



MB-International
Worldwide Geodata

SOCIO- DEMOGRAPHICS

**GLOBALLY
CONSISTENT
AND COMPARABLE**

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.



POPULATION



AGE BANDS



GENDER



HOUSEHOLDS



UNEMPLOYMENT

Additional
variables depending
on availability:
Households by Income
Quintiles, Education,
Households by Type,
Marital Status

PROVIDES A FUNDAMENTAL BASE FOR PLANNING AND BUSINESS ANALYSIS

The interrelationship between population demographics, business climate, housing and the physical structure of communities provides guidance on funding priorities and relative need. Their power can be used to improve consumer targeting, to understand market opportunities and to quantify the consumers' potential demand for countries worldwide.

USE CASES

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



ADVANTAGES

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

MBI

Worldwide
Geodata

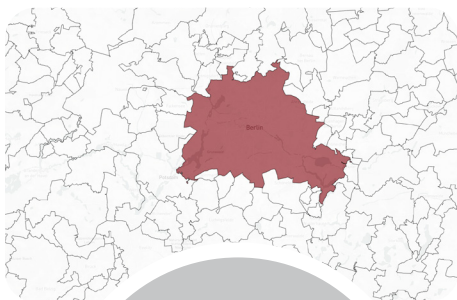
Globally consistent and comparable
Trusted partner and preferred data provider to global companies
100% GDPR compliant
Uniform database - same formats, structure and developing methodology
190 countries covered

INDUSTRIES



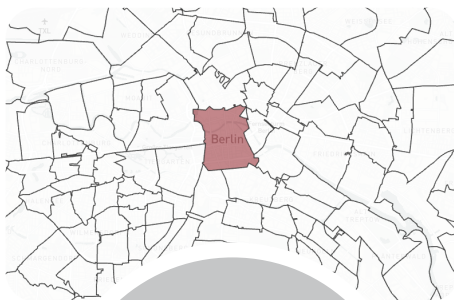
- 📍 Automotive
- 📍 Retail
- 📍 Real Estate
- 📍 IT, Internet & Media
- 📍 Insurance
- 📍 Transport & Logistics
- 📍 Public Sector

SOCIODEMOGRAPHIC DATA IS CONSISTENT TO MBI GLOBAL BOUNDARIES



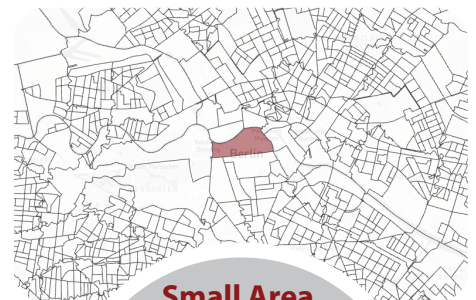
Administrative Area Level

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

SOCIO-DEMOGRAPHICS

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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, geo-coding, places, positioning, traffic, transit and weather information. Platform Extensions add capabilities to the service results received from our REST APIs.

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).

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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