

	1 kilometer	3 kilometer	5 kilometer
2024 Population Totals (MBR)			
2024 Total Population	85,088	661,346	1,858,147
2024 Population Density (per sq. km)	27,098.1	23,402.2	23,664.6
2024 Population Per Mill	3.6	27.6	77.6
2024 Total Population Age 0-14	12,365	89,714	222,230
2024 Total Population Age 15-29	11,292	89,724	259,900
2024 Total Population Age 30-44	16,224	131,733	385,406
2024 Total Population Age 45-59	18,800	148,967	428,547
2024 Total Population Age 60+	26,407	201,208	562,063
2024 Male Population Totals (MBR)			
2024 Total Male Population	39,442	308,990	876,378
2024 Male Population Age 0-14	6,350	46,180	114,646
2024 Male Population Age 15-29	5,768	46,018	133,611
2024 Male Population Age 30-44	7,319	60,864	183,290
2024 Male Population Age 45-59	8,442	67,655	197,714
2024 Male Population Age 60+	11,562	88,273	247,116
2024 Female Population Totals (MBR)			
2024 Total Female Population	45,646	352,356	981,769
2024 Female Population Age 0-14	6,015	43,535	107,584
2024 Female Population Age 15-29	5,524	43,706	126,289
2024 Female Population Age 30-44	8,905	70,868	202,116
2024 Female Population Age 45-59	10,358	81,313	230,833
2024 Female Population Age 60+	14,844	112,934	314,947
2024 Household Totals (MBR)			
2024 Total Households	33,852	271,149	773,322
2024 Average Household Size	2.5	2.4	2.4
2024 Marital Status (MBR)			
2024 Marital Status: Single	35,858	278,988	777,791
2024 Marital Status: Married	39,659	302,373	833,436
2024 Marital Status: Divorced	5,017	43,757	139,878
2024 Marital Status: Widowed	4,553	36,229	107,042
2024 Educational Attainment (MBR)			
2024 Pop: No Education/Illiterate	12,559	92,049	231,004
2024 Pop: Primary Education (ISCED 1 and 2)	5,021	60,136	228,389
2024 Pop: Upper Secondary Education (ISCED 3)	20,362	179,910	568,857
2024 Pop: Post Secondary Education (ISCED 4 and 5)	0	0	0
2024 Pop: Tertiary Education (ISCED 6 to 8)	47,146	329,250	829,897
2024 Pop: Education Unknown	0	0	0
2024 Purchasing Power (MBR)			
2024 Purchasing Power: Total	NT\$72,053,385,747	NT\$527,406,214,984	NT\$1,375,148,430,926
2024 Purchasing Power: Per Mill	5.9	43.0	112.0
2024 Purchasing Power: Per Capita	NT\$846,810	NT\$797,474	NT\$740,064
2024 Purchasing Power: Index	165	156	144
2024 Food & Beverage Expenditures (MBR)			
2024 Food & Beverage: Total	NT\$6,738,643,860	NT\$51,536,986,574	NT\$140,965,112,058
2024 Food & Beverage: Per Mill	4.5	34.6	94.7
2024 Food & Beverage: Per Capita	NT\$79,196	NT\$77,927	NT\$75,863
2024 Food & Beverage: Index	127	125	122

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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2024 Alcoholic Beverage Expenditures (MBR)			
2024 Alcoholic Beverage: Total	NT\$449,637,548	NT\$3,466,072,089	NT\$9,569,917,629
2024 Alcoholic Beverage: Per Mill	4.6	35.5	98.0
2024 Alcoholic Beverage: Per Capita	NT\$5,284	NT\$5,241	NT\$5,150
2024 Alcoholic Beverage: Index	130	129	126
2024 Tobacco Expenditures (MBR)			
2024 Tobacco: Total	NT\$577,276,820	NT\$4,510,094,453	NT\$12,633,949,006
2024 Tobacco: Per Mill	3.9	30.5	85.6
2024 Tobacco: Per Capita	NT\$6,784	NT\$6,820	NT\$6,799
2024 Tobacco: Index	110	111	110
2024 Clothing Expenditures (MBR)			
2024 Clothing: Total	NT\$2,243,346,871	NT\$16,907,242,647	NT\$45,651,518,147
2024 Clothing: Per Mill	5.0	37.4	100.9
2024 Clothing: Per Capita	NT\$26,365	NT\$25,565	NT\$24,568
2024 Clothing: Index	140	135	130
2024 Footwear Expenditures (MBR)			
2024 Footwear: Total	NT\$455,960,156	NT\$3,432,485,171	NT\$9,221,068,454
2024 Footwear: Per Mill	4.9	37.0	99.4
2024 Footwear: Per Capita	NT\$5,359	NT\$5,190	NT\$4,963
2024 Footwear: Index	138	134	128
2024 Furniture & Furnishing Expenditures (MBR)			
2024 Furniture/Furnishing: Total	NT\$683,711,028	NT\$5,182,847,567	NT\$14,060,906,524
2024 Furniture/Furnishing: Per Mill	4.8	36.7	99.6
2024 Furniture/Furnishing: Per Capita	NT\$8,035	NT\$7,837	NT\$7,567
2024 Furniture/Furnishing: Index	136	133	128
2024 Household Textiles Expenditures (MBR)			
2024 Household Textiles: Total	NT\$154,878,477	NT\$1,175,679,970	NT\$3,196,405,172
2024 Household Textiles: Per Mill	4.8	36.6	99.5
2024 Household Textiles: Per Capita	NT\$1,820	NT\$1,778	NT\$1,720
2024 Household Textiles: Index	136	133	128
2024 Household Appliances Expenditures (MBR)			
2024 Household Appliances: Total	NT\$694,712,972	NT\$5,284,305,332	NT\$14,392,367,602
2024 Household Appliances: Per Mill	4.6	35.3	96.0
2024 Household Appliances: Per Capita	NT\$8,165	NT\$7,990	NT\$7,746
2024 Household Appliances: Index	131	128	124
2024 Household Utensils Expenditures (MBR)			
2024 Household Utensils: Total	NT\$216,486,114	NT\$1,637,758,689	NT\$4,435,466,952
2024 Household Utensils: Per Mill	4.8	36.1	97.8
2024 Household Utensils: Per Capita	NT\$2,544	NT\$2,476	NT\$2,387
2024 Household Utensils: Index	134	131	126
2024 House & Garden Expenditures (MBR)			
2024 House & Garden Tools: Total	NT\$62,205,332	NT\$467,539,635	NT\$1,261,327,828
2024 House & Garden Tools: Per Mill	4.7	35.0	94.6
2024 House & Garden Tools: Per Capita	NT\$731	NT\$707	NT\$679
2024 House & Garden Tools: Index	131	127	122

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	1 kilometer	3 kilometer	5 kilometer
2024 Household Maintenance Expenditures (MBR)			
2024 Household Maintenance: Total	NT\$638,268,411	NT\$4,852,843,476	NT\$13,222,501,307
2024 Household Maintenance: Per Mill	4.7	35.8	97.4
2024 Household Maintenance: Per Capita	NT\$7,501	NT\$7,338	NT\$7,116
2024 Household Maintenance: Index	132	130	126
2024 Medical Products & Supplies Expenditures (MBR)			
2024 Medical Products: Total	NT\$949,013,884	NT\$7,209,040,510	NT\$19,758,790,768
2024 Medical Products: Per Mill	4.9	37.0	101.3
2024 Medical Products: Per Capita	NT\$11,153	NT\$10,901	NT\$10,634
2024 Medical Products: Index	137	134	131
2024 Consumer Electronics Expenditures (MBR)			
2024 Electronics & IT: Total	NT\$723,052,884	NT\$5,460,084,045	NT\$14,705,988,639
2024 Electronics & IT: Per Mill	4.8	36.5	98.4
2024 Electronics & IT: Per Capita	NT\$8,498	NT\$8,256	NT\$7,914
2024 Electronics & IT: Index	136	132	127
2024 Recreation & Culture Durable Expenditures (MBR)			
2024 Recreation Durables: Total	NT\$125,683,973	NT\$937,197,003	NT\$2,497,646,171
2024 Recreation Durables: Per Mill	5.0	37.4	99.8
2024 Recreation Durables: Per Capita	NT\$1,477	NT\$1,417	NT\$1,344
2024 Recreation Durables: Index	141	136	129
2024 Entertainment Expenditures (MBR)			
2024 Toys/Sports/Pets: Total	NT\$826,094,599	NT\$6,217,518,353	NT\$16,756,031,827
2024 Toys/Sports/Pets: Per Mill	4.8	36.3	97.8
2024 Toys/Sports/Pets: Per Capita	NT\$9,709	NT\$9,401	NT\$9,018
2024 Toys/Sports/Pets: Index	136	132	126
2024 Recreational & Cultural Service Expenditures (MBR)			
2024 Recreational Services: Total	NT\$1,171,830,395	NT\$8,910,952,575	NT\$24,245,143,279
2024 Recreational Services: Per Mill	4.7	35.5	96.5
2024 Recreational Services: Per Capita	NT\$13,772	NT\$13,474	NT\$13,048
2024 Recreational Services: Index	131	129	124
2024 Books & Stationery Expenditures (MBR)			
2024 Books & Stationery: Total	NT\$403,380,695	NT\$3,065,543,872	NT\$8,342,740,491
2024 Books & Stationery: Per Mill	4.7	35.7	97.0
2024 Books & Stationery: Per Capita	NT\$4,741	NT\$4,635	NT\$4,490
2024 Books & Stationery: Index	132	129	125
2024 Catering Services Expenditures (MBR)			
2024 Catering Services: Total	NT\$4,036,522,113	NT\$30,520,675,030	NT\$82,627,763,594
2024 Catering Services: Per Mill	4.9	36.7	99.4
2024 Catering Services: Per Capita	NT\$47,439	NT\$46,149	NT\$44,468
2024 Catering Services: Index	137	133	128
2024 Personal Care Expenditures (MBR)			
2024 Personal Care: Total	NT\$1,665,058,537	NT\$12,742,041,141	NT\$34,816,249,437
2024 Personal Care: Per Mill	4.4	33.7	92.0
2024 Personal Care: Per Capita	NT\$19,569	NT\$19,267	NT\$18,737
2024 Personal Care: Index	124	122	119

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	1 kilometer	3 kilometer	5 kilometer
2024 Jewelry & Personal Effects Expenditures (MBR)			
2024 Personal Effects: Total	NT\$1,045,451,666	NT\$7,776,940,363	NT\$20,718,012,173
2024 Personal Effects: Per Mill	5.6	41.3	110.1
2024 Personal Effects: Per Capita	NT\$12,287	NT\$11,759	NT\$11,150
2024 Personal Effects: Index	156	150	142

Sample Report

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