
	1 kilometer	3 kilometer	5 kilometer
<b>2024 Population Totals (MBR)</b>			
2024 Total Population	5,061	286,203	946,994
2024 Population Density (per sq. km)	1,611.8	10,127.5	12,060.5
2024 Population Per Mill	0.1	3.4	11.2
2024 Total Population Age 0-14	618	39,175	127,542
2024 Total Population Age 15-29	945	58,292	189,314
2024 Total Population Age 30-44	1,523	84,110	277,184
2024 Total Population Age 45-59	936	53,734	182,074
2024 Total Population Age 60+	1,039	50,892	170,880
<b>2024 Male Population Totals (MBR)</b>			
2024 Total Male Population	2,588	145,303	476,630
2024 Male Population Age 0-14	315	20,042	65,256
2024 Male Population Age 15-29	461	28,956	93,441
2024 Male Population Age 30-44	813	43,911	142,326
2024 Male Population Age 45-59	516	28,535	95,865
2024 Male Population Age 60+	483	23,859	79,742
<b>2024 Female Population Totals (MBR)</b>			
2024 Total Female Population	2,473	140,900	470,364
2024 Female Population Age 0-14	304	19,133	62,287
2024 Female Population Age 15-29	484	29,336	95,873
2024 Female Population Age 30-44	710	40,199	134,858
2024 Female Population Age 45-59	420	25,198	86,209
2024 Female Population Age 60+	556	27,032	91,137
<b>2024 Household Totals (MBR)</b>			
2024 Total Households	3,004	164,996	556,551
2024 Average Household Size	1.7	1.7	1.7
<b>2024 Households by Income (MBR)</b>			
2024 HHs: 1st Quintile (Below 22,740 Euro)	550	45,437	171,529
2024 HHs: 2nd Quintile (22,740 to 34,281 Euro)	595	38,204	131,498
2024 HHs: 3rd Quintile (34,281 to 51,571 Euro)	611	31,573	102,399
2024 HHs: 4th Quintile (51,571 to 76,407 Euro)	595	25,945	82,785
2024 HHs: 5th Quintile (76,407 Euro and above)	652	23,837	68,340
<b>2024 Households by Type (MBR)</b>			
2024 HHs: One Person Household	1,632	91,829	320,533
2024 HHs: Multiperson Household with Child(ren)	634	36,549	117,405
2024 HHs: Multiperson Household without Child(ren)	739	36,618	118,612
<b>2024 Marital Status (MBR)</b>			
2024 Marital Status: Single	2,693	152,269	503,829
2024 Marital Status: Married	1,625	91,913	304,128
2024 Marital Status: Divorced	463	26,194	86,670
2024 Marital Status: Widowed	280	15,827	52,367
<b>2024 Educational Attainment (MBR)</b>			
2024 Pop: No Education/Illiterate	894	59,289	194,725
2024 Pop: Primary Education (ISCED 1 and 2)	415	52,605	184,983
2024 Pop: Upper Secondary Education (ISCED 3)	1,217	68,851	235,929
2024 Pop: Post Secondary Education (ISCED 4 and 5)	2,535	105,458	331,356
2024 Pop: Tertiary Education (ISCED 6 to 8)	0	0	0
2024 Pop: Education Unknown	0	0	0


**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
<b>2023 Unemployment (MBR)</b>			
2023 Unemployed Population	128	7,260	24,024
<b>2024 Purchasing Power (MBR)</b>			
2024 Purchasing Power: Total	€176,660,002	€7,933,453,103	€24,873,183,246
2024 Purchasing Power: Per Mill	0.1	3.3	10.5
2024 Purchasing Power: Per Capita	€34,906	€27,720	€26,265
2024 Purchasing Power: Index	125	99	94
<b>2024 Food &amp; Beverage Expenditures (MBR)</b>			
2024 Food & Beverage: Total	€16,038,263	€801,601,607	€2,589,524,713
2024 Food & Beverage: Per Mill	0.1	3.4	11.0
2024 Food & Beverage: Per Capita	€3,169	€2,801	€2,734
2024 Food & Beverage: Index	114	101	99
<b>2024 Alcoholic Beverage Expenditures (MBR)</b>			
2024 Alcoholic Beverage: Total	€2,144,735	€105,202,136	€339,750,952
2024 Alcoholic Beverage: Per Mill	0.1	3.5	11.4
2024 Alcoholic Beverage: Per Capita	€424	€368	€359
2024 Alcoholic Beverage: Index	121	105	102
<b>2024 Tobacco Expenditures (MBR)</b>			
2024 Tobacco: Total	€2,261,577	€124,185,306	€410,517,980
2024 Tobacco: Per Mill	0.1	3.6	11.9
2024 Tobacco: Per Capita	€447	€434	€434
2024 Tobacco: Index	110	107	107
<b>2024 Clothing Expenditures (MBR)</b>			
2024 Clothing: Total	€4,757,935	€228,024,178	€725,272,882
2024 Clothing: Per Mill	0.1	3.3	10.5
2024 Clothing: Per Capita	€940	€797	€766
2024 Clothing: Index	116	98	94
<b>2024 Footwear Expenditures (MBR)</b>			
2024 Footwear: Total	€934,460	€45,328,028	€144,416,771
2024 Footwear: Per Mill	0.1	3.3	10.6
2024 Footwear: Per Capita	€185	€158	€153
2024 Footwear: Index	115	99	95
<b>2024 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2024 Furniture/Furnishing: Total	€3,972,432	€190,714,992	€606,380,644
2024 Furniture/Furnishing: Per Mill	0.1	3.4	10.8
2024 Furniture/Furnishing: Per Capita	€785	€666	€640
2024 Furniture/Furnishing: Index	118	100	96
<b>2024 Household Textiles Expenditures (MBR)</b>			
2024 Household Textiles: Total	€760,104	€36,428,835	€116,526,255
2024 Household Textiles: Per Mill	0.1	3.3	10.4
2024 Household Textiles: Per Capita	€150	€127	€123
2024 Household Textiles: Index	114	97	94
<b>2024 Household Appliances Expenditures (MBR)</b>			
2024 Household Appliances: Total	€1,182,193	€58,853,092	€189,736,351
2024 Household Appliances: Per Mill	0.1	3.3	10.7
2024 Household Appliances: Per Capita	€234	€206	€200
2024 Household Appliances: Index	112	98	96


**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
<b>2024 Household Utensils Expenditures (MBR)</b>			
2024 Household Utensils: Total	€1,013,561	€48,898,324	€155,985,339
2024 Household Utensils: Per Mill	0.1	3.3	10.4
2024 Household Utensils: Per Capita	€200	€171	€165
2024 Household Utensils: Index	113	97	93
<b>2024 House &amp; Garden Expenditures (MBR)</b>			
2024 House & Garden Tools: Total	€829,137	€40,783,531	€129,871,453
2024 House & Garden Tools: Per Mill	0.1	3.2	10.1
2024 House & Garden Tools: Per Capita	€164	€143	€137
2024 House & Garden Tools: Index	108	94	90
<b>2024 Household Maintenance Expenditures (MBR)</b>			
2024 Household Maintenance: Total	€1,814,759	€88,761,921	€285,705,841
2024 Household Maintenance: Per Mill	0.1	3.2	10.4
2024 Household Maintenance: Per Capita	€359	€310	€302
2024 Household Maintenance: Index	111	96	93
<b>2024 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2024 Medical Products: Total	€3,186,981	€150,837,502	€487,879,485
2024 Medical Products: Per Mill	0.1	2.9	9.5
2024 Medical Products: Per Capita	€630	€527	€515
2024 Medical Products: Index	104	87	85
<b>2024 Consumer Electronics Expenditures (MBR)</b>			
2024 Electronics & IT: Total	€2,404,661	€118,221,718	€377,849,590
2024 Electronics & IT: Per Mill	0.1	3.4	10.9
2024 Electronics & IT: Per Capita	€475	€413	€399
2024 Electronics & IT: Index	116	101	97
<b>2024 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2024 Recreation Durables: Total	€394,653	€18,712,861	€58,910,621
2024 Recreation Durables: Per Mill	0.1	3.1	9.7
2024 Recreation Durables: Per Capita	€78	€65	€62
2024 Recreation Durables: Index	109	92	87
<b>2024 Entertainment Expenditures (MBR)</b>			
2024 Toys/Sports/Pets: Total	€3,528,527	€172,514,815	€550,671,747
2024 Toys/Sports/Pets: Per Mill	0.1	3.2	10.3
2024 Toys/Sports/Pets: Per Capita	€697	€603	€581
2024 Toys/Sports/Pets: Index	110	95	92
<b>2024 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2024 Recreational Services: Total	€3,492,431	€173,420,101	€557,555,355
2024 Recreational Services: Per Mill	0.1	3.4	10.8
2024 Recreational Services: Per Capita	€690	€606	€589
2024 Recreational Services: Index	114	100	97
<b>2024 Books &amp; Stationery Expenditures (MBR)</b>			
2024 Books & Stationery: Total	€1,901,963	€94,171,812	€304,446,756
2024 Books & Stationery: Per Mill	0.1	3.2	10.4
2024 Books & Stationery: Per Capita	€376	€329	€321
2024 Books & Stationery: Index	109	96	93

**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
<b>2024 Catering Services Expenditures (MBR)</b>			
2024 Catering Services: Total	€4,625,302	€222,719,439	€710,941,361
2024 Catering Services: Per Mill	0.1	3.3	10.4
2024 Catering Services: Per Capita	€914	€778	€751
2024 Catering Services: Index	113	96	93
<b>2024 Personal Care Expenditures (MBR)</b>			
2024 Personal Care: Total	€2,870,184	€147,240,886	€477,511,176
2024 Personal Care: Per Mill	0.1	3.4	11.1
2024 Personal Care: Per Capita	€567	€514	€504
2024 Personal Care: Index	111	101	99
<b>2024 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2024 Personal Effects: Total	€1,018,559	€45,082,269	€140,903,910
2024 Personal Effects: Per Mill	0.1	3.0	9.5
2024 Personal Effects: Per Capita	€201	€158	€149
2024 Personal Effects: Index	114	90	85

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