

# AroundMe Report



Analysis of your store and comparison with an alternative store

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## STORE A

**Despar**

**Address: Via Tiziano Aspetti, 34, 35132 Padova PD**

**Latitude: 45.420730 Longitude: 11.880882**

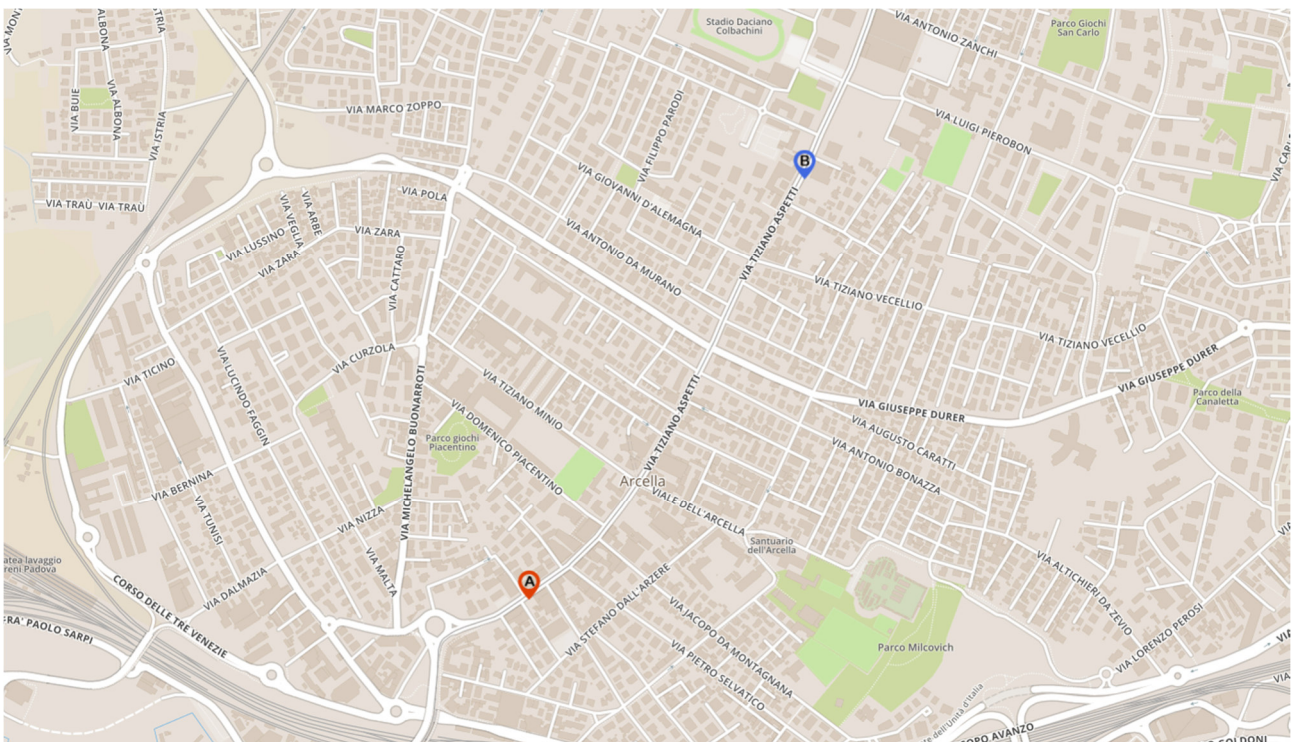
## STORE B

**In'S**

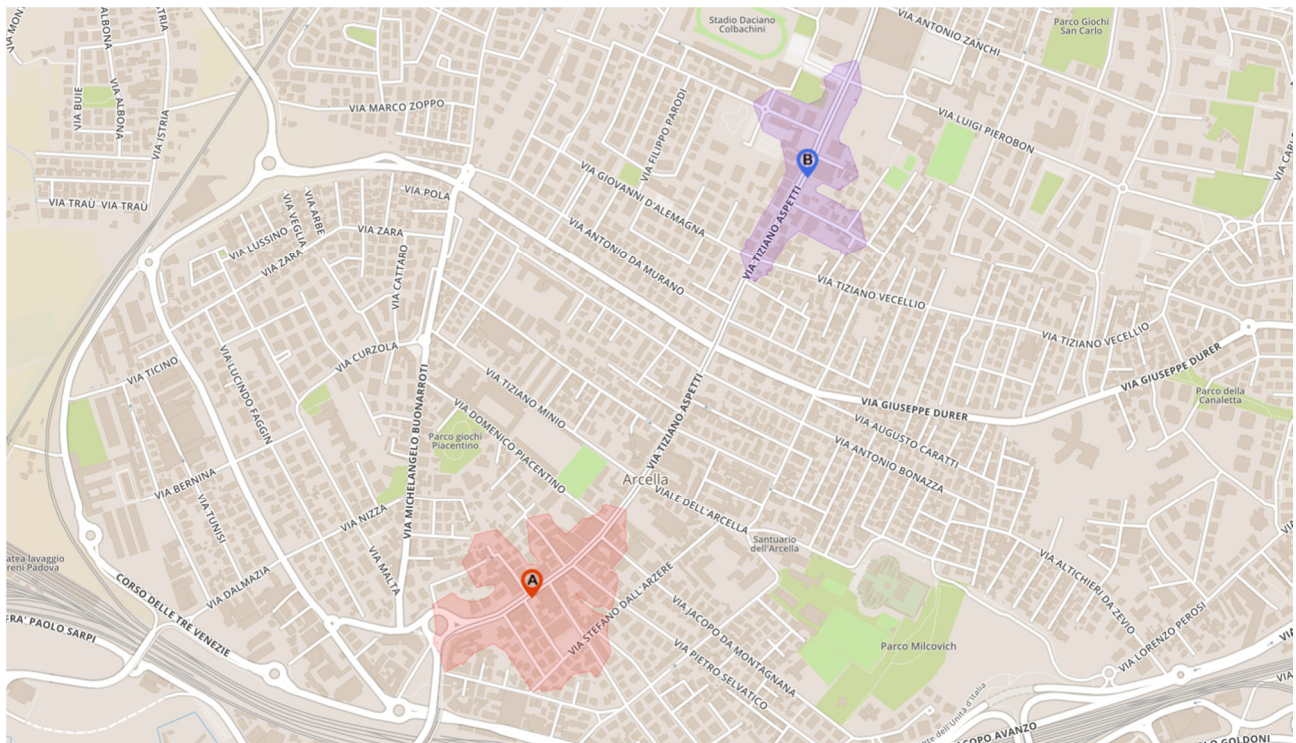
**Address: Via Tiziano Aspetti, 218, 35133 Padova PD**

**Latitude: 45.427632 Longitude: 11.887319**

## STORE LOCATION MAP

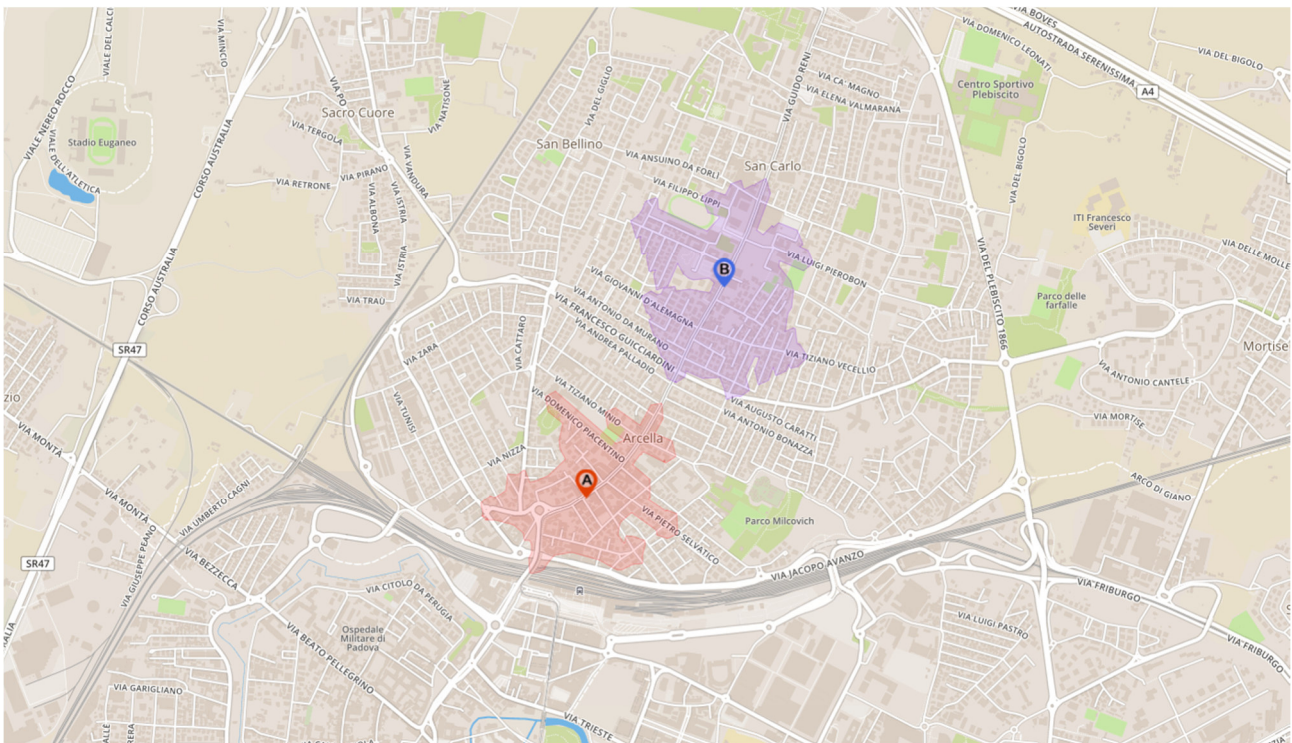


## Analysis 2 minutes on foot



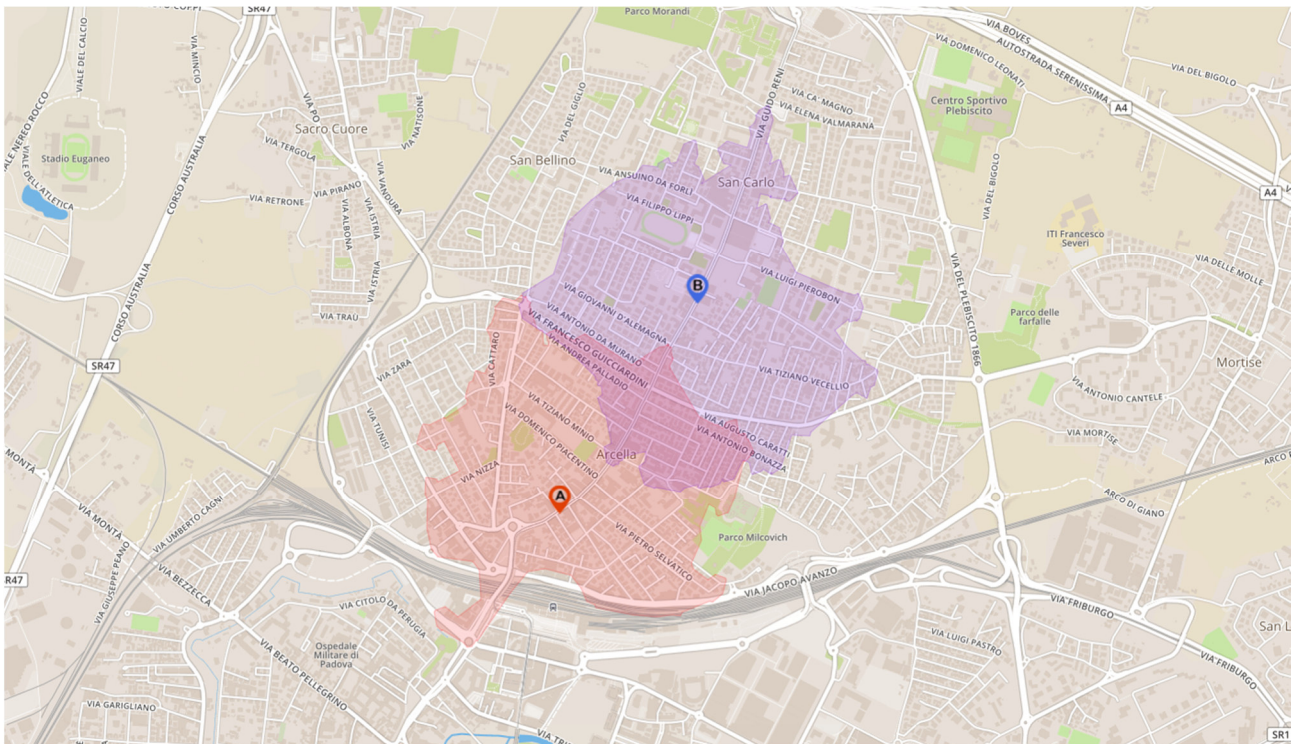
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	751	392	
Males	351	184	
Females	400	208	
Males up to 14 years	45	25	
Males from 15 to 24 years	47	11	
Males from 25 to 44 years	92	67	
Males from 45 to 64 years	93	47	
Males over 64 years	74	34	
Females up to 14 years	43	24	
Females from 15 to 24 years	33	16	
Females from 25 to 44 years	108	64	
Females from 45 to 64 years	103	50	
Females over 64 years	113	54	
Average age	39,94	40,88	
Employed	244	90	
Taxpayers	388	143	
Employment income	4,9 M€	1,8 M€	
Retirement income	3,0 M€	1,1 M€	
Self-employment incomes + other income	2,6 M€	966,7 K€	
Total income	10,5 M€	3,9 M€	

## Analysis 2 minutes by bike



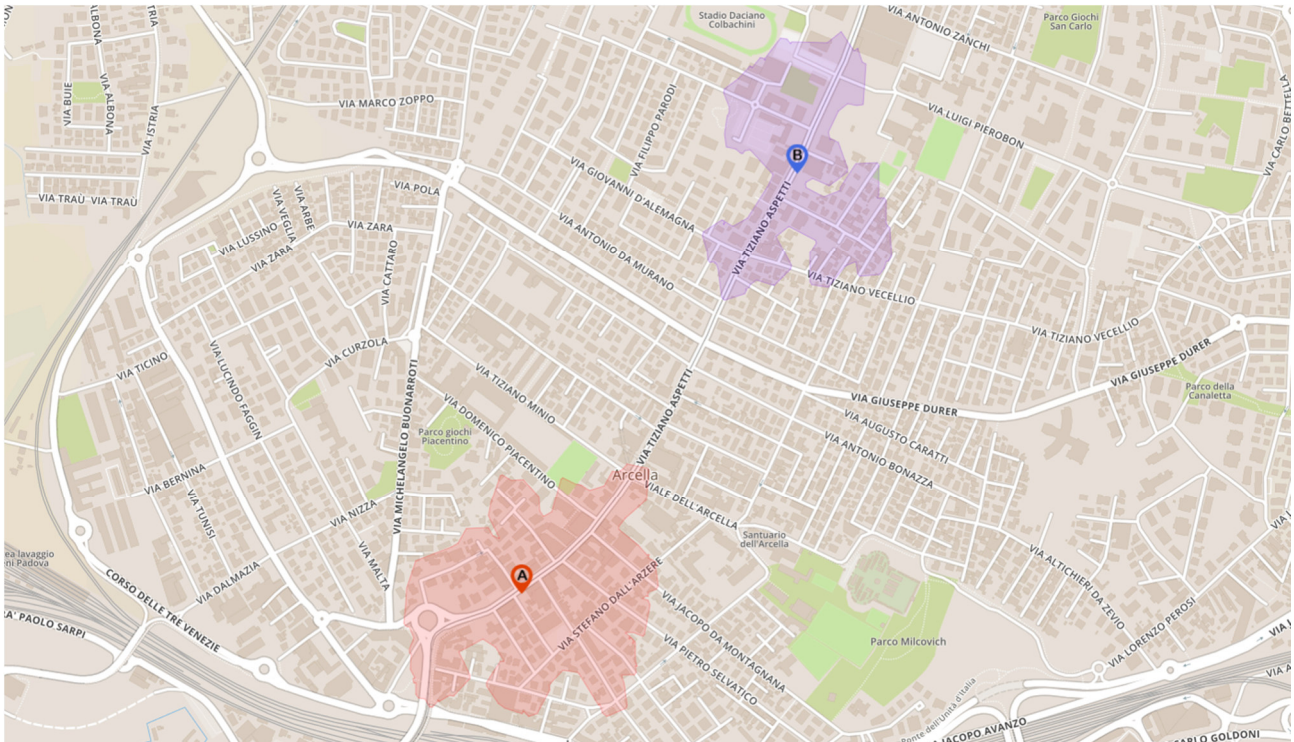
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	2045	2759	
Males	960	1281	
Females	1085	1478	
Males up to 14 years	133	152	
Males from 15 to 24 years	99	108	
Males from 25 to 44 years	271	396	
Males from 45 to 64 years	253	357	
Males over 64 years	204	268	
Females up to 14 years	119	173	
Females from 15 to 24 years	87	112	
Females from 25 to 44 years	284	375	
Females from 45 to 64 years	286	397	
Females over 64 years	309	421	
Average age	40,33	41,62	
Employed	698	959	
Taxpayers	1109	1523	
Employment income	13,9 M€	19,1 M€	
Retirement income	8,6 M€	11,9 M€	
Self-employment incomes + other income	7,5 M€	10,3 M€	
Total income	30,0 M€	41,2 M€	

## Analysis 2 minutes by car



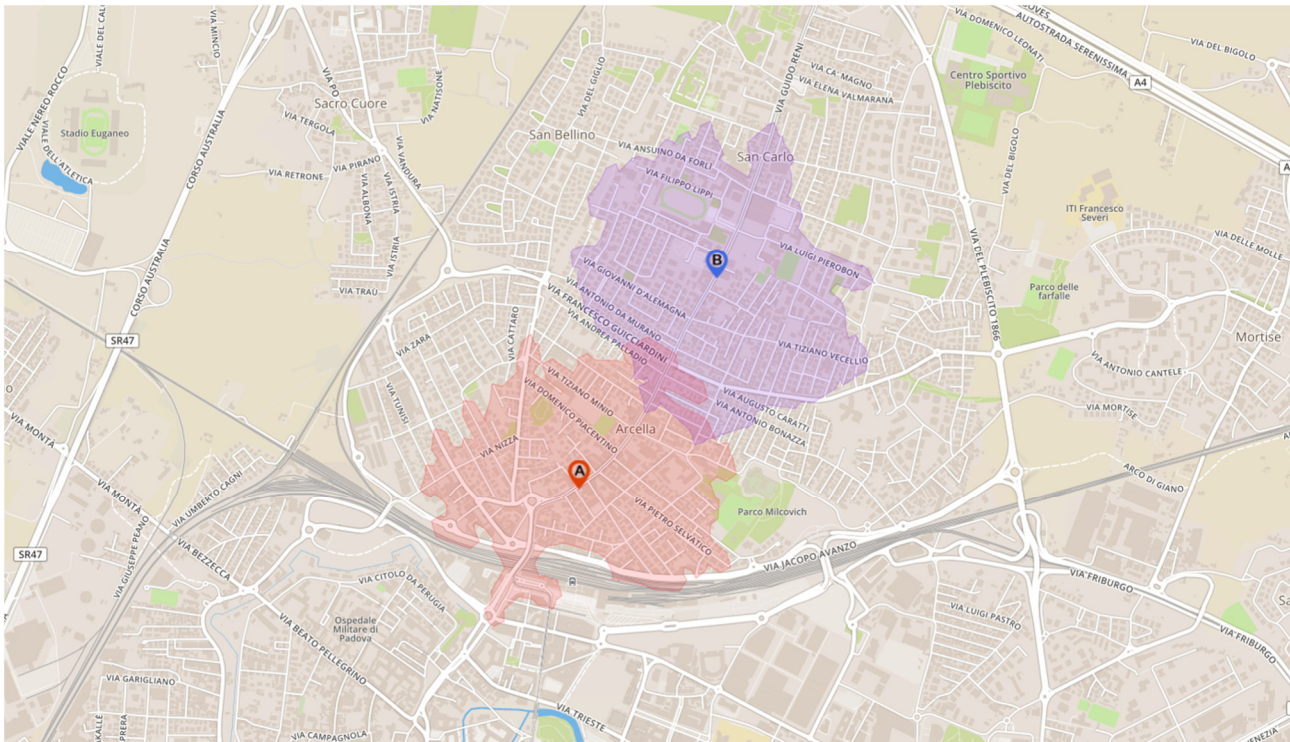
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	7156	9185	1532
Males	3339	4309	727
Females	3817	4876	805
Males up to 14 years	462	569	102
Males from 15 to 24 years	340	408	77
Males from 25 to 44 years	968	1276	210
Males from 45 to 64 years	881	1168	198
Males over 64 years	688	888	140
Females up to 14 years	403	532	86
Females from 15 to 24 years	318	398	76
Females from 25 to 44 years	1008	1241	215
Females from 45 to 64 years	993	1307	209
Females over 64 years	1095	1398	219
Average age	40,27	40,57	39,67
Employed	3291	3373	975
Taxpayers	5227	5356	1548
Employment income	65,5 M€	67,1 M€	19,4 M€
Retirement income	40,7 M€	41,8 M€	12,1 M€
Self-employment incomes + other income	35,2 M€	36,1 M€	10,4 M€
Total income	141 M€	145 M€	41,9 M€

## Analysis 3 minutes on foot



INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	1326	691	
Males	623	318	
Females	703	373	
Males up to 14 years	80	37	
Males from 15 to 24 years	70	24	
Males from 25 to 44 years	167	101	
Males from 45 to 64 years	169	89	
Males over 64 years	137	67	
Females up to 14 years	77	44	
Females from 15 to 24 years	59	30	
Females from 25 to 44 years	175	98	
Females from 45 to 64 years	185	98	
Females over 64 years	207	103	
Average age	40,44	41,21	
Employed	446	231	
Taxpayers	709	367	
Employment income	8,9 M€	4,6 M€	
Retirement income	5,5 M€	2,9 M€	
Self-employment incomes + other income	4,8 M€	2,5 M€	
Total income	19,2 M€	9,9 M€	

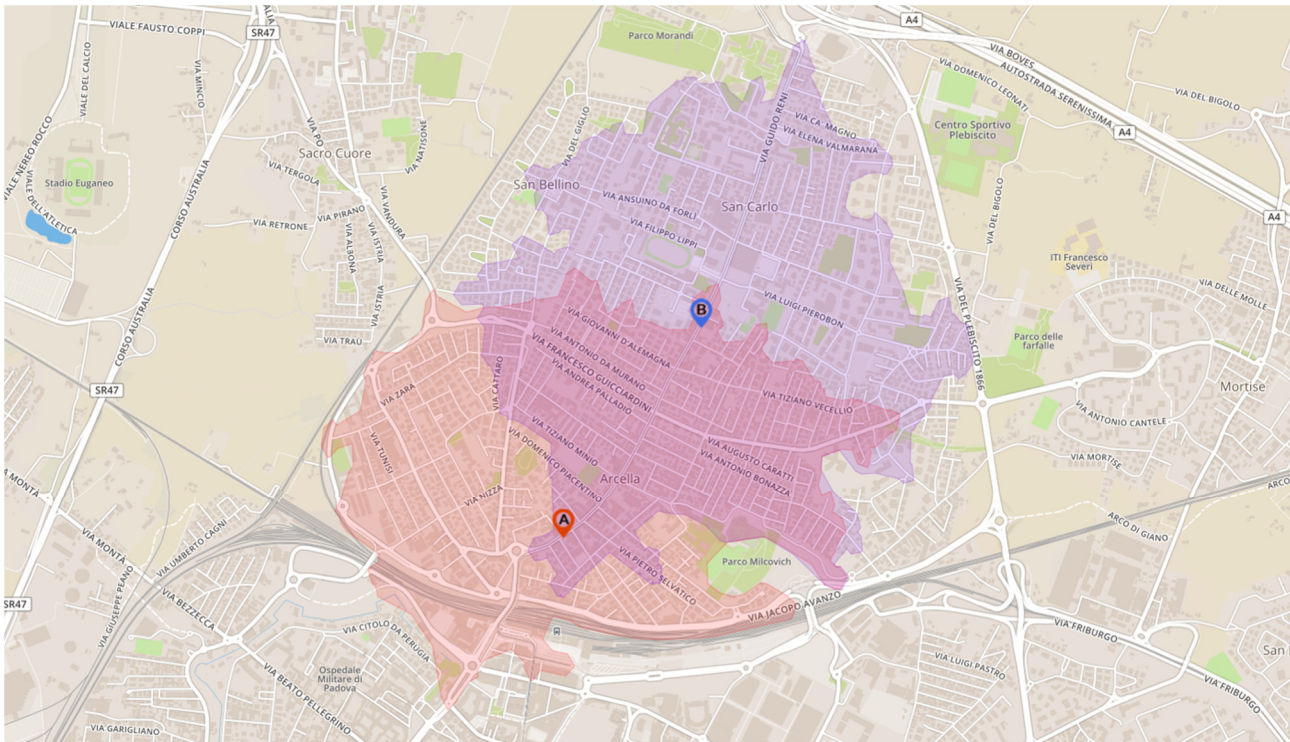
## Analysis 3 minutes by bike



INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	5651	7345	388
Males	2648	3443	184
Females	3003	3902	204
Males up to 14 years	371	442	23
Males from 15 to 24 years	275	318	20
Males from 25 to 44 years	766	1019	50
Males from 45 to 64 years	703	935	52
Males over 64 years	533	729	39
Females up to 14 years	323	429	22
Females from 15 to 24 years	249	314	20
Females from 25 to 44 years	804	984	53
Females from 45 to 64 years	783	1042	50
Females over 64 years	844	1133	59
Average age	40,07	40,92	39,69
Employed	2345	2573	260
Taxpayers	3724	4087	413
Employment income	46,6 M€	51,2 M€	5,2 M€
Retirement income	29,0 M€	31,9 M€	3,2 M€
Self-employment incomes + other income	25,1 M€	27,5 M€	2,8 M€
Total income	101 M€	111 M€	11,2 M€

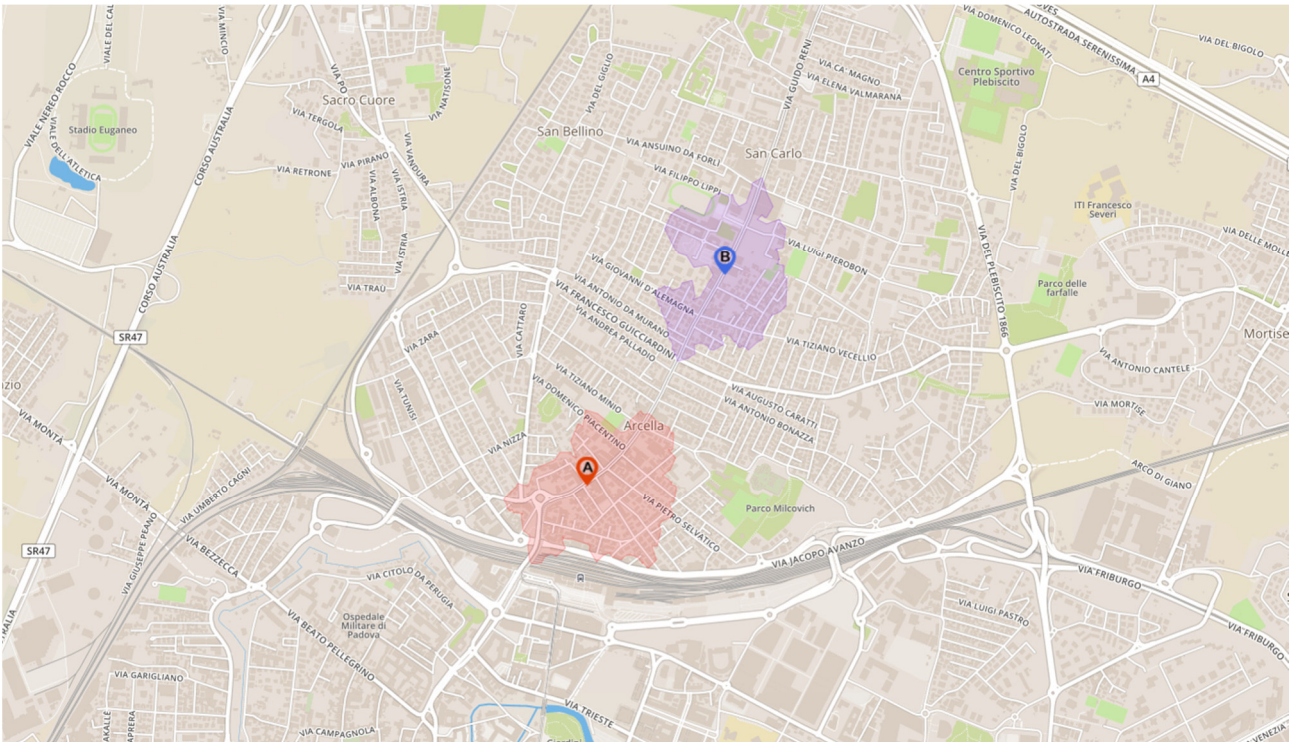


## Analysis 3 minutes by car



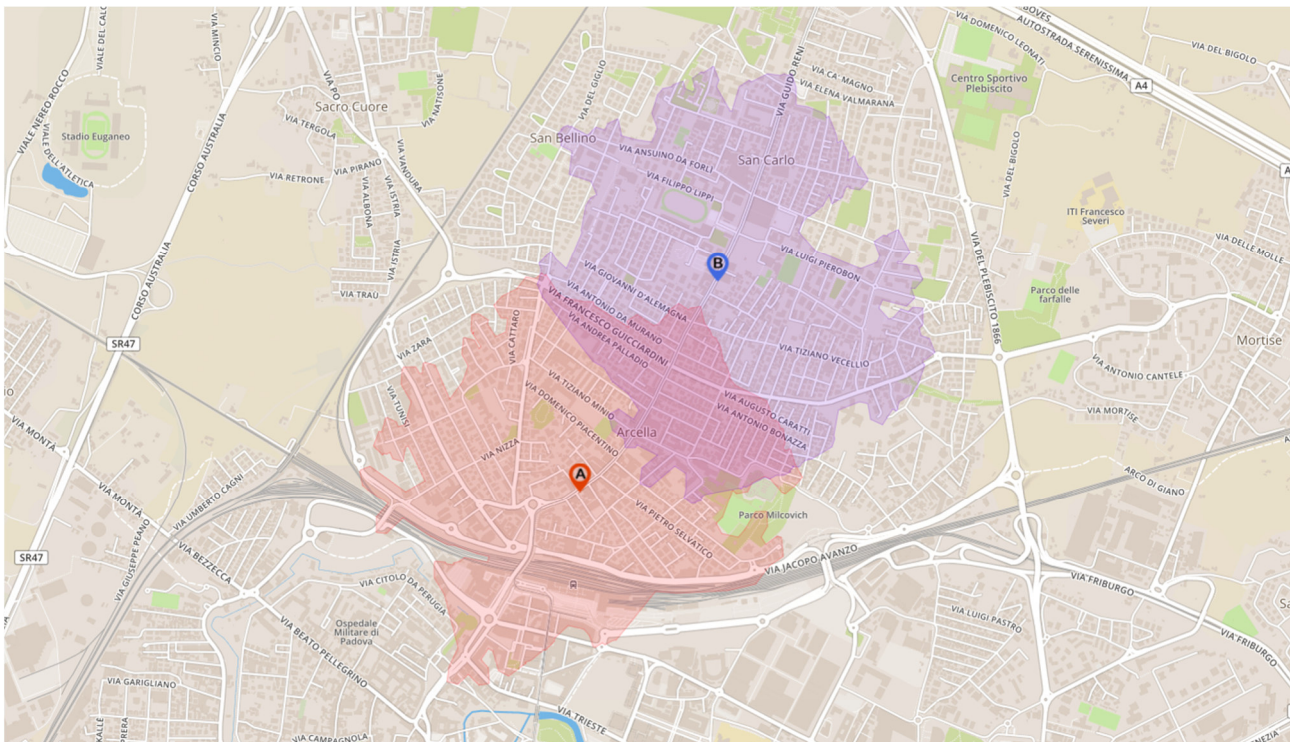
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	14205	19826	8347
Males	6646	9293	3895
Females	7559	10533	4452
Males up to 14 years	862	1225	487
Males from 15 to 24 years	660	912	400
Males from 25 to 44 years	1920	2718	1093
Males from 45 to 64 years	1845	2509	1091
Males over 64 years	1359	1929	824
Females up to 14 years	808	1135	466
Females from 15 to 24 years	630	859	382
Females from 25 to 44 years	1937	2683	1112
Females from 45 to 64 years	2038	2837	1215
Females over 64 years	2146	3019	1277
Average age	40,35	40,29	40,53
Employed	6683	7166	4375
Taxpayers	10614	11380	6947
Employment income	133 M€	143 M€	87,0 M€
Retirement income	82,7 M€	88,7 M€	54,2 M€
Self-employment incomes + other income	71,5 M€	76,7 M€	46,8 M€
Total income	287 M€	308 M€	188 M€

## Analysis 4 minutes on foot



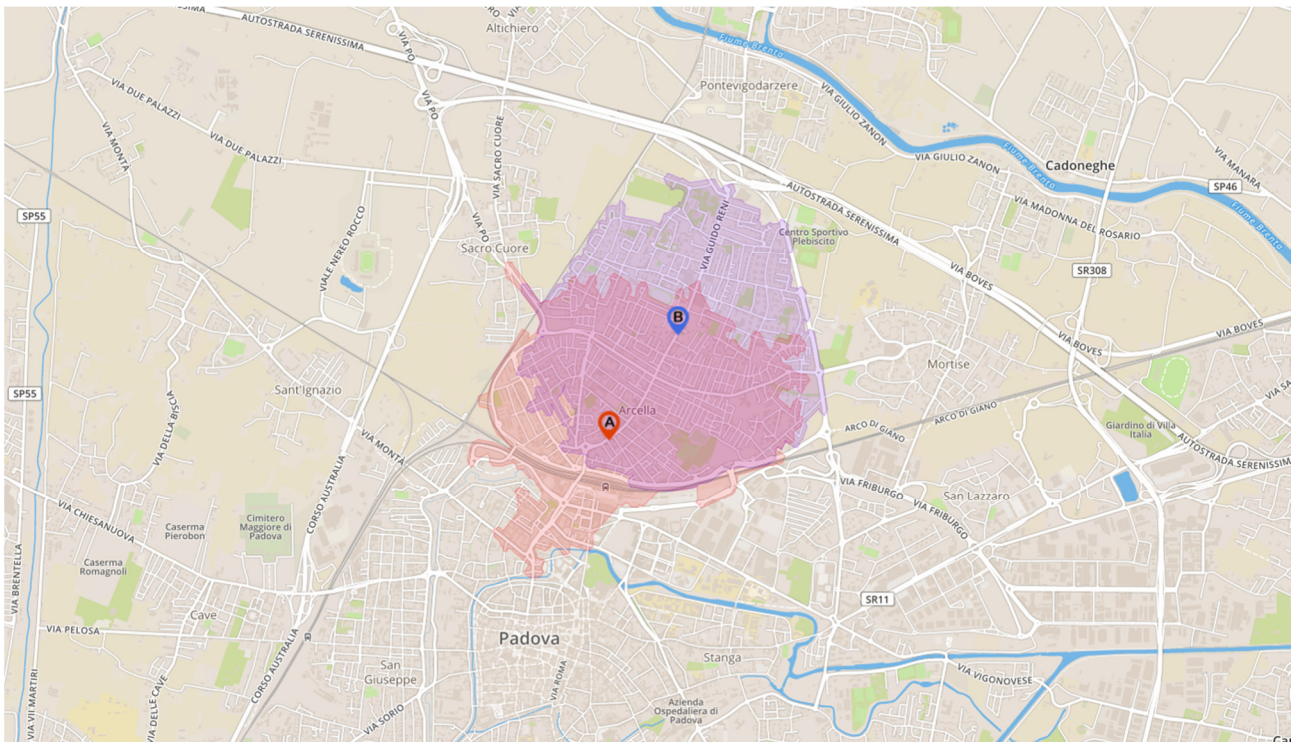
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	2176	1491	
Males	1018	687	
Females	1158	804	
Males up to 14 years	143	77	
Males from 15 to 24 years	104	56	
Males from 25 to 44 years	291	213	
Males from 45 to 64 years	272	197	
Males over 64 years	208	144	
Females up to 14 years	128	93	
Females from 15 to 24 years	93	61	
Females from 25 to 44 years	294	204	
Females from 45 to 64 years	308	213	
Females over 64 years	335	233	
Average age	40,58	41,53	
Employed	765	523	
Taxpayers	1215	831	
Employment income	15,2 M€	10,4 M€	
Retirement income	9,5 M€	6,5 M€	
Self-employment incomes + other income	8,2 M€	5,6 M€	
Total income	32,9 M€	22,5 M€	

## Analysis 4 minutes by bike



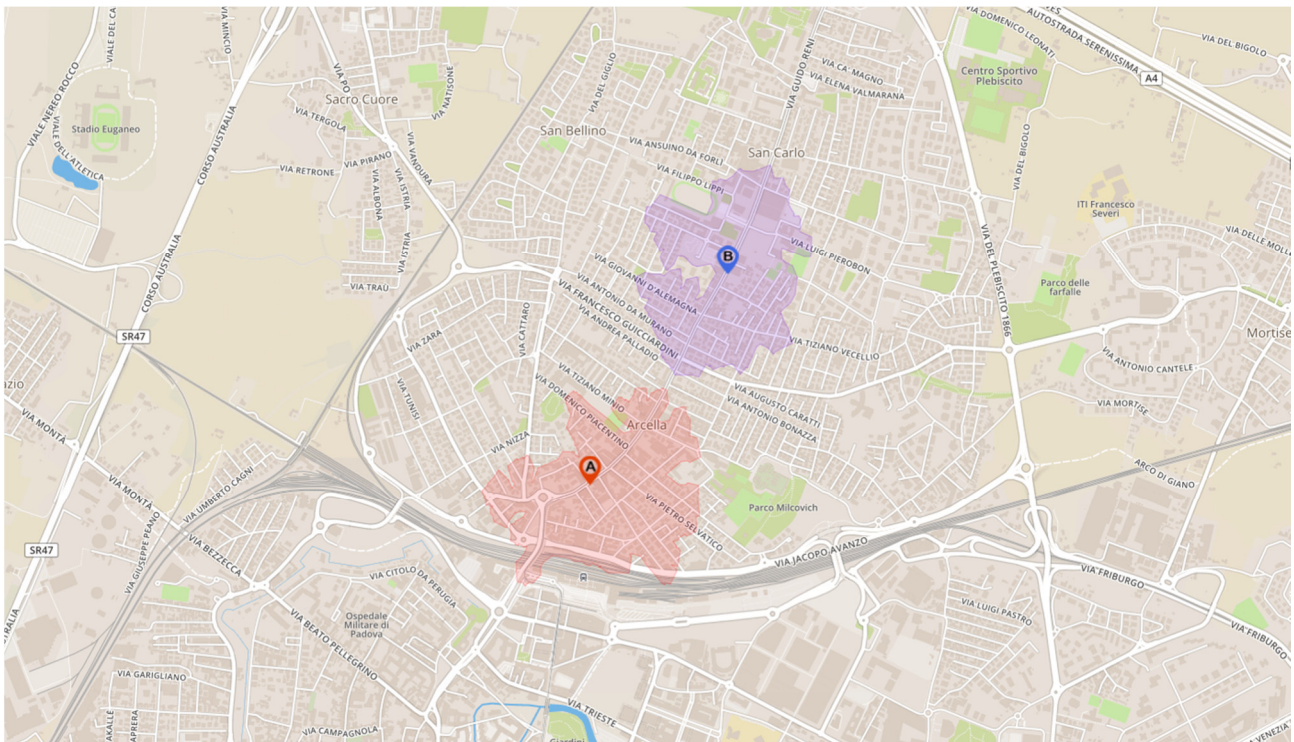
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	9539	12543	2381
Males	4439	5875	1118
Females	5100	6668	1263
Males up to 14 years	589	779	144
Males from 15 to 24 years	439	558	116
Males from 25 to 44 years	1292	1735	320
Males from 45 to 64 years	1188	1593	312
Males over 64 years	931	1210	226
Females up to 14 years	537	718	127
Females from 15 to 24 years	404	537	109
Females from 25 to 44 years	1339	1691	326
Females from 45 to 64 years	1332	1799	345
Females over 64 years	1488	1923	356
Average age	40,35	40,44	40,37
Employed	4413	4663	1668
Taxpayers	7009	7406	2649
Employment income	87,8 M€	92,8 M€	33,2 M€
Retirement income	54,6 M€	57,7 M€	20,6 M€
Self-employment incomes + other income	47,2 M€	49,9 M€	17,9 M€
Total income	190 M€	200 M€	71,7 M€

## Analysis 4 minutes by car



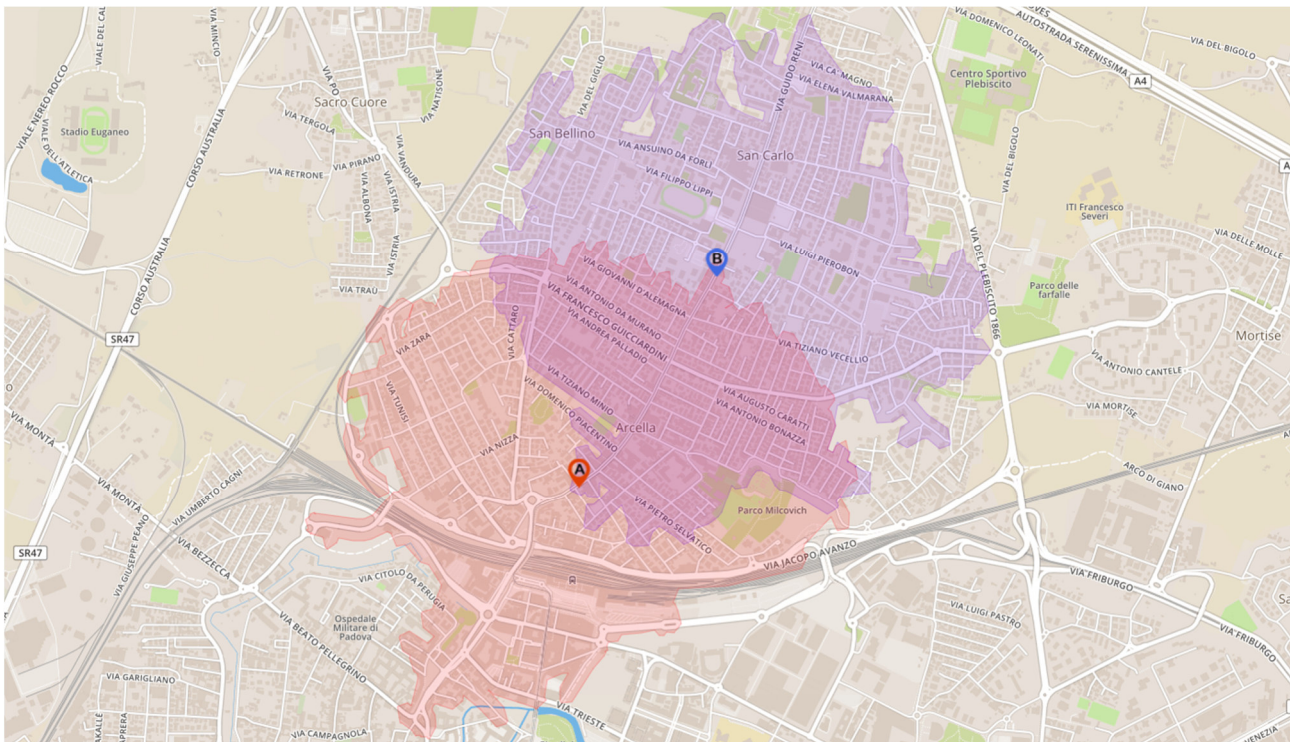
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	21848	30272	18249
Males	10180	14238	8566
Females	11668	16034	9683
Males up to 14 years	1291	1878	1099
Males from 15 to 24 years	983	1375	834
Males from 25 to 44 years	3011	4168	2525
Males from 45 to 64 years	2789	3864	2331
Males over 64 years	2106	2953	1777
Females up to 14 years	1259	1760	1056
Females from 15 to 24 years	907	1292	786
Females from 25 to 44 years	2988	4114	2463
Females from 45 to 64 years	3096	4353	2613
Females over 64 years	3418	4515	2765
Average age	40,33	40,24	40,32
Employed	9076	10440	7548
Taxpayers	14414	16580	11987
Employment income	181 M€	208 M€	150 M€
Retirement income	112 M€	129 M€	93,5 M€
Self-employment incomes + other income	97,2 M€	112 M€	80,8 M€
Total income	390 M€	449 M€	324 M€

## Analysis 5 minutes on foot



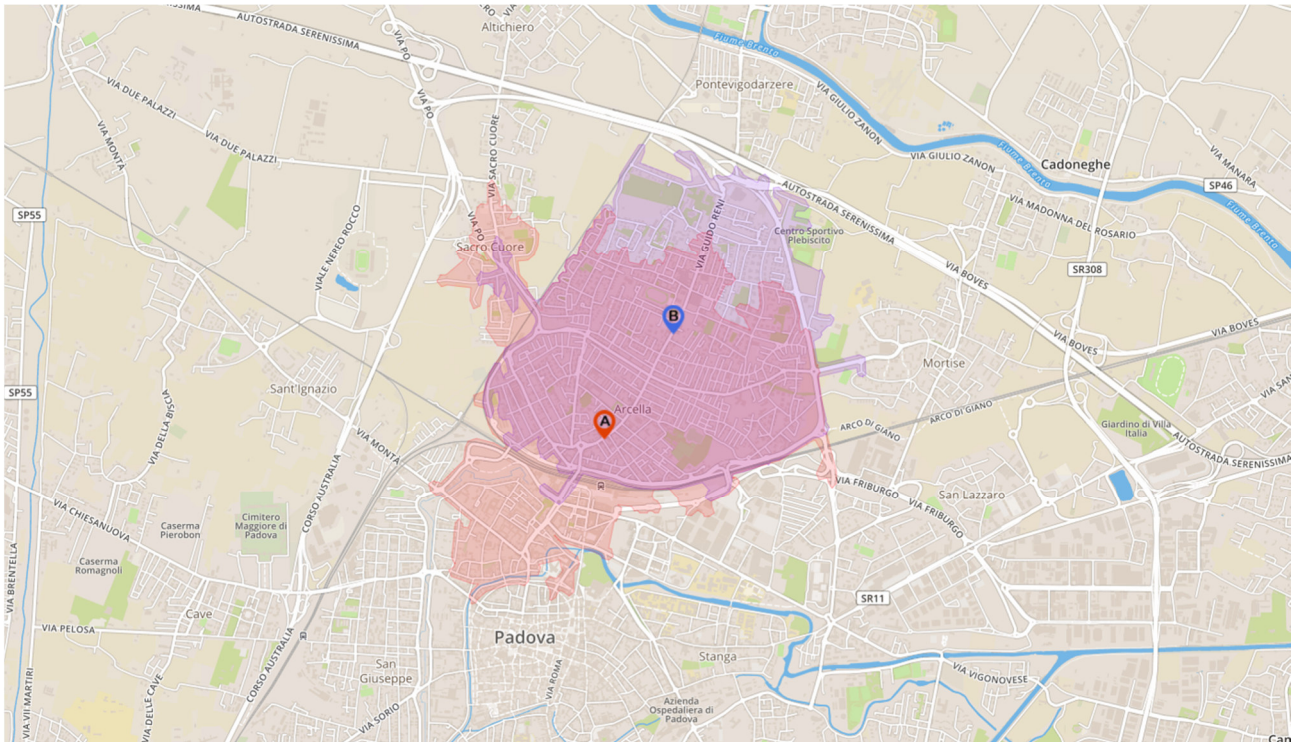
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	2964	2590	
Males	1391	1202	
Females	1573	1388	
Males up to 14 years	195	140	
Males from 15 to 24 years	139	100	
Males from 25 to 44 years	408	377	
Males from 45 to 64 years	374	335	
Males over 64 years	275	250	
Females up to 14 years	172	162	
Females from 15 to 24 years	129	103	
Females from 25 to 44 years	409	354	
Females from 45 to 64 years	415	372	
Females over 64 years	448	397	
Average age	40,34	41,53	
Employed	1081	898	
Taxpayers	1717	1426	
Employment income	21,5 M€	17,9 M€	
Retirement income	13,4 M€	11,1 M€	
Self-employment incomes + other income	11,6 M€	9,6 M€	
Total income	46,5 M€	38,6 M€	

## Analysis 5 minutes by bike



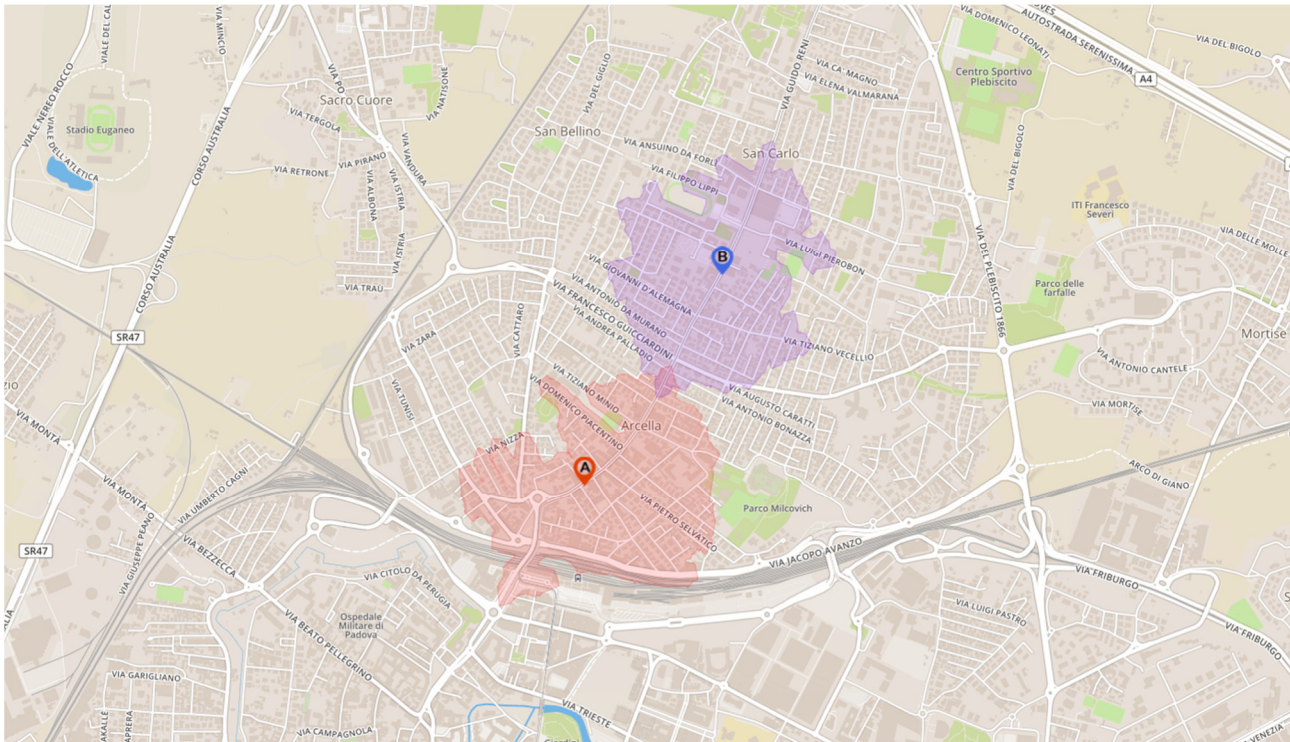
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	14484	20271	6962
Males	6746	9509	3239
Females	7738	10762	3723
Males up to 14 years	857	1263	415
Males from 15 to 24 years	655	923	330
Males from 25 to 44 years	1980	2788	914
Males from 45 to 64 years	1875	2560	915
Males over 64 years	1379	1975	665
Females up to 14 years	811	1163	380
Females from 15 to 24 years	613	869	318
Females from 25 to 44 years	2003	2731	928
Females from 45 to 64 years	2064	2889	1015
Females over 64 years	2247	3110	1082
Average age	40,27	40,35	40,54
Employed	6773	7211	3793
Taxpayers	10757	11452	6024
Employment income	135 M€	143 M€	75,4 M€
Retirement income	83,9 M€	89,3 M€	47,0 M€
Self-employment incomes + other income	72,5 M€	77,2 M€	40,6 M€
Total income	291 M€	310 M€	163 M€

## Analysis 5 minutes by car



INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	33459	32354	25918
Males	15455	15239	12164
Females	18004	17115	13754
Males up to 14 years	1951	2016	1587
Males from 15 to 24 years	1464	1471	1176
Males from 25 to 44 years	4477	4460	3561
Males from 45 to 64 years	4216	4159	3316
Males over 64 years	3347	3133	2524
Females up to 14 years	1889	1884	1512
Females from 15 to 24 years	1373	1379	1112
Females from 25 to 44 years	4471	4419	3485
Females from 45 to 64 years	4814	4656	3724
Females over 64 years	5457	4777	3921
Average age	40,47	40,19	40,21
Employed	13195	11487	9914
Taxpayers	20955	18242	15745
Employment income	262 M€	228 M€	197 M€
Retirement income	163 M€	142 M€	123 M€
Self-employment incomes + other income	141 M€	123 M€	106 M€
Total income	567 M€	494 M€	426 M€

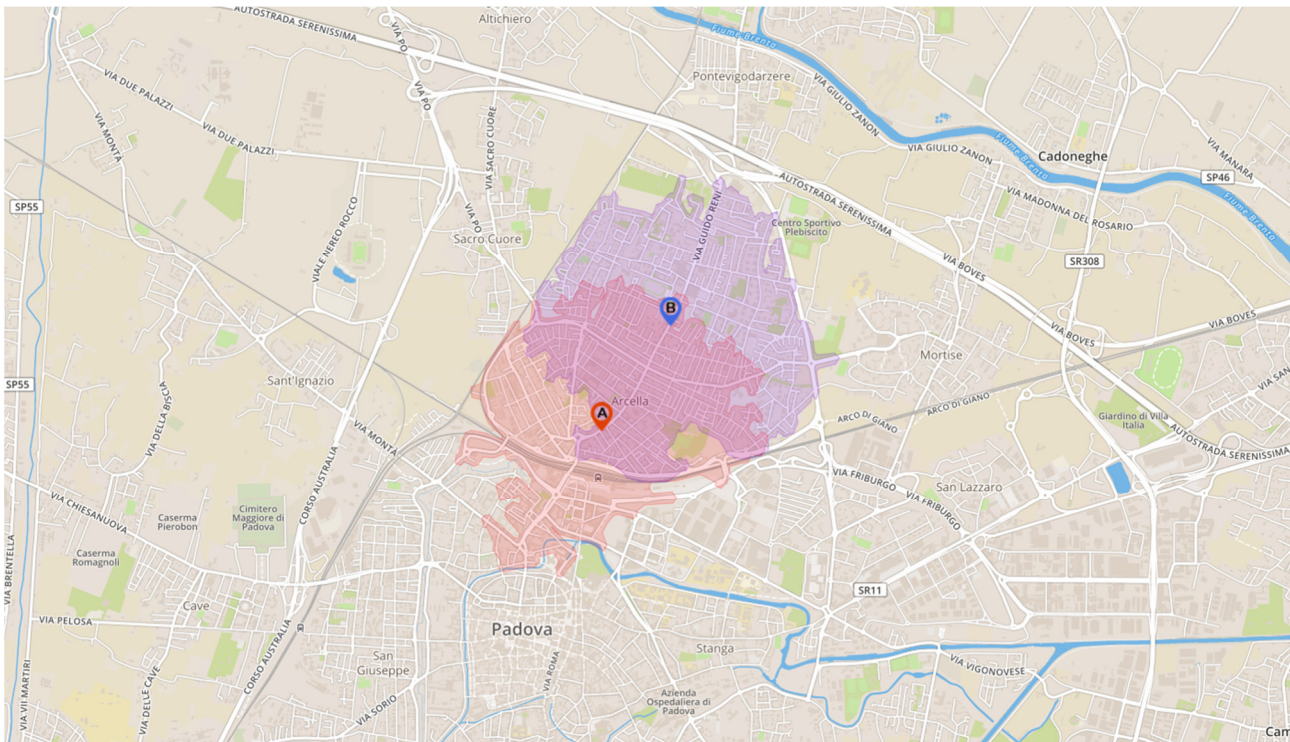
## Analysis 6 minutes on foot



INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	4052	4105	25
Males	1910	1908	12
Females	2142	2197	13
Males up to 14 years	273	231	1
Males from 15 to 24 years	194	171	2
Males from 25 to 44 years	557	596	3
Males from 45 to 64 years	511	527	3
Males over 64 years	375	383	3
Females up to 14 years	229	246	1
Females from 15 to 24 years	177	170	1
Females from 25 to 44 years	572	559	3
Females from 45 to 64 years	563	597	3
Females over 64 years	601	625	5
Average age	40,17	41,08	41,73
Employed	1657	1410	21
Taxpayers	2632	2240	34
Employment income	33,0 M€	28,0 M€	422,6 K€
Retirement income	20,5 M€	17,5 M€	263,0 K€
Self-employment incomes + other income	17,7 M€	15,1 M€	227,5 K€
Total income	71,2 M€	60,6 M€	913,1 K€

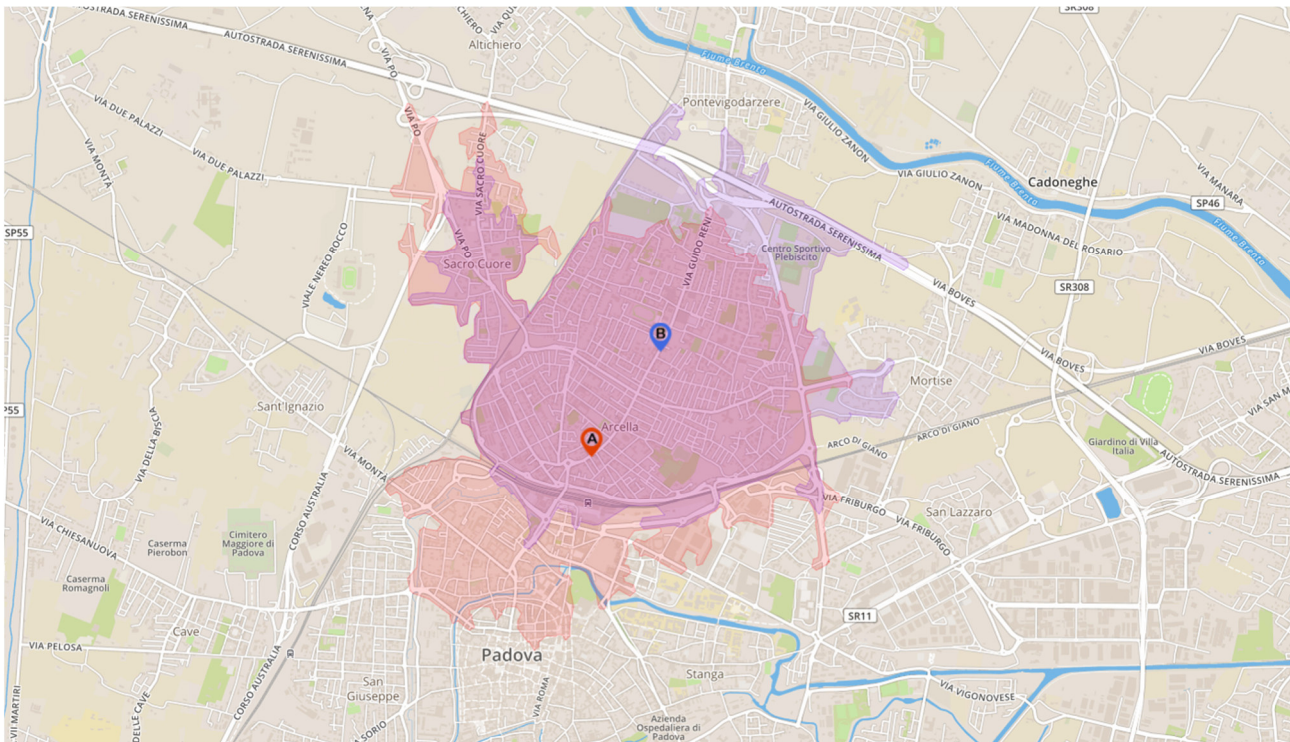


## Analysis 6 minutes by bike



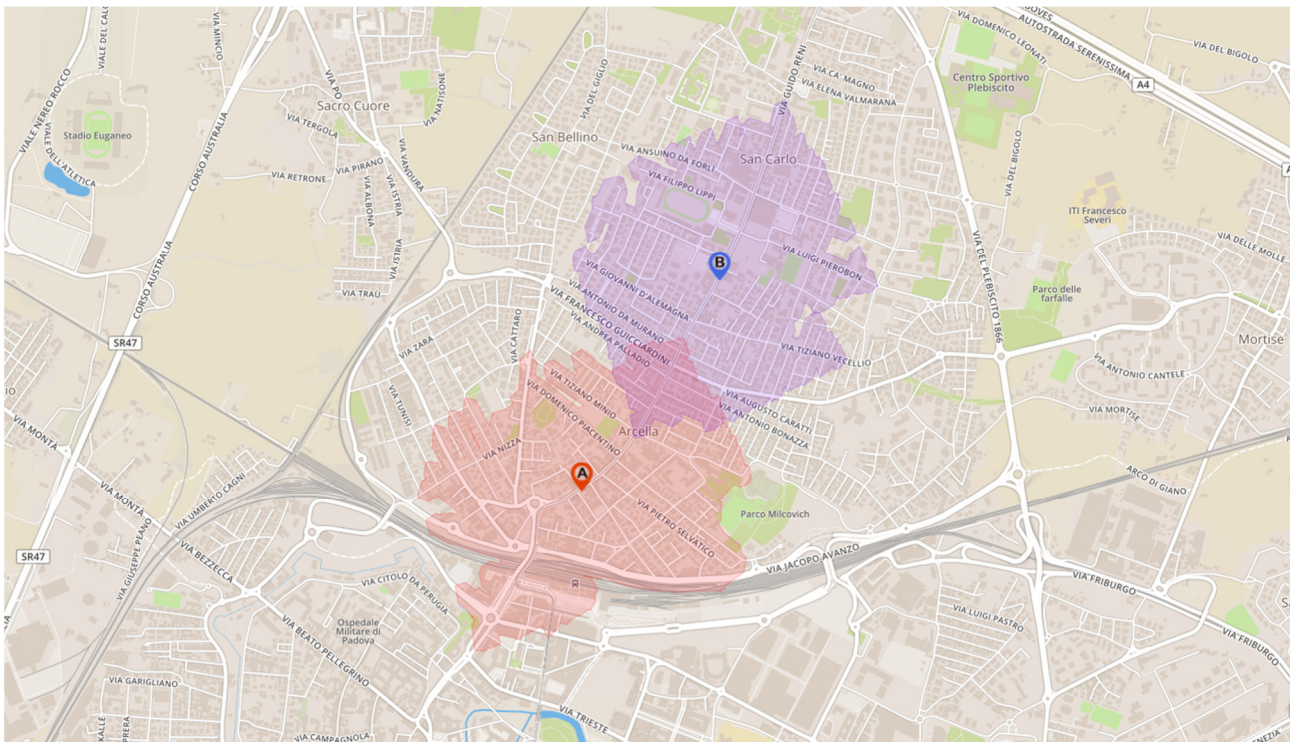
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	19395	27874	13350
Males	8998	13111	6244
Females	10397	14763	7106
Males up to 14 years	1123	1740	798
Males from 15 to 24 years	871	1255	611
Males from 25 to 44 years	2623	3862	1820
Males from 45 to 64 years	2478	3539	1712
Males over 64 years	1903	2715	1303
Females up to 14 years	1097	1617	764
Females from 15 to 24 years	809	1192	589
Females from 25 to 44 years	2642	3790	1791
Females from 45 to 64 years	2774	3975	1912
Females over 64 years	3075	4189	2050
Average age	40,44	40,28	40,55
Employed	8531	9548	5878
Taxpayers	13549	15163	9335
Employment income	170 M€	190 M€	117 M€
Retirement income	106 M€	118 M€	72,8 M€
Self-employment incomes + other income	91,3 M€	102 M€	62,9 M€
Total income	367 M€	410 M€	253 M€

## Analysis 6 minutes by car



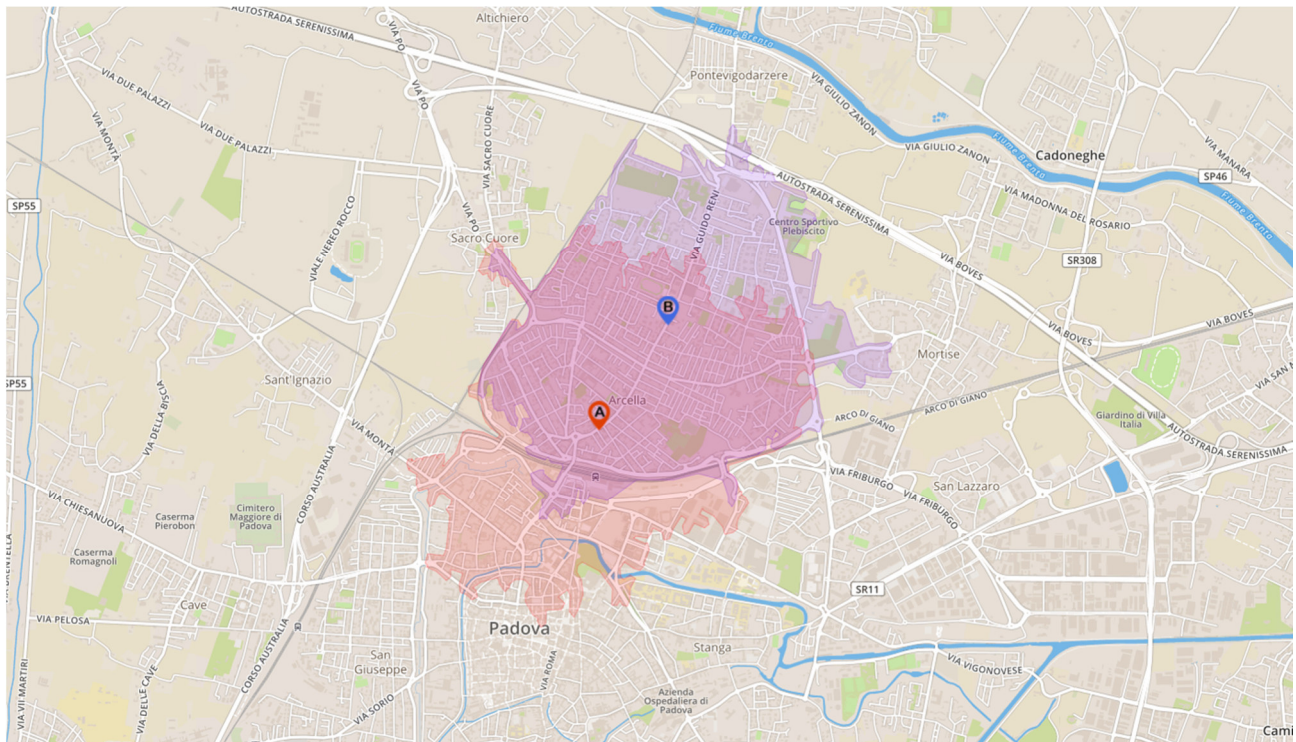
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	42939	36708	33569
Males	19885	17323	15815
Females	23054	19385	17754
Males up to 14 years	2550	2293	2087
Males from 15 to 24 years	1886	1655	1520
Males from 25 to 44 years	5697	4997	4591
Males from 45 to 64 years	5457	4736	4339
Males over 64 years	4295	3642	3278
Females up to 14 years	2416	2133	1945
Females from 15 to 24 years	1768	1549	1436
Females from 25 to 44 years	5756	4947	4528
Females from 45 to 64 years	6209	5266	4833
Females over 64 years	6905	5490	5012
Average age	40,46	40,26	40,14
Employed	16591	13308	12288
Taxpayers	26349	21134	19515
Employment income	330 M€	265 M€	244 M€
Retirement income	205 M€	165 M€	152 M€
Self-employment incomes + other income	178 M€	142 M€	132 M€
Total income	713 M€	572 M€	528 M€

## Analysis 8 minutes on foot



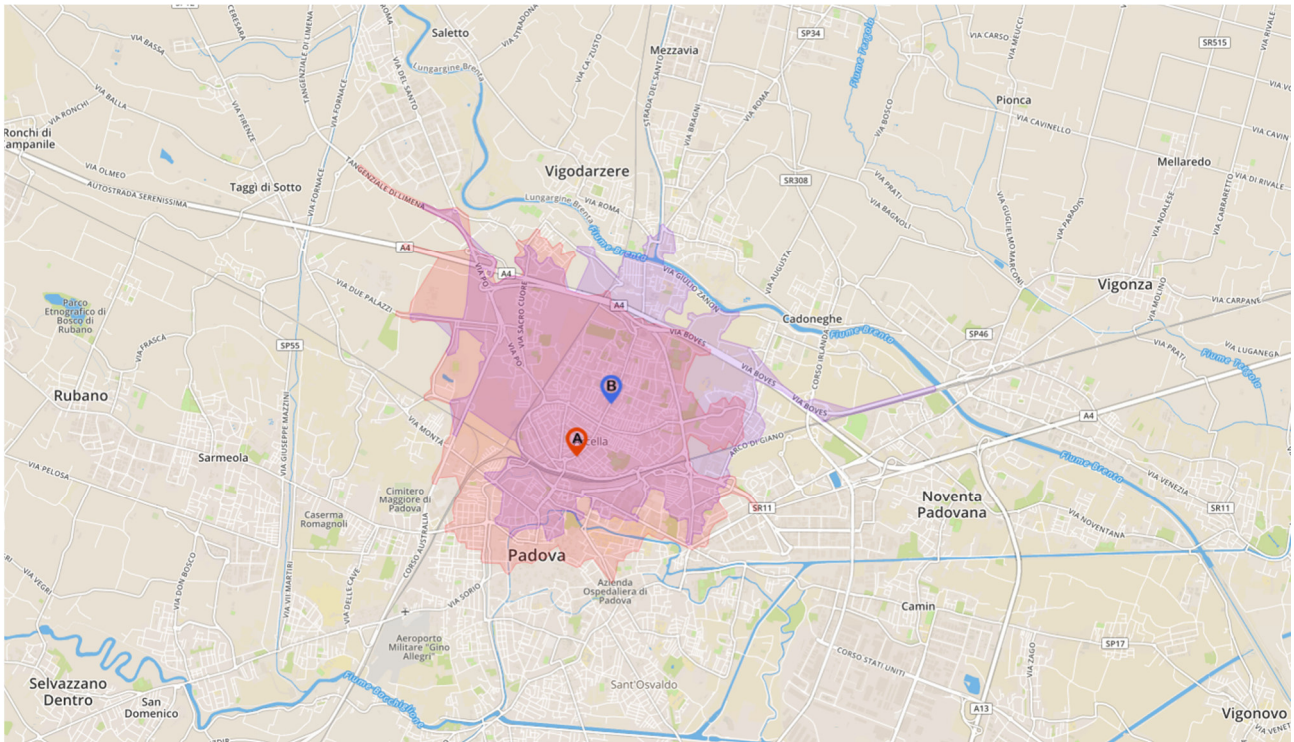
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	6288	7915	656
Males	2955	3707	311
Females	3333	4208	345
Males up to 14 years	417	486	38
Males from 15 to 24 years	309	349	33
Males from 25 to 44 years	855	1107	88
Males from 45 to 64 years	780	1003	84
Males over 64 years	594	762	68
Females up to 14 years	361	462	34
Females from 15 to 24 years	275	331	32
Females from 25 to 44 years	895	1069	88
Females from 45 to 64 years	860	1132	91
Females over 64 years	942	1214	100
Average age	40,01	40,78	40,45
Employed	2667	2682	412
Taxpayers	4236	4260	654
Employment income	53,0 M€	53,3 M€	8,2 M€
Retirement income	33,0 M€	33,2 M€	5,1 M€
Self-employment incomes + other income	28,6 M€	28,7 M€	4,4 M€
Total income	115 M€	115 M€	17,7 M€

## Analysis 8 minutes by bike



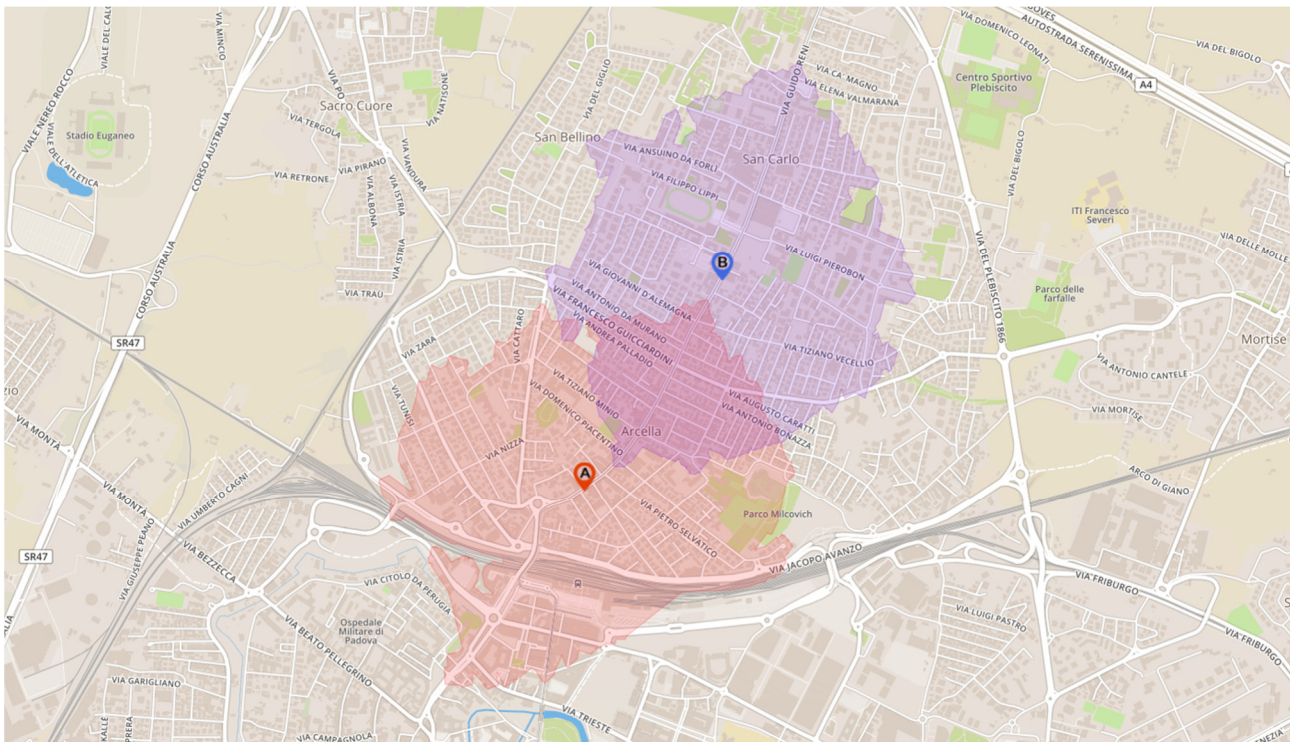
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	31691	33208	24180
Males	14559	15636	11361
Females	17132	17572	12819
Males up to 14 years	1802	2065	1469
Males from 15 to 24 years	1371	1500	1095
Males from 25 to 44 years	4232	4566	3362
Males from 45 to 64 years	3942	4229	3073
Males over 64 years	3212	3276	2362
Females up to 14 years	1751	1929	1408
Females from 15 to 24 years	1284	1400	1029
Females from 25 to 44 years	4259	4516	3278
Females from 45 to 64 years	4549	4737	3440
Females over 64 years	5289	4990	3664
Average age	40,52	40,19	40,14
Employed	12881	11564	9304
Taxpayers	20457	18364	14775
Employment income	256 M€	230 M€	185 M€
Retirement income	159 M€	143 M€	115 M€
Self-employment incomes + other income	138 M€	124 M€	99,6 M€
Total income	554 M€	497 M€	400 M€

## Analysis 8 minutes by car



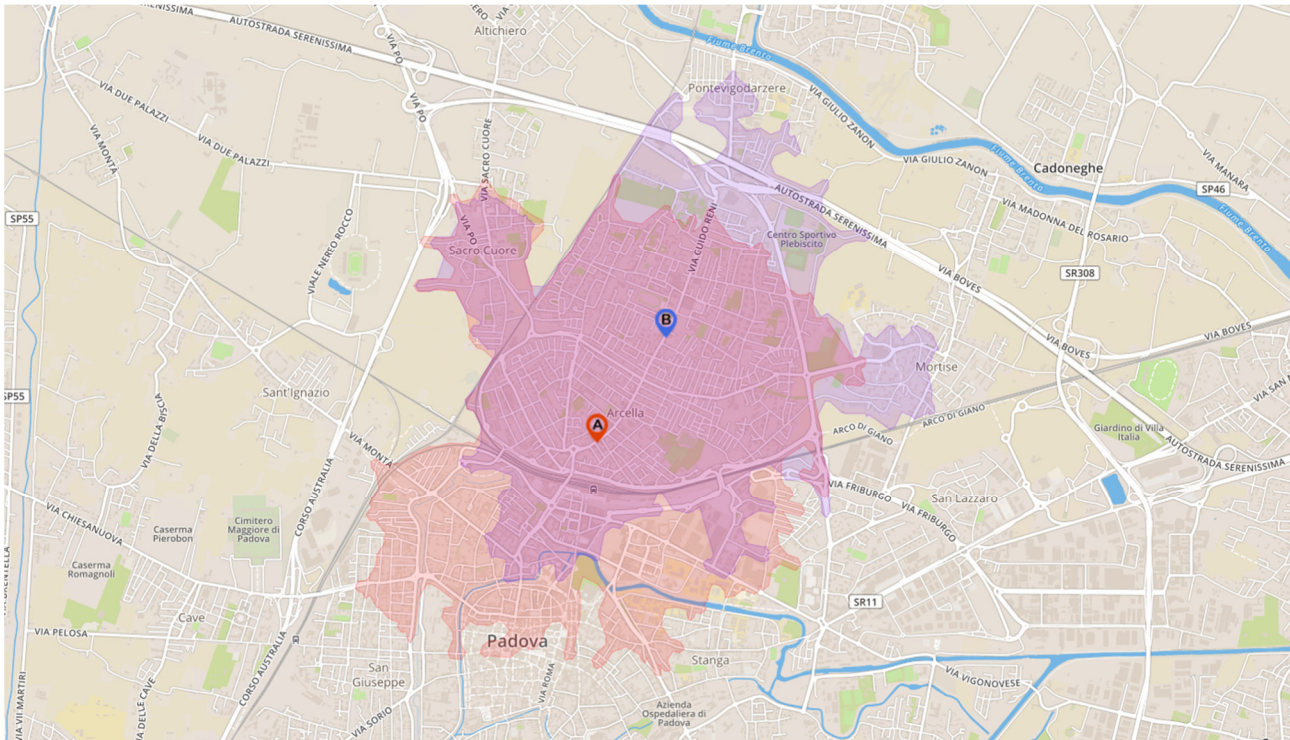
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	62589	57562	50463
Males	29071	26979	23625
Females	33518	30583	26838
Males up to 14 years	3791	3569	3089
Males from 15 to 24 years	2720	2572	2256
Males from 25 to 44 years	8260	7684	6775
Males from 45 to 64 years	8040	7452	6441
Males over 64 years	6260	5702	5064
Females up to 14 years	3571	3356	2894
Females from 15 to 24 years	2561	2378	2054
Females from 25 to 44 years	8391	7648	6739
Females from 45 to 64 years	9048	8297	7197
Females over 64 years	9947	8904	7954
Average age	40,41	40,29	40,34
Employed	25681	22062	18872
Taxpayers	40784	35018	29971
Employment income	511 M€	439 M€	375 M€
Retirement income	318 M€	272 M€	234 M€
Self-employment incomes + other income	275 M€	235 M€	202 M€
Total income	1,10 B€	946 M€	811 M€

## Analysis 10 minutes on foot



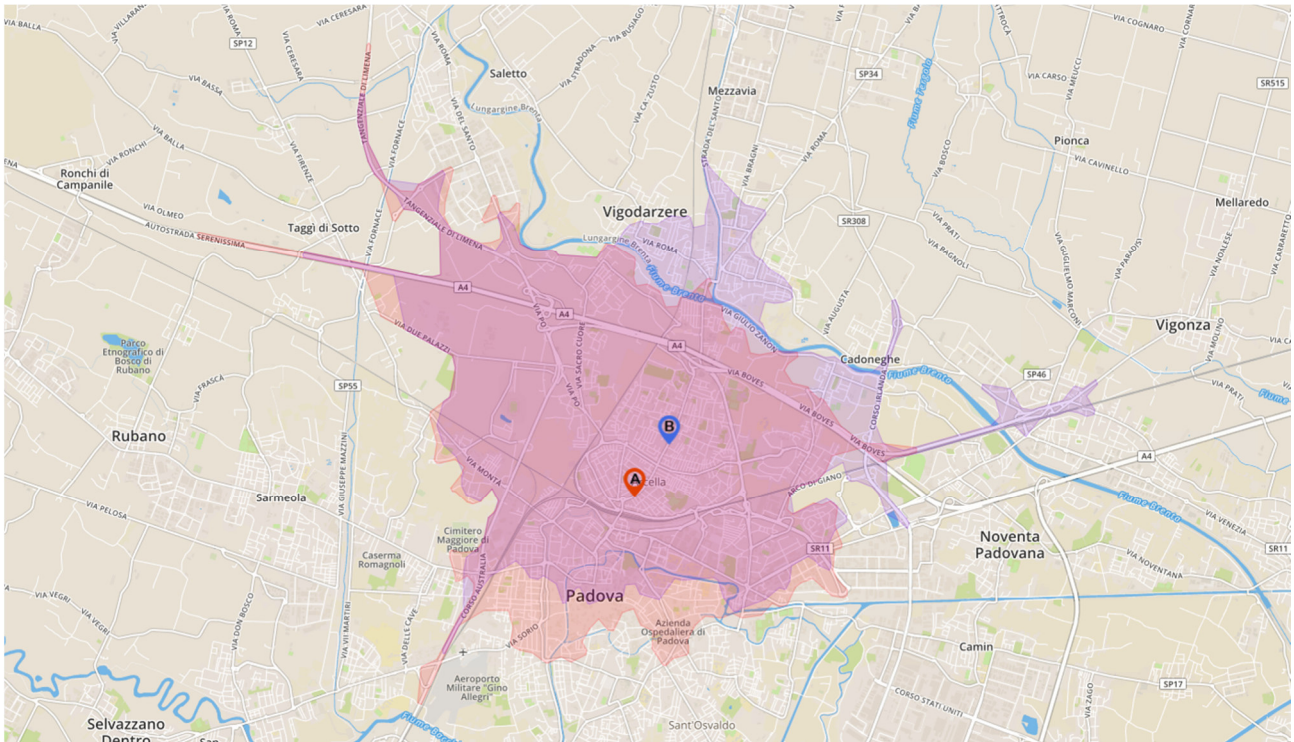
INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	9370	11600	2313
Males	4367	5437	1086
Females	5003	6163	1227
Males up to 14 years	582	733	143
Males from 15 to 24 years	428	517	112
Males from 25 to 44 years	1282	1597	314
Males from 45 to 64 years	1164	1466	299
Males over 64 years	911	1124	218
Females up to 14 years	529	674	129
Females from 15 to 24 years	395	496	106
Females from 25 to 44 years	1327	1566	319
Females from 45 to 64 years	1303	1653	330
Females over 64 years	1449	1774	343
Average age	40,2	40,52	40,35
Employed	4397	4031	1360
Taxpayers	6983	6402	2159
Employment income	87,5 M€	80,2 M€	27,0 M€
Retirement income	54,4 M€	49,9 M€	16,8 M€
Self-employment incomes + other income	47,1 M€	43,2 M€	14,6 M€
Total income	189 M€	173 M€	58,4 M€

## Analysis 10 minutes by bike



INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	47328	41944	35971
Males	21801	19704	16854
Females	25527	22240	19117
Males up to 14 years	2776	2587	2186
Males from 15 to 24 years	2018	1869	1610
Males from 25 to 44 years	6251	5694	4923
Males from 45 to 64 years	6010	5393	4621
Males over 64 years	4746	4161	3514
Females up to 14 years	2609	2423	2064
Females from 15 to 24 years	1936	1738	1502
Females from 25 to 44 years	6404	5643	4865
Females from 45 to 64 years	6857	6005	5162
Females over 64 years	7721	6431	5524
Average age	40,46	40,27	40,17
Employed	19420	15240	13306
Taxpayers	30841	24203	21132
Employment income	386 M€	303 M€	265 M€
Retirement income	240 M€	189 M€	165 M€
Self-employment incomes + other income	208 M€	163 M€	142 M€
Total income	835 M€	655 M€	572 M€






















## Analysis 10 minutes by car



INDICATOR	VALUES		
	A	B	C (sharing)
Resident population	92460	88580	74861
Males	43419	41850	35285
Females	49041	46730	39576
Males up to 14 years	5695	5671	4679
Males from 15 to 24 years	3957	3916	3251
Males from 25 to 44 years	12433	11952	10103
Males from 45 to 64 years	12303	11812	9919
Males over 64 years	9031	8499	7333
Females up to 14 years	5375	5366	4418
Females from 15 to 24 years	3774	3764	3080
Females from 25 to 44 years	12333	11899	9990
Females from 45 to 64 years	13500	12868	10841
Females over 64 years	14059	12833	11247
Average age	40,35	39,96	40,3
Employed	40206	36858	31161
Taxpayers	63822	58108	49469
Employment income	800 M€	727 M€	620 M€
Retirement income	497 M€	441 M€	385 M€
Self-employment incomes + other income	429 M€	379 M€	333 M€
Total income	1,73 B€	1,55 B€	1,34 B€
























## SUMMARY TABLE OF POPULATION

		SUMMARY TABLE OF POPULATION																				
		2 min.			3 min.			4 min.			5 min.			6 min.			8 min.			10 min.		
																						
Resident Pop.	A	751	2045	7156	1326	5651	14205	2176	9539	21848	2964	14484	33459	4052	19395	42939	6288	31691	62589	9370	47328	92460
	B	392	2759	9185	691	7345	19826	1491	12543	30272	2590	20271	32354	4105	27874	36708	7915	33208	57562	11600	41944	88580
	C			1532		388	8347		2381	18249		6962	25918	25	13350	33569	656	24180	50463	2313	35971	74861
Males	A	351	960	3339	623	2648	6646	1018	4439	10180	1391	6746	15455	1910	8998	19885	2955	14559	29071	4367	21801	43419
	B	184	1281	4309	318	3443	9293	687	5875	14238	1202	9509	15239	1908	13111	17323	3707	15636	26979	5437	19704	41850
	C			727		184	3895		1118	8566		3239	12164	12	6244	15815	311	11361	23625	1086	16854	35285
Females	A	400	1085	3817	703	3003	7559	1158	5100	11668	1573	7738	18004	2142	10397	23054	3333	17132	33518	5003	25527	49041
	B	208	1478	4876	373	3902	10533	804	6668	16034	1388	10762	17115	2197	14763	19385	4208	17572	30583	6163	22240	46730
	C			805		204	4452		1263	9683		3723	13754	13	7106	17754	345	12819	26838	1227	19117	39576
Average Age	A	39,94	40,33	40,27	40,44	40,07	40,35	40,58	40,35	40,33	40,34	40,27	40,47	40,17	40,44	40,46	40,01	40,52	40,41	40,2	40,46	40,35
	B	40,88	41,62	40,57	41,21	40,92	40,29	41,53	40,44	40,24	41,53	40,35	40,19	41,08	40,28	40,26	40,78	40,19	40,29	40,52	40,27	39,96
	C			39,67		39,69	40,53		40,37	40,32		40,54	40,21	41,73	40,55	40,14	40,45	40,14	40,34	40,35	40,17	40,3






















SUMMARY TABLE OF MALE POPULATION

		SUMMARY TABLE OF MALE POPULATION																				
		2 min.			3 min.			4 min.			5 min.			6 min.			8 min.			10 min.		
Up to 14 years	A	45	133	462	80	371	862	143	589	1291	195	857	1951	273	1123	2550	417	1802	3791	582	2776	5695
	B	25	152	569	37	442	1225	77	779	1878	140	1263	2016	231	1740	2293	486	2065	3569	733	2587	5671
	C			102		23	487		144	1099		415	1587	1	798	2087	38	1469	3089	143	2186	4679
From 15 to 24 years	A	47	99	340	70	275	660	104	439	983	139	655	1464	194	871	1886	309	1371	2720	428	2018	3957
	B	11	108	408	24	318	912	56	558	1375	100	923	1471	171	1255	1655	349	1500	2572	517	1869	3916
	C			77		20	400		116	834		330	1176	2	611	1520	33	1095	2256	112	1610	3251
From 25 to 44 years	A	92	271	968	167	766	1920	291	1292	3011	408	1980	4477	557	2623	5697	855	4232	8260	1282	6251	12433
	B	67	396	1276	101	1019	2718	213	1735	4168	377	2788	4460	596	3862	4997	1107	4566	7684	1597	5694	11952
	C			210		50	1093		320	2525		914	3561	3	1820	4591	88	3362	6775	314	4923	10103
From 45 to 64 years	A	93	253	881	169	703	1845	272	1188	2789	374	1875	4216	511	2478	5457	780	3942	8040	1164	6010	12303
	B	47	357	1168	89	935	2509	197	1593	3864	335	2560	4159	527	3539	4736	1003	4229	7452	1466	5393	11812
	C			198		52	1091		312	2331		915	3316	3	1712	4339	84	3073	6441	299	4621	9919
Over 64 years	A	74	204	688	137	533	1359	208	931	2106	275	1379	3347	375	1903	4295	594	3212	6260	911	4746	9031
	B	34	268	888	67	729	1929	144	1210	2953	250	1975	3133	383	2715	3642	762	3276	5702	1124	4161	8499
	C			140		39	824		226	1777		665	2524	3	1303	3278	68	2362	5064	218	3514	7333

## SUMMARY TABLE OF FEMALE POPULATION

		SUMMARY TABLE OF FEMALE POPULATION																				
		2 min.			3 min.			4 min.			5 min.			6 min.			8 min.			10 min.		
																						
Up to 14 years	A	43	119	403	77	323	808	128	537	1259	172	811	1889	229	1097	2416	361	1751	3571	529	2609	5375
	B	24	173	532	44	429	1135	93	718	1760	162	1163	1884	246	1617	2133	462	1929	3356	674	2423	5366
	C			86		22	466		127	1056		380	1512	1	764	1945	34	1408	2894	129	2064	4418
From 15 to 24 years	A	33	87	318	59	249	630	93	404	907	129	613	1373	177	809	1768	275	1284	2561	395	1936	3774
	B	16	112	398	30	314	859	61	537	1292	103	869	1379	170	1192	1549	331	1400	2378	496	1738	3764
	C			76		20	382		109	786		318	1112	1	589	1436	32	1029	2054	106	1502	3080
From 25 to 44 years	A	108	284	1008	175	804	1937	294	1339	2988	409	2003	4471	572	2642	5756	895	4259	8391	1327	6404	12333
	B	64	375	1241	98	984	2683	204	1691	4114	354	2731	4419	559	3790	4947	1069	4516	7648	1566	5643	11899
	C			215		53	1112		326	2463		928	3485	3	1791	4528	88	3278	6739	319	4865	9990
From 45 to 64 years	A	103	286	993	185	783	2038	308	1332	3096	415	2064	4814	563	2774	6209	860	4549	9048	1303	6857	13500
	B	50	397	1307	98	1042	2837	213	1799	4353	372	2889	4656	597	3975	5266	1132	4737	8297	1653	6005	12868
	C			209		50	1215		345	2613		1015	3724	3	1912	4833	91	3440	7197	330	5162	10841
Over 64 years	A	113	309	1095	207	844	2146	335	1488	3418	448	2247	5457	601	3075	6905	942	5289	9947	1449	7721	14059
	B	54	421	1398	103	1133	3019	233	1923	4515	397	3110	4777	625	4189	5490	1214	4990	8904	1774	6431	12833
	C			219		59	1277		356	2765		1082	3921	5	2050	5012	100	3664	7954	343	5524	11247

## SUMMARY TABLE OF ECONOMIC DATA

		ECONOMIC DATA																				
		2 min.			3 min.			4 min.			5 min.			6 min.			8 min.			10 min.		
																						
Employed	A	244	698	3291	446	2345	6683	765	4413	9076	1081	6773	13195	1657	8531	16591	2667	12881	25681	4397	19420	40206
	B	90	959	3373	231	2573	7166	523	4663	10440	898	7211	11487	1410	9548	13308	2682	11564	22062	4031	15240	36858
	C			975		260	4375		1668	7548		3793	9914	21	5878	12288	412	9304	18872	1360	13306	31161
Taxpayers	A	388	1109	5227	709	3724	10614	1215	7009	14414	1717	10757	20955	2632	13549	26349	4236	20457	40784	6983	30841	63822
	B	143	1523	5356	367	4087	11380	831	7406	16580	1426	11452	18242	2240	15163	21134	4260	18364	35018	6402	24203	58108
	C			1548		413	6947		2649	11987		6024	15745	34	9335	19515	654	14775	29971	2159	21132	49469
Employment income	A	4,9 M€	13,9 M€	65,5 M€	8,9 M€	46,6 M€	133 M€	15,2 M€	87,8 M€	181 M€	21,5 M€	135 M€	262 M€	33,0 M€	170 M€	330 M€	53,0 M€	256 M€	511 M€	87,5 M€	386 M€	800 M€
	B	1,8 M€	19,1 M€	67,1 M€	4,6 M€	51,2 M€	143 M€	10,4 M€	92,8 M€	208 M€	17,9 M€	143 M€	228 M€	28,0 M€	190 M€	265 M€	53,3 M€	230 M€	439 M€	80,2 M€	303 M€	727 M€
	C			19,4 M€		5,2 M€	87,0 M€		33,2 M€	150 M€		75,4 M€	197 M€	422,6 K€	117 M€	244 M€	8,2 M€	185 M€	375 M€	27,0 M€	265 M€	620 M€
Retirement income	A	3,0 M€	8,6 M€	40,7 M€	5,5 M€	29,0 M€	82,7 M€	9,5 M€	54,6 M€	112 M€	13,4 M€	83,9 M€	163 M€	20,5 M€	106 M€	205 M€	33,0 M€	159 M€	318 M€	54,4 M€	240 M€	497 M€
	B	1,1 M€	11,9 M€	41,8 M€	2,9 M€	31,9 M€	88,7 M€	6,5 M€	57,7 M€	129 M€	11,1 M€	89,3 M€	142 M€	17,5 M€	118 M€	165 M€	33,2 M€	143 M€	272 M€	49,9 M€	189 M€	441 M€
	C			12,1 M€		3,2 M€	54,2 M€		20,6 M€	93,5 M€		47,0 M€	123 M€	263,0 K€	72,8 M€	152 M€	5,1 M€	115 M€	234 M€	16,8 M€	165 M€	385 M€
Self-employment incomes + other income		2,6 M€	7,5 M€	35,2 M€	4,8 M€	25,1 M€	71,5 M€	8,2 M€	47,2 M€	97,2 M€	11,6 M€	72,5 M€	141 M€	17,7 M€	91,3 M€	178 M€	28,6 M€	138 M€	275 M€	47,1 M€	208 M€	429 M€
		966,7 K€	10,3 M€	36,1 M€	2,5 M€	27,5 M€	76,7 M€	5,6 M€	49,9 M€	112 M€	9,6 M€	77,2 M€	123 M€	15,1 M€	102 M€	142 M€	28,7 M€	124 M€	235 M€	43,2 M€	163 M€	379 M€
				10,4 M€		2,8 M€	46,8 M€		17,9 M€	80,8 M€		40,6 M€	106 M€	227,5 K€	62,9 M€	132 M€	4,4 M€	99,6 M€	202 M€	14,6 M€	142 M€	333 M€
Total income	A	10,5 M€	30,0 M€	141 M€	19,2 M€	101 M€	287 M€	32,9 M€	190 M€	390 M€	46,5 M€	291 M€	567 M€	71,2 M€	367 M€	713 M€	115 M€	554 M€	1,10 B€	189 M€	835 M€	1,73 B€
	B	3,9 M€	41,2 M€	145 M€	9,9 M€	111 M€	308 M€	22,5 M€	200 M€	449 M€	38,6 M€	310 M€	494 M€	60,6 M€	410 M€	572 M€	115 M€	497 M€	946 M€	173 M€	655 M€	1,55 B€
	C			41,9 M€		11,2 M€	188 M€		71,7 M€	324 M€		163 M€	426 M€	913,1 K€	253 M€	528 M€	17,7 M€	400 M€	811 M€	58,4 M€	572 M€	1,34 B€

## Information

AroundMe Report is our company's offer with the aim of helping you to be aware of what surrounds your store. This information is from vital importance for your decisions.

### Data sources for this report example

ISTAT: census 2011

MEF: income 2016

### Calculation notes

Starting from the data sources, the information was elaborated with advanced techniques geographical positioning them on the territory with the proprietary Building Link methodology where the data are positioned based on the presence of residential buildings on the cartography, this method provides a higher quality of data than the usual techniques of uniform distribution of data on the territory. The fundamental contribution of isochrones (travel time maps) allows us to provide you with a high-level analysis.

### Other notes

The report analyzes and compares two points of sale **A** and **B**. Based on different catchment areas, calculated starting from the reachability on foot by bicycle and by car, estimates of population and income are provided. In the event that the reachability areas of the two stores overlap and therefore there is a sharing (**C**) of the catchment area, the calculations of the population and income indicators are performed also for the shared area.

### Income notes

The income values are expressed with the following measures:

€ euros

K€ thousands of euros

M€ million euros

B€ billion euros

### Custom report

The travel time values are examples, you can request reports with customized times. The population and income data depend on availability for the country where the stores are located.

It is also possible to use walking distances in meters. Isodistances instead of isochrones.

The data available are those indicated in the report, but it is possible to add other indicators if referable to the population and available in public archives at the municipal level or more detailed.

### Contact

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