


	1 kilometer	3 kilometer	5 kilometer
2024 Population Totals (MBR)			
2024 Total Population	66,020	503,824	1,055,778
2024 Population Density (per sq. km)	21,025.5	17,828.2	13,446.0
2024 Population Per Mill	0.3	2.4	5.1
2024 Total Population Age 0-14	6,633	50,746	111,614
2024 Total Population Age 15-29	13,880	101,160	203,702
2024 Total Population Age 30-44	15,915	120,223	248,359
2024 Total Population Age 45-59	13,671	105,410	223,784
2024 Total Population Age 60+	15,922	126,265	268,286
2024 Male Population Totals (MBR)			
2024 Total Male Population	29,648	230,511	480,936
2024 Male Population Age 0-14	3,384	25,899	56,932
2024 Male Population Age 15-29	6,938	50,938	101,775
2024 Male Population Age 30-44	7,591	59,144	120,348
2024 Male Population Age 45-59	5,877	46,945	100,064
2024 Male Population Age 60+	5,858	47,585	101,818
2024 Female Population Totals (MBR)			
2024 Total Female Population	36,373	273,293	574,809
2024 Female Population Age 0-14	3,250	24,846	54,682
2024 Female Population Age 15-29	6,943	50,223	101,927
2024 Female Population Age 30-44	8,323	61,079	128,012
2024 Female Population Age 45-59	7,794	58,465	123,720
2024 Female Population Age 60+	10,064	78,681	166,469
2024 Household Totals (MBR)			
2024 Total Households	34,812	252,730	503,299
2024 Average Household Size	1.9	2.0	2.1
2024 Educational Attainment (MBR)			
2024 Pop: No Education/Illiterate	32,565	247,315	519,078
2024 Pop: Primary Education (ISCED 1 and 2)	8,408	64,467	134,865
2024 Pop: Upper Secondary Education (ISCED 3)	14,028	107,593	225,105
2024 Pop: Post Secondary Education (ISCED 4 and 5)	0	0	0
2024 Pop: Tertiary Education (ISCED 6 to 8)	10,620	81,448	170,421
2024 Pop: Education Unknown	399	3,002	6,308
2024 Purchasing Power (MBR)			
2024 Purchasing Power: Total	R\$6,737,116,591	R\$60,926,742,483	R\$130,107,013,839
2024 Purchasing Power: Per Mill	1.0	9.3	19.9
2024 Purchasing Power: Per Capita	R\$102,047	R\$120,929	R\$123,233
2024 Purchasing Power: Index	322	381	389
2024 Food & Beverage Expenditures (MBR)			
2024 Food & Beverage: Total	R\$682,277,007	R\$5,600,260,511	R\$11,739,909,907
2024 Food & Beverage: Per Mill	0.6	4.7	9.9
2024 Food & Beverage: Per Capita	R\$10,334	R\$11,116	R\$11,120
2024 Food & Beverage: Index	180	194	194
2024 Alcoholic Beverage Expenditures (MBR)			
2024 Alcoholic Beverage: Total	R\$56,685,937	R\$468,242,121	R\$979,041,872
2024 Alcoholic Beverage: Per Mill	0.7	5.4	11.4
2024 Alcoholic Beverage: Per Capita	R\$859	R\$929	R\$927
2024 Alcoholic Beverage: Index	206	223	222


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Source: Esri and Michael Bauer Research

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2024 Tobacco Expenditures (MBR)			
2024 Tobacco: Total	R\$36,346,147	R\$281,375,949	R\$579,648,573
2024 Tobacco: Per Mill	0.5	3.5	7.2
2024 Tobacco: Per Capita	R\$551	R\$558	R\$549
2024 Tobacco: Index	141	143	141
2024 Clothing Expenditures (MBR)			
2024 Clothing: Total	R\$156,174,260	R\$1,324,348,143	R\$2,805,700,363
2024 Clothing: Per Mill	0.7	5.8	12.2
2024 Clothing: Per Capita	R\$2,366	R\$2,629	R\$2,657
2024 Clothing: Index	213	237	239
2024 Footwear Expenditures (MBR)			
2024 Footwear: Total	R\$58,281,781	R\$492,000,414	R\$1,041,370,341
2024 Footwear: Per Mill	0.6	5.4	11.4
2024 Footwear: Per Capita	R\$883	R\$977	R\$986
2024 Footwear: Index	200	221	223
2024 Furniture & Furnishing Expenditures (MBR)			
2024 Furniture/Furnishing: Total	R\$54,424,335	R\$458,614,058	R\$967,984,722
2024 Furniture/Furnishing: Per Mill	0.7	5.7	12.0
2024 Furniture/Furnishing: Per Capita	R\$824	R\$910	R\$917
2024 Furniture/Furnishing: Index	211	232	234
2024 Household Textiles Expenditures (MBR)			
2024 Household Textiles: Total	R\$14,819,118	R\$123,981,961	R\$261,497,504
2024 Household Textiles: Per Mill	0.6	5.4	11.5
2024 Household Textiles: Per Capita	R\$224	R\$246	R\$248
2024 Household Textiles: Index	203	223	224
2024 Household Appliances Expenditures (MBR)			
2024 Household Appliances: Total	R\$36,543,397	R\$301,997,135	R\$635,454,394
2024 Household Appliances: Per Mill	0.6	4.9	10.2
2024 Household Appliances: Per Capita	R\$554	R\$599	R\$602
2024 Household Appliances: Index	184	199	200
2024 Household Utensils Expenditures (MBR)			
2024 Household Utensils: Total	R\$15,249,240	R\$127,673,613	R\$269,729,583
2024 Household Utensils: Per Mill	0.6	5.2	11.0
2024 Household Utensils: Per Capita	R\$231	R\$253	R\$255
2024 Household Utensils: Index	194	213	215
2024 House & Garden Expenditures (MBR)			
2024 House & Garden Tools: Total	R\$13,476,157	R\$112,782,215	R\$239,196,276
2024 House & Garden Tools: Per Mill	0.6	4.8	10.2
2024 House & Garden Tools: Per Capita	R\$204	R\$224	R\$227
2024 House & Garden Tools: Index	179	197	199
2024 Household Maintenance Expenditures (MBR)			
2024 Household Maintenance: Total	R\$169,911,899	R\$1,406,293,618	R\$2,959,502,623
2024 Household Maintenance: Per Mill	0.6	5.0	10.6
2024 Household Maintenance: Per Capita	R\$2,574	R\$2,791	R\$2,803
2024 Household Maintenance: Index	190	206	207

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2024 Medical Products & Supplies Expenditures (MBR)			
2024 Medical Products: Total	R\$117,754,958	R\$970,426,294	R\$2,046,210,760
2024 Medical Products: Per Mill	0.6	5.2	10.9
2024 Medical Products: Per Capita	R\$1,784	R\$1,926	R\$1,938
2024 Medical Products: Index	196	212	213
2024 Consumer Electronics Expenditures (MBR)			
2024 Electronics & IT: Total	R\$20,145,860	R\$169,385,705	R\$357,699,220
2024 Electronics & IT: Per Mill	0.6	5.3	11.3
2024 Electronics & IT: Per Capita	R\$305	R\$336	R\$339
2024 Electronics & IT: Index	198	219	220
2024 Recreation & Culture Durable Expenditures (MBR)			
2024 Recreation Durables: Total	R\$1,574,361	R\$13,425,945	R\$28,597,791
2024 Recreation Durables: Per Mill	0.6	5.5	11.7
2024 Recreation Durables: Per Capita	R\$24	R\$27	R\$27
2024 Recreation Durables: Index	202	226	229
2024 Entertainment Expenditures (MBR)			
2024 Toys/Sports/Pets: Total	R\$21,307,678	R\$179,324,861	R\$380,146,996
2024 Toys/Sports/Pets: Per Mill	0.6	5.2	11.0
2024 Toys/Sports/Pets: Per Capita	R\$323	R\$356	R\$360
2024 Toys/Sports/Pets: Index	192	212	214
2024 Recreational & Cultural Service Expenditures (MBR)			
2024 Recreational Services: Total	R\$33,510,410	R\$278,152,952	R\$585,320,771
2024 Recreational Services: Per Mill	0.6	5.1	10.6
2024 Recreational Services: Per Capita	R\$508	R\$552	R\$554
2024 Recreational Services: Index	190	207	208
2024 Books & Stationery Expenditures (MBR)			
2024 Books & Stationery: Total	R\$13,187,186	R\$109,225,402	R\$230,111,187
2024 Books & Stationery: Per Mill	0.6	5.0	10.4
2024 Books & Stationery: Per Capita	R\$200	R\$217	R\$218
2024 Books & Stationery: Index	187	203	204
2024 Catering Services Expenditures (MBR)			
2024 Catering Services: Total	R\$183,870,366	R\$1,539,855,805	R\$3,252,244,790
2024 Catering Services: Per Mill	0.6	5.4	11.4
2024 Catering Services: Per Capita	R\$2,785	R\$3,056	R\$3,080
2024 Catering Services: Index	201	220	222
2024 Personal Care Expenditures (MBR)			
2024 Personal Care: Total	R\$91,257,644	R\$740,418,574	R\$1,548,508,745
2024 Personal Care: Per Mill	0.5	4.3	9.0
2024 Personal Care: Per Capita	R\$1,382	R\$1,470	R\$1,467
2024 Personal Care: Index	165	176	175
2024 Jewelry & Personal Effects Expenditures (MBR)			
2024 Personal Effects: Total	R\$37,174,557	R\$321,847,541	R\$686,412,797
2024 Personal Effects: Per Mill	0.8	6.9	14.7
2024 Personal Effects: Per Capita	R\$563	R\$639	R\$650
2024 Personal Effects: Index	250	283	288

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