

	1 kilometer	3 kilometer	5 kilometer
2023 Population Totals (MBR)			
2023 Total Population	3,680	25,828	118,540
2023 Population Density (per sq. km)	1,172.0	913.9	1,509.7
2023 Population Per Mill	0.2	1.4	6.2
2023 Total Population Age 0-14	636	4,095	17,870
2023 Total Population Age 15-29	584	3,683	15,832
2023 Total Population Age 30-44	711	5,176	24,392
2023 Total Population Age 45-59	887	6,108	27,777
2023 Total Population Age 60+	861	6,765	32,669
2023 Male Population Totals (MBR)			
2023 Total Male Population	1,810	12,313	55,436
2023 Male Population Age 0-14	342	2,145	9,230
2023 Male Population Age 15-29	297	1,847	7,924
2023 Male Population Age 30-44	364	2,565	11,841
2023 Male Population Age 45-59	444	2,950	13,113
2023 Male Population Age 60+	363	2,806	13,328
2023 Female Population Totals (MBR)			
2023 Total Female Population	1,870	13,514	63,104
2023 Female Population Age 0-14	295	1,950	8,641
2023 Female Population Age 15-29	287	1,837	7,907
2023 Female Population Age 30-44	347	2,611	12,551
2023 Female Population Age 45-59	443	3,157	14,664
2023 Female Population Age 60+	499	3,959	19,341
2023 Household Totals (MBR)			
2023 Total Households	1,314	9,871	46,785
2023 Average Household Size	2.8	2.6	2.5
2023 Marital Status (MBR)			
2023 Marital Status: Single	1,394	9,208	40,829
2023 Marital Status: Married	1,712	12,639	59,568
2023 Marital Status: Divorced	248	1,972	9,525
2023 Marital Status: Widowed	326	2,008	8,619
2023 Educational Attainment (MBR)			
2023 Pop 10+/Edu: Higher Education	523	5,288	27,712
2023 Pop 10+/Edu: Vocational or Foremen Education	164	1,417	7,098
2023 Pop 10+/Edu: Secondary Education	2,080	14,077	63,573
2023 Pop 10+/Edu: Primary Education	427	2,062	7,427
2023 Pop 10+/Edu: Without Graduation	83	388	1,363
2022 Unemployment (MBR)			
2022 Unemployed Population	46	226	824
2023 Purchasing Power (MBR)			
2023 Purchasing Power: Total	RON 162,956,071	RON 1,273,886,346	RON 6,135,151,509
2023 Purchasing Power: Per Mill	0.2	1.6	7.7
2023 Purchasing Power: Per Capita	RON 44,282	RON 49,322	RON 51,756
2023 Purchasing Power: Index	106	118	124
2023 Food & Beverage Expenditures (MBR)			
2023 Food & Beverage: Total	RON 41,833,946	RON 316,561,933	RON 1,504,204,418
2023 Food & Beverage: Per Mill	0.2	1.5	7.2
2023 Food & Beverage: Per Capita	RON 11,368	RON 12,257	RON 12,689
2023 Food & Beverage: Index	104	112	116

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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2023 Alcoholic Beverage Expenditures (MBR)			
2023 Alcoholic Beverage: Total	RON 3,926,828	RON 30,338,701	RON 145,452,285
2023 Alcoholic Beverage: Per Mill	0.2	1.6	7.6
2023 Alcoholic Beverage: Per Capita	RON 1,067	RON 1,175	RON 1,227
2023 Alcoholic Beverage: Index	105	116	121
2023 Tobacco Expenditures (MBR)			
2023 Tobacco: Total	RON 5,300,059	RON 39,148,974	RON 183,917,926
2023 Tobacco: Per Mill	0.2	1.4	6.8
2023 Tobacco: Per Capita	RON 1,440	RON 1,516	RON 1,552
2023 Tobacco: Index	101	106	108
2023 Clothing Expenditures (MBR)			
2023 Clothing: Total	RON 7,290,444	RON 55,648,137	RON 265,410,875
2023 Clothing: Per Mill	0.2	1.6	7.5
2023 Clothing: Per Capita	RON 1,981	RON 2,155	RON 2,239
2023 Clothing: Index	106	116	120
2023 Footwear Expenditures (MBR)			
2023 Footwear: Total	RON 3,774,685	RON 28,606,822	RON 136,081,865
2023 Footwear: Per Mill	0.2	1.6	7.5
2023 Footwear: Per Capita	RON 1,026	RON 1,108	RON 1,148
2023 Footwear: Index	107	115	119
2023 Furniture & Furnishing Expenditures (MBR)			
2023 Furniture/Furnishing: Total	RON 1,359,835	RON 10,356,287	RON 49,358,282
2023 Furniture/Furnishing: Per Mill	0.2	1.6	7.5
2023 Furniture/Furnishing: Per Capita	RON 370	RON 401	RON 416
2023 Furniture/Furnishing: Index	107	116	120
2023 Household Textiles Expenditures (MBR)			
2023 Household Textiles: Total	RON 1,100,508	RON 8,444,838	RON 40,369,272
2023 Household Textiles: Per Mill	0.2	1.6	7.5
2023 Household Textiles: Per Capita	RON 299	RON 327	RON 341
2023 Household Textiles: Index	105	115	120
2023 Household Appliances Expenditures (MBR)			
2023 Household Appliances: Total	RON 2,550,764	RON 19,371,941	RON 92,176,609
2023 Household Appliances: Per Mill	0.2	1.5	7.3
2023 Household Appliances: Per Capita	RON 693	RON 750	RON 778
2023 Household Appliances: Index	104	113	117
2023 Household Utensils Expenditures (MBR)			
2023 Household Utensils: Total	RON 1,525,980	RON 11,603,645	RON 55,254,013
2023 Household Utensils: Per Mill	0.2	1.6	7.4
2023 Household Utensils: Per Capita	RON 415	RON 449	RON 466
2023 Household Utensils: Index	106	115	119
2023 House & Garden Expenditures (MBR)			
2023 House & Garden Tools: Total	RON 1,701,550	RON 12,556,002	RON 58,966,152
2023 House & Garden Tools: Per Mill	0.2	1.5	7.1
2023 House & Garden Tools: Per Capita	RON 462	RON 486	RON 497
2023 House & Garden Tools: Index	105	111	113

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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2023 Household Maintenance Expenditures (MBR)			
2023 Household Maintenance: Total	RON 4,074,707	RON 30,963,762	RON 147,358,534
2023 Household Maintenance: Per Mill	0.2	1.5	7.2
2023 Household Maintenance: Per Capita	RON 1,107	RON 1,199	RON 1,243
2023 Household Maintenance: Index	103	112	116
2023 Medical Products & Supplies Expenditures (MBR)			
2023 Medical Products: Total	RON 6,510,672	RON 51,490,973	RON 248,870,543
2023 Medical Products: Per Mill	0.2	1.5	7.5
2023 Medical Products: Per Capita	RON 1,769	RON 1,994	RON 2,099
2023 Medical Products: Index	101	113	119
2023 Consumer Electronics Expenditures (MBR)			
2023 Electronics & IT: Total	RON 3,042,337	RON 22,872,631	RON 108,440,716
2023 Electronics & IT: Per Mill	0.2	1.6	7.4
2023 Electronics & IT: Per Capita	RON 827	RON 886	RON 915
2023 Electronics & IT: Index	106	114	118
2023 Recreation & Culture Durable Expenditures (MBR)			
2023 Recreation Durables: Total	RON 347,556	RON 2,593,288	RON 12,247,942
2023 Recreation Durables: Per Mill	0.2	1.5	7.3
2023 Recreation Durables: Per Capita	RON 94	RON 100	RON 103
2023 Recreation Durables: Index	107	114	117
2023 Entertainment Expenditures (MBR)			
2023 Toys/Sports/Pets: Total	RON 2,236,438	RON 16,785,754	RON 79,472,803
2023 Toys/Sports/Pets: Per Mill	0.2	1.5	7.2
2023 Toys/Sports/Pets: Per Capita	RON 608	RON 650	RON 670
2023 Toys/Sports/Pets: Index	105	113	116
2023 Recreational & Cultural Service Expenditures (MBR)			
2023 Recreational Services: Total	RON 4,310,678	RON 32,484,120	RON 154,062,262
2023 Recreational Services: Per Mill	0.2	1.5	7.2
2023 Recreational Services: Per Capita	RON 1,171	RON 1,258	RON 1,300
2023 Recreational Services: Index	104	112	116
2023 Books & Stationery Expenditures (MBR)			
2023 Books & Stationery: Total	RON 1,046,980	RON 7,939,696	RON 37,754,121
2023 Books & Stationery: Per Mill	0.2	1.5	7.2
2023 Books & Stationery: Per Capita	RON 285	RON 307	RON 318
2023 Books & Stationery: Index	103	112	116
2023 Catering Services Expenditures (MBR)			
2023 Catering Services: Total	RON 967,847	RON 7,377,279	RON 35,161,099
2023 Catering Services: Per Mill	0.2	1.5	7.4
2023 Catering Services: Per Capita	RON 263	RON 286	RON 297
2023 Catering Services: Index	105	114	118
2023 Personal Care Expenditures (MBR)			
2023 Personal Care: Total	RON 3,054,661	RON 22,760,790	RON 107,435,912
2023 Personal Care: Per Mill	0.2	1.5	7.0
2023 Personal Care: Per Capita	RON 830	RON 881	RON 906
2023 Personal Care: Index	103	110	113

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Source: Esri and Michael Bauer Research



Romania Summary Report

Strada Agrosemului 15, 117715, Ștefănești, Argeș, ROU
Rings: 1, 3, 5 kilometer radii

Sample Report
Latitude: 44.8623
Longitude: 24.9182

	1 kilometer	3 kilometer	5 kilometer
2023 Jewelry & Personal Effects Expenditures (MBR)			
2023 Personal Effects: Total	RON 893,010	RON 7,055,062	RON 34,138,202
2023 Personal Effects: Per Mill	0.2	1.7	8.0
2023 Personal Effects: Per Capita	RON 243	RON 273	RON 288
2023 Personal Effects: Index	108	122	129

Sample Report

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