

	1 kilometer	3 kilometer	5 kilometer
2023 Population Totals (MBR)			
2023 Total Population	39,915	256,074	510,012
2023 Population Density (per sq. km)	12,711.8	9,061.4	6,495.3
2023 Population Per Mill	3.7	23.6	47.0
2023 Total Population Age 0-14	4,751	33,691	73,071
2023 Total Population Age 15-29	7,408	44,726	84,111
2023 Total Population Age 30-44	10,093	66,396	127,995
2023 Total Population Age 45-59	8,911	56,090	108,077
2023 Total Population Age 60+	8,750	55,140	116,666
2023 Male Population Totals (MBR)			
2023 Total Male Population	20,052	126,473	248,567
2023 Male Population Age 0-14	2,474	17,507	37,819
2023 Male Population Age 15-29	3,811	22,563	42,001
2023 Male Population Age 30-44	5,406	34,647	65,711
2023 Male Population Age 45-59	4,667	28,986	54,920
2023 Male Population Age 60+	3,694	22,769	48,117
2023 Female Population Totals (MBR)			
2023 Total Female Population	19,862	129,570	261,353
2023 Female Population Age 0-14	2,278	16,184	35,251
2023 Female Population Age 15-29	3,597	22,163	42,110
2023 Female Population Age 30-44	4,686	31,749	62,284
2023 Female Population Age 45-59	4,245	27,103	53,157
2023 Female Population Age 60+	5,056	32,370	68,550
2023 Household Totals (MBR)			
2023 Total Households	23,082	144,118	277,197
2023 Average Household Size	1.7	1.8	1.8
2023 Households by Income (MBR)			
2023 HHs: 1st Quintile (Below 376,327 CZK)	4,715	28,318	52,763
2023 HHs: 2nd Quintile (376,327 to 493,859 CZK)	3,165	19,459	36,216
2023 HHs: 3rd Quintile (493,860 to 681,492 CZK)	4,418	24,419	41,425
2023 HHs: 4th Quintile (681,493 to 936,621 CZK)	4,751	29,904	57,049
2023 HHs: 5th Quintile (936,622 CZK and above)	6,033	42,006	89,698
2023 Households by Type (MBR)			
2023 HHs: Single Person - Living Alone	13,351	80,436	147,087
2023 HHs: Multi-Person Non-Family HH	1,247	6,744	11,774
2023 HHs: Family HH - Couple w/o Children	4,073	26,841	54,881
2023 HHs: Family HH - Couple w/ Children	2,471	17,612	38,386
2023 HHs: Single Parent - Male	271	1,670	3,304
2023 HHs: Single Parent - Female	1,556	10,224	20,431
2023 HHs: Multi-Family HH	112	579	1,289
2023 Marital Status (MBR)			
2023 Marital Status: Single	22,179	139,958	267,821
2023 Marital Status: Married	11,040	73,045	155,067
2023 Marital Status: Divorced	4,924	31,039	60,539
2023 Marital Status: Widowed	1,771	12,000	26,492
2023 Educational Attainment (MBR)			
2023 Pop 15+/Edu: Lower Secondary, Primary or No	2,377	15,259	30,784
2023 Pop 15+/Edu: Secondary or Vocational w/o	4,273	29,792	61,279
2023 Pop 15+/Edu: Upper or Post Secondary Education	10,926	68,501	136,563
2023 Pop 15+/Edu: Post Secondary Professional,	902	5,274	10,090

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2023 Educational Attainment (MBR)			
2023 Pop 15+/Edu: Tertiary Education	13,478	85,399	166,428
2023 Pop 15+/Edu: Not Identified	3,206	18,127	31,706
2022 Unemployment (MBR)			
2022 Unemployed Population	444	2,655	4,927
2023 Purchasing Power (MBR)			
2023 Purchasing Power: Total	CZK 17,571,210,332	CZK 114,448,588,683	CZK 229,834,966,215
2023 Purchasing Power: Per Mill	4.9	32.1	64.5
2023 Purchasing Power: Per Capita	CZK 440,216	CZK 446,936	CZK 450,646
2023 Purchasing Power: Index	134	136	137
2023 Food & Beverage Expenditures (MBR)			
2023 Food & Beverage: Total	CZK 2,442,014,377	CZK 15,785,152,607	CZK 31,434,733,420
2023 Food & Beverage: Per Mill	4.5	29.0	57.8
2023 Food & Beverage: Per Capita	CZK 61,180	CZK 61,643	CZK 61,635
2023 Food & Beverage: Index	122	123	123
2023 Alcoholic Beverage Expenditures (MBR)			
2023 Alcoholic Beverage: Total	CZK 560,096,200	CZK 3,598,775,837	CZK 7,107,234,496
2023 Alcoholic Beverage: Per Mill	4.9	31.2	61.6
2023 Alcoholic Beverage: Per Capita	CZK 14,032	CZK 14,054	CZK 13,935
2023 Alcoholic Beverage: Index	132	132	131
2023 Tobacco Expenditures (MBR)			
2023 Tobacco: Total	CZK 586,172,237	CZK 3,742,381,077	CZK 7,387,152,296
2023 Tobacco: Per Mill	4.3	27.7	54.7
2023 Tobacco: Per Capita	CZK 14,686	CZK 14,614	CZK 14,484
2023 Tobacco: Index	118	118	116
2023 Clothing Expenditures (MBR)			
2023 Clothing: Total	CZK 436,999,440	CZK 2,836,611,730	CZK 5,687,468,249
2023 Clothing: Per Mill	4.5	29.5	59.1
2023 Clothing: Per Capita	CZK 10,948	CZK 11,077	CZK 11,152
2023 Clothing: Index	124	125	126
2023 Footwear Expenditures (MBR)			
2023 Footwear: Total	CZK 146,962,877	CZK 961,553,614	CZK 1,937,526,255
2023 Footwear: Per Mill	4.5	29.2	58.8
2023 Footwear: Per Capita	CZK 3,682	CZK 3,755	CZK 3,799
2023 Footwear: Index	121	124	125
2023 Furniture & Furnishing Expenditures (MBR)			
2023 Furniture/Furnishing: Total	CZK 303,982,766	CZK 1,971,177,585	CZK 3,935,176,045
2023 Furniture/Furnishing: Per Mill	4.7	30.2	60.4
2023 Furniture/Furnishing: Per Capita	CZK 7,616	CZK 7,698	CZK 7,716
2023 Furniture/Furnishing: Index	127	128	129
2023 Household Textiles Expenditures (MBR)			
2023 Household Textiles: Total	CZK 87,434,210	CZK 568,311,925	CZK 1,138,810,278
2023 Household Textiles: Per Mill	4.6	29.6	59.3
2023 Household Textiles: Per Capita	CZK 2,191	CZK 2,219	CZK 2,233
2023 Household Textiles: Index	124	125	126

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2023 Household Appliances Expenditures (MBR)			
2023 Household Appliances: Total	CZK 164,508,291	CZK 1,065,228,687	CZK 2,131,552,171
2023 Household Appliances: Per Mill	4.4	28.8	57.6
2023 Household Appliances: Per Capita	CZK 4,121	CZK 4,160	CZK 4,179
2023 Household Appliances: Index	121	122	123
2023 Household Utensils Expenditures (MBR)			
2023 Household Utensils: Total	CZK 63,452,062	CZK 412,608,529	CZK 828,396,579
2023 Household Utensils: Per Mill	4.5	29.1	58.5
2023 Household Utensils: Per Capita	CZK 1,590	CZK 1,611	CZK 1,624
2023 Household Utensils: Index	122	124	125
2023 House & Garden Expenditures (MBR)			
2023 House & Garden Tools: Total	CZK 49,060,095	CZK 318,272,443	CZK 643,300,620
2023 House & Garden Tools: Per Mill	4.2	27.3	55.2
2023 House & Garden Tools: Per Capita	CZK 1,229	CZK 1,243	CZK 1,261
2023 House & Garden Tools: Index	114	116	117
2023 Household Maintenance Expenditures (MBR)			
2023 Household Maintenance: Total	CZK 157,152,583	CZK 1,020,212,944	CZK 2,045,450,931
2023 Household Maintenance: Per Mill	4.4	28.5	57.2
2023 Household Maintenance: Per Capita	CZK 3,937	CZK 3,984	CZK 4,011
2023 Household Maintenance: Index	120	121	122
2023 Medical Products & Supplies Expenditures (MBR)			
2023 Medical Products: Total	CZK 223,221,341	CZK 1,452,844,117	CZK 2,952,290,110
2023 Medical Products: Per Mill	4.3	27.9	56.6
2023 Medical Products: Per Capita	CZK 5,592	CZK 5,674	CZK 5,789
2023 Medical Products: Index	117	118	121
2023 Consumer Electronics Expenditures (MBR)			
2023 Electronics & IT: Total	CZK 173,885,838	CZK 1,133,583,432	CZK 2,271,472,631
2023 Electronics & IT: Per Mill	4.5	29.2	58.6
2023 Electronics & IT: Per Capita	CZK 4,356	CZK 4,427	CZK 4,454
2023 Electronics & IT: Index	122	124	125
2023 Recreation & Culture Durable Expenditures (MBR)			
2023 Recreation Durables: Total	CZK 20,716,575	CZK 135,651,068	CZK 275,362,967
2023 Recreation Durables: Per Mill	4.2	27.8	56.4
2023 Recreation Durables: Per Capita	CZK 519	CZK 530	CZK 540
2023 Recreation Durables: Index	115	118	120
2023 Entertainment Expenditures (MBR)			
2023 Toys/Sports/Pets: Total	CZK 227,278,392	CZK 1,480,233,599	CZK 2,984,476,282
2023 Toys/Sports/Pets: Per Mill	4.3	27.9	56.2
2023 Toys/Sports/Pets: Per Capita	CZK 5,694	CZK 5,780	CZK 5,852
2023 Toys/Sports/Pets: Index	116	118	120
2023 Recreational & Cultural Service Expenditures (MBR)			
2023 Recreational Services: Total	CZK 524,588,204	CZK 3,390,836,688	CZK 6,764,748,096
2023 Recreational Services: Per Mill	4.5	28.8	57.5
2023 Recreational Services: Per Capita	CZK 13,143	CZK 13,242	CZK 13,264
2023 Recreational Services: Index	121	122	122

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2023 Books & Stationery Expenditures (MBR)			
2023 Books & Stationery: Total	CZK 84,845,807	CZK 550,395,433	CZK 1,103,333,103
2023 Books & Stationery: Per Mill	4.4	28.2	56.6
2023 Books & Stationery: Per Capita	CZK 2,126	CZK 2,149	CZK 2,163
2023 Books & Stationery: Index	118	120	120
2023 Catering Services Expenditures (MBR)			
2023 Catering Services: Total	CZK 448,053,261	CZK 2,921,558,083	CZK 5,880,493,941
2023 Catering Services: Per Mill	4.4	28.9	58.1
2023 Catering Services: Per Capita	CZK 11,225	CZK 11,409	CZK 11,530
2023 Catering Services: Index	120	122	124
2023 Personal Care Expenditures (MBR)			
2023 Personal Care: Total	CZK 380,088,464	CZK 2,461,422,106	CZK 4,908,914,658
2023 Personal Care: Per Mill	4.3	28.1	56.1
2023 Personal Care: Per Capita	CZK 9,522	CZK 9,612	CZK 9,625
2023 Personal Care: Index	118	119	120
2023 Jewelry & Personal Effects Expenditures (MBR)			
2023 Personal Effects: Total	CZK 76,210,821	CZK 503,745,513	CZK 1,029,640,549
2023 Personal Effects: Per Mill	4.6	30.2	61.7
2023 Personal Effects: Per Capita	CZK 1,909	CZK 1,967	CZK 2,019
2023 Personal Effects: Index	124	128	131

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

Source: Esri and Michael Bauer Research