

MBR Michael Bauer Research -

By using MB-Research International Data researchers are able to

- Quantify regional market potential
- Judge areas as to their strengths and weaknesses
- Identify unused market potential
- Focus locally on marketing activities
- Set realistic local economic forecasts

To furnish users with a broad variety of data for different sets of tasks, various indicators for regional demand are compiled:

- i. **Consumer Spending** by Product group: monitor the expenditures of consumers for the various products and services. The target of these data evaluations is the expenditures for the products and services as such, no matter from which sector consumers acquire these products and services. The ratio between disposable income, demographics and expenditures for the products and services are derived from Household Budget surveys from the National Statistical Offices. By using such representative surveys and the regional and local statistics about income strata and demographics, Consumer Spending data is calculated. To determine market sizes, also household final consumption expenditure data by categories within the System of National Accounts were used. These data include estimates from the Statistical Offices for the 'grey economy'. Consumer spending also includes estimates for consumption of own produced products and buying directly from the manufacturer.

Categories

- CSP01 Food and non-alcoholic beverages
 - The food products classified here are those purchased for consumption at home. The group excludes: food products sold for immediate consumption away from the home by hotels, restaurants, cafés, bars, kiosks, street vendors, automatic vending machines, etc.; cooked dishes prepared by restaurants for consumption off their premises; cooked dishes prepared by catering contractors whether collected by the customer or delivered to the customer's home; and products sold specifically as pet foods.
 - The non-alcoholic beverages classified here are those purchased for consumption at home. The group excludes non-alcoholic beverages sold for immediate consumption away from the home by hotels, restaurants, cafés, bars, kiosks, street vendors, automatic vending machines, etc..
- CSP02 Alcoholic beverages
 - The alcoholic beverages classified here are those purchased for consumption at home. The group excludes alcoholic beverages sold for immediate consumption away from the home by hotels, restaurants, cafés, bars, kiosks, street vendors, automatic vending machines, etc.
 - The beverages classified here include low or non-alcoholic beverages which are generally alcoholic such as non-alcoholic beer.
- CSP03 Tobacco
 - This group covers all purchases of tobacco by households, including

purchases of tobacco in restaurants, cafés, bars, service stations, etc.

- **CSP04 Clothing**

- clothing materials of natural fibres, of man-made fibres and of their mixtures.
- Garments for men, women, children (three to 13 years) and infants (0 to two years), either ready-to-wear or made-to-measure, in all materials (including leather, furs, plastics and rubber), for everyday wear, for sport or for work:
- capes, overcoats, raincoats, anoraks, parkas, blousons, jackets, trousers, waistcoats, suits, costumes, dresses, skirts, etc.,
- shirts, blouses, pullovers, sweaters, cardigans, shorts, swimsuits, track suits, jogging suits, sweatshirts, T-shirts, leotards, etc.,
- vests, underpants, socks, stockings, tights, petticoats, brassieres, knickers, slips, girdles, corsets, body stockings, etc.,
- pyjamas, night-shirts, night dresses, housecoats, dressing gowns, bathrobes, etc.,
- baby clothes and babies' booties made of fabric.
- ties, handkerchiefs, scarves, squares, gloves, mittens, muffs, belts, braces, aprons, smocks, bibs, sleeve protectors, hats, caps, berets, bonnets, etc.,
- sewing threads, knitting yarns and accessories for making clothing such as buckles, buttons, press-studs, zip-fasteners, ribbons, laces, trimmings, etc.,
- dry-cleaning, laundering and dyeing of garments,
- darning, mending, repair and altering of garments,
- hire of garments.

- **CSP05 Footwear**

- all footwear for men, women, children (three to 13 years) and infants (0 to two years) including sports footwear suitable for everyday or leisure wear (shoes for jogging, cross-training, tennis, basketball, boating, etc.),
- repair of footwear; shoe cleaning services,
- hire of footwear.
- Includes: gaiters, leggings and similar articles; total value of the repair service (that is, both the cost of labour and the cost of materials are covered).
- Excludes: babies' booties made of fabric; orthopaedic footwear; game-specific footwear (ski boots, football boots, golfing shoes and other such footwear fitted with ice skates, rollers, spikes, studs, etc.); shin-guards, cricket pads and other such protective apparel for sport; polishes, creams and other shoe-cleaning articles; repair or hire of game-specific footwear (ski boots, football boots, golfing shoes and other such footwear fitted with ice skates, rollers, spikes, studs, etc.).

- **CSP06 Furniture and furnishings, carpets and other floor coverings**

- beds, sofas, couches, tables, chairs, cupboards, chests of drawers and

- bookshelves,
 - lighting equipment such as ceiling lights, standard lamps, globe lights and bedside lamps,
 - pictures, sculptures, engravings, tapestries and other art objects including reproductions of works of art and other ornaments,
 - screens, folding partitions and other furniture and fixtures.
 - loose carpets, fitted carpets, linoleum and other such floor coverings.
 - Repair of furniture, furnishings and floor coverings
- CSP07 Household textiles
 - furnishing fabrics, curtain material, curtains, double curtains, awnings, door curtains and fabric blinds,
 - bedding such as futons, pillows, bolsters and hammocks,
 - bed linen such as sheets, pillowcases, blankets, travelling rugs, plaids, eiderdowns, counterpanes and mosquito nets,
 - table linen and bathroom linen such as tablecloths, table napkins, towels and face- clothes,
 - other household textiles such as shopping bags, laundry bags, shoe bags, covers for clothes and furniture, flags, sunshades, etc.,
 - repair of such articles.
- CSP08 Household appliances
 - refrigerators, freezers and fridge-freezers,
 - washing-machines, dryers, drying cabinets, dishwashers, ironing and pressing machines,
 - cookers, spit roasters, hobs, ranges, ovens and micro-wave ovens,
 - air conditioners, humidifiers, space heaters, water heaters, ventilators and extractor hoods,
 - vacuum cleaners, steam-cleaning machines, carpet shampooing machines and machines for scrubbing, waxing and polishing floors,
 - other major household appliances such as safes, sewing machines, knitting machines, water softeners, etc.,
 - coffee mills, coffee makers, juice extractors, can openers, food mixers, deep fryers, meat grills, knives, toasters, ice cream makers, sorbet makers, yoghurt makers, hotplates, irons, kettles, fans, electric blankets, etc.
 - repair of household appliances.
- CSP09 Glassware, tableware and household utensils
 - glassware, crystal-ware, ceramic ware and chinaware of the kind used for table, kitchen, bathroom, toilet, office and indoor decoration,
 - cutlery, flatware and silverware,
 - non-electric kitchen utensils of all materials such as saucepans, stew pots, pressure cookers, frying pans, coffee mills, purée-makers, mincers, hotplates, household scales and other such mechanical devices,
 - non-electric household articles of all materials such as containers for

bread, coffee, spices, etc., waste bins, waste-paper baskets, laundry baskets, portable money-boxes and strong-boxes, towel rails, bottle racks, irons and ironing boards, letter boxes, feeding bottles, thermos flasks and ice boxes,

- repair of such articles.
- CSP10 Tools and equipment for house and garden
 - motorised tools and equipment such as electric drills, saws, sanders and hedge cutters, garden tractors, lawn mowers, cultivators, chain saws and water pumps,
 - repair of such articles,
 - hand tools such as saws, hammers, screwdrivers, wrenches, spanners, pliers, trimming knives, rasps and files,
 - garden tools such as wheel barrows, watering cans, hoses, spades, shovels, rakes, forks, scythes, sickles and secateurs,
 - ladders and steps,
 - door fittings (hinges, handles and locks), fittings for radiators and fireplaces, other metal articles for the house (curtain rails, carpet rods, hooks, etc.) or for the garden (chains, grids, stakes and hoop segments for fencing and bordering),
 - small electric accessories such as power sockets, switches, wiring flex, electric bulbs, fluorescent lighting tubes, torches, flashlights, hand-lamps, electric batteries for general use, bells and alarms,
 - repair of such articles.
 - Includes: charges for the leasing or rental of do-it-yourself machinery and equipment.
- CSP11 Goods and services for routine household maintenance
 - cleaning and maintenance products such as soaps, washing powders, washing liquids, scouring powders, detergents, disinfectant bleaches, softeners, conditioners, window-cleaning products, waxes, polishes, dyes, unblocking agents, disinfectants, insecticides, fungicides and distilled water,
 - articles for cleaning such as brooms, scrubbing brushes, dust pans and dust brushes, dusters, tea towels, floorcloths, household sponges, scourers, steel wool and chamois leathers,
 - paper products such as filters, tablecloths and table napkins, kitchen paper, vacuum cleaner bags and cardboard tableware, including aluminium foil and plastic bin liners,
 - other non-durable household articles such as matches, candles, lamp wicks, methylated spirits, clothes pegs, clothes hangers, pins, safety pins, sewing needles, knitting needles, thimbles, nails, screws, nuts and bolts, tacks, washers, glues and adhesive tapes for household use, string, twine and rubber gloves
 - Includes: polishes, creams and other shoe-cleaning articles.
 - domestic services supplied by paid staff employed in private service such as butlers, cooks, maids, drivers, gardeners, governesses, secretaries, tutors and au pairs,
 - similar services, including baby-sitting and housework, supplied by

- enterprises or self-employed persons,
- household services such as window cleaning, disinfecting, fumigation and pest extermination,
- dry-cleaning, laundering and dyeing of household linen, household textiles and carpets,
- hire of furniture, furnishings, carpets, household equipment and household linen.
- CSP12 Medical products, appliances and equipment
 - This group covers medicaments, prostheses, medical appliances and equipment and other health-related products purchased by individuals or households, either with or without a prescription, usually from dispensing chemists, pharmacists or medical equipment suppliers. They are intended for consumption or use outside a health facility or institution. Such products supplied directly to out-patients by medical, dental and paramedical practitioners or to in-patients by hospitals and the like are included in out-patient services or hospital services.
- CSP13 Consumer electronics, photographic and IT equipment
 - television sets, video-cassette players and recorders, television aerials of all types,
 - radio sets, car radios, radio clocks, two-way radios, amateur radio receivers and transmitters,
 - gramophones, tape players and recorders, cassette players and recorders, CD- players, personal stereos, stereo systems and their constituent units (turntables, tuners, amplifiers, speakers, etc.), microphones and earphones.
 - still cameras, movie cameras and sound-recording cameras, video cameras and cam- corders, film and slide projectors, enlargers and film processing equipment, accessories (screens, viewers, lenses, flash attachments, filters, exposure meters, etc.),
 - binoculars, microscopes, telescopes and compasses.
 - personal computers and visual display units, printers, software and miscellaneous accessories accompanying them,
 - calculators, including pocket calculators,
 - typewriters and word processors.
 - records and compact discs,
 - pre-recorded tapes, cassettes, video cassettes, diskettes and CD-ROMs for tape recorders, cassette recorders, video recorders and personal computers,
 - unrecorded tapes, cassettes, video cassettes, diskettes and CD-ROMs for tape recorders, cassette recorders, video recorders and personal computers,
 - unexposed films, cartridges and discs for photographic and cinematographic use.
 - repair of audio-visual, photographic and information processing equipment.

- CSP14 Other major durables for recreation and culture
 - camper vans, caravans and trailers,
 - aeroplanes, micro light aircraft, gliders, hang-gliders and hot-air balloons,
 - boats, outboard motors, sails, rigging and superstructures,
 - horses and ponies, horse or pony drawn vehicles and related equipment (harnesses, bridles, reins, saddles, etc.),
 - major items for games and sport such as canoes, kayaks, wind-surfing boards, sea- diving equipment and golf carts,
 - musical instruments of all sizes, including electronic musical instruments, such as pianos, organs, violins, guitars, drums, trumpets, clarinets, flutes, recorders, harmonicas, etc.,
 - billiard tables, ping-pong tables, pin-ball machines, gaming machines, etc.
 - maintenance and repair of other major durables for recreation and culture.
- CSP15 Other recreational items and equipment, gardens and pets
 - card games, parlour games, chess sets and the like,
 - toys of all kinds including dolls, soft toys, toy cars and trains, toy bicycles and tricycles, toy construction sets, puzzles, plasticine, electronic games, masks, disguises, jokes, novelties, fireworks and rockets, festoons and Christmas tree decorations,
 - stamp-collecting requisites (used or cancelled postage stamps, stamp albums, etc.), other items for collections (coins, medals, minerals, zoological and botanical specimens, etc.) and other tools and articles n.e.c. for hobbies.
 - Gymnastic, physical education and sport equipment such as balls, shuttlecocks, nets, rackets, bats, skis, golf clubs, foils, sabres, poles, weights, discuses, javelins, dumb- bells, chest expanders and other body-building equipment,
 - parachutes and other sky-diving equipment,
 - firearms and ammunition for hunting, sport and personal protection,
 - fishing rods and other equipment for fishing,
 - equipment for beach and open-air games such as bowls, croquet, frisbee, volleyball and inflatable boats, rafts and swimming pools,
 - camping equipment such as tents and accessories, sleeping bags, back-packs, air mattresses and inflating pumps, camping stoves and barbecues,
 - repair of such articles.
 - Natural or artificial flowers and foliage, plants, shrubs, bulbs, tubers, seeds, fertilisers, composts, garden peat, turf for lawns, specially treated soils for ornamental gardens, horticultural preparations, pots and pot holders.
 - pets, pet foods, veterinary and grooming products for pets, collars, leashes, kennels, birdcages, fish tanks, cat litter, etc.,

- veterinary and other services for pets such as grooming, boarding, tattooing and training
- CSP16 Recreational and cultural services
 - Services provided by:
 - sports stadia, horse-racing courses, motor-racing circuits, velodromes, etc.
 - skating rinks, swimming pools, golf courses, gymnasia, fitness centres, tennis courts, squash courts and bowling alleys,
 - fairgrounds and amusement parks,
 - roundabouts, see-saws and other playground facilities for children,
 - pin-ball machines and other games for adults and games of chance,
 - ski slopes, ski lifts and the like,
 - hire of equipment and accessories for sport and recreation, such as aeroplanes, boats, horses, skiing and camping equipment,
 - out-of-school individual or group lessons in bridge, chess, aerobics, dancing, music, skating, skiing, swimming or other pastimes,
 - services of mountain guides, tour guides, etc.,
 - navigational aid services for boating.
 - cinemas, theatres, opera houses, concert halls, music halls, circuses, sound and light shows,
 - museums, libraries, art galleries, exhibitions,
 - historic monuments, national parks, zoological and botanical gardens, aquaria,
 - hire of equipment and accessories for culture, such as television sets, video cassettes, etc.,
 - television and radio broadcasting, in particular licence fees for television equipment and subscriptions to television networks,
 - services of photographers such as film developing, print processing, enlarging, portrait photography, wedding photography, etc.
- CSP17 Newspapers, books and stationery
 - Refers to that part of expenditure paid by consumers and not reimbursed by government, social security, or NPISHs.
- CSP18 Catering services
 - catering services (meals, snacks, drinks and refreshments) provided by restaurants, cafés, buffets, bars, tea-rooms, etc., including those provided:
 - in places providing recreational, cultural, sporting or entertainment services: theatres, cinemas, sports stadia, swimming pools, sports complexes, museums, art galleries, night clubs, dancing establishments, etc.,
 - on public transport (coaches, trains, boats, aeroplanes, etc.) when priced separately,

- also included are:
 - the sale of food products and beverages for immediate consumption by kiosks, street vendors and the like, including food products and beverages dispensed ready for consumption by automatic vending machines,
 - the sale of cooked dishes by restaurants for consumption off their premises,
 - the sale of cooked dishes by catering contractors whether collected by the customer or delivered to the customer's home.
 - catering services of works canteens, office canteens and canteens in schools, universities and other educational establishments.
- CSP19 Personal care
 - Services of hairdressing salons, barbers, beauty shops, manicures, pedicures, Turkish baths, saunas, solaria, non-medical massages, etc.
 - electric razors and hair trimmers, hand-held and hood hair dryers, curling tongs and styling combs, sunlamps, vibrators, electric toothbrushes and other electric appliances for dental hygiene, etc.,
 - repair of such appliances,
 - non-electric appliances: razors and hair trimmers and blades therefore, scissors, nail files, combs, shaving brushes, hairbrushes, toothbrushes, nail brushes, hairpins, curlers, personal weighing machines, baby scales, etc.,
 - articles for personal hygiene: toilet soap, medicinal soap, cleansing oil and milk, shaving soap, shaving cream and foam, toothpaste, etc.,
 - beauty products: lipstick, nail varnish, make-up and make-up removal products (including powder compacts, brushes and powder puffs), hair lacquers and lotions, pre-shave and after-shave products, sun-bathing products, hair removers, perfumes and toilet waters, personal deodorants, bath products, etc.,
 - other products: toilet paper, paper handkerchiefs, paper towels, sanitary towels, cotton wool, cotton tops, babies' napkins, toilet sponges, etc.
- CSP20 Personal effects (Jewellery, clocks, watches and other effects)
 - precious stones and metals and jewellery fashioned out of such stones and metals,
 - costume jewellery, cufflinks and tiepins,
 - clocks, watches, stop-watches, alarm clocks, travel clocks,
 - repair of such articles.
 - Travel goods and other carriers of personal effects: suitcases, trunks, travel bags, attaché cases, satchels, handbags, wallets, purses, etc.,
 - articles for babies: baby carriages, pushchairs, carry cots, recliners, car beds and seats, back-carriers, front carriers, reins and harnesses, etc.,

- articles for smokers: pipes, lighters, cigarette cases, cigar cutters, etc.,
- miscellaneous personal articles: sunglasses, walking sticks and canes, umbrellas and parasols, fans, key rings, etc.,
- funerary articles: coffins, gravestones, urns, etc.,
- repair of such articles.