

	1 kilometer	3 kilometer	5 kilometer
<b>2023 Population Totals (MBR)</b>			
2023 Total Population	18,805	208,215	307,697
2023 Population Density (per sq. km)	5,988.9	7,367.8	3,918.7
2023 Population Per Mill	2.8	31.5	46.6
2023 Total Population Age 0-14	2,829	31,311	46,227
2023 Total Population Age 15-29	2,788	30,858	45,508
2023 Total Population Age 30-44	4,155	46,012	67,917
2023 Total Population Age 45-59	4,052	44,855	66,311
2023 Total Population Age 60+	4,982	55,179	81,735
<b>2023 Male Population Totals (MBR)</b>			
2023 Total Male Population	8,854	98,028	144,916
2023 Male Population Age 0-14	1,458	16,139	23,827
2023 Male Population Age 15-29	1,386	15,337	22,625
2023 Male Population Age 30-44	2,086	23,103	34,112
2023 Male Population Age 45-59	1,970	21,805	32,256
2023 Male Population Age 60+	1,954	21,644	32,096
<b>2023 Female Population Totals (MBR)</b>			
2023 Total Female Population	9,952	110,187	162,781
2023 Female Population Age 0-14	1,371	15,172	22,400
2023 Female Population Age 15-29	1,402	15,521	22,884
2023 Female Population Age 30-44	2,069	22,910	33,805
2023 Female Population Age 45-59	2,081	23,049	34,055
2023 Female Population Age 60+	3,028	33,535	49,638
<b>2023 Household Totals (MBR)</b>			
2023 Total Households	8,411	93,117	137,443
2023 Average Household Size	2.2	2.2	2.2
<b>2023 Educational Attainment (MBR)</b>			
2023 Pop 7+/Edu: Tertiary Education	6,618	73,246	107,836
2023 Pop 7+/Edu: Upper Secondary Education	8,345	92,413	136,742
2023 Pop 7+/Edu: Lower Secondary Education	1,881	20,846	31,051
2023 Pop 7+/Edu: Primary Education or Lower	1,951	21,600	31,902
<b>2022 Unemployment (MBR)</b>			
2022 Unemployed Population	200	2,216	3,288
<b>2023 Purchasing Power (MBR)</b>			
2023 Purchasing Power: Total	BGN 244,171,407	BGN 2,703,092,413	BGN 3,985,885,406
2023 Purchasing Power: Per Mill	2.9	32.6	48.0
2023 Purchasing Power: Per Capita	BGN 12,984	BGN 12,982	BGN 12,954
2023 Purchasing Power: Index	103	103	103
<b>2023 Food &amp; Beverage Expenditures (MBR)</b>			
2023 Food & Beverage: Total	BGN 58,472,138	BGN 647,340,641	BGN 955,118,435
2023 Food & Beverage: Per Mill	2.9	32.5	47.9
2023 Food & Beverage: Per Capita	BGN 3,109	BGN 3,109	BGN 3,104
2023 Food & Beverage: Index	103	103	103
<b>2023 Alcoholic Beverage Expenditures (MBR)</b>			
2023 Alcoholic Beverage: Total	BGN 5,473,066	BGN 60,590,180	BGN 89,359,829
2023 Alcoholic Beverage: Per Mill	3.0	32.9	48.5
2023 Alcoholic Beverage: Per Capita	BGN 291	BGN 291	BGN 290
2023 Alcoholic Beverage: Index	104	104	104

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**Source:** Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
<b>2023 Tobacco Expenditures (MBR)</b>			
2023 Tobacco: Total	BGN 9,221,943	BGN 102,099,177	BGN 150,723,304
2023 Tobacco: Per Mill	2.9	32.1	47.4
2023 Tobacco: Per Capita	BGN 490	BGN 490	BGN 490
2023 Tobacco: Index	102	102	102
<b>2023 Clothing Expenditures (MBR)</b>			
2023 Clothing: Total	BGN 8,327,544	BGN 92,191,561	BGN 135,980,547
2023 Clothing: Per Mill	3.0	32.8	48.3
2023 Clothing: Per Capita	BGN 443	BGN 443	BGN 442
2023 Clothing: Index	104	104	104
<b>2023 Footwear Expenditures (MBR)</b>			
2023 Footwear: Total	BGN 2,530,683	BGN 28,016,351	BGN 41,322,851
2023 Footwear: Per Mill	3.0	32.8	48.4
2023 Footwear: Per Capita	BGN 135	BGN 135	BGN 134
2023 Footwear: Index	104	104	104
<b>2023 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2023 Furniture/Furnishing: Total	BGN 4,750,153	BGN 52,586,853	BGN 77,551,927
2023 Furniture/Furnishing: Per Mill	3.0	33.0	48.7
2023 Furniture/Furnishing: Per Capita	BGN 253	BGN 253	BGN 252
2023 Furniture/Furnishing: Index	105	105	105
<b>2023 Household Textiles Expenditures (MBR)</b>			
2023 Household Textiles: Total	BGN 564,498	BGN 6,249,461	BGN 9,219,721
2023 Household Textiles: Per Mill	2.9	32.4	47.9
2023 Household Textiles: Per Capita	BGN 30	BGN 30	BGN 30
2023 Household Textiles: Index	103	103	103
<b>2023 Household Appliances Expenditures (MBR)</b>			
2023 Household Appliances: Total	BGN 2,813,929	BGN 31,152,848	BGN 45,965,822
2023 Household Appliances: Per Mill	2.9	32.4	47.8
2023 Household Appliances: Per Capita	BGN 150	BGN 150	BGN 149
2023 Household Appliances: Index	103	103	103
<b>2023 Household Utensils Expenditures (MBR)</b>			
2023 Household Utensils: Total	BGN 2,716,965	BGN 30,078,977	BGN 44,372,842
2023 Household Utensils: Per Mill	2.9	32.6	48.1
2023 Household Utensils: Per Capita	BGN 144	BGN 144	BGN 144
2023 Household Utensils: Index	103	103	103
<b>2023 House &amp; Garden Expenditures (MBR)</b>			
2023 House & Garden Tools: Total	BGN 2,607,940	BGN 28,872,376	BGN 42,602,125
2023 House & Garden Tools: Per Mill	2.9	32.6	48.1
2023 House & Garden Tools: Per Capita	BGN 139	BGN 139	BGN 138
2023 House & Garden Tools: Index	103	103	103
<b>2023 Household Maintenance Expenditures (MBR)</b>			
2023 Household Maintenance: Total	BGN 3,137,228	BGN 34,732,540	BGN 51,257,662
2023 Household Maintenance: Per Mill	2.9	32.1	47.4
2023 Household Maintenance: Per Capita	BGN 167	BGN 167	BGN 167
2023 Household Maintenance: Index	102	102	102

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**Source:** Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
<b>2023 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2023 Medical Products: Total	BGN 13,294,927	BGN 147,197,303	BGN 217,402,067
2023 Medical Products: Per Mill	2.8	30.6	45.2
2023 Medical Products: Per Capita	BGN 707	BGN 707	BGN 707
2023 Medical Products: Index	97	97	97
<b>2023 Consumer Electronics Expenditures (MBR)</b>			
2023 Electronics & IT: Total	BGN 6,374,129	BGN 70,565,581	BGN 104,074,934
2023 Electronics & IT: Per Mill	3.0	33.1	48.8
2023 Electronics & IT: Per Capita	BGN 339	BGN 339	BGN 338
2023 Electronics & IT: Index	105	105	105
<b>2023 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2023 Recreation Durables: Total	BGN 745,547	BGN 8,253,771	BGN 12,175,485
2023 Recreation Durables: Per Mill	3.0	32.9	48.5
2023 Recreation Durables: Per Capita	BGN 40	BGN 40	BGN 40
2023 Recreation Durables: Index	104	104	104
<b>2023 Entertainment Expenditures (MBR)</b>			
2023 Toys/Sports/Pets: Total	BGN 3,787,554	BGN 41,931,852	BGN 61,871,849
2023 Toys/Sports/Pets: Per Mill	2.9	32.4	47.9
2023 Toys/Sports/Pets: Per Capita	BGN 201	BGN 201	BGN 201
2023 Toys/Sports/Pets: Index	103	103	103
<b>2023 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2023 Recreational Services: Total	BGN 7,959,382	BGN 88,117,518	BGN 130,009,091
2023 Recreational Services: Per Mill	2.9	32.6	48.0
2023 Recreational Services: Per Capita	BGN 423	BGN 423	BGN 423
2023 Recreational Services: Index	103	103	103
<b>2023 Books &amp; Stationery Expenditures (MBR)</b>			
2023 Books & Stationery: Total	BGN 2,031,049	BGN 22,486,000	BGN 33,185,850
2023 Books & Stationery: Per Mill	2.9	32.1	47.4
2023 Books & Stationery: Per Capita	BGN 108	BGN 108	BGN 108
2023 Books & Stationery: Index	102	102	102
<b>2023 Catering Services Expenditures (MBR)</b>			
2023 Catering Services: Total	BGN 7,425,782	BGN 82,210,320	BGN 121,298,647
2023 Catering Services: Per Mill	2.9	32.3	47.7
2023 Catering Services: Per Capita	BGN 395	BGN 395	BGN 394
2023 Catering Services: Index	103	103	102
<b>2023 Personal Care Expenditures (MBR)</b>			
2023 Personal Care: Total	BGN 4,893,338	BGN 54,174,341	BGN 79,943,941
2023 Personal Care: Per Mill	2.9	32.5	47.9
2023 Personal Care: Per Capita	BGN 260	BGN 260	BGN 260
2023 Personal Care: Index	103	103	103
<b>2023 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2023 Personal Effects: Total	BGN 2,030,854	BGN 22,482,765	BGN 33,158,076
2023 Personal Effects: Per Mill	2.9	32.3	47.7
2023 Personal Effects: Per Capita	BGN 108	BGN 108	BGN 108
2023 Personal Effects: Index	103	103	102

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