

## Global Daytime Population

**Karlsruhe, 26.07.2019: MB-International extends its global data offering by Global Daytime Population indicators. Now companies can get information about the size of population that is present in a given area during the day.**

Mr. Roberts-York, Managing Director of Michael Bauer International says: "This new indicator for consumer base is significant for planners in retail, insurances, advertising, marketing and site location planning. It gives a better representation of where people are located during an average day."

The population within an area is defined by official statistics as the number of residents being registered in that area. This refers to nighttime population, consisting of permanent residents. On the other hand there is the daytime population, consisting of the number of people who are present in an area during the day. It includes, among others, consumers, tourists, workers and residents. Yet there are two different types of populations for any given area.

This is an important difference, especially for organizations that want to find out where people are during the day, rather than where they live. Despite official statistics, many parts of the world have populations that vary wildly from day to night. The daytime population in most areas increase substantially during the day, particularly those that have a workforce coming into the area for work and then commuting elsewhere at the end of the day.

Global Daytime Population indicators allow for monitoring population distribution changes during the week, during the season or any particular event.

Standard data formats: Tab delimited file (TXT), Access database (MDB), Excel (xls)

## **About Michael Bauer International GmbH:**

MBI offers a wide range of data products for business-critical geospatial analysis. MBI's products include Population, Households, Age Bands, Unemployment, Consumer Styles as well as Purchasing Power, Retail Turnover and Consumer Spending on most geographical levels. They also produce and license vector postcode boundaries (ZIP), administrative boundaries and small areas maps for most countries Worldwide.

MBI is a manufacturer and reseller of their own map, socio-demographics and boundary data that strives to provide businesses who want to make better informed investment with market data.

MBI is committed to supporting their customers to achieve an effective set-up and continuous handling of their geodata. Specialized in providing tailor-made data products according to each customer's individual requirements.

MBI's data is used globally by GIS engineers, Marketing executives, OEMs and controllers' for sales targeting, expansion planning and site location analysis in a wide range of Geomarketing and Business Intelligence applications.

For more information please visit [www.mbi-geodata.com](http://www.mbi-geodata.com)

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