

Lönnrotinkatu 1-3, 00100 Helsinki Rings: 1, 3, 5 kilometer radii Sample Report Latitude: 60.1675 Longitude: 24.9411

			Longitude: 24.941
+	1 kilometer	3 kilometer	5 kilomete
2022 Population Totals (MBR)			
2022 Total Population	31,506	146,279	240,07
2022 Population Density (per sq. km)	10,033.8	5,176.2	3,057.
2022 Population Per Mill	5.7	26.4	43.
2022 Total Population Age 0-14	4,406	20,150	33,39
2022 Total Population Age 15-29	6,771	32,265	50,79
2022 Total Population Age 30-44	6,928	29,673	51,79
2022 Total Population Age 45-59	6,753	33,856	52,36
2022 Total Population Age 60+	6,648	30,334	51,72
2022 Male Population Totals (MBR)			
2022 Total Male Population	15,629	72,679	117,34
2022 Male Population Age 0-14	1,837	7,181	13,64
2022 Male Population Age 15-29	3,663	18,047	27,71
2022 Male Population Age 30-44	3,932	17,395	28,59
2022 Male Population Age 45-59	3,546	18,254	27,18
2022 Male Population Age 60+	2,651	11,801	20,21
2022 Female Population Totals (MBR)			
2022 Total Female Population	15,877	73,600	122,73
2022 Female Population Age 0-14	2,570	12,970	19,75
2022 Female Population Age 15-29	3,109	14,218	23,08
2022 Female Population Age 30-44	2,996	12,278	23,19
2022 Female Population Age 45-59	3,206	15,602	25,18
2022 Female Population Age 60+	3,997	18,533	31,51
2022 Household Totals (MBR)			
2022 Total Households	17,554	85,533	135,93
2022 Average Household Size	1.8	1.7	1.
2022 Households by Income (MBR)			
2022 HHs: 1st Quintile (Below €22,224)	2,353	15,119	23,37
2022 HHs: 2nd Quintile (€22,224 to €33,402)	1,511	11,936	19,47
2022 HHs: 3rd Quintile (€33,403 to €45,028)	2,024	12,246	20,06
2022 HHs: 4th Quintile (€45,029 to €61,069)	2,696	13,983	22,90
2022 HHs: 5th Quintile (€61,070 and above)	8,970	32,249	50,12
2022 Marital Status (MBR)			
2022 Marital Status: Single	17,762	82,473	135,35
2022 Marital Status: Married	9,162	42,532	69,80
2022 Marital Status: Divorced	3,502	16,260	26,68
2022 Marital Status: Widowed	1,080	5,013	8,228
2022 Educational Attainment (MBR)			
2022 Pop 15+/Edu: Basic Education	6,237	29,027	47,56
2022 Pop 15+/Edu: Upper Secondary Education	8,449	39,319	64,43
2022 Pop 15+/Edu: Post-Secondary Non-Tertiary	190	882	1,44
2022 Pop 15+/Edu: Short-Cycle Tertiary Education	1,957	9,110	14,92
2022 Pop 15+/Edu: Bachelors or Equivalent Level	4,210	19,591	32,10
2022 Pop 15+/Edu: Masters or Equivalent Level	5,413	25,197	41,28
2022 Pop 15+/Edu: Doctoral or Equivalent Level	645	3,002	4,92
2021 Unemployment (MBR)			
2021 Unemployed Population	1,534	7,119	11,683

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

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2022 Purchasing Power (MBR)			
2022 Purchasing Power: Total	€1,379,250,932	€5,427,765,132	€8,480,641,437
2022 Purchasing Power: Per Mill	10.4	41.0	64.0
2022 Purchasing Power: Per Capita	€43,777	€37,106	€35,32
2022 Purchasing Power: Index	183	155	148
2022 Food & Beverage Expenditures (MBR)			
2022 Food & Beverage: Total	€113,355,067	€506,249,748	€806,470,11
2022 Food & Beverage: Per Mill	7.5	33.4	53.
2022 Food & Beverage: Per Capita	€3,598	€3,461	€3,359
2022 Food & Beverage: Index	132	127	123
2022 Alcoholic Beverage Expenditures (MBR)			
2022 Alcoholic Beverage: Total	€33,064,221	€146,109,848	€230,788,23
2022 Alcoholic Beverage: Per Mill	8.4	37.1	58.6
2022 Alcoholic Beverage: Per Capita	€1,049	€999	€96
2022 Alcoholic Beverage: Index	148	141	13
2022 Tobacco Expenditures (MBR)			
2022 Tobacco: Total	€13,124,586	€61,500,996	€98,253,82
2022 Tobacco: Per Mill	6.5	30.6	48.
2022 Tobacco: Per Capita	€417	€420	€40
2022 Tobacco: Index	115	116	113
2022 Clothing Expenditures (MBR)	$ \wedge$ \vee	_	
2022 Clothing: Total	€33,414,919	€142,235,356	€226,311,33
2022 Clothing: Per Mill	8.4	35.8	57.
2022 Clothing: Per Capita	€1,061	€972	€94:
2022 Clothing: Index	148	136	13
2022 Footwear Expenditures (MBR)			
2022 Footwear: Total	€5,662,675	€24,285,706	€38,700,70
2022 Footwear: Per Mill	8.2	35.0	55.
2022 Footwear: Per Capita	€180	€166	€16
2022 Footwear: Index	143	132	12
2022 Furniture & Furnishing Expenditures (MBR)			
2022 Furniture/Furnishing: Total	€17,528,737	€75,570,643	€119,902,05
2022 Furniture/Furnishing: Per Mill	8.5	36.5	58.
2022 Furniture/Furnishing: Per Capita	€556	€517	€49
2022 Furniture/Furnishing: Index	149	138	13
2022 Household Textiles Expenditures (MBR)			
2022 Household Textiles: Total	€4,510,308	€19,563,092	€31,147,51
2022 Household Textiles: Per Mill	8.0	34.8	55.
2022 Household Textiles: Per Capita	€143	€134	€13
2022 Household Textiles: Index	141	132	128
2022 Household Appliances Expenditures (MBR)			
2022 Household Appliances: Total	€8,425,682	€37,067,368	€59,183,40
2022 Household Appliances: Per Mill	7.5	33.2	53.
2022 Household Appliances: Per Capita	€267	€253	€247
2022 Household Appliances: Index	133	126	12:

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2022 Household Utensils Expenditures (MBR)			
2022 Household Utensils: Total	€3,704,134	€15,994,413	€25,499,660
2022 Household Utensils: Per Mill	8.0	34.6	55.:
2022 Household Utensils: Per Capita	€118	€109	€100
2022 Household Utensils: Index	141	131	127
2022 House & Garden Expenditures (MBR)			
2022 House & Garden Tools: Total	€5,598,878	€24,159,186	€38,664,832
2022 House & Garden Tools: Per Mill	7.7	33.1	52.9
2022 House & Garden Tools: Per Capita	€178	€165	€16
2022 House & Garden Tools: Index	135	125	122
2022 Household Maintenance Expenditures (MBR)			
2022 Household Maintenance: Total	€10,031,745	€44,098,831	€70,411,848
2022 Household Maintenance: Per Mill	7.5	33.2	53.0
2022 Household Maintenance: Per Capita	€318	€301	€29
2022 Household Maintenance: Index	133	126	12
2022 Medical Products & Supplies Expenditures (MBR)			
2022 Medical Products: Total	€14,184,159	€61,729,499	€99,319,296
2022 Medical Products: Per Mill	7.1	30.9	49.
2022 Medical Products: Per Capita	€450	€422	€41
2022 Medical Products: Index	125	117	11
2022 Consumer Electronics Expenditures (MBR)	\sim		
2022 Electronics & IT: Total	€12,492,064	€54,029,964	€85,975,17
2022 Electronics & IT: Per Mill	8.1	35.2	56.0
2022 Electronics & IT: Per Capita	€397	€369	€35
2022 Electronics & IT: Index	143	133	129
2022 Recreation & Culture Durable Expenditures (MBR)	/1		
2022 Recreation Durables: Total	€7,907,234	€33,431,546	€53,531,90
2022 Recreation Durables: Per Mill	8.0	33.9	54.:
2022 Recreation Durables: Per Capita	€251	€229	€223
2022 Recreation Durables: Index	141	128	12!
2022 Entertainment Expenditures (MBR)			
2022 Toys/Sports/Pets: Total	€23,517,148	€101,172,214	€161,982,909
2022 Toys/Sports/Pets: Per Mill	7.7	33.3	53.3
2022 Toys/Sports/Pets: Per Capita	€746	€692	€67!
2022 Toys/Sports/Pets: Index	136	126	123
2022 Recreational & Cultural Service Expenditures (MBR)			
2022 Recreational Services: Total	€31,588,722	€139,205,940	€221,796,93
2022 Recreational Services: Per Mill	7.7	33.8	53.8
2022 Recreational Services: Per Capita	€1,003	€952	€924
2022 Recreational Services: Index	135	128	124
2022 Books & Stationery Expenditures (MBR)			
2022 Books & Stationery: Total	€9,795,106	€43,232,494	€69,161,13
2022 Books & Stationery: Per Mill	7.3	32.4	51.8
2022 Books & Stationery: Per Capita			
2022 Books & Stationery: Per Capita	€311	€296	€288

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2022 Catering Services Expenditures (MBR)			
2022 Catering Services: Total	€28,047,595	€121,489,123	€193,933,884
2022 Catering Services: Per Mill	7.8	33.8	53.9
2022 Catering Services: Per Capita	€890	€831	€808
2022 Catering Services: Index	137	128	124
2022 Personal Care Expenditures (MBR)			
2022 Personal Care: Total	€19,850,371	€89,003,636	€142,081,789
2022 Personal Care: Per Mill	7.2	32.5	51.9
2022 Personal Care: Per Capita	€630	€608	€592
2022 Personal Care: Index	127	123	120
2022 Jewelry & Personal Effects Expenditures (MBR)			
2022 Personal Effects: Total	€5,570,930	€22,932,647	€36,568,644
2022 Personal Effects: Per Mill	8.9	36.5	58.2
2022 Personal Effects: Per Capita	€177	€157	€152
2022 Personal Effects: Index	156	138	134



January 19, 2023