

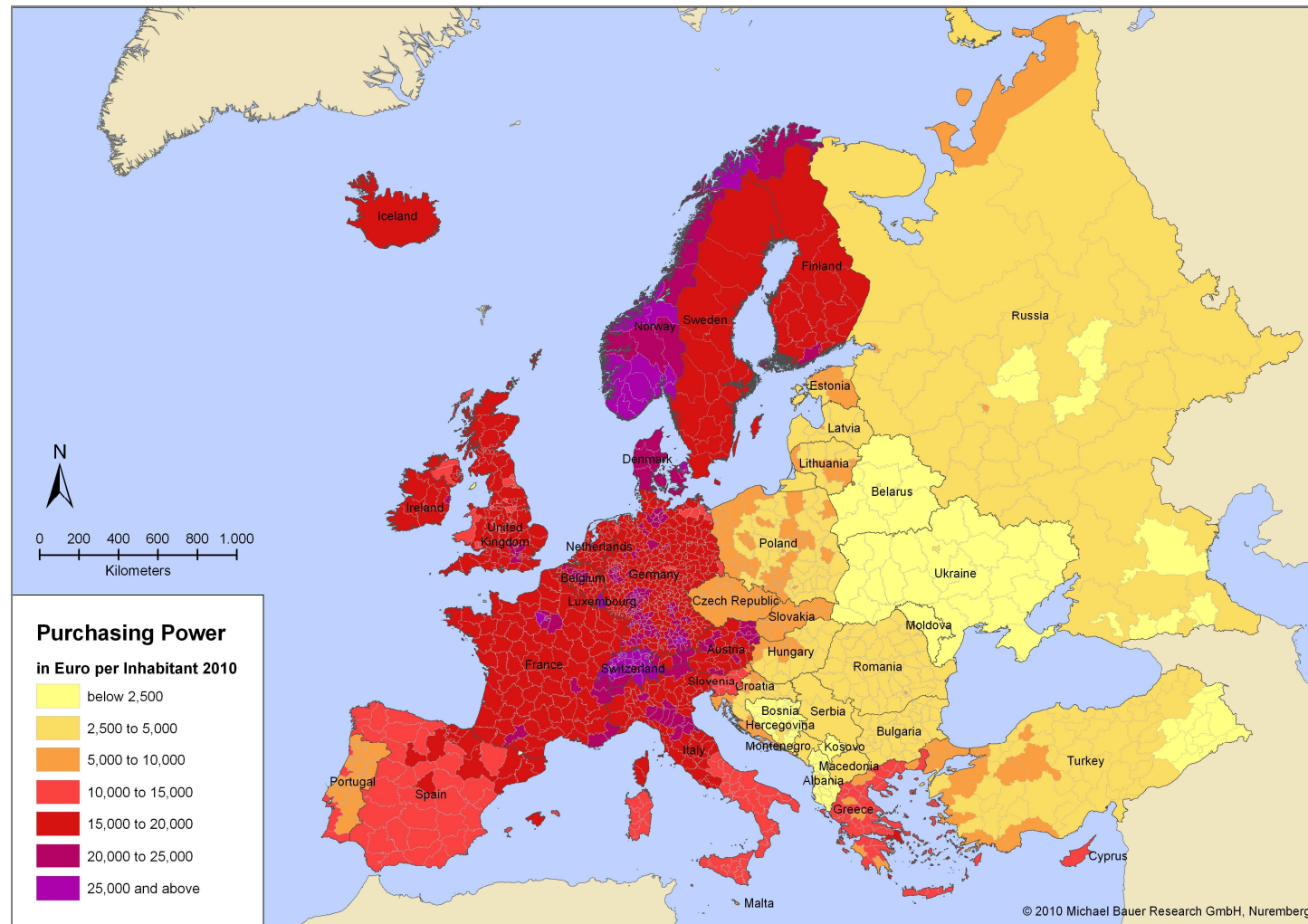


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## **Market Data and Digital Boundaries in Europe**

Comprehensive for all countries in Europe we offer latest Market Data and compatible Digital Boundaries – from the greater areas to municipalities and postcode areas up to micro areas

## Purchasing Power in Europe



## Purchasing Power

Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) of a certain area's population.

### Purchasing Power – most important indicator for the potential consumption

Purchasing Power is the most common indicator for the potential consumption. It is an appropriate planning fundament for the distribution of your products and services if their demand basically depends on the consumers' income and if you sell directly or indirectly to end customers.

## Sociodemographics

MB-Research Sociodemographics classifies the regions in regard to the following basic information:

- Population
- Households
- 15-year Agebands: 0-14, 15-29, 30-44, 45-59, 60+
- Sex
- Unemployment (on admin levels)

## Consumer Spending by Product Groups

Consumer Spending by Product Groups quantifies the expenditures of European consumers on certain groups of goods. On request further specifications and subdivisions to your assortment are possible.

### Spending of European Consumers by Product Groups

- Food and non-alcoholic beverages
- Alcoholic beverages
- Tobacco
- Clothing
- Footwear
- Furniture and furnishings, carpets and other floor coverings
- Household textiles
- Household appliances
- Glassware, tableware and household utensils
- Tools and equipment for house and garden
- Routine household maintenance
- Medical products, appliances and equipment
- Consumer Electronics, photographic and IT equipment
- Durables for recreation and culture
- Toys and games, hobby, sport, garden, pets
- Recreational and cultural services
- Newspapers, books and stationery
- Catering Services
- Personal care
- Jewellery, clocks, watches and other personal effects

## Retail Data

Our Data inform you on the Purchasing Power of a certain area's population that is available for spending in retail at the consumers' place of residence (Retail Spending) and on the turnover of local retail trade at the consumers' place of expenditure (Retail Turnover). On request further specifications to individual product categories are possible.

### Indicator about tie-up of local Retail Spending

Another element of the MB-Research Retail Data is the Retail Centrality. This relation of Retail Turnover and Retail Spending enables to find out about the ability of a location to tie-up the Retail Spending of its population and of other areas' population to the local retail trade.

## Europe – Regional und Local

Our studies MB-Research Europe Regional and MB-Research Europe Local provide you for the 41 most important European countries with a basis for delineation and performance control of your sales areas and the preselection of your point of sales.

### Europe Regional: Purchasing Power & Structural Information for more than 1 500 regions in Europe

Europe Regional comprises as a bundle data for more than 1 500 regions in Europe on NUTS3 level or comparable levels for the following subject areas:

- Population: latest available actual values and prognoses for year averages 2010
- Purchasing Power 2010 per capita and in total
- Purchasing Power Parities 2010
- Population by unified age groups 2010
- Population by sex 2010
- Number of households 2010
- Number of persons employed 2009
- Unemployment rate 2009
- Gross Domestic Product 2009

### Europe Local: Europe Regional + Population figures for more than 117 000 communities and comparable areas in Europe

As Europe Regional it comprises Purchasing Power and Structural Information for more than 1 500 regions and additionally precise population figures for more than 117 000 communities and comparable areas for the 40 most important European countries.

## Digital Boundaries

Matching to our market data we also provide Digital Boundaries for Visualization and Analysis in Geographical Information Systems (GIS). The admin and postal Digital Boundaries from MB-Research and our partners are characterized by the following advantages:

- All Layers are updated at regular intervals
- All layers are topological correct and seamless to the borders of neighbouring countries
- Due to the column country-code the data from selected countries can be merged into one layer without losing the uniqueness of the keys
- Easy update due to unified layer names
- Delivery of vector-data in ESRI-(.shp)- or MapInfo-(.tab)-format using geographic coordinates WGS84 (reference ellipsoid WGS84, geodetic datum WGS84)
- Background layers such as roads or water areas can be supplied additionally if requested

## Your contact persons



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