

	1 kilometer	3 kilometer	5 kilometer
<b>2024 Population Totals (MBR)</b>			
2024 Total Population	3,800	25,055	115,611
2024 Total Population Age 0-14	638	3,858	16,808
2024 Total Population Age 15-29	599	3,602	15,512
2024 Total Population Age 30-44	731	4,949	23,406
2024 Total Population Age 45-59	966	6,291	28,798
2024 Total Population Age 60+	866	6,354	31,087
2024 Population Density (per sq. km)	1,210.2	886.6	1,472.4
2024 Population Per Mill	0.2	1.3	6.1
<b>2024 Male Population Totals (MBR)</b>			
2024 Total Male Population	1,884	12,055	54,372
2024 Male Population Age 0-14	339	2,010	8,646
2024 Male Population Age 15-29	308	1,839	7,918
2024 Male Population Age 30-44	379	2,472	11,379
2024 Male Population Age 45-59	491	3,088	13,774
2024 Male Population Age 60+	367	2,646	12,656
<b>2024 Female Population Totals (MBR)</b>			
2024 Total Female Population	1,915	13,000	61,240
2024 Female Population Age 0-14	299	1,848	8,162
2024 Female Population Age 15-29	291	1,763	7,594
2024 Female Population Age 30-44	352	2,477	12,028
2024 Female Population Age 45-59	475	3,203	15,024
2024 Female Population Age 60+	499	3,708	18,432
<b>2024 Household Totals (MBR)</b>			
2024 Total Households	1,424	10,011	47,833
2024 Average Household Size	2.7	2.5	2.4
<b>2024 Marital Status (MBR)</b>			
2024 Marital Status: Single	1,439	8,966	39,837
2024 Marital Status: Married	1,768	12,231	58,075
2024 Marital Status: Divorced	256	1,895	9,270
2024 Marital Status: Widowed	336	1,962	8,430
<b>2024 Educational Attainment (MBR)</b>			
2024 Pop: No Education/Illiterate	486	2,820	12,010
2024 Pop: Primary Education (ISCED 1 and 2)	443	2,064	7,344
2024 Pop: Upper Secondary Education (ISCED 3)	2,158	13,753	62,300
2024 Pop: Post Secondary Education (ISCED 4 and 5)	171	1,366	6,931
2024 Pop: Tertiary Education (ISCED 6 to 8)	543	5,052	27,027
2024 Pop: Education Unknown	0	0	0
<b>2023 Unemployment (MBR)</b>			
2023 Unemployed Population	18	109	484
<b>2024 Purchasing Power (MBR)</b>			
2024 Purchasing Power: Total	RON 183,639,688	RON 1,286,253,712	RON 6,661,530,890
2024 Purchasing Power: Per Mill	0.2	1.4	7.5
2024 Purchasing Power: Per Capita	RON 48,326	RON 51,337	RON 57,620
2024 Purchasing Power: Index	103	109	122

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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	RON 48,864,816	RON 336,239,875	RON 1,636,279,103
2024 Food & Beverage: Per Mill	0.2	1.4	7.0
2024 Food & Beverage: Per Capita	RON 12,859	RON 13,420	RON 14,153
2024 Food & Beverage: Index	104	108	114
<b>2024 Alcoholic Beverage Expenditures (MBR)</b>			
2024 Alcoholic Beverage: Total	RON 4,706,058	RON 32,722,279	RON 161,527,369
2024 Alcoholic Beverage: Per Mill	0.2	1.5	7.2
2024 Alcoholic Beverage: Per Capita	RON 1,238	RON 1,306	RON 1,397
2024 Alcoholic Beverage: Index	105	111	119
<b>2024 Tobacco Expenditures (MBR)</b>			
2024 Tobacco: Total	RON 6,478,613	RON 44,080,914	RON 209,823,959
2024 Tobacco: Per Mill	0.2	1.4	6.6
2024 Tobacco: Per Capita	RON 1,705	RON 1,759	RON 1,815
2024 Tobacco: Index	102	105	108
<b>2024 Clothing Expenditures (MBR)</b>			
2024 Clothing: Total	RON 8,426,182	RON 57,717,036	RON 281,567,432
2024 Clothing: Per Mill	0.2	1.4	7.0
2024 Clothing: Per Capita	RON 2,217	RON 2,304	RON 2,435
2024 Clothing: Index	105	109	115
<b>2024 Footwear Expenditures (MBR)</b>			
2024 Footwear: Total	RON 4,496,776	RON 30,713,644	RON 150,005,273
2024 Footwear: Per Mill	0.2	1.5	7.1
2024 Footwear: Per Capita	RON 1,183	RON 1,226	RON 1,298
2024 Footwear: Index	106	110	116
<b>2024 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2024 Furniture/Furnishing: Total	RON 1,581,579	RON 10,839,289	RON 53,184,906
2024 Furniture/Furnishing: Per Mill	0.2	1.5	7.1
2024 Furniture/Furnishing: Per Capita	RON 416	RON 433	RON 460
2024 Furniture/Furnishing: Index	106	110	117
<b>2024 Household Textiles Expenditures (MBR)</b>			
2024 Household Textiles: Total	RON 1,370,971	RON 9,479,178	RON 46,495,425
2024 Household Textiles: Per Mill	0.2	1.5	7.1
2024 Household Textiles: Per Capita	RON 361	RON 378	RON 402
2024 Household Textiles: Index	105	110	117
<b>2024 Household Appliances Expenditures (MBR)</b>			
2024 Household Appliances: Total	RON 3,134,231	RON 21,540,804	RON 104,849,081
2024 Household Appliances: Per Mill	0.2	1.4	7.0
2024 Household Appliances: Per Capita	RON 825	RON 860	RON 907
2024 Household Appliances: Index	104	108	114
<b>2024 Household Utensils Expenditures (MBR)</b>			
2024 Household Utensils: Total	RON 1,823,867	RON 12,523,930	RON 61,206,372
2024 Household Utensils: Per Mill	0.2	1.4	7.1
2024 Household Utensils: Per Capita	RON 480	RON 500	RON 529
2024 Household Utensils: Index	105	109	116

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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	RON 2,074,084	RON 13,987,289	RON 67,498,934
2024 House & Garden Tools: Per Mill	0.2	1.4	6.8
2024 House & Garden Tools: Per Capita	RON 546	RON 558	RON 584
2024 House & Garden Tools: Index	104	106	111
<b>2024 Household Maintenance Expenditures (MBR)</b>			
2024 Household Maintenance: Total	RON 4,836,205	RON 33,356,958	RON 162,163,962
2024 Household Maintenance: Per Mill	0.2	1.4	7.0
2024 Household Maintenance: Per Capita	RON 1,273	RON 1,331	RON 1,403
2024 Household Maintenance: Index	103	108	114
<b>2024 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2024 Medical Products: Total	RON 7,844,557	RON 55,993,392	RON 277,493,217
2024 Medical Products: Per Mill	0.2	1.4	7.2
2024 Medical Products: Per Capita	RON 2,064	RON 2,235	RON 2,400
2024 Medical Products: Index	101	109	117
<b>2024 Consumer Electronics Expenditures (MBR)</b>			
2024 Electronics & IT: Total	RON 3,648,084	RON 24,792,142	RON 120,363,230
2024 Electronics & IT: Per Mill	0.2	1.4	7.0
2024 Electronics & IT: Per Capita	RON 960	RON 990	RON 1,041
2024 Electronics & IT: Index	105	109	114
<b>2024 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2024 Recreation Durables: Total	RON 411,606	RON 2,776,941	RON 13,471,835
2024 Recreation Durables: Per Mill	0.2	1.4	6.9
2024 Recreation Durables: Per Capita	RON 108	RON 111	RON 117
2024 Recreation Durables: Index	105	107	113
<b>2024 Entertainment Expenditures (MBR)</b>			
2024 Toys/Sports/Pets: Total	RON 2,780,214	RON 18,904,651	RON 91,403,875
2024 Toys/Sports/Pets: Per Mill	0.2	1.4	6.9
2024 Toys/Sports/Pets: Per Capita	RON 732	RON 755	RON 791
2024 Toys/Sports/Pets: Index	104	107	112
<b>2024 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2024 Recreational Services: Total	RON 4,585,906	RON 31,382,853	RON 151,956,632
2024 Recreational Services: Per Mill	0.2	1.4	6.9
2024 Recreational Services: Per Capita	RON 1,207	RON 1,253	RON 1,314
2024 Recreational Services: Index	104	108	113
<b>2024 Books &amp; Stationery Expenditures (MBR)</b>			
2024 Books & Stationery: Total	RON 1,213,284	RON 8,325,928	RON 40,264,130
2024 Books & Stationery: Per Mill	0.2	1.4	6.9
2024 Books & Stationery: Per Capita	RON 319	RON 332	RON 348
2024 Books & Stationery: Index	103	107	112
<b>2024 Catering Services Expenditures (MBR)</b>			
2024 Catering Services: Total	RON 1,235,157	RON 8,495,592	RON 41,465,845
2024 Catering Services: Per Mill	0.2	1.4	7.0
2024 Catering Services: Per Capita	RON 325	RON 339	RON 359
2024 Catering Services: Index	104	109	115

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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
<b>2024 Personal Care Expenditures (MBR)</b>			
2024 Personal Care: Total	RON 3,673,741	RON 25,000,460	RON 120,011,848
2024 Personal Care: Per Mill	0.2	1.4	6.8
2024 Personal Care: Per Capita	RON 967	RON 998	RON 1,038
2024 Personal Care: Index	104	107	111
<b>2024 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2024 Personal Effects: Total	RON 1,015,781	RON 7,106,521	RON 35,523,221
2024 Personal Effects: Per Mill	0.2	1.5	7.5
2024 Personal Effects: Per Capita	RON 267	RON 284	RON 307
2024 Personal Effects: Index	106	113	122

Sample Report

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