



	1 kilometer	3 kilometer	5 kilometer
<b>2023 Population Totals (MBR)</b>			
2023 Total Population	24,239	167,680	306,964
2023 Population Density (per sq. km)	7,719.4	5,933.5	3,909.4
2023 Population Per Mill	13.1	90.9	166.4
2023 Total Population Age 0-14	3,979	30,491	55,168
2023 Total Population Age 15-29	3,354	27,675	50,915
2023 Total Population Age 30-44	5,323	35,910	65,942
2023 Total Population Age 45-59	4,848	33,934	62,279
2023 Total Population Age 60+	6,735	39,669	72,659
<b>2023 Male Population Totals (MBR)</b>			
2023 Total Male Population	11,364	80,693	148,197
2023 Male Population Age 0-14	2,051	15,730	28,399
2023 Male Population Age 15-29	1,635	13,923	25,742
2023 Male Population Age 30-44	2,556	17,518	32,277
2023 Male Population Age 45-59	2,307	16,328	30,066
2023 Male Population Age 60+	2,815	17,193	31,713
<b>2023 Female Population Totals (MBR)</b>			
2023 Total Female Population	12,875	86,986	158,767
2023 Female Population Age 0-14	1,928	14,761	26,770
2023 Female Population Age 15-29	1,719	13,751	25,173
2023 Female Population Age 30-44	2,767	18,392	33,665
2023 Female Population Age 45-59	2,542	17,606	32,213
2023 Female Population Age 60+	3,919	22,477	40,946
<b>2023 Household Totals (MBR)</b>			
2023 Total Households	7,961	48,733	89,822
2023 Average Household Size	3.0	3.4	3.4
<b>2023 Households by Type (MBR)</b>			
2023 HHs: Married Couple w/ Children	2,789	19,287	35,553
2023 HHs: Married Couple w/o Children	1,447	8,709	16,694
2023 HHs: Single Mother w/ Children	818	4,502	8,043
2023 HHs: Single Father w/ Children	203	1,222	2,251
2023 HHs: Unmarried Couple w/ Children	46	252	542
2023 HHs: Unmarried Couple w/o Children	99	456	864
2023 HHs: Two or More Families	361	3,561	6,403
2023 HHs: Single Person Household	1,935	9,431	17,246
2023 HHs: Multi-Person Non-Family HH	263	1,314	2,226
<b>2023 Marital Status (MBR)</b>			
2023 Marital Status: Single	9,414	67,329	121,534
2023 Marital Status: Married	12,309	85,971	158,954
2023 Marital Status: Divorced	789	3,895	7,128
2023 Marital Status: Widowed	1,725	10,484	19,349
<b>2023 Educational Attainment (MBR)</b>			
2023 Pop 15+/Edu: No Education	92	1,203	2,672
2023 Pop 15+/Edu: Incomplete Primary/Secondary	161	2,017	3,925
2023 Pop 15+/Edu: Primary/Lower Secondary Education	1,866	23,495	42,958
2023 Pop 15+/Edu: Secondary Education	7,507	59,512	112,397
2023 Pop 15+/Edu: High Education	7,985	38,360	67,733
2023 Pop 15+/Edu: Master's Degree	1,462	6,324	11,028
2023 Pop 15+/Edu: Doctorate	571	1,958	3,090
2023 Pop 15+/Edu: Unknown	616	4,320	7,993

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**Source:** Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
<b>2022 Unemployment (MBR)</b>			
2022 Unemployed Population	918	8,369	14,470
<b>2023 Purchasing Power (MBR)</b>			
2023 Purchasing Power: Total	MKD 11,390,694,646	MKD 64,635,784,414	MKD 116,989,941,708
2023 Purchasing Power: Per Mill	21.4	121.5	219.9
2023 Purchasing Power: Per Capita	MKD 469,933	MKD 385,471	MKD 381,119
2023 Purchasing Power: Index	163	134	132
<b>2023 Food &amp; Beverage Expenditures (MBR)</b>			
2023 Food & Beverage: Total	MKD 2,849,514,391	MKD 17,878,522,506	MKD 32,634,863,460
2023 Food & Beverage: Per Mill	16.5	103.4	188.7
2023 Food & Beverage: Per Capita	MKD 117,559	MKD 106,623	MKD 106,315
2023 Food & Beverage: Index	125	114	113
<b>2023 Alcoholic Beverage Expenditures (MBR)</b>			
2023 Alcoholic Beverage: Total	MKD 217,541,996	MKD 1,340,964,691	MKD 2,448,320,211
2023 Alcoholic Beverage: Per Mill	17.1	105.7	193.0
2023 Alcoholic Beverage: Per Capita	MKD 8,975	MKD 7,997	MKD 7,976
2023 Alcoholic Beverage: Index	131	116	116
<b>2023 Tobacco Expenditures (MBR)</b>			
2023 Tobacco: Total	MKD 236,845,038	MKD 1,532,587,510	MKD 2,803,171,576
2023 Tobacco: Per Mill	15.0	97.1	177.5
2023 Tobacco: Per Capita	MKD 9,771	MKD 9,140	MKD 9,132
2023 Tobacco: Index	114	107	107
<b>2023 Clothing Expenditures (MBR)</b>			
2023 Clothing: Total	MKD 277,928,301	MKD 1,768,964,213	MKD 3,223,972,558
2023 Clothing: Per Mill	16.5	105.1	191.6
2023 Clothing: Per Capita	MKD 11,466	MKD 10,550	MKD 10,503
2023 Clothing: Index	126	116	115
<b>2023 Footwear Expenditures (MBR)</b>			
2023 Footwear: Total	MKD 140,744,177	MKD 888,190,302	MKD 1,615,874,627
2023 Footwear: Per Mill	17.1	107.7	196.0
2023 Footwear: Per Capita	MKD 5,807	MKD 5,297	MKD 5,264
2023 Footwear: Index	130	119	118
<b>2023 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2023 Furniture/Furnishing: Total	MKD 76,145,487	MKD 479,193,303	MKD 872,511,524
2023 Furniture/Furnishing: Per Mill	17.1	107.7	196.1
2023 Furniture/Furnishing: Per Capita	MKD 3,141	MKD 2,858	MKD 2,842
2023 Furniture/Furnishing: Index	130	119	118
<b>2023 Household Textiles Expenditures (MBR)</b>			
2023 Household Textiles: Total	MKD 19,895,838	MKD 123,745,154	MKD 225,393,877
2023 Household Textiles: Per Mill	17.1	106.2	193.5
2023 Household Textiles: Per Capita	MKD 821	MKD 738	MKD 734
2023 Household Textiles: Index	130	117	116
<b>2023 Household Appliances Expenditures (MBR)</b>			
2023 Household Appliances: Total	MKD 77,395,948	MKD 488,929,709	MKD 892,045,951
2023 Household Appliances: Per Mill	16.3	102.9	187.8
2023 Household Appliances: Per Capita	MKD 3,193	MKD 2,916	MKD 2,906
2023 Household Appliances: Index	124	113	113

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	1 kilometer	3 kilometer	5 kilometer
<b>2023 Household Utensils Expenditures (MBR)</b>			
2023 Household Utensils: Total	MKD 20,936,651	MKD 131,786,654	MKD 240,023,341
2023 Household Utensils: Per Mill	16.8	105.7	192.5
2023 Household Utensils: Per Capita	MKD 864	MKD 786	MKD 782
2023 Household Utensils: Index	128	116	116
<b>2023 House &amp; Garden Expenditures (MBR)</b>			
2023 House & Garden Tools: Total	MKD 12,089,895	MKD 77,513,003	MKD 140,993,353
2023 House & Garden Tools: Per Mill	16.4	104.8	190.7
2023 House & Garden Tools: Per Capita	MKD 499	MKD 462	MKD 459
2023 House & Garden Tools: Index	124	115	115
<b>2023 Household Maintenance Expenditures (MBR)</b>			
2023 Household Maintenance: Total	MKD 115,045,733	MKD 722,478,726	MKD 1,317,075,057
2023 Household Maintenance: Per Mill	16.4	103.2	188.2
2023 Household Maintenance: Per Capita	MKD 4,746	MKD 4,309	MKD 4,291
2023 Household Maintenance: Index	125	114	113
<b>2023 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2023 Medical Products: Total	MKD 175,487,320	MKD 1,060,418,810	MKD 1,934,073,178
2023 Medical Products: Per Mill	16.9	102.2	186.4
2023 Medical Products: Per Capita	MKD 7,240	MKD 6,324	MKD 6,301
2023 Medical Products: Index	129	112	112
<b>2023 Consumer Electronics Expenditures (MBR)</b>			
2023 Electronics & IT: Total	MKD 120,676,155	MKD 773,381,497	MKD 1,408,681,243
2023 Electronics & IT: Per Mill	16.5	105.5	192.1
2023 Electronics & IT: Per Capita	MKD 4,979	MKD 4,612	MKD 4,589
2023 Electronics & IT: Index	125	116	115
<b>2023 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2023 Recreation Durables: Total	MKD 3,582,031	MKD 23,059,802	MKD 41,938,114
2023 Recreation Durables: Per Mill	16.5	106.5	193.7
2023 Recreation Durables: Per Capita	MKD 148	MKD 138	MKD 137
2023 Recreation Durables: Index	126	117	116
<b>2023 Entertainment Expenditures (MBR)</b>			
2023 Toys/Sports/Pets: Total	MKD 47,761,210	MKD 307,229,685	MKD 559,917,033
2023 Toys/Sports/Pets: Per Mill	16.0	103.1	187.9
2023 Toys/Sports/Pets: Per Capita	MKD 1,970	MKD 1,832	MKD 1,824
2023 Toys/Sports/Pets: Index	122	113	113
<b>2023 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2023 Recreational Services: Total	MKD 168,648,712	MKD 1,074,318,252	MKD 1,961,040,702
2023 Recreational Services: Per Mill	16.0	101.9	186.1
2023 Recreational Services: Per Capita	MKD 6,958	MKD 6,407	MKD 6,389
2023 Recreational Services: Index	122	112	112
<b>2023 Books &amp; Stationery Expenditures (MBR)</b>			
2023 Books & Stationery: Total	MKD 23,559,974	MKD 149,521,846	MKD 272,861,295
2023 Books & Stationery: Per Mill	16.0	101.6	185.3
2023 Books & Stationery: Per Capita	MKD 972	MKD 892	MKD 889
2023 Books & Stationery: Index	122	112	111

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	1 kilometer	3 kilometer	5 kilometer
<b>2023 Catering Services Expenditures (MBR)</b>			
2023 Catering Services: Total	MKD 125,054,045	MKD 790,017,170	MKD 1,438,269,450
2023 Catering Services: Per Mill	16.7	105.6	192.2
2023 Catering Services: Per Capita	MKD 5,159	MKD 4,711	MKD 4,685
2023 Catering Services: Index	127	116	116
<b>2023 Personal Care Expenditures (MBR)</b>			
2023 Personal Care: Total	MKD 207,866,852	MKD 1,335,302,744	MKD 2,436,862,672
2023 Personal Care: Per Mill	15.7	101.0	184.3
2023 Personal Care: Per Capita	MKD 8,576	MKD 7,963	MKD 7,939
2023 Personal Care: Index	120	111	111
<b>2023 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2023 Personal Effects: Total	MKD 28,960,118	MKD 177,601,992	MKD 322,484,020
2023 Personal Effects: Per Mill	18.4	112.7	204.7
2023 Personal Effects: Per Capita	MKD 1,195	MKD 1,059	MKD 1,051
2023 Personal Effects: Index	140	124	123

Sample Report

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