



	1 kilometer	3 kilometer	5 kilometer
2023 Population Totals (MBR)			
2023 Total Population	4,497	52,263	105,105
2023 Population Density (per sq. km)	1,432.2	1,849.4	1,338.6
2023 Population Per Mill	11.9	138.6	278.7
2023 Total Population Age 0-14	755	7,769	17,241
2023 Total Population Age 15-29	1,328	12,013	22,520
2023 Total Population Age 30-44	1,111	13,768	25,363
2023 Total Population Age 45-59	642	8,757	18,289
2023 Total Population Age 60+	662	9,955	21,692
2023 Male Population Totals (MBR)			
2023 Total Male Population	2,222	26,992	53,740
2023 Male Population Age 0-14	386	3,978	8,844
2023 Male Population Age 15-29	630	6,106	11,579
2023 Male Population Age 30-44	581	7,652	13,809
2023 Male Population Age 45-59	323	4,610	9,420
2023 Male Population Age 60+	302	4,646	10,089
2023 Female Population Totals (MBR)			
2023 Total Female Population	2,275	25,271	51,365
2023 Female Population Age 0-14	369	3,791	8,397
2023 Female Population Age 15-29	698	5,907	10,942
2023 Female Population Age 30-44	530	6,117	11,554
2023 Female Population Age 45-59	318	4,147	8,869
2023 Female Population Age 60+	359	5,310	11,603
2023 Household Totals (MBR)			
2023 Total Households	1,631	21,578	42,312
2023 Average Household Size	2.8	2.4	2.5
2023 Households by Type (MBR)			
2023 HHs: Not In Nuclear Families	1,067	13,883	26,379
2023 HHs: Married Couple without Children	209	2,898	6,136
2023 HHs: Married Couple with Children	152	2,081	4,334
2023 HHs: Consensual Union without Children	37	492	965
2023 HHs: Consensual Union with Children	70	952	2,028
2023 HHs: Father with Children	11	154	303
2023 HHs: Mother with Children	86	1,117	2,167
2023 Educational Attainment (MBR)			
2023 Pop 25+/Edu: Basic Education	397	7,841	16,004
2023 Pop 25+/Edu: Upper Secondary Education	823	11,420	23,789
2023 Pop 25+/Edu: Tertiary Education	1,795	18,900	35,263
2023 Pop 25+/Edu: Unknown	0	13	27
2022 Unemployment (MBR)			
2022 Unemployed Population	119	1,339	2,535
2023 Purchasing Power (MBR)			
2023 Purchasing Power: Total	ISK 23,637,101,164	ISK 259,611,338,295	ISK 523,127,534,040
2023 Purchasing Power: Per Mill	13.1	143.9	290.0
2023 Purchasing Power: Per Capita	ISK 5,256,193	ISK 4,967,402	ISK 4,977,190
2023 Purchasing Power: Index	110	104	104

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Source: Esri and Michael Bauer Research



	1 kilometer	3 kilometer	5 kilometer
2023 Food & Beverage Expenditures (MBR)			
2023 Food & Beverage: Total	ISK 3,088,090,714	ISK 35,584,732,010	ISK 71,395,718,722
2023 Food & Beverage: Per Mill	12.4	143.1	287.2
2023 Food & Beverage: Per Capita	ISK 686,700	ISK 680,878	ISK 679,280
2023 Food & Beverage: Index	104	103	103
2023 Alcoholic Beverage Expenditures (MBR)			
2023 Alcoholic Beverage: Total	ISK 642,685,996	ISK 7,355,458,477	ISK 14,468,252,603
2023 Alcoholic Beverage: Per Mill	13.0	149.2	293.5
2023 Alcoholic Beverage: Per Capita	ISK 142,914	ISK 140,739	ISK 137,655
2023 Alcoholic Beverage: Index	109	108	105
2023 Tobacco Expenditures (MBR)			
2023 Tobacco: Total	ISK 216,777,238	ISK 2,559,530,360	ISK 5,096,684,333
2023 Tobacco: Per Mill	12.2	144.0	286.7
2023 Tobacco: Per Capita	ISK 48,205	ISK 48,974	ISK 48,491
2023 Tobacco: Index	102	104	103
2023 Clothing Expenditures (MBR)			
2023 Clothing: Total	ISK 753,499,611	ISK 8,379,272,581	ISK 16,901,456,276
2023 Clothing: Per Mill	12.8	142.4	287.3
2023 Clothing: Per Capita	ISK 167,556	ISK 160,329	ISK 160,805
2023 Clothing: Index	107	103	103
2023 Footwear Expenditures (MBR)			
2023 Footwear: Total	ISK 144,488,647	ISK 1,616,593,227	ISK 3,278,520,375
2023 Footwear: Per Mill	12.6	140.5	285.0
2023 Footwear: Per Capita	ISK 32,130	ISK 30,932	ISK 31,193
2023 Footwear: Index	105	101	102
2023 Furniture & Furnishing Expenditures (MBR)			
2023 Furniture/Furnishing: Total	ISK 324,631,301	ISK 3,580,349,059	ISK 7,146,561,338
2023 Furniture/Furnishing: Per Mill	13.1	144.7	288.8
2023 Furniture/Furnishing: Per Capita	ISK 72,188	ISK 68,506	ISK 67,994
2023 Furniture/Furnishing: Index	110	104	104
2023 Household Textiles Expenditures (MBR)			
2023 Household Textiles: Total	ISK 124,376,117	ISK 1,428,139,702	ISK 2,876,750,719
2023 Household Textiles: Per Mill	12.5	143.0	288.1
2023 Household Textiles: Per Capita	ISK 27,658	ISK 27,326	ISK 27,370
2023 Household Textiles: Index	105	103	103
2023 Household Appliances Expenditures (MBR)			
2023 Household Appliances: Total	ISK 200,994,634	ISK 2,317,287,291	ISK 4,681,268,735
2023 Household Appliances: Per Mill	12.3	141.6	286.0
2023 Household Appliances: Per Capita	ISK 44,695	ISK 44,339	ISK 44,539
2023 Household Appliances: Index	103	102	103
2023 Household Utensils Expenditures (MBR)			
2023 Household Utensils: Total	ISK 124,574,919	ISK 1,403,676,098	ISK 2,834,863,067
2023 Household Utensils: Per Mill	12.6	141.8	286.4
2023 Household Utensils: Per Capita	ISK 27,702	ISK 26,858	ISK 26,972
2023 Household Utensils: Index	106	102	103

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	1 kilometer	3 kilometer	5 kilometer
2023 House & Garden Expenditures (MBR)			
2023 House & Garden Tools: Total	ISK 85,687,556	ISK 935,992,252	ISK 1,901,677,023
2023 House & Garden Tools: Per Mill	12.7	139.2	282.8
2023 House & Garden Tools: Per Capita	ISK 19,054	ISK 17,909	ISK 18,093
2023 House & Garden Tools: Index	107	100	102
2023 Household Maintenance Expenditures (MBR)			
2023 Household Maintenance: Total	ISK 447,654,901	ISK 5,220,599,282	ISK 10,562,244,170
2023 Household Maintenance: Per Mill	12.2	141.8	286.9
2023 Household Maintenance: Per Capita	ISK 99,545	ISK 99,891	ISK 100,492
2023 Household Maintenance: Index	102	102	103
2023 Medical Products & Supplies Expenditures (MBR)			
2023 Medical Products: Total	ISK 256,056,919	ISK 3,229,820,360	ISK 6,658,338,264
2023 Medical Products: Per Mill	11.0	139.2	287.0
2023 Medical Products: Per Capita	ISK 56,940	ISK 61,799	ISK 63,349
2023 Medical Products: Index	93	101	103
2023 Consumer Electronics Expenditures (MBR)			
2023 Electronics & IT: Total	ISK 456,133,977	ISK 5,069,202,576	ISK 10,227,865,641
2023 Electronics & IT: Per Mill	12.7	141.4	285.3
2023 Electronics & IT: Per Capita	ISK 101,431	ISK 96,994	ISK 97,311
2023 Electronics & IT: Index	107	102	102
2023 Recreation & Culture Durable Expenditures (MBR)			
2023 Recreation Durables: Total	ISK 109,171,426	ISK 1,184,698,129	ISK 2,428,747,562
2023 Recreation Durables: Per Mill	12.7	137.4	281.7
2023 Recreation Durables: Per Capita	ISK 24,277	ISK 22,668	ISK 23,108
2023 Recreation Durables: Index	106	99	101
2023 Entertainment Expenditures (MBR)			
2023 Toys/Sports/Pets: Total	ISK 271,413,874	ISK 3,053,177,643	ISK 6,215,946,891
2023 Toys/Sports/Pets: Per Mill	12.4	139.3	283.6
2023 Toys/Sports/Pets: Per Capita	ISK 60,354	ISK 58,419	ISK 59,140
2023 Toys/Sports/Pets: Index	104	101	102
2023 Recreational & Cultural Service Expenditures (MBR)			
2023 Recreational Services: Total	ISK 1,157,588,917	ISK 13,160,501,271	ISK 26,470,825,440
2023 Recreational Services: Per Mill	12.5	142.5	286.7
2023 Recreational Services: Per Capita	ISK 257,414	ISK 251,813	ISK 251,851
2023 Recreational Services: Index	105	103	103
2023 Books & Stationery Expenditures (MBR)			
2023 Books & Stationery: Total	ISK 276,520,020	ISK 3,256,683,967	ISK 6,617,556,886
2023 Books & Stationery: Per Mill	11.9	140.5	285.6
2023 Books & Stationery: Per Capita	ISK 61,490	ISK 62,313	ISK 62,961
2023 Books & Stationery: Index	100	101	103
2023 Catering Services Expenditures (MBR)			
2023 Catering Services: Total	ISK 669,266,272	ISK 7,682,250,610	ISK 15,581,515,187
2023 Catering Services: Per Mill	12.3	141.2	286.3
2023 Catering Services: Per Capita	ISK 148,825	ISK 146,992	ISK 148,247
2023 Catering Services: Index	103	102	103

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	1 kilometer	3 kilometer	5 kilometer
2023 Personal Care Expenditures (MBR)			
2023 Personal Care: Total	ISK 501,639,571	ISK 5,807,011,117	ISK 11,704,166,944
2023 Personal Care: Per Mill	12.2	141.4	285.0
2023 Personal Care: Per Capita	ISK 111,550	ISK 111,111	ISK 111,357
2023 Personal Care: Index	102	102	102
2023 Jewelry & Personal Effects Expenditures (MBR)			
2023 Personal Effects: Total	ISK 156,136,856	ISK 1,771,545,563	ISK 3,640,276,043
2023 Personal Effects: Per Mill	12.3	139.6	286.8
2023 Personal Effects: Per Capita	ISK 34,720	ISK 33,897	ISK 34,635
2023 Personal Effects: Index	103	101	103

Sample Report

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