

PURCHASING POWER

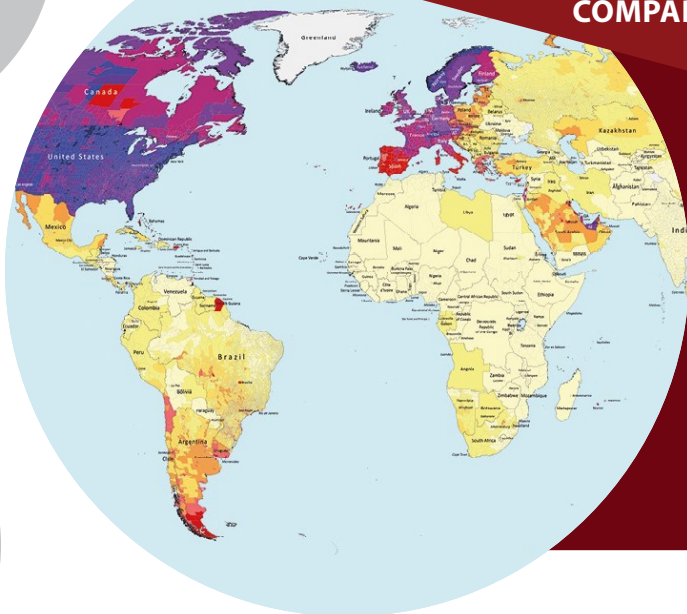
**GLOBALLY
CONSISTENT
AND COMPARABLE**

Refers to the disposable income (i.e. income after taxes and social contributions, including received transfer payments) of a certain region's population.

Consists of net incomes from employment and assets (after taxes and social contributions), pensions, unemployment benefits, benefit payments and other national transfer payments.

A per capita index of 100 indicates the area's purchasing power is in line with the national average and index above or below this average shows the amount of deviation from the average, positively or negatively.

**CROSS-BORDER
PURCHASING POWER AND
PERFORMANCE
COMPARISON**



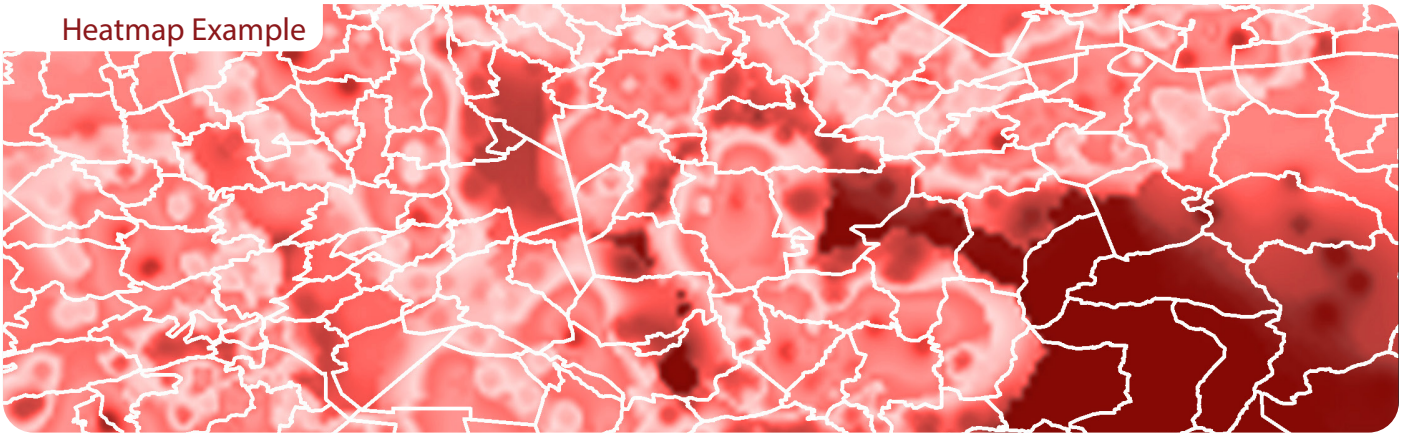
PURCHASING POWER

MB-International
Worldwide Geodata

The key indicator for sound location and sales territory planning

In today's competitive retail market, sales, optimization and growth are critical to survival. All businesses need to know where their customers are located and how much disposable income their target groups possess. Basically the understanding of what the population in a given area has available for consumption. The Purchasing Power allows companies to zero in on their regional markets with increased precision and accuracy.

Heatmap Example



WHY MBI?

- 📍 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 Purchasing Power 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 Purchasing Power allows for an even more effective and efficient decision-making

MBI

Worldwide
Geodata

Globally consistent and comparable
Trusted partner and preferred data provider to global companies
100% GDPR compliant
Uniform database - same formats, structure and developing methodology
190 countries covered

PURCHASING POWER

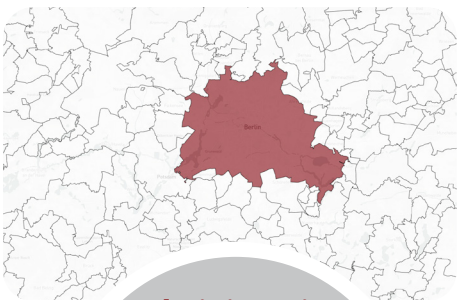
MB-International
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USE CASES

- 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 📍
- Quantify regional sales opportunities / market potentials 📍



PURCHASING POWER IS CONSISTENT TO MBI GLOBAL BOUNDARIES



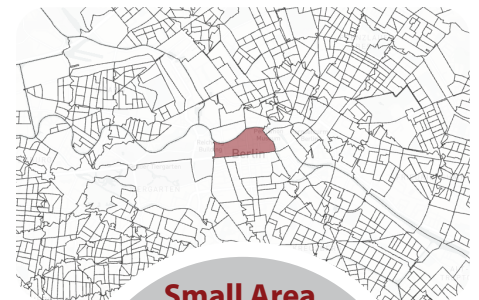
Administrative Area Level

Municipality boundaries plus the higher levels like provinces and state boundaries



Postcode Level

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



Small Area Level

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

CONSISTENT DATA AND AREA VINTAGE

PURCHASING POWER

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DATA FORMATS

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

GIS FORMATS

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, socio-demographics 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.

DATA 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

PP_MIO

Purchasing Power: million Euro

PP_PRM

Purchasing Power: per mill of country

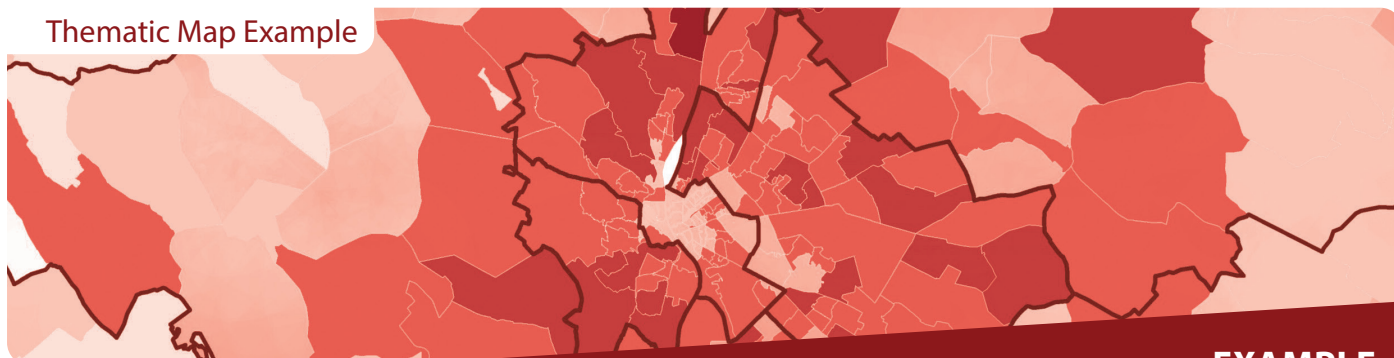
PP_EURO

Purchasing Power: Euro per capita

PP_CI

Purchasing Power: index (country eq.100)

Thematic Map Example



EXAMPLE

Admin Code	Name	Population	Purchasing Power				
	Municipality	P_T	P_PRM	PP_MIO	PP_PRM	PP_EURO	PP_CI
500496	Blevice	285	0,027	1,89	0,025	6.624	92,7
505188	Buštěhrad	2.791	0,265	20,51	0,273	7.350	102,9
505587	Dřetovice	500	0,048	3,07	0,041	6.137	85,9
529303	Zákolany	541	0,051	3,48	0,046	6.429	90,0
530883	Kralupy nad Vltavou	17.726	1,685	136,62	1,818	7.707	107,9

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).

ABOUT MBI

MBI Office 

- 📍 Leading global data provider
- 📍 Preferred data provider & partner to leading IT & GIS companies
- 📍 One of the first global HERE Technologies Distributors
- 📍 Standardized data sets, consistent and comparable with a seamless global coverage
- 📍 Over 20 years experience in geodata and location intelligence through various industries
- 📍 MBI unites passion and scientific know-how to provide globally consistent and comparable geodata
- 📍 GDPR compliant
- 📍 Part of Michael Bauer Group, market leader for state-of-the-art and innovative market data

Karlsruhe

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for more information on our worldwide comparable geodata offering!

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