

# Retail Spending

MB-International  
Worldwide Geodata

Purchasing Power available for spending in retail



**Data** - Globally consistent and comparable

## Retail Spending

**Retail Spending** relates to the proportion of Purchasing Power of a certain area's population that is available for spending in retail.

As this refers to the retail spending available within an area it does not necessary mean that it is given out in the respective areas. Therefore showing the retail potential of an area, for both local and online.

General Purchasing Power less expenditures for rents, mortgage interests, insurance, motor vehicles, for travels or services refers to the **potential expenditure in retail at the consumers' place of residence**.

## Advantages of the MB-International Retail Spending

- **Globally consistent and comparable**
- Our data is subjected to a strict quality control and constantly updated by means of comprehensive research by our in-house statistical & geographical department
- The Retail Spending allows companies to zero in on their regional markets with increased precision and accuracy
- Using our postcode or administrative boundary maps for the geographic visualization of the Retail Spending allows for an even more effective and efficient decision-making.



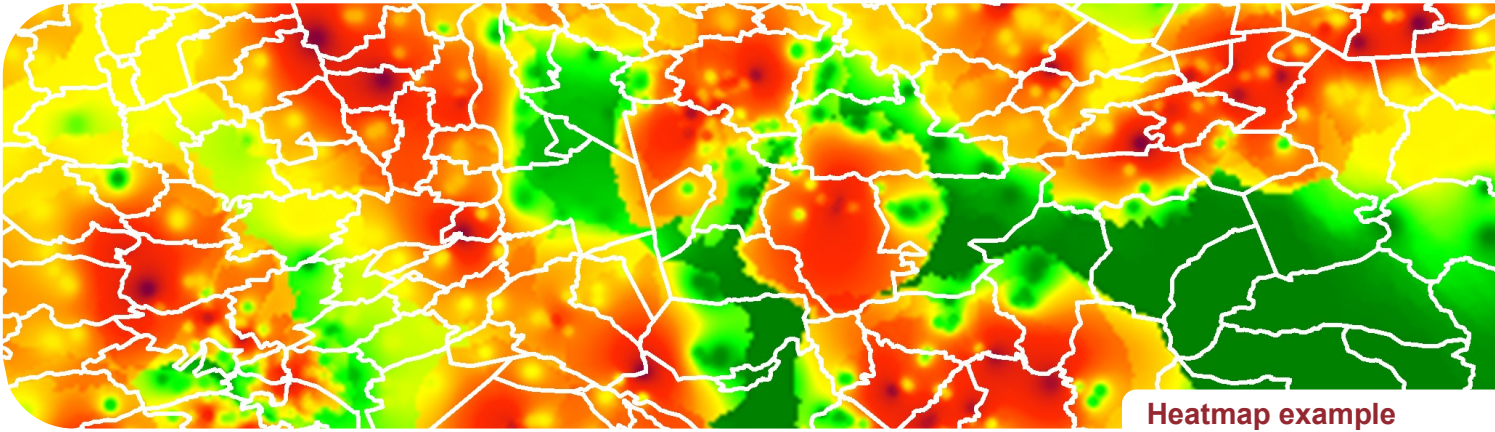
Contact us for more information on our worldwide comparable geodata offering!

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Heatmap example

**By using MBI Retail Spending Data you are able to:**

- Quantify regional sales opportunities / market potentials
- Evaluate areas for strengths and weaknesses
- Identify unused market potential
- Set realistic local economic forecasts
- Focus locally on marketing activities
- Formulate quantified and realistic objectives
- Restructure and optimize market and sales areas

**Global Data Levels**

**Postcode (zip) Level**

Worldwide postal areas are geographic boundaries that define the geographic area for each postcode

**Administrative Area Level**

Municipality boundaries plus the higher levels like provinces and state boundaries

**Small Area Levels**

Could be subdivisions of the postcode or administrative boundaries like census areas

**Standard Formats**

**Standard data formats**

- Tab delimited file (TXT)
- KML
- Access database (MDB)
- Excel (xls)

**Standard GIS formats for our vector boundaries**

- Esri Shape file (.shp)
- Esri Geodatabase (.gdb)
- MapInfo (.tab)
- MapInfo MIF/MID

**Accessible by API**

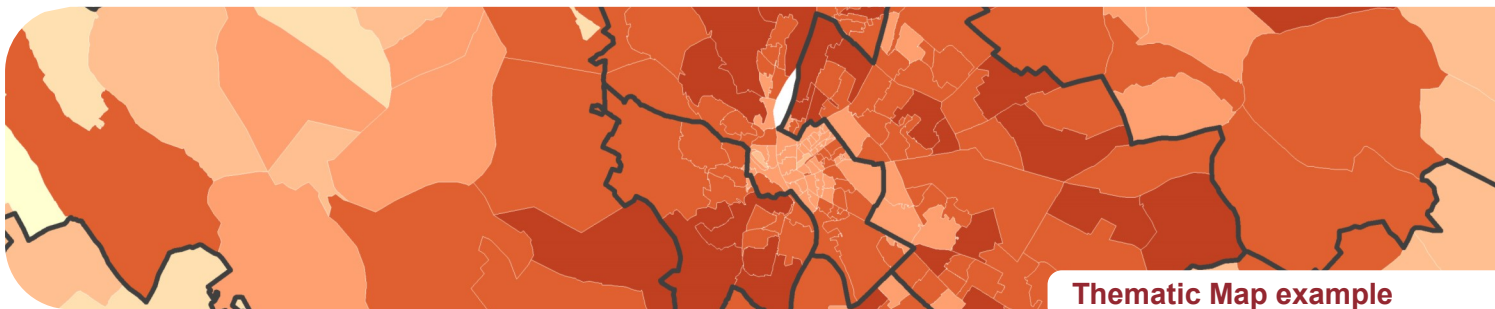
**DATALINK Rest APIs & Platform Extensions Formats:** Use simple HTTP GET methods providing maps, sociodemographics and socio-economic data, routing, geocoding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our REST APIs.



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Thematic Map example

### Layer attributes structure

Attributes of the layers have the following design layout:

CTRYCODE	Two digit country code by ISO 3166
ADMINCODE / POSTCODE / MICROCODE	Administrative code / Postal code / Micro-code
NAME	Name of area or the next higher level
P_T	Population year average: total number
P_PRM	Population year average: per mill of country
RS_MIO	Retail Spending: million Euro
RS_PRM	Retail Spending: per mill of country
RS_EURO	Retail Spending: Euro per capita
RS_CI	Retail Spending: index (country eq.100)

### Example

Admin code	Name	Population	Retail Spending				
	Municipality	P_T	P_PRM	RS_MIO	RS_PRM	RS_EURO	RS_CI
500496	Blevice	285	0,027	0,82	0,026	2.875	95,0
505188	Buštěhrad	2.791	0,265	8,32	0,262	3.109	102,7
505587	Dřetovice	500	0,048	1,30	0,041	2.716	89,7
529303	Zákolany	541	0,051	1,53	0,048	2.825	93,3
530883	Kralupy nad Vltavou	17.726	1,685	56,85	1,792	3.240	107,0

### Methodological Notes

To safeguard users from methodological challenges by typical work with regional data from different sources, the regional raw data (on bases of research at the national statistical offices, in some countries also regional statistical offices) were adjusted to national figures from internationally comparable data sources (UN, ILO, EUROSTAT and other international organisations).



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