


|  | 1 kilometer        | 3 kilometer         | 5 kilometer          |
|--|--------------------|---------------------|----------------------|
| <b>2022 Population Totals (MBR)</b>  |                    |                     |                      |
| 2022 Total Population  | 102,415            | 836,062             | 1,880,996            |
| 2022 Population Density (per sq. km)   | 32,616.2           | 29,584.6            | 23,955.6             |
| 2022 Population Per Mill   | 1.0                | 8.4                 | 19.0                 |
| 2022 Total Population Age 0-14   | 21,218             | 177,919             | 409,905              |
| 2022 Total Population Age 15-29  | 18,029             | 163,103             | 402,994              |
| 2022 Total Population Age 30-44  | 22,880             | 191,864             | 443,247              |
| 2022 Total Population Age 45-59  | 22,311             | 166,554             | 345,993              |
| 2022 Total Population Age 60+  | 17,977             | 136,622             | 278,858              |
| <b>2022 Male Population Totals (MBR)</b>   |                    |                     |                      |
| 2022 Total Male Population   | 50,116             | 409,237             | 926,051              |
| 2022 Male Population Age 0-14  | 11,121             | 94,052              | 217,447              |
| 2022 Male Population Age 15-29   | 8,727              | 78,010              | 190,755              |
| 2022 Male Population Age 30-44   | 10,778             | 90,662              | 214,683              |
| 2022 Male Population Age 45-59   | 11,218             | 83,010              | 171,450              |
| 2022 Male Population Age 60+   | 8,272              | 63,504              | 131,717              |
| <b>2022 Female Population Totals (MBR)</b>                                       |                    |                     |                      |
| 2022 Total Female Population   | 52,299             | 426,825             | 954,945              |
| 2022 Female Population Age 0-14  | 10,097             | 83,867              | 192,458              |
| 2022 Female Population Age 15-29   | 9,303              | 85,093              | 212,240              |
| 2022 Female Population Age 30-44   | 12,102             | 101,203             | 228,563              |
| 2022 Female Population Age 45-59   | 11,093             | 83,544              | 174,543              |
| 2022 Female Population Age 60+   | 9,704              | 73,118              | 147,141              |
| <b>2022 Household Totals (MBR)</b>   |                    |                     |                      |
| 2022 Total Households  | 29,100             | 230,674             | 529,304              |
| 2022 Average Household Size  | 3.5                | 3.6                 | 3.6                  |
| <b>2022 Educational Attainment (MBR)</b>   |                    |                     |                      |
| 2022 Pop 15+/Edu: Pre-School   | 0                  | 1                   | 1                    |
| 2022 Pop 15+/Edu: Primary  | 4,189              | 34,104              | 72,510               |
| 2022 Pop 15+/Edu: Lower Secondary  | 15,832             | 127,670             | 289,168              |
| 2022 Pop 15+/Edu: Short Term Training  | 814                | 7,512               | 17,539               |
| 2022 Pop 15+/Edu: Higher Secondary   | 23,820             | 193,789             | 422,917              |
| 2022 Pop 15+/Edu: Trade Vocational School  | 2,612              | 22,150              | 49,839               |
| 2022 Pop 15+/Edu: Vocational School  | 4,074              | 32,633              | 78,613               |
| 2022 Pop 15+/Edu: Trade College  | 403                | 3,483               | 7,576                |
| 2022 Pop 15+/Edu: College  | 1,970              | 16,065              | 40,700               |
| 2022 Pop 15+/Edu: University   | 24,636             | 197,836             | 440,174              |
| 2022 Pop 15+/Edu: Master's   | 2,023              | 16,217              | 37,383               |
| 2022 Pop 15+/Edu: Doctoral   | 815                | 6,600               | 14,510               |
| 2022 Pop 15+/Edu: Not Stated   | 11                 | 82                  | 162                  |
| <b>2022 Purchasing Power (MBR)</b>   |                    |                     |                      |
| 2022 Purchasing Power: Total   | ₫9,222,961,376,628 | ₫78,657,839,132,753 | ₫181,726,078,921,455 |
| 2022 Purchasing Power: Per Mill  | 2.0                | 17.1                | 39.5                 |
| 2022 Purchasing Power: Per Capita  | ₫90,054,791        | ₫94,081,347         | ₫96,611,624          |
| 2022 Purchasing Power: Index   | 194                | 202                 | 208                  |
| <b>2022 Food &amp; Beverage Expenditures (MBR)</b>                               |                    |                     |                      |
| 2022 Food & Beverage: Total  | ₫2,457,345,275,946 | ₫20,229,419,336,768 | ₫46,262,871,276,600  |
| 2022 Food & Beverage: Per Mill   | 1.4                | 11.5                | 26.2                 |
| 2022 Food & Beverage: Per Capita   | ₫23,993,998        | ₫24,196,076         | ₫24,594,880          |
| 2022 Food & Beverage: Index  | 135                | 136                 | 138                  |

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**Source:** Esri and Michael Bauer Research

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|---|------------------|--------------------|--------------------|
| <b>2022 Alcoholic Beverage Expenditures (MBR)</b>         |                  |                    |                    |
| 2022 Alcoholic Beverage: Total                            | ₫78,208,141,149  | ₫650,449,190,911   | ₫1,500,599,369,877 |
| 2022 Alcoholic Beverage: Per Mill                         | 1.5              | 12.6               | 29.1               |
| 2022 Alcoholic Beverage: Per Capita                       | ₫763,640         | ₫777,992           | ₫797,769           |
| 2022 Alcoholic Beverage: Index                            | 146              | 149                | 153                |
| <b>2022 Tobacco Expenditures (MBR)</b>                    |                  |                    |                    |
| 2022 Tobacco: Total                                       | ₫75,986,989,455  | ₫616,106,636,488   | ₫1,402,043,149,264 |
| 2022 Tobacco: Per Mill                                    | 1.2              | 9.7                | 22.1               |
| 2022 Tobacco: Per Capita                                  | ₫741,952         | ₫736,915           | ₫745,373           |
| 2022 Tobacco: Index                                       | 116              | 115                | 116                |
| <b>2022 Clothing Expenditures (MBR)</b>                   |                  |                    |                    |
| 2022 Clothing: Total                                      | ₫247,093,431,359 | ₫2,058,691,791,906 | ₫4,698,789,768,371 |
| 2022 Clothing: Per Mill                                   | 1.6              | 13.5               | 30.7               |
| 2022 Clothing: Per Capita                                 | ₫2,412,668       | ₫2,462,367         | ₫2,498,033         |
| 2022 Clothing: Index                                      | 156              | 160                | 162                |
| <b>2022 Footwear Expenditures (MBR)</b>                   |                  |                    |                    |
| 2022 Footwear: Total                                      | ₫51,605,164,693  | ₫429,400,166,826   | ₫982,203,304,311   |
| 2022 Footwear: Per Mill                                   | 1.5              | 12.8               | 29.3               |
| 2022 Footwear: Per Capita                                 | ₫503,883         | ₫513,598           | ₫522,172           |
| 2022 Footwear: Index                                      | 149              | 152                | 154                |
| <b>2022 Furniture &amp; Furnishing Expenditures (MBR)</b> |                  |                    |                    |
| 2022 Furniture/Furnishing: Total                          | ₫46,028,695,481  | ₫385,152,727,723   | ₫886,444,290,294   |
| 2022 Furniture/Furnishing: Per Mill                       | 1.6              | 13.1               | 30.1               |
| 2022 Furniture/Furnishing: Per Capita                     | ₫449,433         | ₫460,675           | ₫471,263           |
| 2022 Furniture/Furnishing: Index                          | 151              | 155                | 158                |
| <b>2022 Household Textiles Expenditures (MBR)</b>         |                  |                    |                    |
| 2022 Household Textiles: Total                            | ₫31,794,287,736  | ₫262,689,991,974   | ₫598,929,598,598   |
| 2022 Household Textiles: Per Mill                         | 1.5              | 12.7               | 28.9               |
| 2022 Household Textiles: Per Capita                       | ₫310,446         | ₫314,199           | ₫318,411           |
| 2022 Household Textiles: Index                            | 148              | 150                | 152                |
| <b>2022 Household Appliances Expenditures (MBR)</b>       |                  |                    |                    |
| 2022 Household Appliances: Total                          | ₫50,264,162,552  | ₫414,308,605,470   | ₫942,023,707,336   |
| 2022 Household Appliances: Per Mill                       | 1.5              | 12.3               | 27.9               |
| 2022 Household Appliances: Per Capita                     | ₫490,789         | ₫495,548           | ₫500,811           |
| 2022 Household Appliances: Index                          | 144              | 145                | 147                |
| <b>2022 Household Utensils Expenditures (MBR)</b>         |                  |                    |                    |
| 2022 Household Utensils: Total                            | ₫32,832,406,498  | ₫272,468,386,730   | ₫621,545,466,037   |
| 2022 Household Utensils: Per Mill                         | 1.5              | 12.7               | 29.0               |
| 2022 Household Utensils: Per Capita                       | ₫320,582         | ₫325,895           | ₫330,434           |
| 2022 Household Utensils: Index                            | 148              | 151                | 153                |
| <b>2022 House &amp; Garden Expenditures (MBR)</b>         |                  |                    |                    |
| 2022 House & Garden Tools: Total                          | ₫16,988,308,344  | ₫141,549,817,249   | ₫321,966,161,818   |
| 2022 House & Garden Tools: Per Mill                       | 1.4              | 12.0               | 27.3               |
| 2022 House & Garden Tools: Per Capita                     | ₫165,877         | ₫169,305           | ₫171,168           |
| 2022 House & Garden Tools: Index                          | 139              | 142                | 144                |
| <b>2022 Household Maintenance Expenditures (MBR)</b>      |                  |                    |                    |
| 2022 Household Maintenance: Total                         | ₫101,713,334,284 | ₫832,026,553,598   | ₫1,884,373,437,226 |
| 2022 Household Maintenance: Per Mill                      | 1.4              | 11.8               | 26.7               |
| 2022 Household Maintenance: Per Capita                    | ₫993,149         | ₫995,173           | ₫1,001,796         |
| 2022 Household Maintenance: Index                         | 139              | 140                | 140                |

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|--|------------------|--------------------|--------------------|
| <b>2022 Medical Products &amp; Supplies Expenditures (MBR)</b>     |                  |                    |                    |
| 2022 Medical Products: Total                                       | ₫151,421,742,049 | ₫1,208,679,918,275 | ₫2,655,852,512,435 |
| 2022 Medical Products: Per Mill                                    | 1.6              | 12.8               | 28.1               |
| 2022 Medical Products: Per Capita                                  | ₫1,478,511       | ₫1,445,682         | ₫1,411,939         |
| 2022 Medical Products: Index                                       | 155              | 151                | 148                |
| <b>2022 Consumer Electronics Expenditures (MBR)</b>                |                  |                    |                    |
| 2022 Electronics & IT: Total                                       | ₫38,012,649,729  | ₫317,323,898,460   | ₫730,243,602,173   |
| 2022 Electronics & IT: Per Mill                                    | 1.5              | 12.3               | 28.3               |
| 2022 Electronics & IT: Per Capita                                  | ₫371,163         | ₫379,546           | ₫388,222           |
| 2022 Electronics & IT: Index                                       | 142              | 146                | 149                |
| <b>2022 Recreation &amp; Culture Durable Expenditures (MBR)</b>    |                  |                    |                    |
| 2022 Recreation Durables: Total                                    | ₫10,612,064,334  | ₫88,816,061,306    | ₫202,174,028,725   |
| 2022 Recreation Durables: Per Mill                                 | 1.6              | 13.1               | 29.9               |
| 2022 Recreation Durables: Per Capita                               | ₫103,618         | ₫106,231           | ₫107,482           |
| 2022 Recreation Durables: Index                                    | 152              | 155                | 157                |
| <b>2022 Entertainment Expenditures (MBR)</b>                       |                  |                    |                    |
| 2022 Toys/Sports/Pets: Total                                       | ₫9,798,360,892   | ₫81,140,387,062    | ₫184,111,005,000   |
| 2022 Toys/Sports/Pets: Per Mill                                    | 1.5              | 12.5               | 28.3               |
| 2022 Toys/Sports/Pets: Per Capita                                  | ₫95,673          | ₫97,051            | ₫97,880            |
| 2022 Toys/Sports/Pets: Index                                       | 146              | 148                | 149                |
| <b>2022 Recreational &amp; Cultural Service Expenditures (MBR)</b> |                  |                    |                    |
| 2022 Recreational Services: Total                                  | ₫36,455,271,456  | ₫301,152,681,444   | ₫688,029,406,731   |
| 2022 Recreational Services: Per Mill                               | 1.4              | 11.9               | 27.1               |
| 2022 Recreational Services: Per Capita                             | ₫355,956         | ₫360,204           | ₫365,779           |
| 2022 Recreational Services: Index                                  | 139              | 140                | 143                |
| <b>2022 Books &amp; Stationery Expenditures (MBR)</b>              |                  |                    |                    |
| 2022 Books & Stationery: Total                                     | ₫73,170,418,123  | ₫598,061,360,967   | ₫1,351,900,836,409 |
| 2022 Books & Stationery: Per Mill                                  | 1.4              | 11.9               | 26.8               |
| 2022 Books & Stationery: Per Capita                                | ₫714,450         | ₫715,331           | ₫718,715           |
| 2022 Books & Stationery: Index                                     | 140              | 140                | 141                |
| <b>2022 Catering Services Expenditures (MBR)</b>                   |                  |                    |                    |
| 2022 Catering Services: Total                                      | ₫413,610,734,485 | ₫3,400,856,985,672 | ₫7,705,199,322,402 |
| 2022 Catering Services: Per Mill                                   | 1.5              | 12.5               | 28.3               |
| 2022 Catering Services: Per Capita                                 | ₫4,038,576       | ₫4,067,709         | ₫4,096,340         |
| 2022 Catering Services: Index                                      | 147              | 148                | 149                |
| <b>2022 Personal Care Expenditures (MBR)</b>                       |                  |                    |                    |
| 2022 Personal Care: Total  | ₫140,590,965,241 | ₫1,152,903,876,172 | ₫2,634,023,264,808 |
| 2022 Personal Care: Per Mill                                       | 1.3              | 10.7               | 24.5               |
| 2022 Personal Care: Per Capita                                     | ₫1,372,758       | ₫1,378,969         | ₫1,400,334         |
| 2022 Personal Care: Index  | 127              | 127                | 129                |
| <b>2022 Jewelry &amp; Personal Effects Expenditures (MBR)</b>      |                  |                    |                    |
| 2022 Personal Effects: Total                                       | ₫50,466,659,163  | ₫418,009,594,604   | ₫941,071,859,521   |
| 2022 Personal Effects: Per Mill                                    | 1.9              | 15.9               | 35.9               |
| 2022 Personal Effects: Per Capita                                  | ₫492,766         | ₫499,974           | ₫500,305           |
| 2022 Personal Effects: Index                                       | 186              | 189                | 189                |

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