

Catchment Study - Example

The purpose of this Report is to illustrate the information available from Geo Strategies for any location in Romania.

To access the information, the licenced user needs to input: (1) the lat/long coordinates of the target location and (2) the drive time or distance in order to define the catchment.

The information reported on catchment includes:

- Demographics: Life stage (age groups) and density (also as heat map)
- Financial: Wealth indeces and net earnings (€), heat map for wealth indices
- Relevant locations: Modern retail, general business, new residential areas

Example location (this report): Store (lat/long coordinate: 44.4202, 26.1779)

Address (optional):

Drive distance from location: 2 km

General information

Total Population	171,675
Total Households	72,995

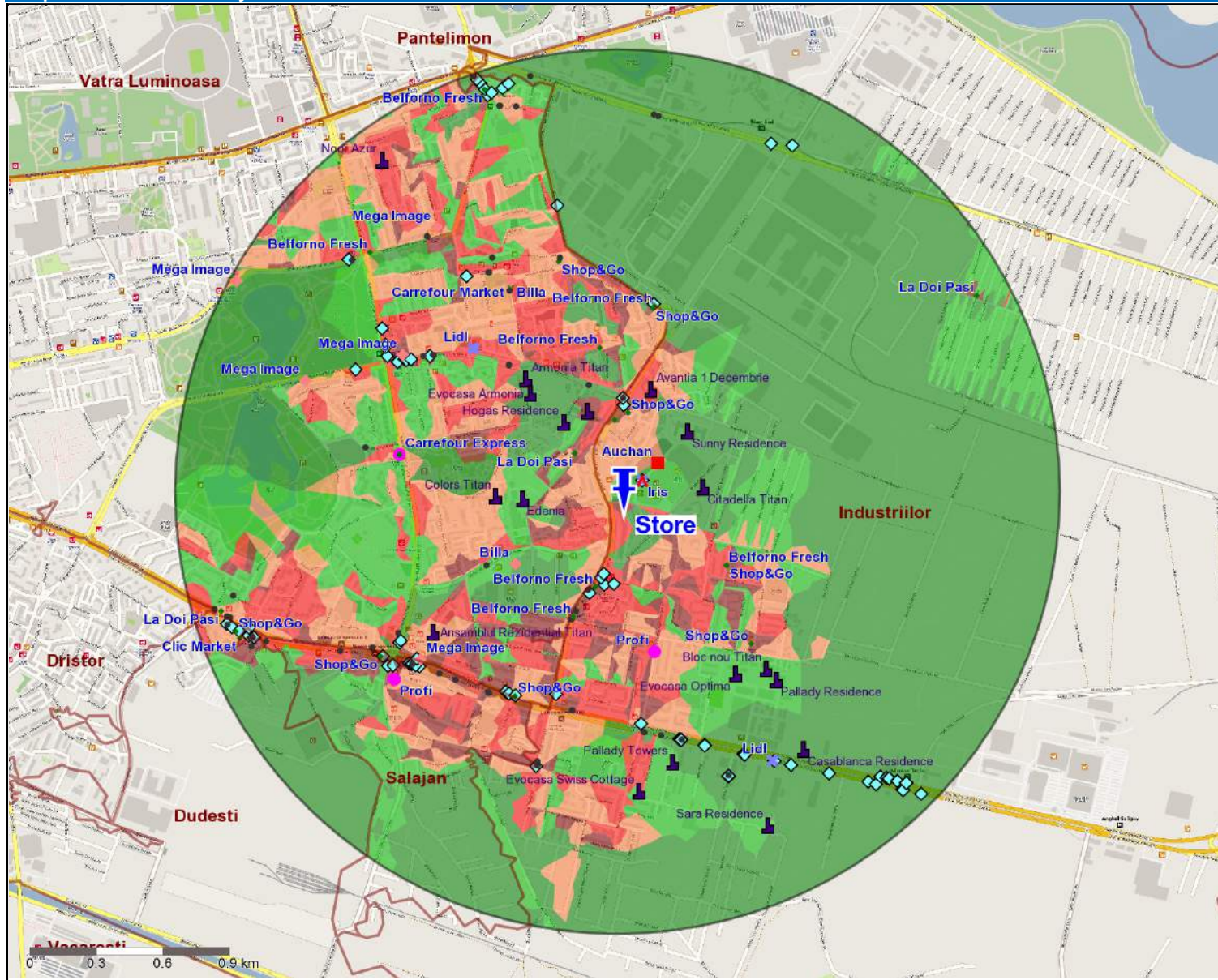
Modern Retail in Catchment

Corner Shop	23	Small store in residential areas, usually part of national chains (e.g. La Doi Pasi, Shop&Go, Anabella)
Discount Store	3	En-detail retail store selling products at prices under market value (e.g. Penny Market, Lidl)
Hypermarket	1	Very large retail store selling a wide range of products at competitive prices (e.g. Kaufland, Auchan)
Proximity Store	3	Small retail store selling a limited range of products (e.g. Profi, Carrefour Express)
Shopping Center	1	Collection of retail stores including one or more discounters and parking areas (e.g. Baneasa, Winmarkt)
Small Trade	58	Other small traditional store in residential areas, selling a limited range of products, usually not part of chains
Supermarket	8	Large retail store in attractive commercial areas, selling a wide variety of goods (e.g. Mega Image, Billa)

Business Location & New Residential

Business Location	96	Business Centers, Company HQ, Bank
New Residential	18	New residential developments

Population density in the Catchment



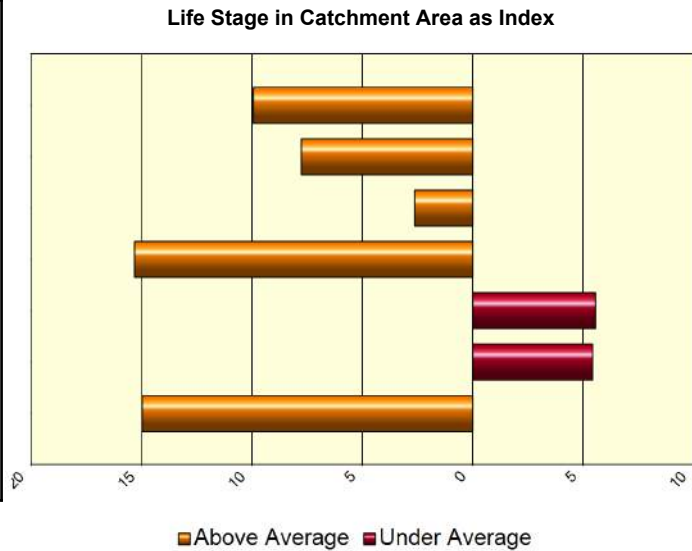
Legend

- 📍 Store
 - 📍 Business Location
 - 📍 New Residential
- Modern Retail
by Categories
- 📍 - Cash & Carry
 - 📍 - Corner Shop
 - 📍 - Discount Store
 - 📍 - Hypermarket
 - 📍 - Proximity Store
 - 📍 - Shopping Center
 - 📍 - Small Trade
 - - Supermarket

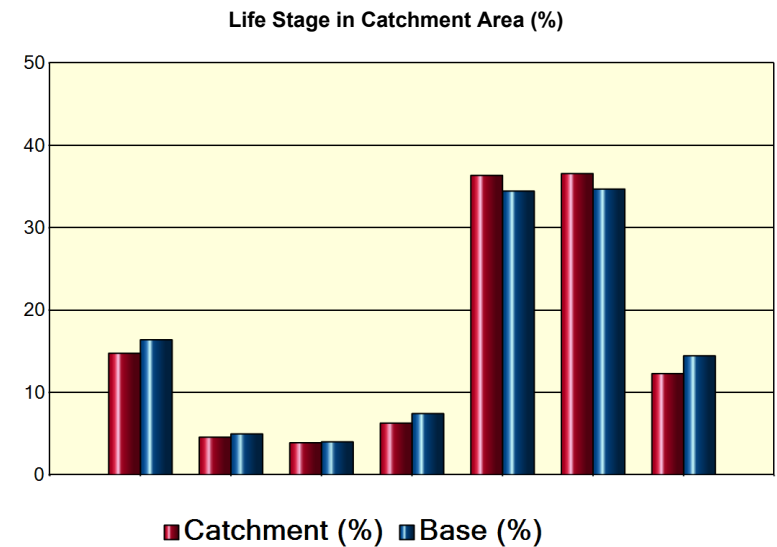
- Population density per sq km
- 📍 - High (Above 127,500)
 - 📍 - Above Average (16,250 to 127,500)
 - 📍 - Average (2,050 to 16,250)
 - 📍 - Below Average (260 to 2,050)
 - 📍 - Low (Below 260)

Life Stage in the Catchment

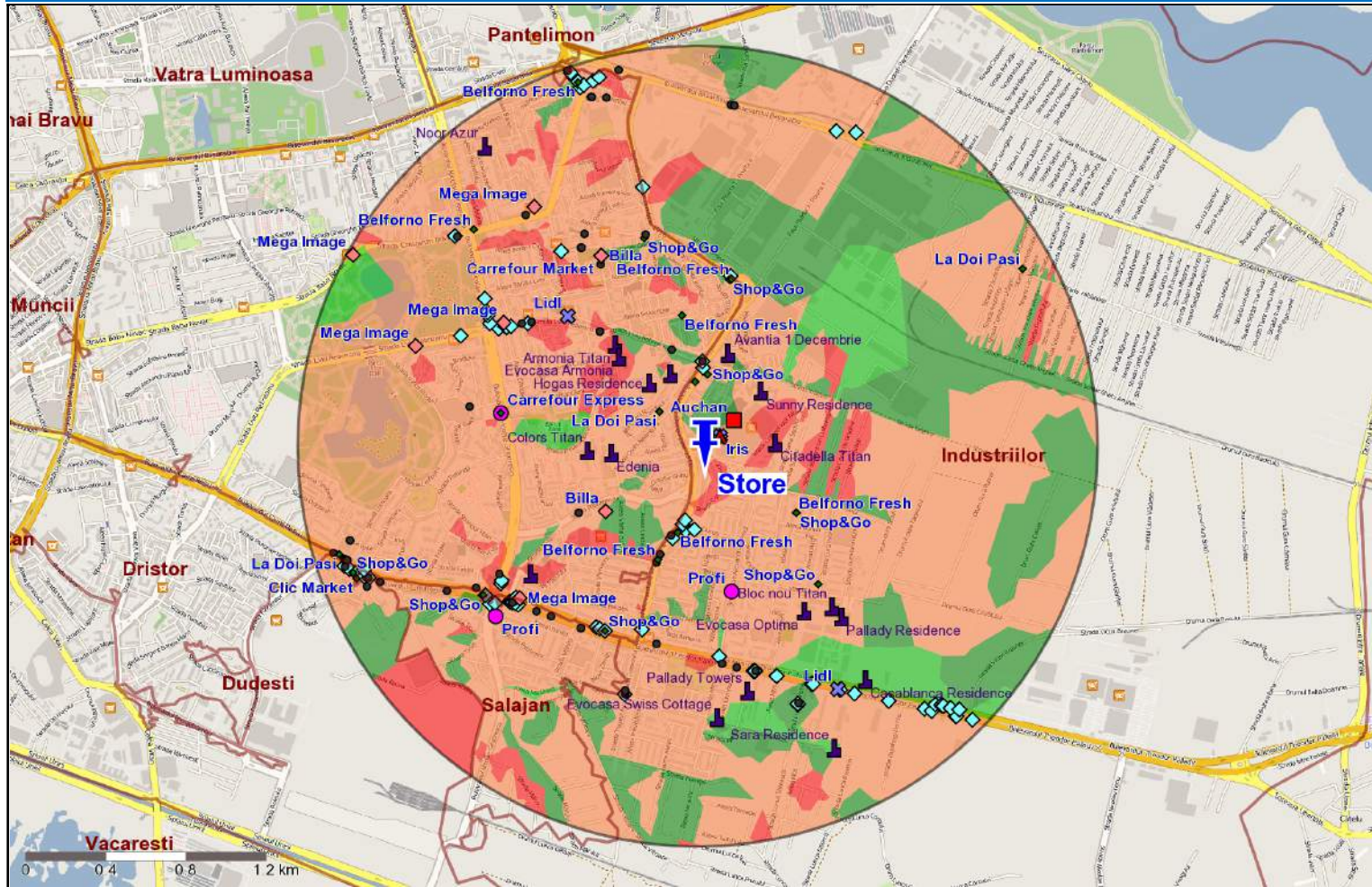
Population by age	Target	Target (%)	Base	Base (%)	Penetration (%)	Index
Children (0-19 y.o.)	25,357	15	308,905	16	8	90
Under School Age (0-4 y.o.)	7,866	5	93,570	5	8	92
School Age (5-9 y.o.)	6,685	4	75,320	4	9	97
Teenager (10-19 y.o.)	10,806	6	140,015	7	8	85
Young Adults (20-40 y.o.)	62,425	36	648,855	34	10	106
Adults (40-64 y.o.)	62,801	37	653,514	35	10	105
Pensioners (65+ y.o.)	21,092	12	272,151	14	8	85
	171,675		1,883,425			



- Target:** Population in catchment.
Target (%): Population in catchment area that falls within each Age band as a percentage of the catchment total population.
Base: Population in Bucharest.
Base (%): Population in the Bucharest that falls within each Age band as a percentage of the Bucharest total population.
Penetration: Population in the chosen comparison area that falls within each Age band as a percentage of the Base Total.
Index: Shows how close the Target % is to the Base %:
 An index of 100 means the Target % is equal to the Base.
 <100 there is a lower Target % than the Base %
 >100 there is a higher Target % than the Base %.



Wealth Index in the Catchment



Legend

- Store
 - Business Location
 - New Residential
- Modern Retail by Categories**
- Cash & Carry
 - Corner Shop
 - Discount Store
 - Hypermarket
 - Proximity Store
 - Shopping Center
 - Small Trade
 - Supermarket
- Wealth Index**
- High (Above 3.5)
 - Above Average (2.95 to 3.5)
 - Average (2.55 to 2.95)
 - Below Average (2.175 to 2.55)
 - Low (Below 2.175)

Wealth Indices is based on the following inputs:

Data sourced from Eurostat, INSSE, BNR, Ministry of Finance, National Agency for Employment, Ministry of Labor and anonimised statistics.

Income has been calculated taking in account: declared earned income (INS, Eurostat), unearned income, state benefits, remittances from abroad and undeclared income (the grey and black economy).

Significant variations of data and at various levels of granularity: counties and localities, both urban and rural, with higher granularity levels within urban areas.

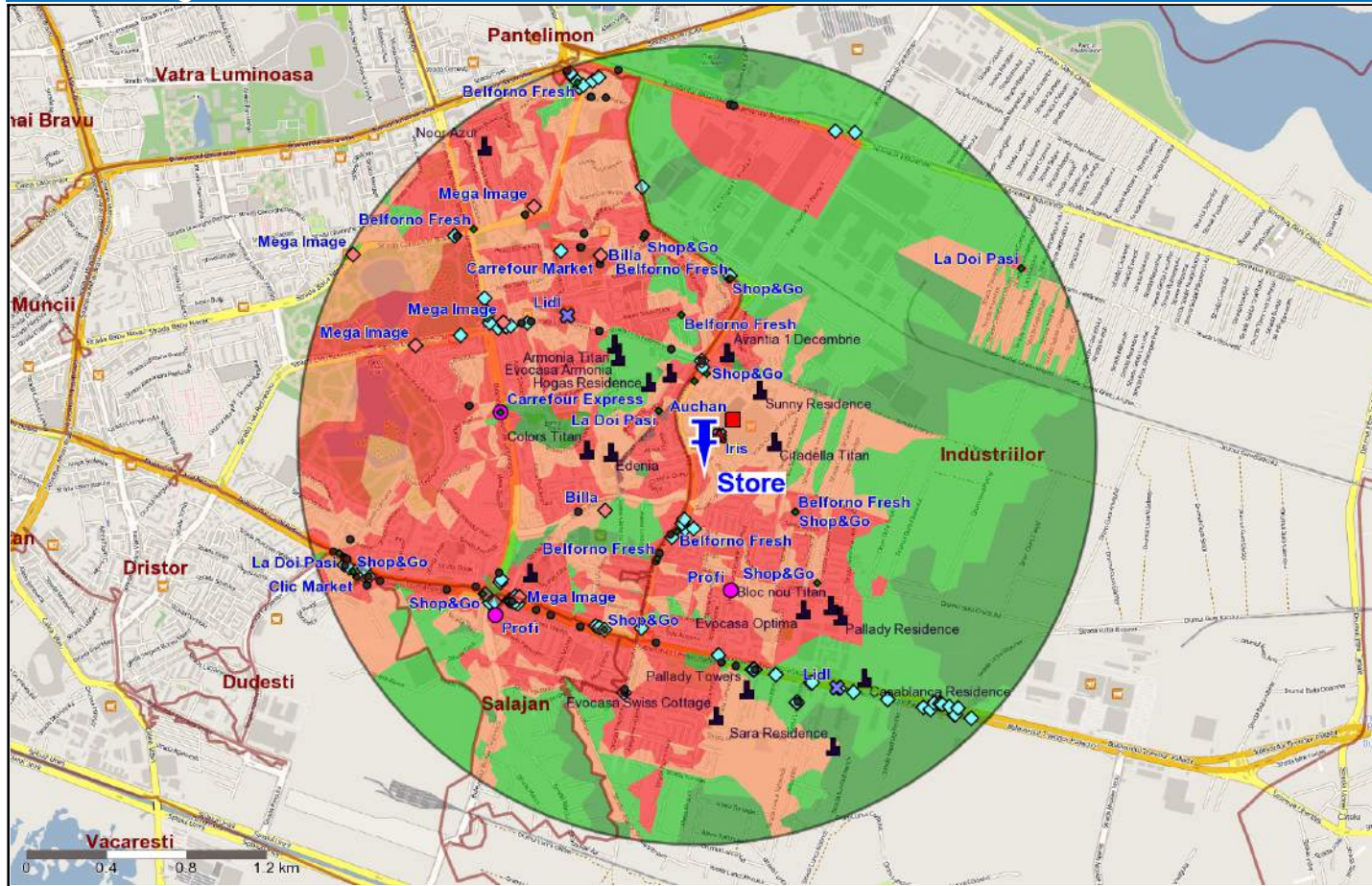
The disparity in both earnings and spending power for similar socio-demographic and economic groups (segmented into Mosaic Groups and Types).

For the purpose of calculated values, the index is linked to the Average Net Income published by INSSE at <http://www.insse.ro/cms/files/statistici/comunicate/castiguri/a14/cs08r14.pdf>.

According to INSSE, the average net nominal earnings in August 2014 was 1,683 RON (€380.4 calculated at BNR exchange rate of 4.424 RON = 1 EURO).

Average net earnings is calculated as Wealth indices multiplied by Pop 20+ within area and multiplied with net nominal earnings/person.

Net Earnings in the Catchment



Legend

- Store
 - Business Location
 - New Residential
- Modern Retail by Categories**
- Cash & Carry
 - Corner Shop
 - Discount Store
 - Hypermarket
 - Proximity Store
 - Shopping Center
 - Small Trade
 - Supermarket
- Net earnings (€) per area**
- High (Above 2,000,000)
 - Above Average (305,000 to 2,000,000)
 - Average (47,000 to 305,000)
 - Below Average (7,200 to 47,000)
 - Low (Below 7,200)