	1 kilometer	3 kilometer	5 kilometer
<b>2023 Population Totals (MBR)</b>			
2023 Total Population	7,785	73,713	226,314
2023 Population Density (per sq. km)	2,479.3	2,608.4	2,882.2
2023 Population Per Mill	0.1	1.2	3.7
2023 Total Population Age 0-14	1,267	12,614	36,482
2023 Total Population Age 15-29	1,337	11,600	47,910
2023 Total Population Age 30-44	2,176	20,395	61,636
2023 Total Population Age 45-59	1,634	15,233	42,221
2023 Total Population Age 60+	1,372	13,872	38,065
<b>2023 Male Population Totals (MBR)</b>			
2023 Total Male Population	3,649	34,191	105,984
2023 Male Population Age 0-14	654	6,354	18,536
2023 Male Population Age 15-29	668	5,545	22,414
2023 Male Population Age 30-44	968	8,974	28,121
2023 Male Population Age 45-59	711	6,959	19,643
2023 Male Population Age 60+	647	6,359	17,270
<b>2023 Female Population Totals (MBR)</b>			
2023 Total Female Population	4,137	39,522	120,331
2023 Female Population Age 0-14	613	6,260	17,946
2023 Female Population Age 15-29	669	6,055	25,496
2023 Female Population Age 30-44	1,207	11,421	33,514
2023 Female Population Age 45-59	923	8,274	22,579
2023 Female Population Age 60+	724	7,513	20,795
<b>2023 Household Totals (MBR)</b>			
2023 Total Households	3,392	32,795	99,658
2023 Average Household Size	2.3	2.2	2.3
<b>2023 Households by Income (MBR)</b>			
2023 HHs: 1st Quintile (Below 38,556 ZAR)	14	92	601
2023 HHs: 2nd Quintile (38,556 to 77,106 ZAR)	35	271	1,875
2023 HHs: 3rd Quintile (77,107 to 137,180 ZAR)	92	829	4,412
2023 HHs: 4th Quintile (137,181 to 330,407 ZAR)	345	3,237	14,180
2023 HHs: 5th Quintile (330,408 ZAR and above)	2,906	28,365	78,590
<b>2023 Marital Status (MBR)</b>			
2023 Marital Status: Single	3,887	35,606	117,091
2023 Marital Status: Married	3,266	31,220	89,400
2023 Marital Status: Divorced	311	3,278	9,374
2023 Marital Status: Widowed	321	3,609	10,449
<b>2023 Educational Attainment (MBR)</b>			
2023 Pop/Edu: No Schooling	152	1,236	3,563
2023 Pop/Edu: Some Primary	843	7,831	22,406
2023 Pop/Edu: Completed Primary	192	1,823	5,180
2023 Pop/Edu: Some Secondary	1,122	10,103	32,491
2023 Pop/Edu: Grade 12/Std 10	1,396	13,641	46,704
2023 Pop/Edu: Higher	3,147	29,405	79,170
2023 Pop/Edu: Unspecified	62	763	2,182
2023 Pop/Edu: Not Applicable	508	5,200	23,612
<b>2022 Unemployment (MBR)</b>			
2022 Unemployed Population	203	1,673	7,641

**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
<b>2023 Purchasing Power (MBR)</b>			
2023 Purchasing Power: Total	ZAR 2,836,430,116	ZAR 27,970,862,332	ZAR 73,819,903,893
2023 Purchasing Power: Per Mill	0.8	7.4	19.5
2023 Purchasing Power: Per Capita	ZAR 364,346	ZAR 379,456	ZAR 326,184
2023 Purchasing Power: Index	582	606	521
<b>2023 Food &amp; Beverage Expenditures (MBR)</b>			
2023 Food & Beverage: Total	ZAR 304,056,826	ZAR 2,957,614,826	ZAR 8,345,035,848
2023 Food & Beverage: Per Mill	0.4	3.5	9.8
2023 Food & Beverage: Per Capita	ZAR 39,057	ZAR 40,123	ZAR 36,874
2023 Food & Beverage: Index	278	286	262
<b>2023 Alcoholic Beverage Expenditures (MBR)</b>			
2023 Alcoholic Beverage: Total	ZAR 37,693,664	ZAR 365,973,709	ZAR 1,028,584,499
2023 Alcoholic Beverage: Per Mill	0.4	3.9	10.9
2023 Alcoholic Beverage: Per Capita	ZAR 4,842	ZAR 4,965	ZAR 4,545
2023 Alcoholic Beverage: Index	310	318	291
<b>2023 Tobacco Expenditures (MBR)</b>			
2023 Tobacco: Total	ZAR 22,524,827	ZAR 216,614,189	ZAR 632,563,531
2023 Tobacco: Per Mill	0.3	2.6	7.5
2023 Tobacco: Per Capita	ZAR 2,893	ZAR 2,939	ZAR 2,795
2023 Tobacco: Index	208	211	201
<b>2023 Clothing Expenditures (MBR)</b>			
2023 Clothing: Total	ZAR 48,851,320	ZAR 473,988,005	ZAR 1,330,043,027
2023 Clothing: Per Mill	0.4	3.6	10.0
2023 Clothing: Per Capita	ZAR 6,275	ZAR 6,430	ZAR 5,877
2023 Clothing: Index	286	294	268
<b>2023 Footwear Expenditures (MBR)</b>			
2023 Footwear: Total	ZAR 20,503,865	ZAR 198,981,788	ZAR 556,352,428
2023 Footwear: Per Mill	0.4	3.9	10.9
2023 Footwear: Per Capita	ZAR 2,634	ZAR 2,699	ZAR 2,458
2023 Footwear: Index	312	320	291
<b>2023 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2023 Furniture/Furnishing: Total	ZAR 14,206,178	ZAR 137,449,229	ZAR 386,309,016
2023 Furniture/Furnishing: Per Mill	0.4	4.0	11.4
2023 Furniture/Furnishing: Per Capita	ZAR 1,825	ZAR 1,865	ZAR 1,707
2023 Furniture/Furnishing: Index	324	331	303
<b>2023 Household Textiles Expenditures (MBR)</b>			
2023 Household Textiles: Total	ZAR 11,015,605	ZAR 107,023,804	ZAR 299,909,582
2023 Household Textiles: Per Mill	0.4	3.9	11.0
2023 Household Textiles: Per Capita	ZAR 1,415	ZAR 1,452	ZAR 1,325
2023 Household Textiles: Index	314	322	294
<b>2023 Household Appliances Expenditures (MBR)</b>			
2023 Household Appliances: Total	ZAR 10,032,180	ZAR 97,405,990	ZAR 274,225,960
2023 Household Appliances: Per Mill	0.3	3.4	9.5
2023 Household Appliances: Per Capita	ZAR 1,289	ZAR 1,321	ZAR 1,212
2023 Household Appliances: Index	270	277	254


**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
<b>2023 Household Utensils Expenditures (MBR)</b>			
2023 Household Utensils: Total	ZAR 2,655,884	ZAR 25,787,375	ZAR 72,354,074
2023 Household Utensils: Per Mill	0.4	3.8	10.6
2023 Household Utensils: Per Capita	ZAR 341	ZAR 350	ZAR 320
2023 Household Utensils: Index	302	310	283
<b>2023 House &amp; Garden Expenditures (MBR)</b>			
2023 House & Garden Tools: Total	ZAR 1,873,259	ZAR 18,167,630	ZAR 51,001,973
2023 House & Garden Tools: Per Mill	0.4	3.8	10.6
2023 House & Garden Tools: Per Capita	ZAR 241	ZAR 246	ZAR 225
2023 House & Garden Tools: Index	301	309	282
<b>2023 Household Maintenance Expenditures (MBR)</b>			
2023 Household Maintenance: Total	ZAR 47,965,711	ZAR 465,875,618	ZAR 1,316,139,746
2023 Household Maintenance: Per Mill	0.4	3.5	9.8
2023 Household Maintenance: Per Capita	ZAR 6,161	ZAR 6,320	ZAR 5,816
2023 Household Maintenance: Index	279	286	263
<b>2023 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2023 Medical Products: Total	ZAR 40,370,871	ZAR 395,639,066	ZAR 1,101,282,141
2023 Medical Products: Per Mill	0.4	4.0	11.0
2023 Medical Products: Per Capita	ZAR 5,186	ZAR 5,367	ZAR 4,866
2023 Medical Products: Index	313	324	294
<b>2023 Consumer Electronics Expenditures (MBR)</b>			
2023 Electronics & IT: Total	ZAR 13,281,219	ZAR 128,409,637	ZAR 363,063,077
2023 Electronics & IT: Per Mill	0.4	3.5	9.9
2023 Electronics & IT: Per Capita	ZAR 1,706	ZAR 1,742	ZAR 1,604
2023 Electronics & IT: Index	282	288	265
<b>2023 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2023 Recreation Durables: Total	ZAR 1,113,769	ZAR 10,821,703	ZAR 30,157,098
2023 Recreation Durables: Per Mill	0.4	3.7	10.2
2023 Recreation Durables: Per Capita	ZAR 143	ZAR 147	ZAR 133
2023 Recreation Durables: Index	293	301	273
<b>2023 Entertainment Expenditures (MBR)</b>			
2023 Toys/Sports/Pets: Total	ZAR 8,550,532	ZAR 82,915,998	ZAR 233,747,364
2023 Toys/Sports/Pets: Per Mill	0.3	3.3	9.3
2023 Toys/Sports/Pets: Per Capita	ZAR 1,098	ZAR 1,125	ZAR 1,033
2023 Toys/Sports/Pets: Index	264	271	249
<b>2023 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2023 Recreational Services: Total	ZAR 25,851,775	ZAR 250,860,227	ZAR 711,177,101
2023 Recreational Services: Per Mill	0.3	3.2	9.2
2023 Recreational Services: Per Capita	ZAR 3,321	ZAR 3,403	ZAR 3,142
2023 Recreational Services: Index	258	265	244
<b>2023 Books &amp; Stationery Expenditures (MBR)</b>			
2023 Books & Stationery: Total	ZAR 7,928,288	ZAR 77,186,582	ZAR 216,777,534
2023 Books & Stationery: Per Mill	0.3	3.1	8.6
2023 Books & Stationery: Per Capita	ZAR 1,018	ZAR 1,047	ZAR 958
2023 Books & Stationery: Index	244	251	230

**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
<b>2023 Catering Services Expenditures (MBR)</b>			
2023 Catering Services: Total	ZAR 25,626,769	ZAR 247,874,505	ZAR 701,397,314
2023 Catering Services: Per Mill	0.4	3.7	10.5
2023 Catering Services: Per Capita	ZAR 3,292	ZAR 3,363	ZAR 3,099
2023 Catering Services: Index	299	305	281
<b>2023 Personal Care Expenditures (MBR)</b>			
2023 Personal Care: Total	ZAR 17,410,663	ZAR 168,414,136	ZAR 482,972,595
2023 Personal Care: Per Mill	0.3	3.0	8.5
2023 Personal Care: Per Capita	ZAR 2,236	ZAR 2,285	ZAR 2,134
2023 Personal Care: Index	237	242	226
<b>2023 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2023 Personal Effects: Total	ZAR 6,842,179	ZAR 66,557,252	ZAR 183,393,100
2023 Personal Effects: Per Mill	0.5	4.9	13.6
2023 Personal Effects: Per Capita	ZAR 879	ZAR 903	ZAR 810
2023 Personal Effects: Index	394	405	363

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