

	1 kilometer	3 kilometer	5 kilometer
2024 Population Totals (MBR)			
2024 Total Population	54,710	494,285	1,047,935
2024 Population Density (per sq. km)	17,423.6	17,490.6	13,346.1
2024 Population Per Mill	0.4	4.0	8.4
2024 Total Population Age 0-14	6,429	60,178	121,553
2024 Total Population Age 15-29	8,202	74,197	164,782
2024 Total Population Age 30-44	12,320	114,296	247,593
2024 Total Population Age 45-59	13,247	122,498	253,368
2024 Total Population Age 60+	14,511	123,115	260,604
2024 Male Population Totals (MBR)			
2024 Total Male Population	27,251	243,647	518,788
2024 Male Population Age 0-14	3,315	30,744	62,116
2024 Male Population Age 15-29	4,267	37,417	83,323
2024 Male Population Age 30-44	6,279	56,956	125,166
2024 Male Population Age 45-59	6,960	63,140	131,017
2024 Male Population Age 60+	6,430	55,389	117,165
2024 Female Population Totals (MBR)			
2024 Total Female Population	27,459	250,638	529,113
2024 Female Population Age 0-14	3,115	29,434	59,437
2024 Female Population Age 15-29	3,935	36,780	81,459
2024 Female Population Age 30-44	6,041	57,340	122,428
2024 Female Population Age 45-59	6,287	59,358	122,351
2024 Female Population Age 60+	8,081	67,727	143,438
2024 Household Totals (MBR)			
2024 Total Households	28,182	250,817	546,598
2024 Average Household Size	1.9	2.0	1.9
2024 Households by Income (MBR)			
2024 HHs: 1st Quintile (Below 2,693,796 Yen)	3,079	27,169	64,610
2024 HHs: 2nd Quintile (2,693,796 to 4,033,105 Yen)	4,825	41,641	94,934
2024 HHs: 3rd Quintile (4,033,105 to 5,777,582 Yen)	5,887	51,228	114,007
2024 HHs: 4th Quintile (5,777,582 to 8,532,555 Yen)	8,455	71,726	149,340
2024 HHs: 5th Quintile (8,532,555 Yen and above)	5,937	59,053	123,684
2024 Households by Type (MBR)			
2024 HHs: Nuclear Families	13,536	124,052	254,889
2024 HHs: Relative Households Excluding Nuclear	593	5,868	12,915
2024 HHs: Households Including Non-Relatives	239	2,409	5,991
2024 HHs: One-Person Households	13,815	118,488	272,780
2024 Marital Status (MBR)			
2024 Marital Status: Single	20,855	189,373	407,347
2024 Marital Status: Married	28,843	262,289	546,929
2024 Marital Status: Divorced	2,233	19,380	42,535
2024 Marital Status: Widowed	2,779	23,244	51,089
2024 Educational Attainment (MBR)			
2024 Pop: No Education/Illiterate	6,429	60,178	121,553
2024 Pop: Primary Education (ISCED 1 and 2)	2,322	20,888	45,430
2024 Pop: Upper Secondary Education (ISCED 3)	10,068	85,650	182,961
2024 Pop: Post Secondary Education (ISCED 4 and 5)	5,622	48,660	101,796
2024 Pop: Tertiary Education (ISCED 6 to 8)	15,888	146,125	299,542
2024 Pop: Education Unknown	14,379	132,784	296,619

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 Unemployment (MBR)			
2023 Unemployed Population	716	6,316	13,838
2024 Purchasing Power (MBR)			
2024 Purchasing Power: Total	¥193,888,585,255	¥1,783,679,783,577	¥3,780,514,839,404
2024 Purchasing Power: Per Mill	0.6	5.1	10.8
2024 Purchasing Power: Per Capita	¥3,543,933	¥3,608,606	¥3,607,585
2024 Purchasing Power: Index	126	128	128
2024 Food & Beverage Expenditures (MBR)			
2024 Food & Beverage: Total	¥26,357,773,290	¥237,263,089,410	¥504,690,665,678
2024 Food & Beverage: Per Mill	0.5	4.7	10.0
2024 Food & Beverage: Per Capita	¥481,773	¥480,013	¥481,605
2024 Food & Beverage: Index	119	118	119
2024 Alcoholic Beverage Expenditures (MBR)			
2024 Alcoholic Beverage: Total	¥2,977,329,747	¥26,697,482,853	¥57,251,330,381
2024 Alcoholic Beverage: Per Mill	0.6	5.0	10.6
2024 Alcoholic Beverage: Per Capita	¥54,420	¥54,012	¥54,633
2024 Alcoholic Beverage: Index	126	125	126
2024 Tobacco Expenditures (MBR)			
2024 Tobacco: Total	¥1,370,808,721	¥12,208,726,012	¥26,325,551,553
2024 Tobacco: Per Mill	0.5	4.3	9.4
2024 Tobacco: Per Capita	¥25,056	¥24,700	¥25,121
2024 Tobacco: Index	111	109	111
2024 Clothing Expenditures (MBR)			
2024 Clothing: Total	¥5,566,610,845	¥50,323,206,444	¥106,272,896,717
2024 Clothing: Per Mill	0.5	4.8	10.2
2024 Clothing: Per Capita	¥101,748	¥101,810	¥101,412
2024 Clothing: Index	121	121	121
2024 Footwear Expenditures (MBR)			
2024 Footwear: Total	¥900,509,403	¥8,183,221,403	¥17,212,865,275
2024 Footwear: Per Mill	0.5	4.8	10.2
2024 Footwear: Per Capita	¥16,460	¥16,556	¥16,426
2024 Footwear: Index	121	122	121
2024 Furniture & Furnishing Expenditures (MBR)			
2024 Furniture/Furnishing: Total	¥767,280,985	¥6,941,218,531	¥14,708,543,806
2024 Furniture/Furnishing: Per Mill	0.5	4.9	10.4
2024 Furniture/Furnishing: Per Capita	¥14,025	¥14,043	¥14,036
2024 Furniture/Furnishing: Index	123	124	124
2024 Household Textiles Expenditures (MBR)			
2024 Household Textiles: Total	¥542,066,868	¥4,888,429,425	¥10,347,943,704
2024 Household Textiles: Per Mill	0.5	4.8	10.1
2024 Household Textiles: Per Capita	¥9,908	¥9,890	¥9,875
2024 Household Textiles: Index	121	121	120
2024 Household Appliances Expenditures (MBR)			
2024 Household Appliances: Total	¥1,791,826,474	¥16,136,911,776	¥34,209,563,050
2024 Household Appliances: Per Mill	0.5	4.6	9.8
2024 Household Appliances: Per Capita	¥32,751	¥32,647	¥32,645
2024 Household Appliances: Index	117	117	117

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
2024 Household Utensils Expenditures (MBR)			
2024 Household Utensils: Total	¥871,212,308	¥7,876,720,629	¥16,633,544,438
2024 Household Utensils: Per Mill	0.5	4.8	10.0
2024 Household Utensils: Per Capita	¥15,924	¥15,936	¥15,873
2024 Household Utensils: Index	119	119	119
2024 House & Garden Expenditures (MBR)			
2024 House & Garden Tools: Total	¥123,313,913	¥1,114,874,671	¥2,350,594,287
2024 House & Garden Tools: Per Mill	0.5	4.5	9.5
2024 House & Garden Tools: Per Capita	¥2,254	¥2,256	¥2,243
2024 House & Garden Tools: Index	113	113	113
2024 Household Maintenance Expenditures (MBR)			
2024 Household Maintenance: Total	¥2,511,694,268	¥22,593,677,041	¥47,896,457,547
2024 Household Maintenance: Per Mill	0.5	4.6	9.8
2024 Household Maintenance: Per Capita	¥45,909	¥45,710	¥45,706
2024 Household Maintenance: Index	117	116	116
2024 Medical Products & Supplies Expenditures (MBR)			
2024 Medical Products: Total	¥2,690,279,403	¥23,919,446,473	¥50,613,257,159
2024 Medical Products: Per Mill	0.5	4.3	9.2
2024 Medical Products: Per Capita	¥49,173	¥48,392	¥48,298
2024 Medical Products: Index	111	109	109
2024 Consumer Electronics Expenditures (MBR)			
2024 Electronics & IT: Total	¥1,496,630,149	¥13,596,761,754	¥28,677,799,353
2024 Electronics & IT: Per Mill	0.5	4.9	10.3
2024 Electronics & IT: Per Capita	¥27,356	¥27,508	¥27,366
2024 Electronics & IT: Index	122	122	122
2024 Recreation & Culture Durable Expenditures (MBR)			
2024 Recreation Durables: Total	¥136,856,040	¥1,248,418,673	¥2,605,932,772
2024 Recreation Durables: Per Mill	0.5	4.7	9.8
2024 Recreation Durables: Per Capita	¥2,501	¥2,526	¥2,487
2024 Recreation Durables: Index	117	118	116
2024 Entertainment Expenditures (MBR)			
2024 Toys/Sports/Pets: Total	¥2,603,889,579	¥23,595,950,581	¥49,627,604,686
2024 Toys/Sports/Pets: Per Mill	0.5	4.6	9.7
2024 Toys/Sports/Pets: Per Capita	¥47,594	¥47,738	¥47,358
2024 Toys/Sports/Pets: Index	116	116	115
2024 Recreational & Cultural Service Expenditures (MBR)			
2024 Recreational Services: Total	¥5,802,587,193	¥52,329,379,918	¥111,061,254,913
2024 Recreational Services: Per Mill	0.5	4.7	10.0
2024 Recreational Services: Per Capita	¥106,061	¥105,869	¥105,981
2024 Recreational Services: Index	118	118	118
2024 Books & Stationery Expenditures (MBR)			
2024 Books & Stationery: Total	¥2,250,184,089	¥20,226,784,673	¥42,850,035,767
2024 Books & Stationery: Per Mill	0.5	4.6	9.7
2024 Books & Stationery: Per Capita	¥41,129	¥40,921	¥40,890
2024 Books & Stationery: Index	115	115	115

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

Japan Summary Report

27, 1 Chome Tōyō, Kōtō-ku, Tōkyō-to 135-0016
Rings: 1, 3, 5 kilometer radii

Sample Report
Latitude: 35.6682
Longitude: 139.8118

	1 kilometer	3 kilometer	5 kilometer
2024 Catering Services Expenditures (MBR)			
2024 Catering Services: Total	¥5,575,940,525	¥50,337,413,068	¥106,289,278,289
2024 Catering Services: Per Mill	0.5	4.7	9.9
2024 Catering Services: Per Capita	¥101,918	¥101,839	¥101,427
2024 Catering Services: Index	119	118	118
2024 Personal Care Expenditures (MBR)			
2024 Personal Care: Total	¥3,906,409,122	¥35,214,197,150	¥74,805,641,417
2024 Personal Care: Per Mill	0.5	4.6	9.8
2024 Personal Care: Per Capita	¥71,402	¥71,243	¥71,384
2024 Personal Care: Index	116	116	116
2024 Jewelry & Personal Effects Expenditures (MBR)			
2024 Personal Effects: Total	¥1,132,281,610	¥10,279,219,601	¥21,448,221,063
2024 Personal Effects: Per Mill	0.5	4.9	10.3
2024 Personal Effects: Per Capita	¥20,696	¥20,796	¥20,467
2024 Personal Effects: Index	123	124	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