



Location overview

Rynek, Kluczbork, gmina Kluczbork, powiat kluczborski, województwo opolskie, 46-200, Polska

Catchment: 15 min on foot

Residents in the catchment

**approximately
15 150 people**

Similar businesses

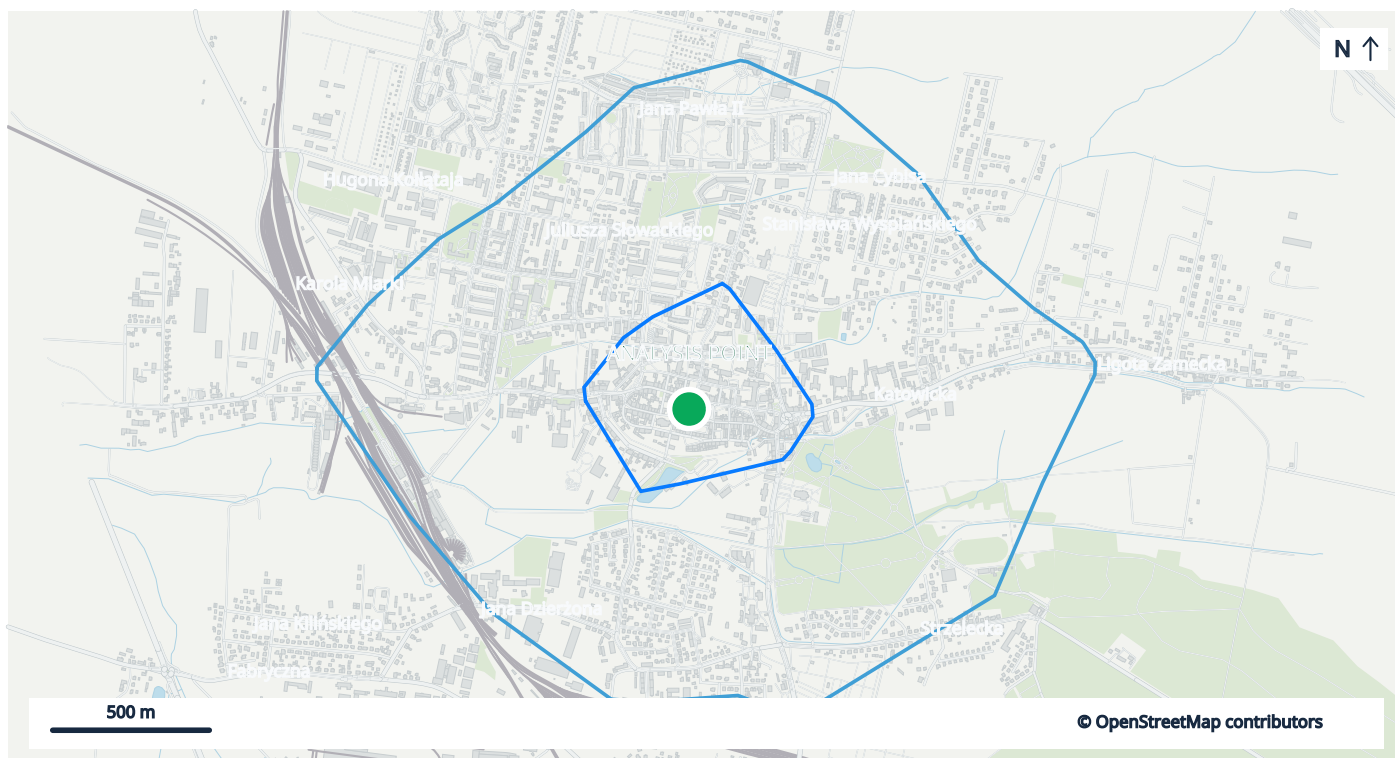
19 objects

Nearest similar business

61 m

Catchment area

3,36 km²



Full analysis area on the saved street basemap. Catchment contours: 5 min · 15 min; may extend beyond the frame.

The 5-minute zone contains approximately 18% of the full catchment population and 11 of 19 similar businesses (58%).

Read the resident market together with nearby supply and ease of access to identify the address's strengths.

Share of the 5-minute zone in the full catchment

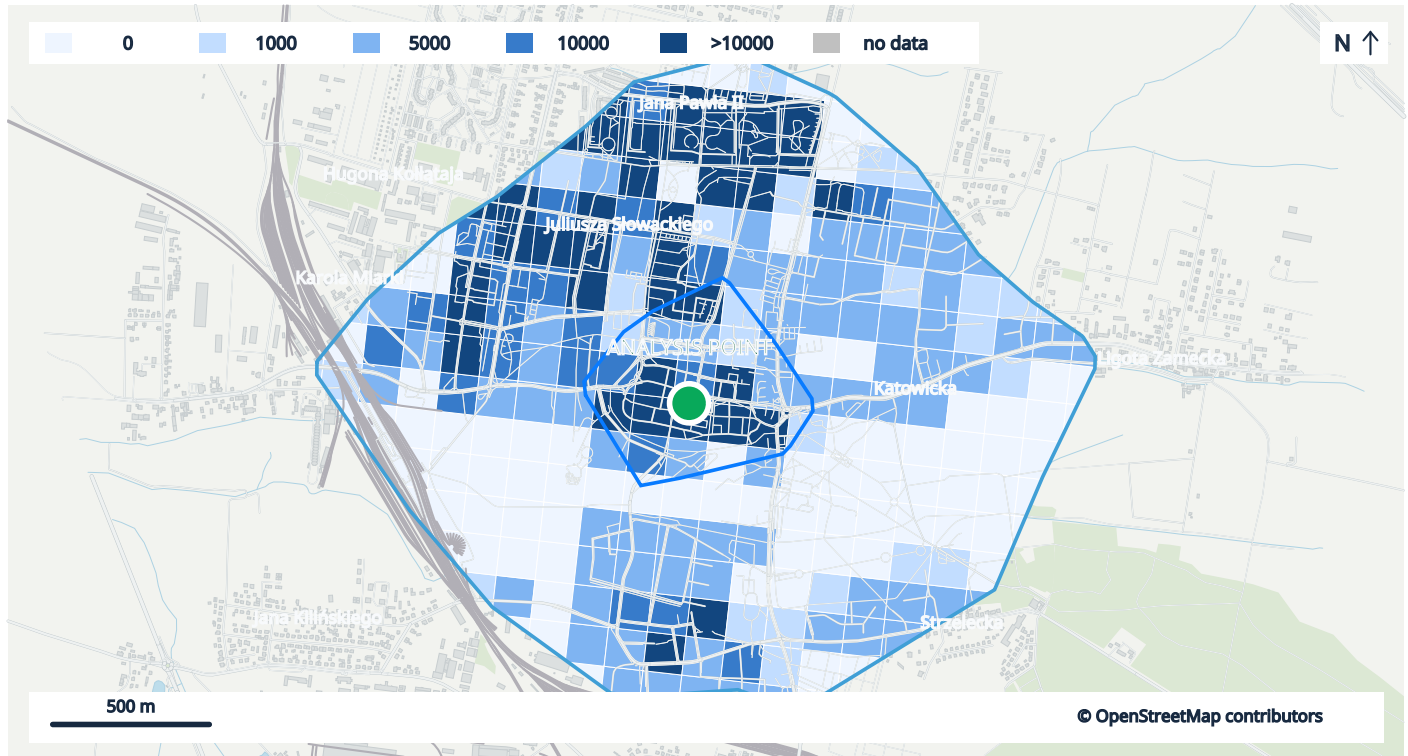




Residents and catchment

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We estimate population using the Statistics Poland census grid. Cells crossing the catchment boundary contribute in proportion to their overlapping area. The result describes the resident base at the census date given in the sources.



Population density: people/km², NSP 2021. Fixed colour scale; grey means no value. Visualisation grid 125 m, source calculations 125 m.

Cumulative catchments

Catchment	Population · 2021 census	Similar	Per 1,000 residents
Up to 5 min	approx. 2 740	11	4,01
Up to 15 min	approx. 15 150	19	1,25

Additional ring

Ring	Population · 2021 census	Similar
5-15 min	approx. 12 410	8

Cumulative catchments show the entire market reachable within each time. Additional rings show how many residents and businesses are added when travel time increases.

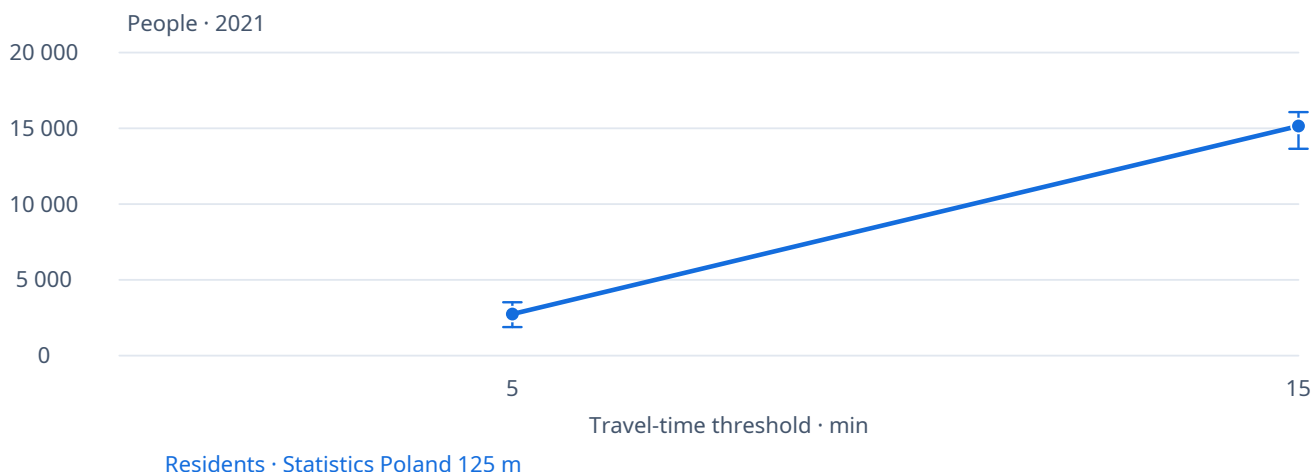


How market reach grows

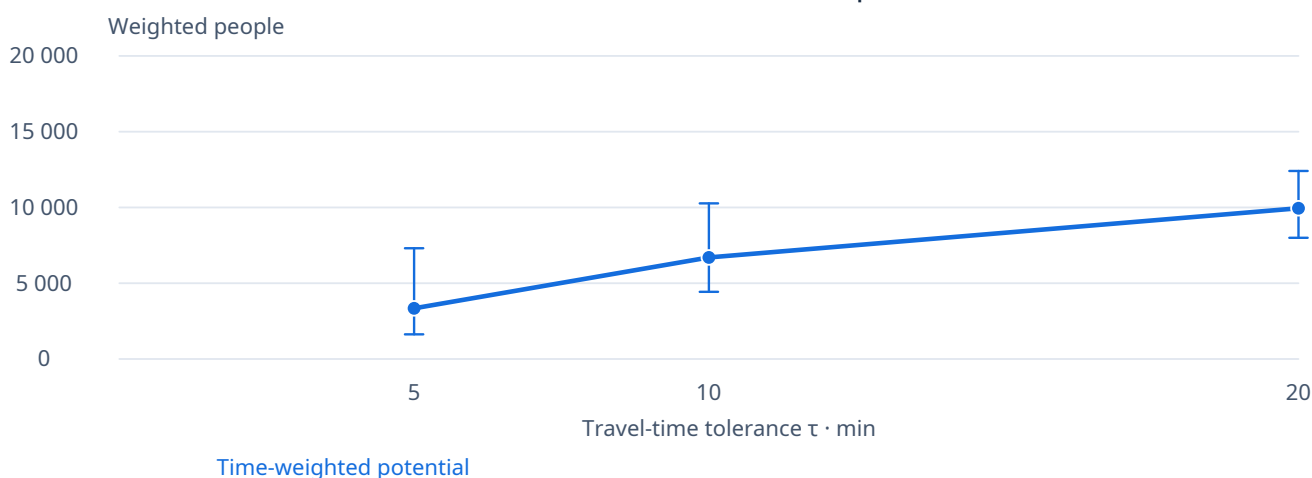
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The first chart shows how many residents are reached with longer travel times. The second shows how the same area's potential changes when customers are more willing to travel from farther away.

Residents and travel time



Same area, three model assumptions



Upper chart: a steep rise indicates many additional residents as travel time increases. Points show estimates; bars show the effect of cells crossing the area boundary.

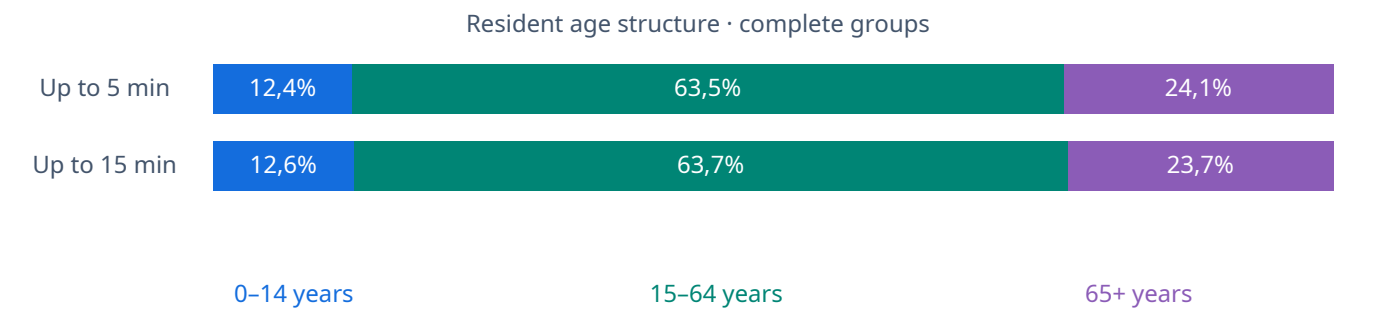
Lower chart: nearby residents have greater weight. A larger τ increases the influence of farther areas; a strong rise indicates a substantial base beyond the immediate neighbourhood. Bars span the results obtained using each time band's start or end.



Residents by age and sex

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Statistics Poland, 2021 census: resident population on a 1 km grid. Each cell contributes in proportion to its overlapping area, assuming a uniform distribution within the cell. This dataset is separate from the national population on the 125 m grid; their denominators are not combined. Values withheld for statistical confide...



Resident population by catchment · 2021 census

Group	Up to 5 min	Up to 15 min
Total resident population	approx. 2 330	approx. 12 170
Age 0-14	approx. 290	approx. 1 530
Age 15-64	approx. 1 480	approx. 7 750
Age 65+	approx. 560	approx. 2 890
Men	approx. 1 090	approx. 5 720
Women	approx. 1 240	approx. 6 450

Partial values include only cells with available information. Values withheld for statistical confidentiality are not imputed.

The 1 km grid compares surrounding age structure. Group shares help tailor an offer to children, adults and older residents.



Supply structure in the catchment

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Catchment: 15 min on foot. Each outer zone also includes supply from the inner zones.

Match types

Type	Up to 5 min	Up to 15 min
Similar businesses	11	19
Related supply	10	21
Alternatives	0	0
Unclassified	0	0

Density of similar supply

Catchment	Objects / km ²	Objects / 1,000 residents
Up to 5 min	35,36	4,01
Up to 15 min	5,66	1,25

The selected profile defines the match rules. Similar businesses provide a comparable service; related supply and alternatives have a weaker or different relationship. Separate groups make these roles visible.

Per km² describes spatial density. Per 1,000 residents compares recorded supply with population in the same catchment. Use both to distinguish service clusters from markets with a large resident base.

Supply-to-population concentration ratio: 3,2. The inner zone's share of similar businesses is 3,2 times its share of the full catchment population. This is a comparison within this location.

For this profile, the list is based on mapped sources. Confirming the offer and opening hours of selected businesses improves the local comparison.

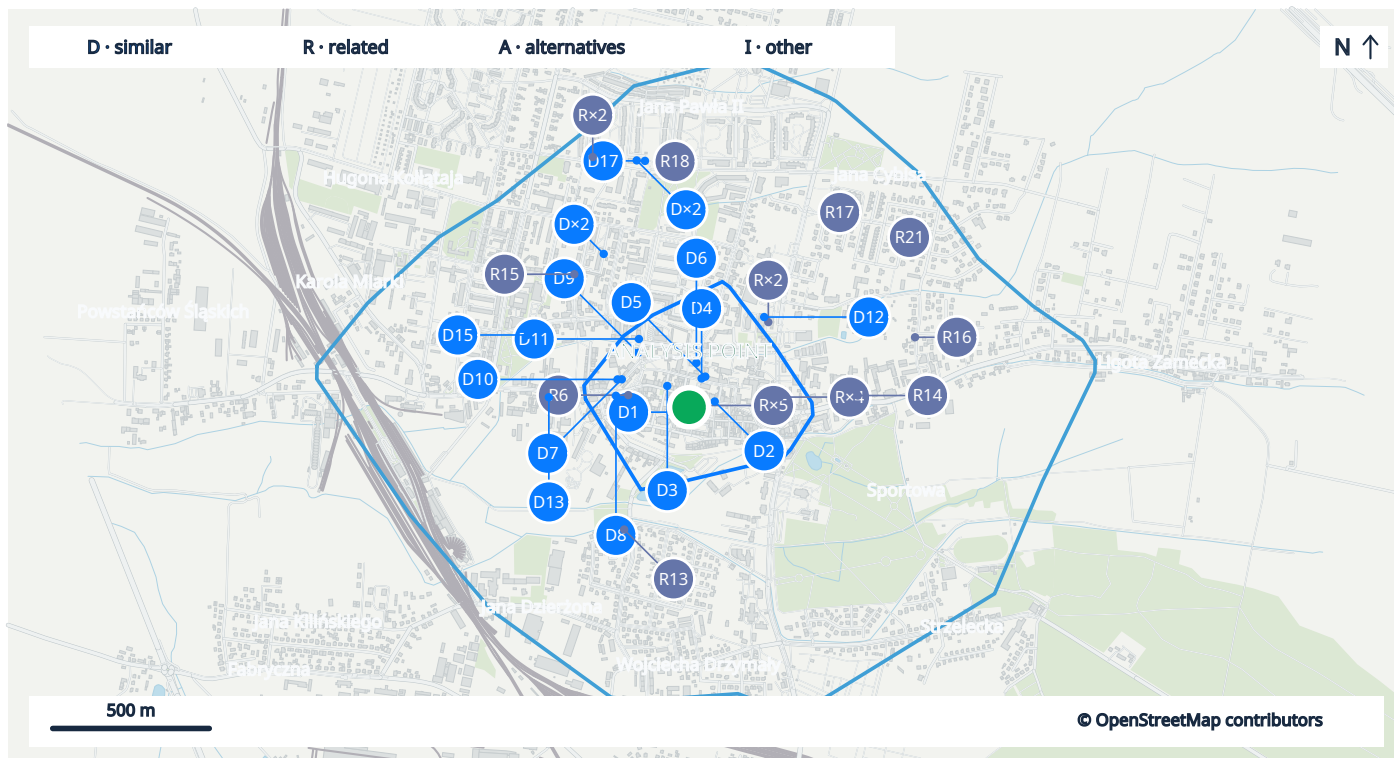
Compare locations using the same profile, travel time, direction and data edition. Format details such as capacity, prices and service range then help assess individual businesses.



Existing supply

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10 of 19 similar businesses in the selected area, ordered from the nearest. Full lists and other match types are available in the app.



Full analysis area. 40 objects in the frame; × shows the number of points in a cluster. Catchment contours: 5 min · 15 min; may extend beyond the frame.

Nearest similar businesses

No.	Name	Address	Distance
D1	Gaja. Studio urody. Gabinet fryzjersko - kosmetyczny. Krzyżanowska Małgorzata	marsz. Piłsudskiego 1	61 m
D2	Studio Fryzjerskie Trendy hair fashion	Rynek 22	84 m
D3	77 Barber. Fryzjer męski Kluczbork	ks. Ściegiennego 11	97 m
D4	Unnamed competitor	Address unavailable	100 m
D5	Staszewski Piotr Staszewski Hairdesign	ul. Podwale 16	111 m
D6	Pink Diamonds Małgorzata Biriuk	ul. Paderewskiego 3 lok. 3	143 m
D7	Heaven Barbershop	Grunwaldzka 6/2	233 m
D8	Salonik fryzjerski Kluczbork	Mickiewicza 2	236 m
D9	Brodacki Hubert	Grunwaldzka 14	238 m
D10	Salon Fryzjerski Ewa Szydlík	ul. Grunwaldzka 6 lok. 2	245 m

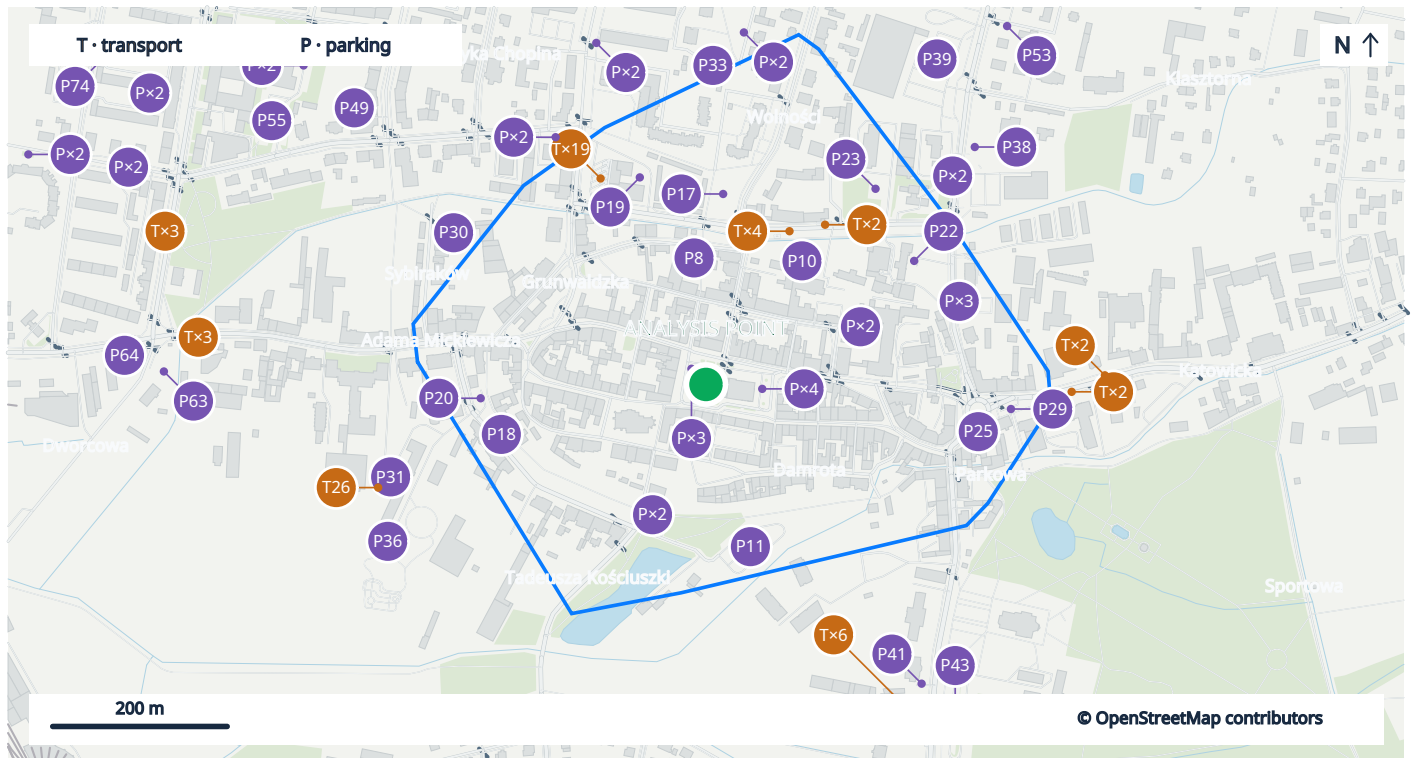
Businesses are ordered by straight-line distance. Compare their location, offer and opening hours to identify the customer's nearest alternatives.



Walking, driving and parking

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Nearby stops, crossings and parking facilities show practical ways to reach the area. Distances in the table are measured in a straight line.



Immediate surroundings. 97 objects in the frame; x shows the number of points in a cluster. Short grey lines: mapped pedestrian crossings. Catchment contours: 5 min · 15 min; may extend beyond the frame.

Nearest infrastructure

Type	Object	Distance	Available information
Transport	Moniuszki	186 m	Platform
Transport	Dworzec Autobusowy PKS Kluczbork	243 m	Platform
Transport	Peron 1	246 m	Platform
Parking with explicit access information	Unnamed feature	14 m	Paid; capacity unknown
Parking with explicit access information	Unnamed feature	31 m	Paid; capacity unknown
Parking with explicit access information	Unnamed feature	69 m	Paid; capacity unknown

Car parks in the dataset: 98; explicit access: 32, customers: 21, private: 4, unknown access: 41. Capacity is recorded for 1 of 32 explicit-access facilities. Car parks and individual parking spaces are not added together.

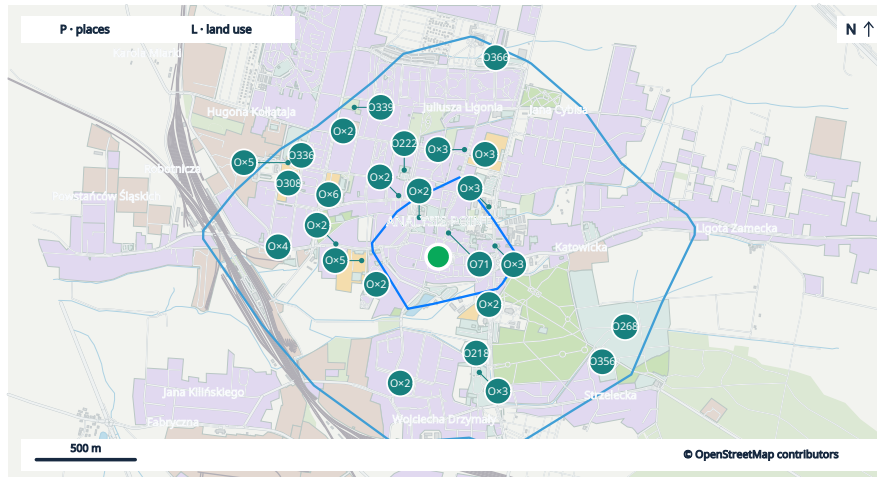
For each stop name, the table shows the nearest recorded point. The map and full list also include other platforms and stop positions.



Area character

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Neighbourhood functions show everyday reasons for visiting: shopping, education, health and other activities. Compare them with the planned offer to understand the area's character.



Mapped land uses and selected shopping, education, healthcare, culture and recreation destinations: 58 objects. The full supply is listed in the table and app. Catchment contours: 5 min · 15 min; may extend beyond the frame.

Neighbourhood functions

Function	Objects
Services and other supply	182
Shopping	39
Personal services	34
Education	34
Food service	32
Healthcare	26
Culture and leisure	12
Accommodation	2

Mapped land use

Function	Area km ²
Residential	1,66
park	0,25
Industrial	0,17
Sports centres	0,13
Schools	0,07
Hospitals	0,03

Largest categories. Approximately 30% of the catchment is unclassified in this layer. Categories may overlap; do not sum them to 100%.

Diversity of functions: 4,84 effective categories. Effective number of equally represented function groups based on Shannon entropy (Jost, 2006). A higher value means a more balanced mix across eight fixed groups.



Built environment and area scale

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Building counts and footprints describe development scale. They distinguish fine-grained residential fabric from areas dominated by large buildings and relate them to neighbourhood functions.

Saved analysis grid

Measure	Value
Buildings assigned to grid cells	2 234
Total building footprint	521 141,09 m ²
Average assigned building footprint	233,28 m ²
Buildings / km ² of catchment	664,94
Grid-cell side	250 m
Saved grid cells	54
Retrieval status	Available

Approximate split by catchment

Catchment	Grid cells	Buildings	Footprints m ²
Up to 5 min	4	360	72 485,22
Up to 15 min	54	2 234	521 141,09

A building is assigned to a grid cell and the cell to a catchment by its centre. Near a boundary this is an approximation governed by the cell size, which indicates the spatial detail of the split.

The total footprint describes the ground area occupied by assigned buildings. Together with the average footprint it helps compare building scale; boundary objects follow the grid assignment.

Many small buildings and a few large buildings form different urban settings. Counts and footprint area complement each other when assessing the built environment.

The surroundings chapter adds land-use functions. Resident data is presented separately, while detailed built-environment signals are available in the full analysis data.



How to interpret these figures

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An observation comes directly from a source, an estimate combines data with the catchment, and a scenario shows the result under selected assumptions. The tables below explain coverage and interpretation.

Effect of cells crossing the catchment boundary

Catchment	Fully contained cells	Area-weighted estimate	All intersecting cells
Up to 5 min	approx. 1 880	approx. 2 740	approx. 3 520
Up to 15 min	approx. 13 650	approx. 15 150	approx. 16 070

Fully contained cells lie entirely within the catchment. The last column sums the full population of every intersecting cell. These are geometric bounds, not a confidence interval.

Field completeness in the full dataset

Dataset	Records	Geometry	Address	Opening hours
Businesses	42	42	39	0
Surroundings	1224	1224	333	58

Counts refer to saved records, including those outside the isochrone. They do not measure the source's share of all real businesses.

We estimate population using the Statistics Poland census grid. Cells crossing the catchment boundary contribute in proportion to their overlapping area. The result describes the resident base at the census date given in the sources. Cells crossing the catchment boundary contribute in proportion to their overlapping area.

Cumulative accessibility $A(t)$ is the number of supply points inside isochrone t . Catchments use a network model; table distances are straight-line distances.

Concentration ratio = (inner supply / total supply) / (inner population / total population). It is omitted when a denominator is missing or source coverage is partial.

Several sources can describe the same place or rely on related data. Consolidation removes identified duplicates; multiple sources do not necessarily mean independent confirmations.

Accessibility methods: Geurs, Accessibility: perspectives, measures and applications. Definitions, formulas and references are also included in the app's detailed data and HTML export.



Sources and field checks

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The table gives the date and provenance of each dataset. The following checks add property-specific evidence to the analysis.

Source status

Source	Data date / version	Retrieved / calculated	Status
Surroundings · open sources	Unknown	2026-09-07	Available
OpenStreetMap · buildings	Unknown	Unknown	Available
OpenRouteService	Unknown	Unknown	Available
AllThePlaces · chain store locators	2026-09-05	2026-09-09	Available
Overture Maps · Places	2026-08-19	2026-09-07	Available
Rejestr Aptek · Centrum e-Zdrowia	2026-09-07	2026-09-07	Available
OpenStreetMap	live	2026-09-07	Available
Statistics Poland · resident age structure	2021-03-31	Unknown	Available
Statistics Poland · 2021 census · 125 m population grid	2021-03-31	2026-09-07	Available

Check the entrance, storefront and actual route from the nearest stop and parking facility.

Confirm the activity, offer and opening hours of the nearest similar businesses.

Record the selected property's rent, area, service charges and fit-out costs to compare location potential with opening costs.

Local traffic observations and results from comparable outlets can calibrate the scenario for your business format.

Population: area-weighted intersections of the Statistics Poland grid in EPSG:3035. Ratio: similar businesses / population × 1,000.

Catchments are modelled on the network.