



	1 kilometer	3 kilometer	5 kilometer
<b>2024 Population Totals (MBR)</b>			
2024 Total Population	24,037	166,174	303,899
2024 Total Population Age 0-14	4,032	30,263	54,507
2024 Total Population Age 15-29	3,291	27,232	50,068
2024 Total Population Age 30-44	5,173	35,197	64,492
2024 Total Population Age 45-59	4,848	33,748	62,081
2024 Total Population Age 60+	6,694	39,734	72,752
2024 Population Density (per sq. km)	7,655.1	5,880.2	3,870.3
2024 Population Per Mill	13.2	91.3	166.9
<b>2024 Male Population Totals (MBR)</b>			
2024 Total Male Population	11,289	79,977	146,728
2024 Male Population Age 0-14	2,075	15,580	28,034
2024 Male Population Age 15-29	1,620	13,744	25,353
2024 Male Population Age 30-44	2,480	17,186	31,613
2024 Male Population Age 45-59	2,314	16,258	30,000
2024 Male Population Age 60+	2,801	17,209	31,728
<b>2024 Female Population Totals (MBR)</b>			
2024 Total Female Population	12,748	86,197	157,171
2024 Female Population Age 0-14	1,957	14,683	26,472
2024 Female Population Age 15-29	1,671	13,488	24,715
2024 Female Population Age 30-44	2,693	18,011	32,878
2024 Female Population Age 45-59	2,534	17,490	32,081
2024 Female Population Age 60+	3,893	22,525	41,024
<b>2024 Household Totals (MBR)</b>			
2024 Total Households	8,204	50,168	92,377
2024 Average Household Size	2.9	3.3	3.3
<b>2024 Households by Type (MBR)</b>			
2024 One-Family HHs - Married Couple with Children and	2,874	19,859	36,568
2024 One-Family HHs - Married Couple without Children	1,491	8,962	17,165
2024 One-Family HHs - Mother with Children and Possibly	843	4,634	8,271
2024 One-Family HHs - Father with Children and Possibly	209	1,258	2,316
2024 One-Family HHs - Non Married Couple with Children	47	260	558
2024 One-Family HHs - Non Married Couple without	101	468	887
2024 Multi-Family HHs with Possibly Other Persons	373	3,674	6,598
2024 Non-Family HHs - One Person Households	1,993	9,701	17,725
2024 Non-Family HHs - Multi-Person Households	271	1,353	2,289
<b>2024 Marital Status (MBR)</b>			
2024 Marital Status: Single	9,400	66,763	120,245
2024 Marital Status: Married	12,155	85,182	157,456
2024 Marital Status: Divorced	779	3,850	7,047
2024 Marital Status: Widowed	1,703	10,379	19,151
<b>2024 Educational Attainment (MBR)</b>			
2024 Pop: No Education/Illiterate	4,124	31,460	57,166
2024 Pop: Primary Education (ISCED 1 and 2)	2,008	25,355	46,570
2024 Pop: Upper Secondary Education (ISCED 3)	7,414	58,958	111,298
2024 Pop: Post Secondary Education (ISCED 4 and 5)	0	0	0
2024 Pop: Tertiary Education (ISCED 6 to 8)	9,883	46,113	80,929
2024 Pop: Education Unknown	609	4,288	7,935

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**Source:** Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
<b>2023 Unemployment (MBR)</b>			
2023 Unemployed Population	753	7,275	12,454
<b>2024 Purchasing Power (MBR)</b>			
2024 Purchasing Power: Total	MKD 12,347,144,158	MKD 68,974,827,972	MKD 124,787,879,574
2024 Purchasing Power: Per Mill	21.9	122.5	221.6
2024 Purchasing Power: Per Capita	MKD 513,672	MKD 415,076	MKD 410,623
2024 Purchasing Power: Index	166	134	133
<b>2024 Food &amp; Beverage Expenditures (MBR)</b>			
2024 Food & Beverage: Total	MKD 3,232,064,744	MKD 20,002,231,683	MKD 36,497,248,647
2024 Food & Beverage: Per Mill	16.8	104.2	190.1
2024 Food & Beverage: Per Capita	MKD 134,462	MKD 120,369	MKD 120,097
2024 Food & Beverage: Index	128	114	114
<b>2024 Alcoholic Beverage Expenditures (MBR)</b>			
2024 Alcoholic Beverage: Total	MKD 229,225,295	MKD 1,389,340,638	MKD 2,536,706,553
2024 Alcoholic Beverage: Per Mill	17.6	106.9	195.1
2024 Alcoholic Beverage: Per Capita	MKD 9,536	MKD 8,361	MKD 8,347
2024 Alcoholic Beverage: Index	134	117	117
<b>2024 Tobacco Expenditures (MBR)</b>			
2024 Tobacco: Total	MKD 240,942,720	MKD 1,538,310,614	MKD 2,814,269,593
2024 Tobacco: Per Mill	15.2	97.0	177.5
2024 Tobacco: Per Capita	MKD 10,024	MKD 9,257	MKD 9,261
2024 Tobacco: Index	115	106	106
<b>2024 Clothing Expenditures (MBR)</b>			
2024 Clothing: Total	MKD 302,447,131	MKD 1,882,373,141	MKD 3,427,017,933
2024 Clothing: Per Mill	17.3	107.7	196.1
2024 Clothing: Per Capita	MKD 12,583	MKD 11,328	MKD 11,277
2024 Clothing: Index	131	118	118
<b>2024 Footwear Expenditures (MBR)</b>			
2024 Footwear: Total	MKD 148,054,551	MKD 918,197,880	MKD 1,669,643,346
2024 Footwear: Per Mill	17.6	109.0	198.2
2024 Footwear: Per Capita	MKD 6,159	MKD 5,526	MKD 5,494
2024 Footwear: Index	133	120	119
<b>2024 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2024 Furniture/Furnishing: Total	MKD 86,538,064	MKD 534,686,222	MKD 973,375,997
2024 Furniture/Furnishing: Per Mill	17.7	109.1	198.5
2024 Furniture/Furnishing: Per Capita	MKD 3,600	MKD 3,218	MKD 3,203
2024 Furniture/Furnishing: Index	134	120	119
<b>2024 Household Textiles Expenditures (MBR)</b>			
2024 Household Textiles: Total	MKD 23,315,005	MKD 142,533,933	MKD 259,614,918
2024 Household Textiles: Per Mill	17.5	107.2	195.3
2024 Household Textiles: Per Capita	MKD 970	MKD 858	MKD 854
2024 Household Textiles: Index	133	118	117
<b>2024 Household Appliances Expenditures (MBR)</b>			
2024 Household Appliances: Total	MKD 86,531,640	MKD 536,889,365	MKD 978,942,613
2024 Household Appliances: Per Mill	16.8	104.4	190.4
2024 Household Appliances: Per Capita	MKD 3,600	MKD 3,231	MKD 3,221
2024 Household Appliances: Index	128	114	114

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	1 kilometer	3 kilometer	5 kilometer
<b>2024 Household Utensils Expenditures (MBR)</b>			
2024 Household Utensils: Total	MKD 24,933,181	MKD 154,263,693	MKD 280,852,222
2024 Household Utensils: Per Mill	17.3	107.1	195.0
2024 Household Utensils: Per Capita	MKD 1,037	MKD 928	MKD 924
2024 Household Utensils: Index	131	117	117
<b>2024 House &amp; Garden Expenditures (MBR)</b>			
2024 House & Garden Tools: Total	MKD 14,772,424	MKD 93,905,155	MKD 170,792,623
2024 House & Garden Tools: Per Mill	16.6	105.2	191.4
2024 House & Garden Tools: Per Capita	MKD 615	MKD 565	MKD 562
2024 House & Garden Tools: Index	125	115	115
<b>2024 Household Maintenance Expenditures (MBR)</b>			
2024 Household Maintenance: Total	MKD 127,448,927	MKD 787,688,458	MKD 1,435,820,994
2024 Household Maintenance: Per Mill	16.8	103.9	189.4
2024 Household Maintenance: Per Capita	MKD 5,302	MKD 4,740	MKD 4,725
2024 Household Maintenance: Index	127	114	114
<b>2024 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2024 Medical Products: Total	MKD 182,229,071	MKD 1,081,271,578	MKD 1,972,102,690
2024 Medical Products: Per Mill	17.4	103.1	188.0
2024 Medical Products: Per Capita	MKD 7,581	MKD 6,507	MKD 6,489
2024 Medical Products: Index	132	113	113
<b>2024 Consumer Electronics Expenditures (MBR)</b>			
2024 Electronics & IT: Total	MKD 137,565,374	MKD 864,599,313	MKD 1,573,702,364
2024 Electronics & IT: Per Mill	17.0	107.1	194.9
2024 Electronics & IT: Per Capita	MKD 5,723	MKD 5,203	MKD 5,178
2024 Electronics & IT: Index	129	117	117
<b>2024 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2024 Recreation Durables: Total	MKD 4,021,685	MKD 25,482,126	MKD 46,293,823
2024 Recreation Durables: Per Mill	17.1	108.2	196.6
2024 Recreation Durables: Per Capita	MKD 167	MKD 153	MKD 152
2024 Recreation Durables: Index	129	119	118
<b>2024 Entertainment Expenditures (MBR)</b>			
2024 Toys/Sports/Pets: Total	MKD 55,056,388	MKD 347,735,764	MKD 633,074,266
2024 Toys/Sports/Pets: Per Mill	16.6	104.9	191.0
2024 Toys/Sports/Pets: Per Capita	MKD 2,290	MKD 2,093	MKD 2,083
2024 Toys/Sports/Pets: Index	126	115	115
<b>2024 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2024 Recreational Services: Total	MKD 204,406,614	MKD 1,279,959,383	MKD 2,334,666,357
2024 Recreational Services: Per Mill	16.5	103.4	188.7
2024 Recreational Services: Per Capita	MKD 8,504	MKD 7,703	MKD 7,682
2024 Recreational Services: Index	125	113	113
<b>2024 Books &amp; Stationery Expenditures (MBR)</b>			
2024 Books & Stationery: Total	MKD 28,410,846	MKD 177,098,994	MKD 322,817,493
2024 Books & Stationery: Per Mill	16.6	103.4	188.5
2024 Books & Stationery: Per Capita	MKD 1,182	MKD 1,066	MKD 1,062
2024 Books & Stationery: Index	126	113	113

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	1 kilometer	3 kilometer	5 kilometer
<b>2024 Catering Services Expenditures (MBR)</b>			
2024 Catering Services: Total	MKD 135,871,657	MKD 841,153,986	MKD 1,530,908,607
2024 Catering Services: Per Mill	17.2	106.7	194.3
2024 Catering Services: Per Capita	MKD 5,653	MKD 5,062	MKD 5,038
2024 Catering Services: Index	131	117	116
<b>2024 Personal Care Expenditures (MBR)</b>			
2024 Personal Care: Total	MKD 237,272,109	MKD 1,500,305,265	MKD 2,736,777,230
2024 Personal Care: Per Mill	16.1	101.8	185.7
2024 Personal Care: Per Capita	MKD 9,871	MKD 9,029	MKD 9,006
2024 Personal Care: Index	122	112	111
<b>2024 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2024 Personal Effects: Total	MKD 31,613,434	MKD 189,164,868	MKD 343,242,715
2024 Personal Effects: Per Mill	19.3	115.2	209.0
2024 Personal Effects: Per Capita	MKD 1,315	MKD 1,138	MKD 1,129
2024 Personal Effects: Index	146	126	125

Sample Report

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