

	1 kilometer	3 kilometer	5 kilometer
2024 Population Totals (MBR)			
2024 Total Population	8,874	173,204	419,382
2024 Total Population Age 0-14	1,340	26,334	67,970
2024 Total Population Age 15-29	1,346	24,857	60,778
2024 Total Population Age 30-44	2,193	44,546	108,986
2024 Total Population Age 45-59	1,702	31,439	77,923
2024 Total Population Age 60+	2,293	46,027	103,725
2024 Population Density (per sq. km)	2,826.1	6,128.9	5,341.1
2024 Population Per Mill	3.1	60.7	146.9
2024 Male Population Totals (MBR)			
2024 Total Male Population	4,093	79,808	194,716
2024 Male Population Age 0-14	677	13,433	34,701
2024 Male Population Age 15-29	686	12,574	30,739
2024 Male Population Age 30-44	1,101	22,451	54,990
2024 Male Population Age 45-59	805	14,910	36,973
2024 Male Population Age 60+	824	16,441	37,313
2024 Female Population Totals (MBR)			
2024 Total Female Population	4,781	93,396	224,666
2024 Female Population Age 0-14	663	12,901	33,269
2024 Female Population Age 15-29	660	12,284	30,040
2024 Female Population Age 30-44	1,092	22,095	53,996
2024 Female Population Age 45-59	897	16,529	40,950
2024 Female Population Age 60+	1,469	29,586	66,411
2024 Household Totals (MBR)			
2024 Total Households	3,716	78,459	183,551
2024 Average Household Size	2.4	2.2	2.3
2024 Marital Status (MBR)			
2024 Marital Status: Single	3,477	68,042	167,782
2024 Marital Status: Married	3,927	76,536	183,140
2024 Marital Status: Divorced	901	17,555	42,000
2024 Marital Status: Widowed	569	11,070	26,460
2024 Educational Attainment (MBR)			
2024 Pop: No Education/Illiterate	970	19,286	49,841
2024 Pop: Primary Education (ISCED 1 and 2)	1,393	27,107	65,103
2024 Pop: Upper Secondary Education (ISCED 3)	2,086	40,670	97,651
2024 Pop: Post Secondary Education (ISCED 4 and 5)	1,036	20,165	48,426
2024 Pop: Tertiary Education (ISCED 6 to 8)	3,389	65,976	158,360
2024 Pop: Education Unknown	0	0	0
2023 Unemployment (MBR)			
2023 Unemployed Population	316	6,137	14,852
2024 Purchasing Power (MBR)			
2024 Purchasing Power: Total	€162,903,012	€3,275,963,300	€7,801,163,588
2024 Purchasing Power: Per Mill	4.2	83.8	199.6
2024 Purchasing Power: Per Capita	€18,357	€18,914	€18,602
2024 Purchasing Power: Index	134	138	136

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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2024 Food & Beverage Expenditures (MBR)			
2024 Food & Beverage: Total	€31,009,647	€624,277,091	€1,494,735,689
2024 Food & Beverage: Per Mill	3.6	72.0	172.3
2024 Food & Beverage: Per Capita	€3,494	€3,604	€3,564
2024 Food & Beverage: Index	115	119	117
2024 Alcoholic Beverage Expenditures (MBR)			
2024 Alcoholic Beverage: Total	€5,909,057	€119,205,126	€284,205,171
2024 Alcoholic Beverage: Per Mill	3.7	74.7	178.1
2024 Alcoholic Beverage: Per Capita	€666	€688	€678
2024 Alcoholic Beverage: Index	119	123	121
2024 Tobacco Expenditures (MBR)			
2024 Tobacco: Total	€2,806,800	€56,475,696	€134,645,668
2024 Tobacco: Per Mill	3.3	65.7	156.5
2024 Tobacco: Per Capita	€316	€326	€321
2024 Tobacco: Index	105	108	107
2024 Clothing Expenditures (MBR)			
2024 Clothing: Total	€5,776,512	€115,191,631	€277,833,204
2024 Clothing: Per Mill	3.7	74.6	179.9
2024 Clothing: Per Capita	€651	€665	€662
2024 Clothing: Index	120	123	123
2024 Footwear Expenditures (MBR)			
2024 Footwear: Total	€1,939,712	€38,805,819	€93,713,891
2024 Footwear: Per Mill	3.7	75.0	181.2
2024 Footwear: Per Capita	€219	€224	€223
2024 Footwear: Index	121	124	123
2024 Furniture & Furnishing Expenditures (MBR)			
2024 Furniture/Furnishing: Total	€3,361,094	€67,151,523	€161,581,451
2024 Furniture/Furnishing: Per Mill	3.8	75.7	182.1
2024 Furniture/Furnishing: Per Capita	€379	€388	€385
2024 Furniture/Furnishing: Index	122	125	124
2024 Household Textiles Expenditures (MBR)			
2024 Household Textiles: Total	€414,243	€8,316,046	€19,925,855
2024 Household Textiles: Per Mill	3.7	74.1	177.5
2024 Household Textiles: Per Capita	€47	€48	€48
2024 Household Textiles: Index	119	122	121
2024 Household Appliances Expenditures (MBR)			
2024 Household Appliances: Total	€2,662,428	€53,385,571	€127,949,340
2024 Household Appliances: Per Mill	3.6	72.2	173.0
2024 Household Appliances: Per Capita	€300	€308	€305
2024 Household Appliances: Index	116	119	118
2024 Household Utensils Expenditures (MBR)			
2024 Household Utensils: Total	€690,603	€13,806,448	€33,179,142
2024 Household Utensils: Per Mill	3.7	73.9	177.6
2024 Household Utensils: Per Capita	€78	€80	€79
2024 Household Utensils: Index	119	122	121

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	1 kilometer	3 kilometer	5 kilometer
2024 House & Garden Expenditures (MBR)			
2024 House & Garden Tools: Total	€1,675,930	€33,029,943	€79,740,784
2024 House & Garden Tools: Per Mill	3.6	71.9	173.5
2024 House & Garden Tools: Per Capita	€189	€191	€190
2024 House & Garden Tools: Index	117	119	118
2024 Household Maintenance Expenditures (MBR)			
2024 Household Maintenance: Total	€2,098,559	€42,202,175	€100,947,545
2024 Household Maintenance: Per Mill	3.5	71.3	170.5
2024 Household Maintenance: Per Capita	€236	€244	€241
2024 Household Maintenance: Index	114	118	116
2024 Medical Products & Supplies Expenditures (MBR)			
2024 Medical Products: Total	€4,935,156	€99,907,299	€234,752,880
2024 Medical Products: Per Mill	3.5	71.3	167.6
2024 Medical Products: Per Capita	€556	€577	€560
2024 Medical Products: Index	113	118	114
2024 Consumer Electronics Expenditures (MBR)			
2024 Electronics & IT: Total	€2,573,475	€51,510,033	€124,554,063
2024 Electronics & IT: Per Mill	3.7	74.2	179.4
2024 Electronics & IT: Per Capita	€290	€297	€297
2024 Electronics & IT: Index	119	122	122
2024 Recreation & Culture Durable Expenditures (MBR)			
2024 Recreation Durables: Total	€103,265	€2,042,504	€4,957,482
2024 Recreation Durables: Per Mill	3.8	74.6	181.1
2024 Recreation Durables: Per Capita	€12	€12	€12
2024 Recreation Durables: Index	122	123	123
2024 Entertainment Expenditures (MBR)			
2024 Toys/Sports/Pets: Total	€3,586,267	€71,383,015	€172,206,453
2024 Toys/Sports/Pets: Per Mill	3.6	72.2	174.2
2024 Toys/Sports/Pets: Per Capita	€404	€412	€411
2024 Toys/Sports/Pets: Index	117	119	119
2024 Recreational & Cultural Service Expenditures (MBR)			
2024 Recreational Services: Total	€4,167,976	€83,664,573	€200,694,758
2024 Recreational Services: Per Mill	3.5	71.2	170.9
2024 Recreational Services: Per Capita	€470	€483	€479
2024 Recreational Services: Index	114	118	116
2024 Books & Stationery Expenditures (MBR)			
2024 Books & Stationery: Total	€1,065,905	€21,435,851	€51,453,828
2024 Books & Stationery: Per Mill	3.5	70.8	169.9
2024 Books & Stationery: Per Capita	€120	€124	€123
2024 Books & Stationery: Index	113	117	116
2024 Catering Services Expenditures (MBR)			
2024 Catering Services: Total	€2,722,964	€54,627,472	€131,164,190
2024 Catering Services: Per Mill	3.7	73.4	176.2
2024 Catering Services: Per Capita	€307	€315	€313
2024 Catering Services: Index	118	121	120

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	1 kilometer	3 kilometer	5 kilometer
2024 Personal Care Expenditures (MBR)			
2024 Personal Care: Total	€4,936,808	€99,372,830	€238,779,871
2024 Personal Care: Per Mill	3.4	69.4	166.7
2024 Personal Care: Per Capita	€556	€574	€569
2024 Personal Care: Index	111	114	114
2024 Jewelry & Personal Effects Expenditures (MBR)			
2024 Personal Effects: Total	€2,732,094	€54,680,011	€131,469,133
2024 Personal Effects: Per Mill	4.0	80.2	192.8
2024 Personal Effects: Per Capita	€308	€316	€313
2024 Personal Effects: Index	129	132	131

Sample Report

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March 14, 2025