

	1 kilometer	3 kilometer	5 kilometer
<b>2024 Population Totals (MBR)</b>			
2024 Total Population	17,911	202,289	299,766
2024 Total Population Age 0-14	2,722	30,725	45,481
2024 Total Population Age 15-29	2,734	30,859	45,629
2024 Total Population Age 30-44	3,856	43,549	64,467
2024 Total Population Age 45-59	3,866	43,678	64,750
2024 Total Population Age 60+	4,734	53,477	79,439
2024 Population Density (per sq. km)	5,704.1	7,158.1	3,817.7
2024 Population Per Mill	2.8	31.6	46.8
<b>2024 Male Population Totals (MBR)</b>			
2024 Total Male Population	8,428	95,197	141,122
2024 Male Population Age 0-14	1,398	15,790	23,374
2024 Male Population Age 15-29	1,357	15,318	22,652
2024 Male Population Age 30-44	1,929	21,795	32,276
2024 Male Population Age 45-59	1,887	21,315	31,619
2024 Male Population Age 60+	1,856	20,979	31,201
<b>2024 Female Population Totals (MBR)</b>			
2024 Total Female Population	9,483	107,092	158,644
2024 Female Population Age 0-14	1,323	14,935	22,107
2024 Female Population Age 15-29	1,377	15,541	22,976
2024 Female Population Age 30-44	1,927	21,754	32,191
2024 Female Population Age 45-59	1,979	22,363	33,132
2024 Female Population Age 60+	2,877	32,499	48,238
<b>2024 Household Totals (MBR)</b>			
2024 Total Households	8,312	93,866	138,861
2024 Average Household Size	2.2	2.2	2.2
<b>2024 Educational Attainment (MBR)</b>			
2024 Pop: No Education/Illiterate	1,276	14,409	21,322
2024 Pop: Primary Education (ISCED 1 and 2)	3,392	38,320	57,002
2024 Pop: Upper Secondary Education (ISCED 3)	7,387	83,432	123,810
2024 Pop: Post Secondary Education (ISCED 4 and 5)	0	0	0
2024 Pop: Tertiary Education (ISCED 6 to 8)	5,856	66,127	97,632
2024 Pop: Education Unknown	0	0	0
<b>2023 Unemployment (MBR)</b>			
2023 Unemployed Population	184	2,076	3,084
<b>2024 Purchasing Power (MBR)</b>			
2024 Purchasing Power: Total	BGN 283,390,590	BGN 2,977,284,967	BGN 4,334,570,430
2024 Purchasing Power: Per Mill	3.1	33.0	48.1
2024 Purchasing Power: Per Capita	BGN 15,822	BGN 14,718	BGN 14,460
2024 Purchasing Power: Index	112	105	103
<b>2024 Food &amp; Beverage Expenditures (MBR)</b>			
2024 Food & Beverage: Total	BGN 65,720,041	BGN 721,367,652	BGN 1,059,073,228
2024 Food & Beverage: Per Mill	3.0	33.1	48.6
2024 Food & Beverage: Per Capita	BGN 3,669	BGN 3,566	BGN 3,533
2024 Food & Beverage: Index	108	105	104

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**Source:** Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
<b>2024 Alcoholic Beverage Expenditures (MBR)</b>			
2024 Alcoholic Beverage: Total	BGN 6,096,521	BGN 66,340,931	BGN 97,190,699
2024 Alcoholic Beverage: Per Mill	3.1	33.5	49.1
2024 Alcoholic Beverage: Per Capita	BGN 340	BGN 328	BGN 324
2024 Alcoholic Beverage: Index	110	106	105
<b>2024 Tobacco Expenditures (MBR)</b>			
2024 Tobacco: Total	BGN 9,597,418	BGN 106,956,892	BGN 157,537,148
2024 Tobacco: Per Mill	2.9	32.8	48.3
2024 Tobacco: Per Capita	BGN 536	BGN 529	BGN 526
2024 Tobacco: Index	105	104	103
<b>2024 Clothing Expenditures (MBR)</b>			
2024 Clothing: Total	BGN 9,854,162	BGN 107,639,339	BGN 157,854,524
2024 Clothing: Per Mill	3.1	33.4	48.9
2024 Clothing: Per Capita	BGN 550	BGN 532	BGN 527
2024 Clothing: Index	109	106	104
<b>2024 Footwear Expenditures (MBR)</b>			
2024 Footwear: Total	BGN 2,766,817	BGN 30,140,974	BGN 44,164,937
2024 Footwear: Per Mill	3.1	33.4	49.0
2024 Footwear: Per Capita	BGN 154	BGN 149	BGN 147
2024 Footwear: Index	110	106	105
<b>2024 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2024 Furniture/Furnishing: Total	BGN 5,415,187	BGN 58,829,454	BGN 86,142,515
2024 Furniture/Furnishing: Per Mill	3.1	33.7	49.3
2024 Furniture/Furnishing: Per Capita	BGN 302	BGN 291	BGN 287
2024 Furniture/Furnishing: Index	111	107	105
<b>2024 Household Textiles Expenditures (MBR)</b>			
2024 Household Textiles: Total	BGN 632,799	BGN 6,907,572	BGN 10,127,309
2024 Household Textiles: Per Mill	3.0	33.0	48.4
2024 Household Textiles: Per Capita	BGN 35	BGN 34	BGN 34
2024 Household Textiles: Index	108	105	103
<b>2024 Household Appliances Expenditures (MBR)</b>			
2024 Household Appliances: Total	BGN 3,469,726	BGN 38,051,115	BGN 55,858,813
2024 Household Appliances: Per Mill	3.0	32.9	48.3
2024 Household Appliances: Per Capita	BGN 194	BGN 188	BGN 186
2024 Household Appliances: Index	107	104	103
<b>2024 Household Utensils Expenditures (MBR)</b>			
2024 Household Utensils: Total	BGN 3,306,648	BGN 36,108,436	BGN 52,947,138
2024 Household Utensils: Per Mill	3.0	33.1	48.6
2024 Household Utensils: Per Capita	BGN 185	BGN 179	BGN 177
2024 Household Utensils: Index	109	105	104
<b>2024 House &amp; Garden Expenditures (MBR)</b>			
2024 House & Garden Tools: Total	BGN 3,128,042	BGN 34,269,880	BGN 50,291,375
2024 House & Garden Tools: Per Mill	3.0	33.0	48.4
2024 House & Garden Tools: Per Capita	BGN 175	BGN 169	BGN 168
2024 House & Garden Tools: Index	108	104	103


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	1 kilometer	3 kilometer	5 kilometer
<b>2024 Household Maintenance Expenditures (MBR)</b>			
2024 Household Maintenance: Total	BGN 3,513,159	BGN 38,645,250	BGN 56,760,466
2024 Household Maintenance: Per Mill	3.0	32.8	48.1
2024 Household Maintenance: Per Capita	BGN 196	BGN 191	BGN 189
2024 Household Maintenance: Index	106	104	103
<b>2024 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2024 Medical Products: Total	BGN 14,641,870	BGN 160,730,017	BGN 236,122,475
2024 Medical Products: Per Mill	2.9	31.3	46.0
2024 Medical Products: Per Capita	BGN 817	BGN 795	BGN 788
2024 Medical Products: Index	102	99	98
<b>2024 Consumer Electronics Expenditures (MBR)</b>			
2024 Electronics & IT: Total	BGN 7,132,877	BGN 78,045,663	BGN 114,463,477
2024 Electronics & IT: Per Mill	3.1	33.8	49.6
2024 Electronics & IT: Per Capita	BGN 398	BGN 386	BGN 382
2024 Electronics & IT: Index	111	107	106
<b>2024 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2024 Recreation Durables: Total	BGN 835,048	BGN 9,111,423	BGN 13,359,337
2024 Recreation Durables: Per Mill	3.1	33.5	49.0
2024 Recreation Durables: Per Capita	BGN 47	BGN 45	BGN 45
2024 Recreation Durables: Index	110	106	105
<b>2024 Entertainment Expenditures (MBR)</b>			
2024 Toys/Sports/Pets: Total	BGN 4,138,822	BGN 45,431,604	BGN 66,708,658
2024 Toys/Sports/Pets: Per Mill	3.0	33.0	48.4
2024 Toys/Sports/Pets: Per Capita	BGN 231	BGN 225	BGN 223
2024 Toys/Sports/Pets: Index	107	104	103
<b>2024 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2024 Recreational Services: Total	BGN 8,406,889	BGN 92,461,079	BGN 135,800,363
2024 Recreational Services: Per Mill	3.0	33.1	48.7
2024 Recreational Services: Per Capita	BGN 469	BGN 457	BGN 453
2024 Recreational Services: Index	108	105	104
<b>2024 Books &amp; Stationery Expenditures (MBR)</b>			
2024 Books & Stationery: Total	BGN 2,232,469	BGN 24,614,347	BGN 36,180,040
2024 Books & Stationery: Per Mill	3.0	32.8	48.1
2024 Books & Stationery: Per Capita	BGN 125	BGN 122	BGN 121
2024 Books & Stationery: Index	106	104	103
<b>2024 Catering Services Expenditures (MBR)</b>			
2024 Catering Services: Total	BGN 9,054,023	BGN 99,024,176	BGN 145,231,278
2024 Catering Services: Per Mill	3.0	33.1	48.6
2024 Catering Services: Per Capita	BGN 506	BGN 490	BGN 484
2024 Catering Services: Index	108	105	104
<b>2024 Personal Care Expenditures (MBR)</b>			
2024 Personal Care: Total	BGN 5,629,885	BGN 62,246,982	BGN 91,514,434
2024 Personal Care: Per Mill	3.0	33.1	48.7
2024 Personal Care: Per Capita	BGN 314	BGN 308	BGN 305
2024 Personal Care: Index	107	105	104

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	1 kilometer	3 kilometer	5 kilometer
 <b>2024 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2024 Personal Effects: Total	BGN 2,385,594	BGN 25,682,715	BGN 37,542,012
2024 Personal Effects: Per Mill	3.1	33.0	48.2
2024 Personal Effects: Per Capita	BGN 133	BGN 127	BGN 125
2024 Personal Effects: Index	110	104	103

Sample Report

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