

Update Geodata by Michael Bauer International GmbH

Global area boundaries – Purchasing Power and Socio-demographic Data for Europe

Karlsruhe, September 3, 2018: The latest Global area boundaries update comes with numerous improvements such as boundaries for additional countries, adaption to the most recent territorial status and new small area levels (micro areas). The calculation of the matching purchasing power and socio-demographic data for Europe is also based on the latest statistics.

Geodata are constantly changing – every year there are numerous changes at administrative as well as at postal area level. Main reasons being cost saving, delivery area optimization or the implementation of political reforms.

“To keep up with these changes, our team of geospatial experts and data scientists are working to improve our global boundary maps and data in a continuous process,” says Mr. Roberts-York, Managing Director of Michael Bauer International GmbH. “An up-to-date data source is indispensable to avoid erroneous evaluations and consequently wrong decisions. With each new released update we strive to meet these expectations from our global customers across all industries, whether our data is used for geomarketing, location and expansion planning, social media marketing or business intelligence applications.”

MBI-Data Offering, Release 2018:

Number of countries worldwide: over 190

Number of polygons per level worldwide:

postcode level: **approx. 328.777**

administrative area level: **approx. 184.137**

small area level (micro areas) **approx. 3.044.354**

Number of variables*: **approx.187**

(*socio-demographic and economic)

Standard GIS formats for MBI vector boundaries: Esri Shape file (.shp), Esri Geodatabase (.gdb), MapInfo (.tab), MapInfo MIF/MID.

Standard formats for MBI data: 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

Michael Bauer International Press and Public Relations:

Nadja Schwannauer

Greschbachstr. 12

76229 Karlsruhe

+49 721-46470342

nadja.schwannauer@mbi-geodata.com

www.mbi-geodata.com