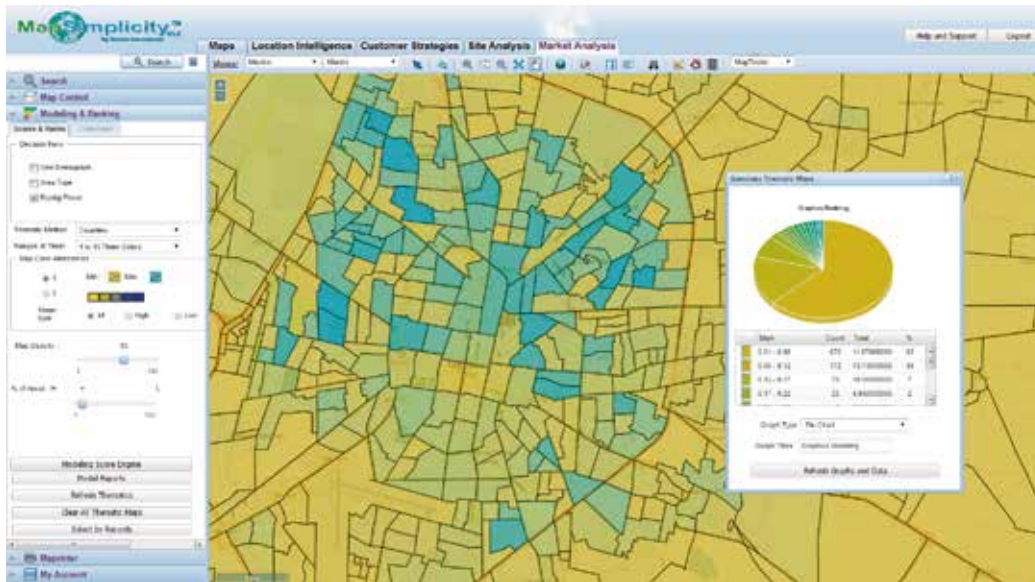


# BUYING POWER

Buying Power is the ability of a family to buy different products, goods and services from their income ...!



Geobis International has updated Buying Power Information for all families living in different countries throughout of the region of the Americas and the Caribbean, this data is available at different levels such as: Country, State, Parish, Municipality, City, Neighborhood and Block details.

Knowing that Buying Power is of vital for making better business decisions in any analyses, including demographics or market potential, you can request this information in many different formats, such as:

- Thematic Maps
- Custom Reports
- Scoring Summary Maps
- Customer Strategies
- Site Analysis
- Modeling Analytics
- Network Optimization
- Products Kickoff
- Online Platforms \*
- MapSimplicity
- Smart Phones & Tablets Applications

## Buying Power Variables

- Socio Economic Strata
- Monthly Income In Us\$
- Total Number of Houses
- Total Number of Householders
- Total Population
- Food
- Cleaning Materials
- Personal Care
- Sumptuous Expenses
- Rent - Mortgage
- Renovation and Construction
- Public Services
- Health
- Education
- Transport
- Entertainment
- Cable TV
- Communications
- Computer Equipment And Internet
- Drinks
- Debit Card
- Credit Card
- Clothing
- Cultural Activities
- Newspapers and Magazines
- Books
- Financial Obligations
- Savings And Investment

## Key Services

- Location Intelligence
- Customer Strategies
- Modeling Analytics
- Geocoding \* GeDots

**For more detailed information please contact us.**