



# PURCHASING POWER EXPENDITURE POTENTIAL MARKET IMPORTANCE INDEX

## ➔ PURCHASING POWER

### ➔ Where do poorer and wealthier people live in the Czech Republic?

Purchasing Power covers more than 6 200 cities & towns and 2 700 ZIP code areas. Results are based on a wide range of data from both official public sources (demographics, education, income levels, economic activity and other economic characteristics) and extensive primary research conducted by GfK (interviews of more than 20 000 households throughout the Czech Republic).

## ➔ EXPENDITURE POTENTIAL

### ➔ How much do people in different cities & towns spend each year on the products of individual retail assortment categories?

Expenditure Potential represents an additional data layer integrated into the purchasing power database, which shows the retail expenditures of individuals & households in the following categories: food, personal care & cosmetics, clothing and footwear, sporting goods, furniture, electronics, DIY, as well as, the total retail market.

## ➔ MARKET IMPORTANCE INDEX (TURNOVER POTENTIAL OF CITIES AND TOWNS)

### ➔ Where do people actually spend their money?

The Market Importance Index can be defined as the retail turnover realized in a city or town in relation to the average retail expenditures of inhabitants of the Czech Republic. This index shows how good individual Czech and Moravian cities & towns are at accumulating available purchasing power and attracting spending of local residents and those in surrounding areas. This index serves as an additional tool for more precise targeting of locations in the course expansion decision processes and the comparison of cities & towns with respect to their centrality, ability to absorb turnover potential and attractiveness for retail.

The database includes indexes for all cities & towns over 10 thousand inhabitants for the categories of FMCG and NON-FOOD.

## ➔ PRICES

Purchasing Power: 39.000 CZK

Expenditure Potential (in addition to PP): 20.000 CZK

Market Importance Index: 29.000 CZK

ONLY FOOD: 15.000 CZK

ONLY NON-FOOD: 20.000 CZK

## ➔ CONTACTS

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