

# Socio-Demographics

MB-International  
Worldwide Geodata

The key indicator for sound location and sales territory planning



**Data - Globally consistent and comparable**

## Socio-Demographics

For the purpose of target group specific consumer analyses or general profiling of the areas a number of variables can be provided on the basis of official statistics.

Our Sociodemographics contain the following variables as a standard:

- Population
- Households
- Gender
- Age bands (15-year age bands)
- Unemployed

Furthermore we offer additional variables depending on availability such as Households by Income Quintiles, Education, Households by Type, Marital Status and Consumer Styles.

## Advantages of the MB-International Sociodemographics

- 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
- Sociodemographics data 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 Sociodemographic Data 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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## By using MBI Sociodemographic 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

To furnish users with a broad variety of data for different sets of tasks, various indicators for regional demand are compiled:

### Socio-demographics bundle:

Population, households, gender and 15-year age-bands, unemployed

Population figures are shown as projected averages for current year on the basis of official statistics. They are represented in absolute numbers and per mille shares

## Global Data Levels

### Postcode (zip) Level

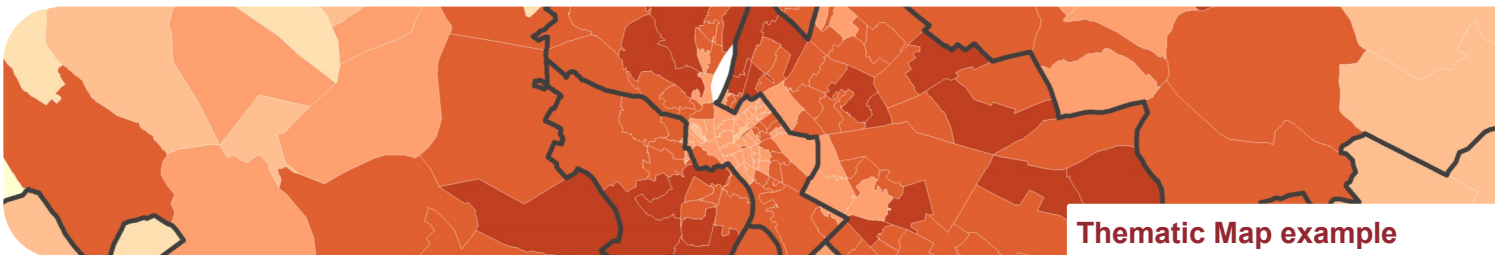
Worldwide postal areas are geographic boundaries that define the geographic area for each postcode

### 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



Thematic Map example

## 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

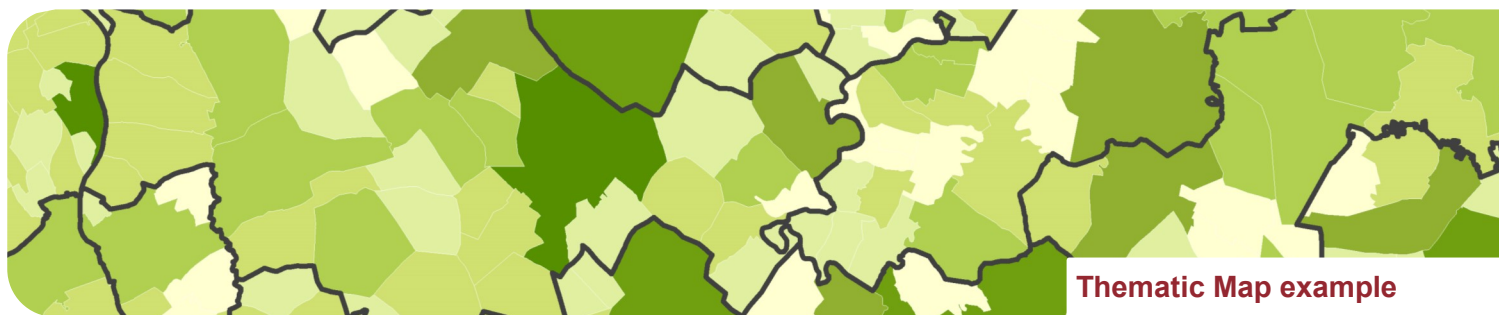
**DATALINK Rest APIs & Platform Extensions Formats:** Use simple HTTP GET methods providing maps, sociodemographics and socio-economic data, routing, geocoding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our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



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**Thematic Map example**

## Layer attributes structure

Attributes of the layers have the following design layout:

Sociodemographics comprises	
CTRYCODE	Two digit country code by ISO 3166
ADMINCODE / POSTCODE / MICROCODE	Administrative code / Postal code / Micro-code
NAME	Name of area
P_T	Population year average: total number
P_PRM	Population year average: per mill of country
HH_T	Households: total number
MALE	Population: males
FEMALE	Population: females
AGE_T0014	Population by age: 0 - 14 years, total
AGE_M0014	Population by age: 0 - 14 years, male
AGE_F0014	Population by age: 0 - 14 years, female
AGE_T1529	Population by age: 15 - 29 years, total
AGE_M1529	Population by age: 15 - 29 years, male
AGE_F1529	Population by age: 15 - 29 years, female
AGE_T3044	Population by age: 30 - 44 years, total
AGE_M3044	Population by age: 30 - 44 years, male
AGE_F3044	Population by age: 30 - 44 years, female
AGE_T4559	Population by age: 45 - 59 years, total
AGE_M4559	Population by age: 45 - 59 years, male
AGE_F4559	Population by age: 45 - 59 years, female
AGE_T60PL	Population by age: 60 years and above, total
AGE_M60PL	Population by age: 60 years and above, male
AGE_F60PL	Population by age: 60 years and above, female
UNEMPL	Unemployed persons

## 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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