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

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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

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

Population density in the Catchment
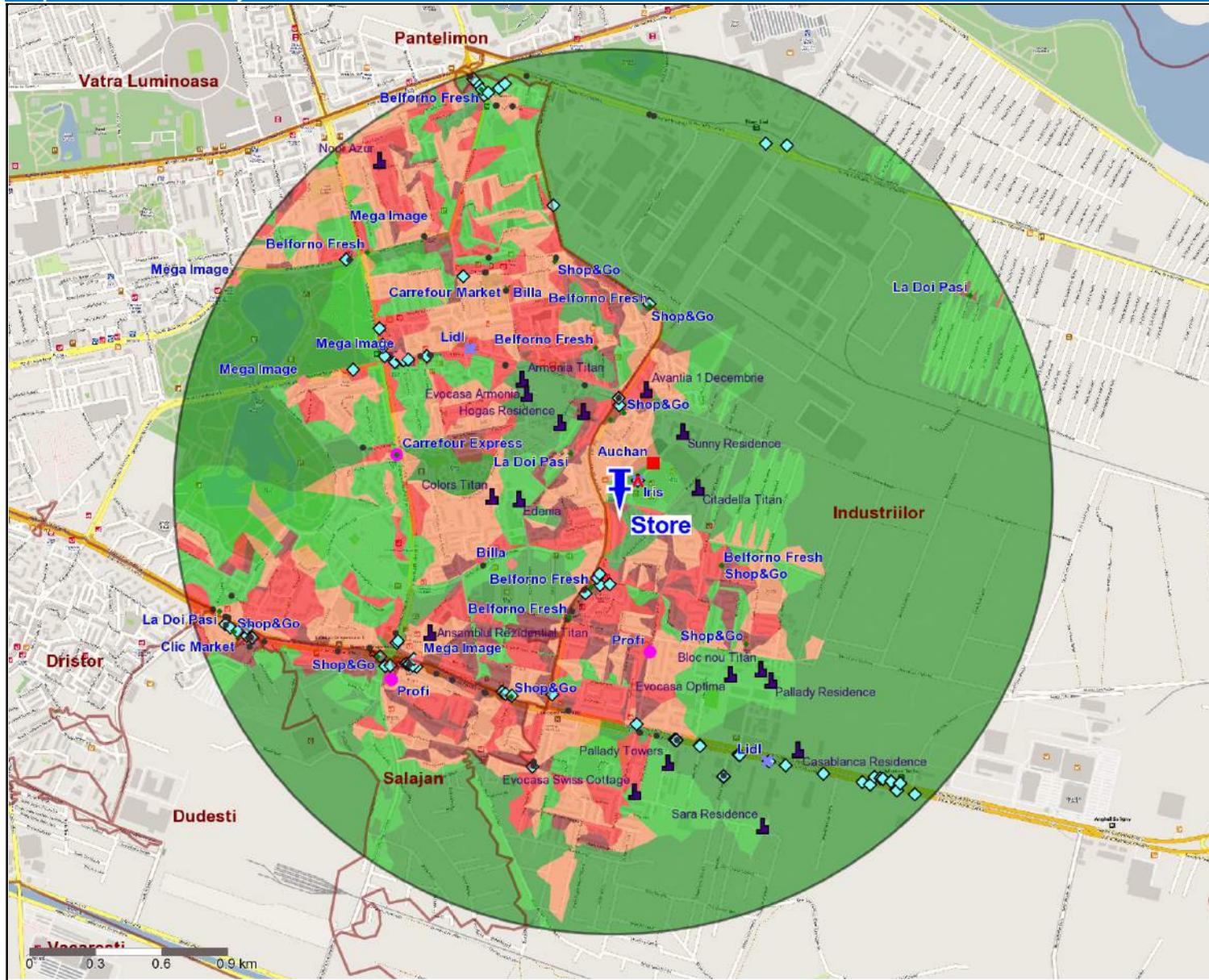
Legend

- ⚓ 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**			

Life Stage in Catchment Area as Index

■ Above Average ■ Under Average
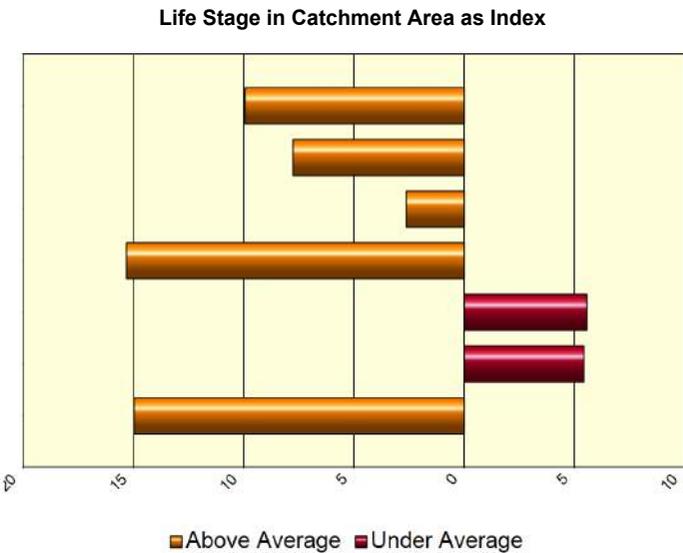
Target: Population in catchment.
Target (%): Population in catchment area that falls within each Age band as a percentage of the catchment total population.
Base: Population in Bucharest.
Base (%): Population in the Bucharest that falls within each Age band as a percentage of the Bucharest total population.
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 %.

Life Stage in Catchment Area (%)
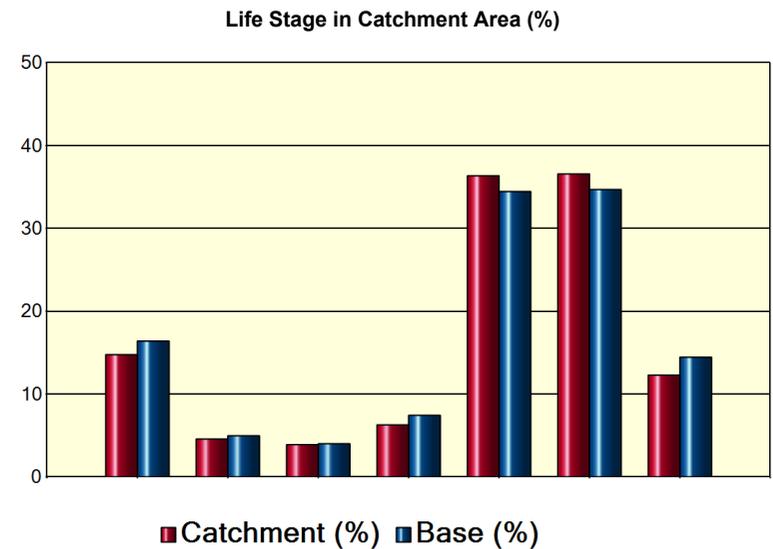
■ Catchment (%) ■ Base (%)

Wealth Index in the Catchment
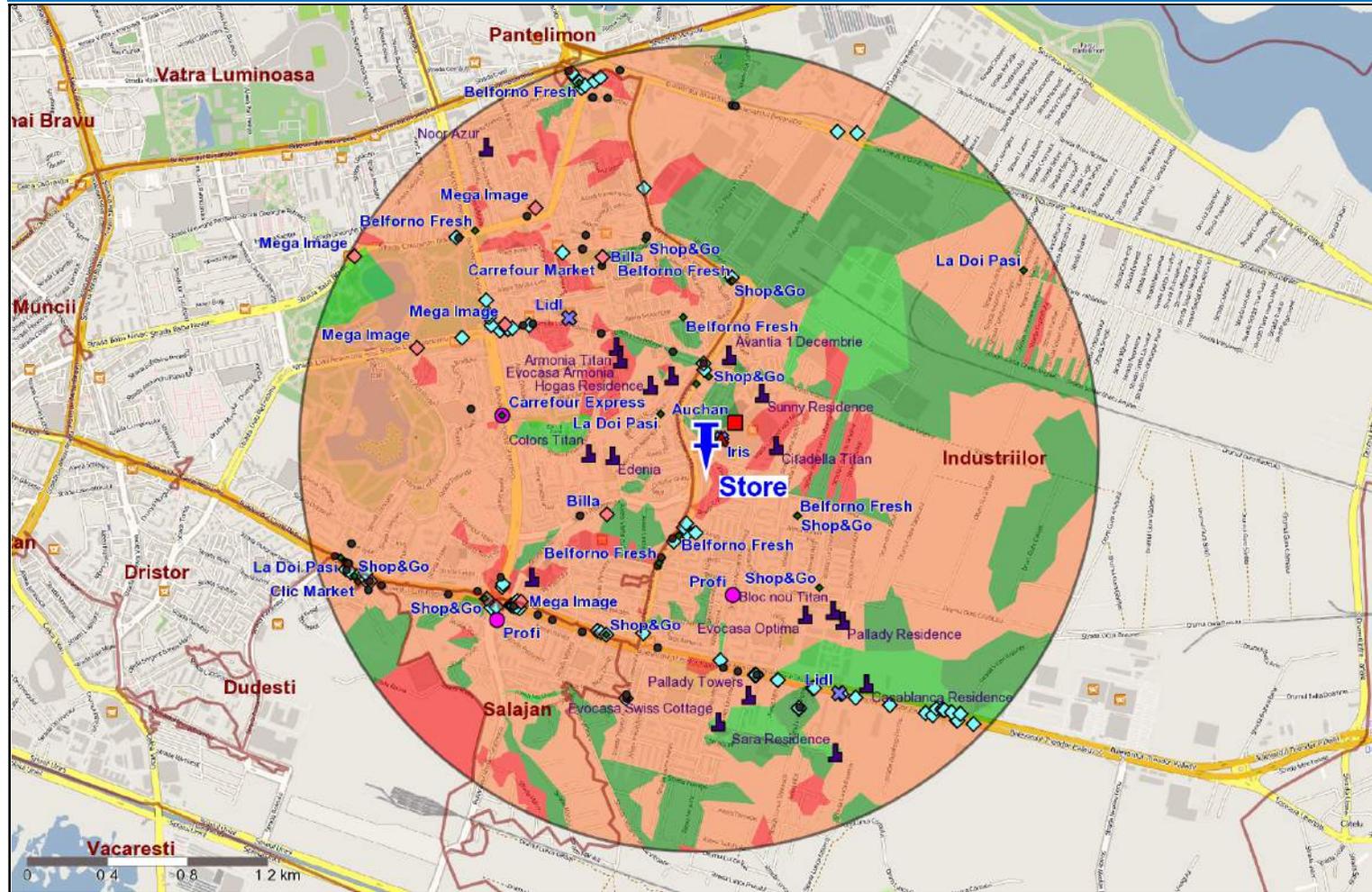
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Wealth Index
- ■ - High (Above 3.5)
- ■ - Above Average (2.95 to 3.5)
- ■ - Average (2.55 to 2.95)
- ■ - Below Average (2.175 to 2.55)
- ■ - Low (Below 2.175)

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
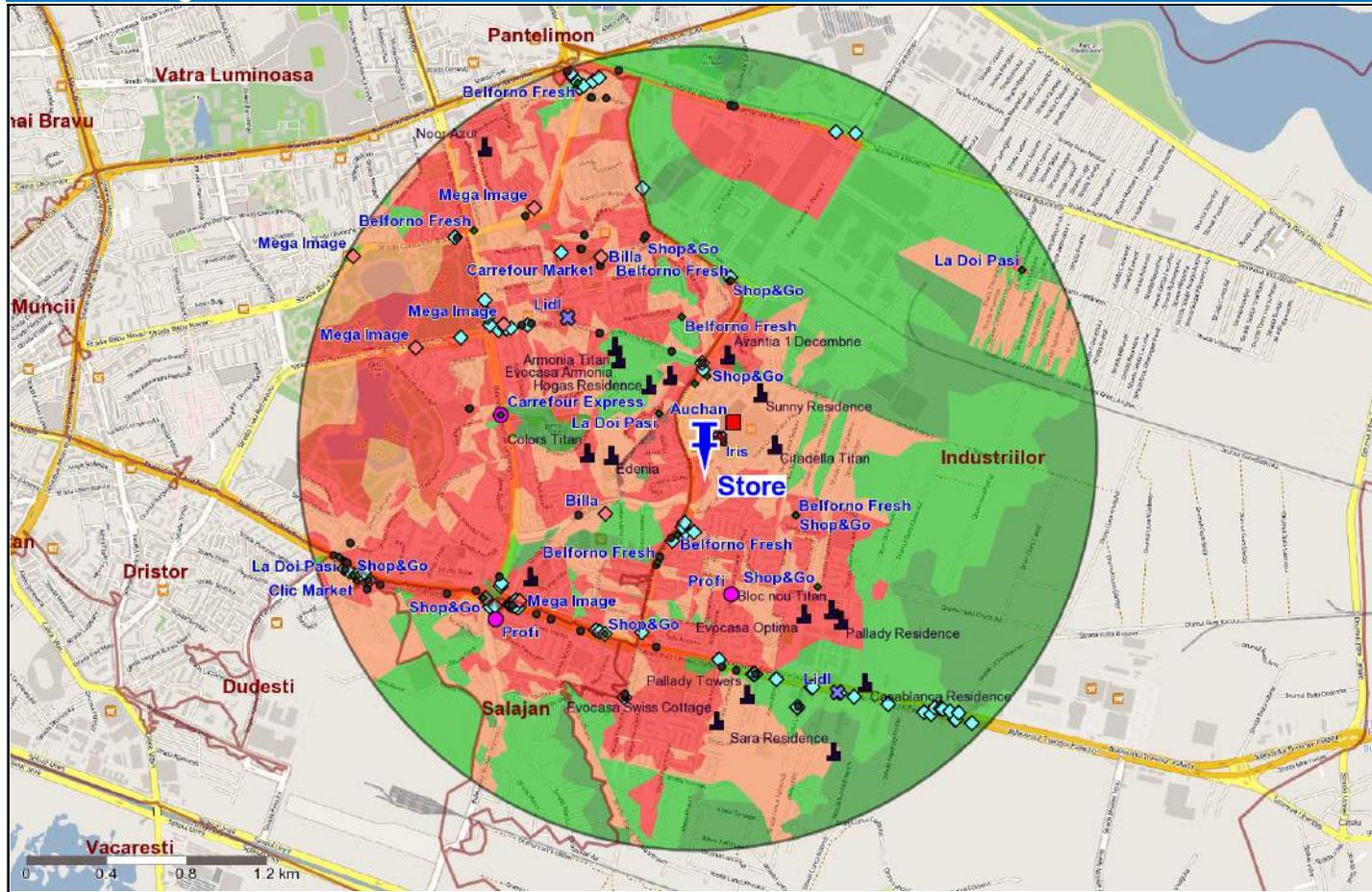
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Net earnings (€) per area

- ■ - 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)

Mosaic Profiles in Catchment

This page identifies the top three Mosaic Romania Types in the catchment and their descriptions.

D14 Office Managers (46.12%)

Mature and ageing routine office workers in established neighbourhoods valuing status and comfort. They are the traditional 'nine-to-fivers' employed in routine office jobs and enjoying a higher status due to their age and experience. Office Managers tend to live in slightly older neighbourhoods which are centrally located, and with a good level of comfort. They are mainly high school educated and work in the financial, real estate and hospitality sectors: they also have a high degree of homogeneity.

Key Facts

- Middle-aged professionals
- Small families
- High-school education
- Routine office workers
- Established neighbourhoods
- Loans and investment
- Modest expenditure
- Comfort and value

D12 Educated Middle Class (34.70%)

Mature educated and career-oriented singles and couples living in good block districts mainly in Bucharest. This is a group which is still developing although it existed in a somewhat different form prior to 1989. This group has a well-defined demographic structure and is made up of two major generations of people who migrated from the countryside during the '70s and '80s in search of a better life. Professional activities and services, as well as modest manufacturing, are most common.

Key Facts

- Mature professionals
- Singles and couples
- Well educated
- Service sector
- Good quality blocks
- Bank loans
- Conservative values
- Quality and value

D15 Modest Public Sector (8.59%)

Mature settled middle-class urban dwellers employed in the public sector living in diverse residential neighbourhoods. This is a mature group of workers who have tended to become progressively less important both socially and economically. They are mainly employed in the stable public sector with limited incomes. They tend to be both socially and politically conservative in their choices and, overall, their lifestyle reflects an attitude which is governed by risk avoidance.

Key Facts

- Mature public workers
- Families
- High school education
- Public admin. and defence
- Diverse neighbourhoods
- Economically active
- Modest living
- Risk-averse