	1 kilometer	3 kilometer	5 kilometer
<b>2024 Population Totals (MBR)</b>			
2024 Total Population	4,739	52,860	106,770
2024 Population Density (per sq. km)	1,509.2	1,870.5	1,359.8
2024 Population Per Mill	12.3	136.9	276.5
2024 Total Population Age 0-14	790	7,947	17,650
2024 Total Population Age 15-29	1,343	11,640	22,065
2024 Total Population Age 30-44	1,228	13,971	25,751
2024 Total Population Age 45-59	662	8,879	18,558
2024 Total Population Age 60+	716	10,423	22,746
<b>2024 Male Population Totals (MBR)</b>			
2024 Total Male Population	2,355	27,117	54,227
2024 Male Population Age 0-14	408	4,067	9,054
2024 Male Population Age 15-29	645	5,927	11,355
2024 Male Population Age 30-44	649	7,669	13,839
2024 Male Population Age 45-59	330	4,602	9,427
2024 Male Population Age 60+	324	4,852	10,551
<b>2024 Female Population Totals (MBR)</b>			
2024 Total Female Population	2,384	25,743	52,543
2024 Female Population Age 0-14	382	3,880	8,596
2024 Female Population Age 15-29	698	5,713	10,710
2024 Female Population Age 30-44	579	6,302	11,911
2024 Female Population Age 45-59	333	4,277	9,131
2024 Female Population Age 60+	392	5,571	12,195
<b>2024 Household Totals (MBR)</b>			
2024 Total Households	1,709	21,703	42,731
2024 Average Household Size	2.8	2.4	2.5
<b>2024 Households by Type (MBR)</b>			
2024 HHs: Not in Nuclear Families	1,094	13,673	26,098
2024 HHs: Married Couple without Children	229	3,046	6,448
2024 HHs: Married Couple with Children	170	2,229	4,645
2024 HHs: Consensual Union without Children	39	499	974
2024 HHs: Consensual Union with Children	74	961	2,041
2024 HHs: Father with Children	13	162	320
2024 HHs: Mother with Children	91	1,132	2,205
<b>2024 Educational Attainment (MBR)</b>			
2024 Pop: No Education/Illiterate	1,508	14,288	30,552
2024 Pop: Primary Education (ISCED 1 and 2)	427	7,926	16,250
2024 Pop: Upper Secondary Education (ISCED 3)	884	11,541	24,162
2024 Pop: Post Secondary Education (ISCED 4 and 5)	0	0	0
2024 Pop: Tertiary Education (ISCED 6 to 8)	1,920	19,093	35,779
2024 Pop: Education Unknown	0	13	28
<b>2023 Unemployment (MBR)</b>			
2023 Unemployed Population	117	1,260	2,381
<b>2024 Purchasing Power (MBR)</b>			
2024 Purchasing Power: Total	ISK 26,053,658,887	ISK 273,371,061,315	ISK 554,280,334,112
2024 Purchasing Power: Per Mill	13.5	141.9	287.8
2024 Purchasing Power: Per Capita	ISK 5,497,712	ISK 5,171,605	ISK 5,191,349
2024 Purchasing Power: Index	110	104	104

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**Source:** Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
<b>2024 Food &amp; Beverage Expenditures (MBR)</b>			
2024 Food & Beverage: Total	ISK 3,448,818,313	ISK 38,296,121,631	ISK 77,351,317,923
2024 Food & Beverage: Per Mill	12.7	140.8	284.3
2024 Food & Beverage: Per Capita	ISK 727,752	ISK 724,482	ISK 724,467
2024 Food & Beverage: Index	103	103	103
<b>2024 Alcoholic Beverage Expenditures (MBR)</b>			
2024 Alcoholic Beverage: Total	ISK 656,659,604	ISK 7,291,623,218	ISK 14,513,534,143
2024 Alcoholic Beverage: Per Mill	13.1	145.1	288.9
2024 Alcoholic Beverage: Per Capita	ISK 138,565	ISK 137,942	ISK 135,933
2024 Alcoholic Beverage: Index	107	106	105
<b>2024 Tobacco Expenditures (MBR)</b>			
2024 Tobacco: Total	ISK 217,408,478	ISK 2,492,724,702	ISK 4,985,830,254
2024 Tobacco: Per Mill	12.4	141.8	283.5
2024 Tobacco: Per Capita	ISK 45,876	ISK 47,157	ISK 46,697
2024 Tobacco: Index	101	104	103
<b>2024 Clothing Expenditures (MBR)</b>			
2024 Clothing: Total	ISK 804,712,705	ISK 8,601,640,283	ISK 17,438,933,153
2024 Clothing: Per Mill	13.1	140.0	283.8
2024 Clothing: Per Capita	ISK 169,806	ISK 162,725	ISK 163,332
2024 Clothing: Index	107	102	103
<b>2024 Footwear Expenditures (MBR)</b>			
2024 Footwear: Total	ISK 167,270,343	ISK 1,796,745,333	ISK 3,657,135,819
2024 Footwear: Per Mill	12.9	138.6	282.2
2024 Footwear: Per Capita	ISK 35,297	ISK 33,991	ISK 34,252
2024 Footwear: Index	105	101	102
<b>2024 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2024 Furniture/Furnishing: Total	ISK 345,784,593	ISK 3,676,791,859	ISK 7,395,546,005
2024 Furniture/Furnishing: Per Mill	13.3	141.7	285.0
2024 Furniture/Furnishing: Per Capita	ISK 72,966	ISK 69,557	ISK 69,266
2024 Furniture/Furnishing: Index	109	104	103
<b>2024 Household Textiles Expenditures (MBR)</b>			
2024 Household Textiles: Total	ISK 133,489,778	ISK 1,477,092,891	ISK 2,996,985,881
2024 Household Textiles: Per Mill	12.7	140.2	284.5
2024 Household Textiles: Per Capita	ISK 28,168	ISK 27,943	ISK 28,070
2024 Household Textiles: Index	103	102	103
<b>2024 Household Appliances Expenditures (MBR)</b>			
2024 Household Appliances: Total	ISK 214,715,443	ISK 2,381,847,989	ISK 4,833,560,236
2024 Household Appliances: Per Mill	12.6	139.5	283.1
2024 Household Appliances: Per Capita	ISK 45,308	ISK 45,060	ISK 45,271
2024 Household Appliances: Index	103	102	102
<b>2024 Household Utensils Expenditures (MBR)</b>			
2024 Household Utensils: Total	ISK 107,074,577	ISK 1,160,604,694	ISK 2,357,440,581
2024 Household Utensils: Per Mill	12.9	139.4	283.2
2024 Household Utensils: Per Capita	ISK 22,594	ISK 21,956	ISK 22,080
2024 Household Utensils: Index	105	102	102

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**Source:** Esri and Michael Bauer Research



	1 kilometer	3 kilometer	5 kilometer
<b>2024 House &amp; Garden Expenditures (MBR)</b>			
2024 House & Garden Tools: Total	ISK 76,770,682	ISK 815,277,088	ISK 1,668,558,121
2024 House & Garden Tools: Per Mill	12.9	136.7	279.8
2024 House & Garden Tools: Per Capita	ISK 16,200	ISK 15,423	ISK 15,628
2024 House & Garden Tools: Index	105	100	101
<b>2024 Household Maintenance Expenditures (MBR)</b>			
2024 Household Maintenance: Total	ISK 477,224,411	ISK 5,379,238,173	ISK 10,960,296,445
2024 Household Maintenance: Per Mill	12.3	139.2	283.6
2024 Household Maintenance: Per Capita	ISK 100,702	ISK 101,764	ISK 102,653
2024 Household Maintenance: Index	101	102	103
<b>2024 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2024 Medical Products: Total	ISK 299,322,569	ISK 3,602,872,288	ISK 7,458,112,107
2024 Medical Products: Per Mill	11.4	137.2	284.0
2024 Medical Products: Per Capita	ISK 63,162	ISK 68,159	ISK 69,852
2024 Medical Products: Index	93	100	103
<b>2024 Consumer Electronics Expenditures (MBR)</b>			
2024 Electronics & IT: Total	ISK 446,720,271	ISK 4,779,189,654	ISK 9,690,119,923
2024 Electronics & IT: Per Mill	13.0	139.3	282.4
2024 Electronics & IT: Per Capita	ISK 94,265	ISK 90,412	ISK 90,757
2024 Electronics & IT: Index	106	102	102
<b>2024 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2024 Recreation Durables: Total	ISK 115,101,813	ISK 1,203,527,004	ISK 2,478,747,686
2024 Recreation Durables: Per Mill	13.0	135.5	279.1
2024 Recreation Durables: Per Capita	ISK 24,288	ISK 22,768	ISK 23,216
2024 Recreation Durables: Index	106	99	101
<b>2024 Entertainment Expenditures (MBR)</b>			
2024 Toys/Sports/Pets: Total	ISK 289,166,058	ISK 3,126,226,212	ISK 6,385,540,707
2024 Toys/Sports/Pets: Per Mill	12.7	137.5	280.9
2024 Toys/Sports/Pets: Per Capita	ISK 61,018	ISK 59,142	ISK 59,807
2024 Toys/Sports/Pets: Index	104	100	102
<b>2024 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2024 Recreational Services: Total	ISK 1,525,752,409	ISK 16,718,830,037	ISK 33,807,153,440
2024 Recreational Services: Per Mill	12.8	140.2	283.6
2024 Recreational Services: Per Capita	ISK 321,957	ISK 316,285	ISK 316,635
2024 Recreational Services: Index	104	102	103
<b>2024 Books &amp; Stationery Expenditures (MBR)</b>			
2024 Books & Stationery: Total	ISK 304,460,703	ISK 3,461,802,187	ISK 7,075,224,668
2024 Books & Stationery: Per Mill	12.2	138.3	282.7
2024 Books & Stationery: Per Capita	ISK 64,246	ISK 65,490	ISK 66,266
2024 Books & Stationery: Index	99	101	102
<b>2024 Catering Services Expenditures (MBR)</b>			
2024 Catering Services: Total	ISK 805,491,228	ISK 8,840,995,128	ISK 17,992,228,074
2024 Catering Services: Per Mill	12.7	139.3	283.4
2024 Catering Services: Per Capita	ISK 169,971	ISK 167,253	ISK 168,514
2024 Catering Services: Index	103	102	103


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**Source:** Esri and Michael Bauer Research

# Iceland Summary Report

Reykjavíkurvegur, 101, Reykjavík, Reykjavíkurborg  
Rings: 1, 3, 5 kilometer radii

Sample Report  
Latitude: 64.1337  
Longitude: -21.9519

	1 kilometer	3 kilometer	5 kilometer
<b>2024 Personal Care Expenditures (MBR)</b>			
2024 Personal Care: Total	ISK 626,420,915	ISK 7,004,084,381	ISK 14,178,929,665
2024 Personal Care: Per Mill	12.5	139.4	282.3
2024 Personal Care: Per Capita	ISK 132,184	ISK 132,503	ISK 132,799
2024 Personal Care: Index	102	102	102
<b>2024 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2024 Personal Effects: Total	ISK 177,518,180	ISK 1,916,757,941	ISK 3,947,423,688
2024 Personal Effects: Per Mill	12.8	137.7	283.6
2024 Personal Effects: Per Capita	ISK 37,459	ISK 36,261	ISK 36,971
2024 Personal Effects: Index	104	101	103

Sample Report

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