247 Euro)	3,947	25,569	74,279
2024 HHs: 3rd Quintile (29,247 to 40,162 Euro)	6,935	45,324	118,555
2024 HHs: 4th Quintile (40,162 to 57,824 Euro)	8,356	54,048	126,640
2024 HHs: 5th Quintile (57,824 Euro and above)	18,766	142,986	277,030
2024 Marital Status (MBR)			
2024 Marital Status: Single	50,676	338,805	792,126
2024 Marital Status: Married	22,628	219,964	553,327
2024 Marital Status: Divorced	5,747	41,656	101,577
2024 Marital Status: Widowed	3,679	41,063	103,705
2024 Educational Attainment (MBR)			
2024 Pop: No Education/Illiterate	751	6,183	21,700
2024 Pop: Primary Education (ISCED 1 and 2)	13,732	115,381	378,801
2024 Pop: Upper Secondary Education (ISCED 3)	15,511	115,758	299,334
2024 Pop: Post Secondary Education (ISCED 4 and 5)	4,183	31,339	81,996
2024 Pop: Tertiary Education (ISCED 6 to 8)	43,398	315,980	611,202
2024 Pop: Education Unknown	5,156	56,847	157,702
2023 Unemployment (MBR)			
2023 Unemployed Population	4,756	29,186	79,300


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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2024 Purchasing Power (MBR)			
2024 Purchasing Power: Total	€2,591,557,769	€19,990,900,063	€41,780,453,832
2024 Purchasing Power: Per Mill	3.0	23.4	48.9
2024 Purchasing Power: Per Capita	€31,325	€31,163	€26,942
2024 Purchasing Power: Index	178	177	153
2024 Food & Beverage Expenditures (MBR)			
2024 Food & Beverage: Total	€274,855,410	€2,101,186,220	€4,708,550,157
2024 Food & Beverage: Per Mill	2.3	17.3	38.7
2024 Food & Beverage: Per Capita	€3,322	€3,275	€3,036
2024 Food & Beverage: Index	133	131	121
2024 Alcoholic Beverage Expenditures (MBR)			
2024 Alcoholic Beverage: Total	€30,675,916	€227,145,417	€498,769,376
2024 Alcoholic Beverage: Per Mill	2.6	18.9	41.5
2024 Alcoholic Beverage: Per Capita	€371	€354	€322
2024 Alcoholic Beverage: Index	150	143	130
2024 Tobacco Expenditures (MBR)			
2024 Tobacco: Total	€31,045,212	€232,229,138	€536,523,538
2024 Tobacco: Per Mill	2.0	15.3	35.3
2024 Tobacco: Per Capita	€375	€362	€346
2024 Tobacco: Index	120	116	111
2024 Clothing Expenditures (MBR)			
2024 Clothing: Total	€56,653,784	€439,015,930	€967,261,963
2024 Clothing: Per Mill	2.4	18.8	41.4
2024 Clothing: Per Capita	€685	€684	€624
2024 Clothing: Index	143	142	130
2024 Footwear Expenditures (MBR)			
2024 Footwear: Total	€18,002,565	€139,990,010	€310,736,544
2024 Footwear: Per Mill	2.3	18.1	40.3
2024 Footwear: Per Capita	€218	€218	€200
2024 Footwear: Index	137	137	126
2024 Furniture & Furnishing Expenditures (MBR)			
2024 Furniture/Furnishing: Total	€26,012,912	€197,182,612	€432,430,697
2024 Furniture/Furnishing: Per Mill	2.5	19.3	42.3
2024 Furniture/Furnishing: Per Capita	€314	€307	€279
2024 Furniture/Furnishing: Index	149	146	132
2024 Household Textiles Expenditures (MBR)			
2024 Household Textiles: Total	€6,167,462	€47,578,731	€104,964,606
2024 Household Textiles: Per Mill	2.4	18.6	40.9
2024 Household Textiles: Per Capita	€75	€74	€68
2024 Household Textiles: Index	141	141	128
2024 Household Appliances Expenditures (MBR)			
2024 Household Appliances: Total	€14,011,185	€108,868,983	€243,530,717
2024 Household Appliances: Per Mill	2.2	17.5	39.1
2024 Household Appliances: Per Capita	€169	€170	€157
2024 Household Appliances: Index	132	132	123


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	1 kilometer	3 kilometer	5 kilometer
2024 Household Utensils Expenditures (MBR)			
2024 Household Utensils: Total	€3,641,132	€28,451,426	€63,262,330
2024 Household Utensils: Per Mill	2.3	18.1	40.1
2024 Household Utensils: Per Capita	€44	€44	€41
2024 Household Utensils: Index	136	137	126
2024 House & Garden Expenditures (MBR)			
2024 House & Garden Tools: Total	€5,497,218	€44,403,308	€99,640,407
2024 House & Garden Tools: Per Mill	2.2	17.6	39.5
2024 House & Garden Tools: Per Capita	€66	€69	€64
2024 House & Garden Tools: Index	128	133	124
2024 Household Maintenance Expenditures (MBR)			
2024 Household Maintenance: Total	€37,072,417	€291,004,489	€645,221,195
2024 Household Maintenance: Per Mill	2.3	18.1	40.1
2024 Household Maintenance: Per Capita	€448	€454	€416
2024 Household Maintenance: Index	135	137	126
2024 Medical Products & Supplies Expenditures (MBR)			
2024 Medical Products: Total	€34,031,032	€279,305,808	€621,936,193
2024 Medical Products: Per Mill	2.1	17.4	38.7
2024 Medical Products: Per Capita	€411	€435	€401
2024 Medical Products: Index	125	132	121
2024 Consumer Electronics Expenditures (MBR)			
2024 Electronics & IT: Total	€15,965,215	€122,621,109	€271,845,635
2024 Electronics & IT: Per Mill	2.4	18.3	40.5
2024 Electronics & IT: Per Capita	€193	€191	€175
2024 Electronics & IT: Index	140	138	127
2024 Recreation & Culture Durable Expenditures (MBR)			
2024 Recreation Durables: Total	€2,071,705	€16,573,016	€36,461,101
2024 Recreation Durables: Per Mill	2.4	19.1	42.0
2024 Recreation Durables: Per Capita	€25	€26	€24
2024 Recreation Durables: Index	140	145	132
2024 Entertainment Expenditures (MBR)			
2024 Toys/Sports/Pets: Total	€24,554,407	€193,678,760	€431,222,774
2024 Toys/Sports/Pets: Per Mill	2.3	18.0	40.0
2024 Toys/Sports/Pets: Per Capita	€297	€302	€278
2024 Toys/Sports/Pets: Index	134	136	125
2024 Recreational & Cultural Service Expenditures (MBR)			
2024 Recreational Services: Total	€75,434,252	€578,285,028	€1,286,636,452
2024 Recreational Services: Per Mill	2.3	17.9	39.9
2024 Recreational Services: Per Capita	€912	€901	€830
2024 Recreational Services: Index	137	136	125
2024 Books & Stationery Expenditures (MBR)			
2024 Books & Stationery: Total	€10,344,257	€80,458,254	€179,550,913
2024 Books & Stationery: Per Mill	2.3	17.6	39.2
2024 Books & Stationery: Per Capita	€125	€125	€116
2024 Books & Stationery: Index	133	133	123

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2024 Catering Services Expenditures (MBR)			
2024 Catering Services: Total	€128,758,839	€1,005,382,168	€2,223,365,074
2024 Catering Services: Per Mill	2.4	18.4	40.6
2024 Catering Services: Per Capita	€1,556	€1,567	€1,434
2024 Catering Services: Index	138	139	127
2024 Personal Care Expenditures (MBR)			
2024 Personal Care: Total	€47,384,111	€362,995,728	€823,053,483
2024 Personal Care: Per Mill	2.1	16.5	37.3
2024 Personal Care: Per Capita	€573	€566	€531
2024 Personal Care: Index	126	125	117
2024 Jewelry & Personal Effects Expenditures (MBR)			
2024 Personal Effects: Total	€10,819,697	€86,336,130	€187,041,580
2024 Personal Effects: Per Mill	2.5	20.2	43.7
2024 Personal Effects: Per Capita	€131	€135	€121
2024 Personal Effects: Index	149	153	137

Sample Report

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