

	1 kilometer	3 kilometer	5 kilometer
2022 Population Totals (MBR)			
2022 Total Population	39,910	353,682	991,741
2022 Population Density (per sq. km)	12,710.2	12,515.3	12,630.4
2022 Population Per Mill	0.3	2.4	6.8
2022 Total Population Age 0-14	5,825	51,649	145,645
2022 Total Population Age 15-29	4,675	41,464	118,138
2022 Total Population Age 30-44	9,759	86,566	248,421
2022 Total Population Age 45-59	8,119	71,990	203,581
2022 Total Population Age 60+	11,532	102,013	275,957
2022 Male Population Totals (MBR)			
2022 Total Male Population	18,235	161,674	454,718
2022 Male Population Age 0-14	2,973	26,361	74,493
2022 Male Population Age 15-29	2,276	20,197	57,687
2022 Male Population Age 30-44	4,530	40,236	116,955
2022 Male Population Age 45-59	3,827	33,942	95,961
2022 Male Population Age 60+	4,629	40,938	109,621
2022 Female Population Totals (MBR)			
2022 Total Female Population	21,675	192,008	537,024
2022 Female Population Age 0-14	2,852	25,288	71,153
2022 Female Population Age 15-29	2,399	21,267	60,451
2022 Female Population Age 30-44	5,229	46,330	131,465
2022 Female Population Age 45-59	4,292	38,048	107,620
2022 Female Population Age 60+	6,903	61,075	166,335
2022 Household Totals (MBR)			
2022 Total Households	16,639	147,418	408,197
2022 Average Household Size	2.4	2.4	2.4
2022 Educational Attainment (MBR)			
2022 Pop/Edu: No Elementary Education	79	699	1,912
2022 Pop/Edu: Primary General Education	1,825	16,163	45,437
2022 Pop/Edu: Basic General Education	1,457	12,943	38,915
2022 Pop/Edu: Secondary General Education	3,367	29,891	90,299
2022 Pop/Edu: Basic Vocational Education	656	5,865	19,242
2022 Pop/Edu: Incomplete Higher Education	2,735	24,212	67,457
2022 Pop/Edu: Secondary Vocational Education	7,135	63,511	199,796
2022 Pop/Edu: Post-Graduate Education	468	4,144	10,916
2022 Pop/Edu: Higher Professional Education	18,897	166,964	429,211
2022 Pop/Edu: Other Education	3,290	29,289	88,558
2021 Unemployment (MBR)			
2021 Unemployed Population	635	5,614	15,424
2022 Purchasing Power (MBR)			
2022 Purchasing Power: Total	RUB 60,369,841,865	RUB 532,747,650,295	RUB 1,297,168,842,851
2022 Purchasing Power: Per Mill	1.0	8.7	21.1
2022 Purchasing Power: Per Capita	RUB 1,512,650	RUB 1,506,290	RUB 1,307,971
2022 Purchasing Power: Index	357	355	309
2022 Food & Beverage Expenditures (MBR)			
2022 Food & Beverage: Total	RUB 6,814,715,449	RUB 60,262,880,951	RUB 157,461,196,575
2022 Food & Beverage: Per Mill	0.5	4.3	11.1
2022 Food & Beverage: Per Capita	RUB 170,752	RUB 170,387	RUB 158,773
2022 Food & Beverage: Index	175	175	163

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
2022 Alcoholic Beverage Expenditures (MBR)			
2022 Alcoholic Beverage: Total	RUB 1,088,744,261	RUB 9,624,115,727	RUB 24,814,135,725
2022 Alcoholic Beverage: Per Mill	0.6	5.1	13.1
2022 Alcoholic Beverage: Per Capita	RUB 27,280	RUB 27,211	RUB 25,021
2022 Alcoholic Beverage: Index	209	208	192
2022 Tobacco Expenditures (MBR)			
2022 Tobacco: Total	RUB 587,799,391	RUB 5,202,224,007	RUB 13,973,073,640
2022 Tobacco: Per Mill	0.4	3.2	8.6
2022 Tobacco: Per Capita	RUB 14,728	RUB 14,709	RUB 14,089
2022 Tobacco: Index	132	132	126
2022 Clothing Expenditures (MBR)			
2022 Clothing: Total	RUB 1,543,715,978	RUB 13,642,951,904	RUB 34,968,311,513
2022 Clothing: Per Mill	0.6	5.4	13.9
2022 Clothing: Per Capita	RUB 38,680	RUB 38,574	RUB 35,260
2022 Clothing: Index	222	222	203
2022 Footwear Expenditures (MBR)			
2022 Footwear: Total	RUB 507,568,761	RUB 4,486,355,180	RUB 11,542,593,824
2022 Footwear: Per Mill	0.6	5.1	13.1
2022 Footwear: Per Capita	RUB 12,718	RUB 12,685	RUB 11,639
2022 Footwear: Index	210	209	192
2022 Furniture & Furnishing Expenditures (MBR)			
2022 Furniture/Furnishing: Total	RUB 578,012,326	RUB 5,108,973,013	RUB 13,135,774,837
2022 Furniture/Furnishing: Per Mill	0.6	5.2	13.4
2022 Furniture/Furnishing: Per Capita	RUB 14,483	RUB 14,445	RUB 13,245
2022 Furniture/Furnishing: Index	214	213	196
2022 Household Textiles Expenditures (MBR)			
2022 Household Textiles: Total	RUB 175,243,253	RUB 1,549,125,274	RUB 4,001,995,156
2022 Household Textiles: Per Mill	0.6	4.9	12.7
2022 Household Textiles: Per Capita	RUB 4,391	RUB 4,380	RUB 4,035
2022 Household Textiles: Index	202	202	186
2022 Household Appliances Expenditures (MBR)			
2022 Household Appliances: Total	RUB 573,695,475	RUB 5,071,947,938	RUB 13,155,415,577
2022 Household Appliances: Per Mill	0.5	4.6	12.0
2022 Household Appliances: Per Capita	RUB 14,375	RUB 14,340	RUB 13,265
2022 Household Appliances: Index	190	190	176
2022 Household Utensils Expenditures (MBR)			
2022 Household Utensils: Total	RUB 180,119,654	RUB 1,592,174,697	RUB 4,108,250,616
2022 Household Utensils: Per Mill	0.6	5.0	12.8
2022 Household Utensils: Per Capita	RUB 4,513	RUB 4,502	RUB 4,142
2022 Household Utensils: Index	203	203	187
2022 House & Garden Expenditures (MBR)			
2022 House & Garden Tools: Total	RUB 93,077,576	RUB 822,896,053	RUB 2,136,891,335
2022 House & Garden Tools: Per Mill	0.5	4.5	11.6
2022 House & Garden Tools: Per Capita	RUB 2,332	RUB 2,327	RUB 2,155
2022 House & Garden Tools: Index	183	183	169

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
2022 Household Maintenance Expenditures (MBR)			
2022 Household Maintenance: Total	RUB 151,404,315	RUB 1,338,774,871	RUB 3,493,908,846
2022 Household Maintenance: Per Mill	0.5	4.3	11.3
2022 Household Maintenance: Per Capita	RUB 3,794	RUB 3,785	RUB 3,523
2022 Household Maintenance: Index	178	177	165
2022 Medical Products & Supplies Expenditures (MBR)			
2022 Medical Products: Total	RUB 682,033,748	RUB 6,029,214,145	RUB 15,662,031,816
2022 Medical Products: Per Mill	0.5	4.6	12.0
2022 Medical Products: Per Capita	RUB 17,089	RUB 17,047	RUB 15,792
2022 Medical Products: Index	191	190	176
2022 Consumer Electronics Expenditures (MBR)			
2022 Electronics & IT: Total	RUB 712,253,301	RUB 6,296,280,755	RUB 16,250,597,315
2022 Electronics & IT: Per Mill	0.6	4.9	12.6
2022 Electronics & IT: Per Capita	RUB 17,846	RUB 17,802	RUB 16,386
2022 Electronics & IT: Index	201	200	184
2022 Recreation & Culture Durable Expenditures (MBR)			
2022 Recreation Durables: Total	RUB 24,891,396	RUB 219,996,927	RUB 565,210,447
2022 Recreation Durables: Per Mill	0.6	5.1	13.2
2022 Recreation Durables: Per Capita	RUB 624	RUB 622	RUB 570
2022 Recreation Durables: Index	211	210	193
2022 Entertainment Expenditures (MBR)			
2022 Toys/Sports/Pets: Total	RUB 277,113,860	RUB 2,449,685,001	RUB 6,335,972,888
2022 Toys/Sports/Pets: Per Mill	0.5	4.8	12.3
2022 Toys/Sports/Pets: Per Capita	RUB 6,943	RUB 6,926	RUB 6,389
2022 Toys/Sports/Pets: Index	196	196	180
2022 Recreational & Cultural Service Expenditures (MBR)			
2022 Recreational Services: Total	RUB 723,774,565	RUB 6,399,504,103	RUB 16,651,788,732
2022 Recreational Services: Per Mill	0.5	4.4	11.5
2022 Recreational Services: Per Capita	RUB 18,135	RUB 18,094	RUB 16,790
2022 Recreational Services: Index	182	182	169
2022 Books & Stationery Expenditures (MBR)			
2022 Books & Stationery: Total	RUB 130,632,000	RUB 1,155,056,470	RUB 3,011,601,526
2022 Books & Stationery: Per Mill	0.5	4.4	11.4
2022 Books & Stationery: Per Capita	RUB 3,273	RUB 3,266	RUB 3,037
2022 Books & Stationery: Index	179	179	166
2022 Catering Services Expenditures (MBR)			
2022 Catering Services: Total	RUB 534,272,379	RUB 4,723,063,404	RUB 12,225,164,264
2022 Catering Services: Per Mill	0.5	4.7	12.3
2022 Catering Services: Per Capita	RUB 13,387	RUB 13,354	RUB 12,327
2022 Catering Services: Index	195	195	180
2022 Personal Care Expenditures (MBR)			
2022 Personal Care: Total	RUB 814,146,631	RUB 7,201,032,745	RUB 18,943,032,937
2022 Personal Care: Per Mill	0.4	3.9	10.3
2022 Personal Care: Per Capita	RUB 20,400	RUB 20,360	RUB 19,101
2022 Personal Care: Index	161	161	151

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



Russia Summary Report

Tverskaya St, 1, Moskva, Russia, 125009
Rings: 1, 3, 5 kilometer radii

Sample Report
Latitude: 55.7569
Longitude: 37.6142

 2022 Jewelry & Personal Effects Expenditures (MBR)	1 kilometer	3 kilometer	5 kilometer
2022 Personal Effects: Total	RUB 577,734,782	RUB 5,103,824,541	RUB 12,922,190,607
2022 Personal Effects: Per Mill	0.7	6.6	16.6
2022 Personal Effects: Per Capita	RUB 14,476	RUB 14,431	RUB 13,030
2022 Personal Effects: Index	270	269	243

Sample Report

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