

	1 kilometer	3 kilometer	5 kilometer
2025 Population Totals (MBR)			
2025 Total Population	26,985	184,855	328,443
2025 Total Population Age 0-14	6,099	41,777	74,228
2025 Total Population Age 15-29	5,360	36,718	65,238
2025 Total Population Age 30-44	5,783	39,617	70,390
2025 Total Population Age 45-59	5,171	35,421	62,935
2025 Total Population Age 60+	4,572	31,322	55,652
2025 Population Density (per sq. km)	8,593.9	6,541.2	4,182.9
2025 Population Per Mill	2.2	15.3	27.1
2025 Male Population Totals (MBR)			
2025 Total Male Population	13,430	91,997	163,457
2025 Male Population Age 0-14	3,133	21,459	38,127
2025 Male Population Age 15-29	2,713	18,585	33,022
2025 Male Population Age 30-44	2,819	19,311	34,311
2025 Male Population Age 45-59	2,566	17,580	31,235
2025 Male Population Age 60+	2,199	15,063	26,763
2025 Female Population Totals (MBR)			
2025 Total Female Population	13,555	92,858	164,986
2025 Female Population Age 0-14	2,966	20,319	36,101
2025 Female Population Age 15-29	2,647	18,132	32,217
2025 Female Population Age 30-44	2,964	20,306	36,079
2025 Female Population Age 45-59	2,605	17,841	31,700
2025 Female Population Age 60+	2,374	16,260	28,890
2025 Household Totals (MBR)			
2025 Total Households	7,893	54,066	96,062
2025 Average Household Size	3.4	3.4	3.4
2025 Marital Status (MBR)			
2025 Marital Status: Single	13,192	90,366	160,559
2025 Marital Status: Married	12,601	86,321	153,373
2025 Marital Status: Divorced	228	1,561	2,774
2025 Marital Status: Widowed	964	6,606	11,738
2025 Educational Attainment (MBR)			
2025 No Education/Illiterate	7,769	53,219	94,557
2025 Primary Education (ISCED 1 and 2)	7,856	53,812	95,611
2025 Upper Secondary Education (ISCED 3)	8,462	57,968	102,995
2025 Post Secondary Education (ISCED 4 and 5)	0	0	0
2025 Tertiary Education (ISCED 6 to 8)	2,899	19,857	35,280
2025 Education Unknown	0	0	0
2024 Unemployment (MBR)			
2024 Unemployed Population	1,096	7,511	13,346
2025 Purchasing Power (MBR)			
2025 Purchasing Power: Total	TND 291,082,328	TND 1,993,976,857	TND 3,542,817,321
2025 Purchasing Power: Per Mill	2.4	16.6	29.6
2025 Purchasing Power: Per Capita	TND 10,787	TND 10,787	TND 10,787
2025 Purchasing Power: Index	109	109	109

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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2025 Food & Beverage Expenditures (MBR)			
2025 Food & Beverage: Total	TND 91,210,020	TND 624,808,346	TND 1,110,134,164
2025 Food & Beverage: Per Mill	2.4	16.2	28.7
2025 Food & Beverage: Per Capita	TND 3,380	TND 3,380	TND 3,380
2025 Food & Beverage: Index	106	106	106
2025 Alcoholic Beverage Expenditures (MBR)			
2025 Alcoholic Beverage: Total	TND 313,579	TND 2,148,085	TND 3,816,630
2025 Alcoholic Beverage: Per Mill	2.4	16.4	29.1
2025 Alcoholic Beverage: Per Capita	TND 12	TND 12	TND 12
2025 Alcoholic Beverage: Index	108	108	108
2025 Tobacco Expenditures (MBR)			
2025 Tobacco: Total	TND 12,040,167	TND 82,477,747	TND 146,543,120
2025 Tobacco: Per Mill	2.3	15.8	28.1
2025 Tobacco: Per Capita	TND 446	TND 446	TND 446
2025 Tobacco: Index	104	104	104
2025 Clothing Expenditures (MBR)			
2025 Clothing: Total	TND 18,742,539	TND 128,390,445	TND 228,118,943
2025 Clothing: Per Mill	2.4	16.2	28.8
2025 Clothing: Per Capita	TND 695	TND 695	TND 695
2025 Clothing: Index	106	106	106
2025 Footwear Expenditures (MBR)			
2025 Footwear: Total	TND 7,482,518	TND 51,256,863	TND 91,071,117
2025 Footwear: Per Mill	2.4	16.4	29.1
2025 Footwear: Per Capita	TND 277	TND 277	TND 277
2025 Footwear: Index	107	107	107
2025 Furniture & Furnishing Expenditures (MBR)			
2025 Furniture/Furnishing: Total	TND 2,766,817	TND 18,953,293	TND 33,675,443
2025 Furniture/Furnishing: Per Mill	2.4	16.4	29.2
2025 Furniture/Furnishing: Per Capita	TND 103	TND 103	TND 103
2025 Furniture/Furnishing: Index	108	108	108
2025 Household Textiles Expenditures (MBR)			
2025 Household Textiles: Total	TND 1,159,752	TND 7,944,549	TND 14,115,553
2025 Household Textiles: Per Mill	2.4	16.4	29.1
2025 Household Textiles: Per Capita	TND 43	TND 43	TND 43
2025 Household Textiles: Index	107	107	107
2025 Household Appliances Expenditures (MBR)			
2025 Household Appliances: Total	TND 1,862,014	TND 12,755,200	TND 22,662,923
2025 Household Appliances: Per Mill	2.4	16.2	28.7
2025 Household Appliances: Per Capita	TND 69	TND 69	TND 69
2025 Household Appliances: Index	106	106	106
2025 Household Utensils Expenditures (MBR)			
2025 Household Utensils: Total	TND 952,487	TND 6,524,745	TND 11,592,903
2025 Household Utensils: Per Mill	2.4	16.3	28.9
2025 Household Utensils: Per Capita	TND 35	TND 35	TND 35
2025 Household Utensils: Index	107	107	107

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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2025 House & Garden Expenditures (MBR)			
2025 House & Garden Tools: Total	TND 247,539	TND 1,695,697	TND 3,012,846
2025 House & Garden Tools: Per Mill	2.4	16.2	28.8
2025 House & Garden Tools: Per Capita	TND 9	TND 9	TND 9
2025 House & Garden Tools: Index	106	106	106
2025 Household Maintenance Expenditures (MBR)			
2025 Household Maintenance: Total	TND 6,544,627	TND 44,832,107	TND 79,655,872
2025 Household Maintenance: Per Mill	2.4	16.2	28.7
2025 Household Maintenance: Per Capita	TND 243	TND 243	TND 243
2025 Household Maintenance: Index	106	106	106
2025 Medical Products & Supplies Expenditures (MBR)			
2025 Medical Products: Total	TND 8,010,567	TND 54,874,115	TND 97,498,105
2025 Medical Products: Per Mill	2.4	16.2	28.8
2025 Medical Products: Per Capita	TND 297	TND 297	TND 297
2025 Medical Products: Index	106	106	106
2025 Consumer Electronics Expenditures (MBR)			
2025 Electronics & IT: Total	TND 1,958,355	TND 13,415,157	TND 23,835,507
2025 Electronics & IT: Per Mill	2.4	16.3	28.9
2025 Electronics & IT: Per Capita	TND 73	TND 73	TND 73
2025 Electronics & IT: Index	107	107	107
2025 Entertainment Expenditures (MBR)			
2025 Toys & Sports: Total	TND 912,415	TND 6,250,241	TND 11,105,175
2025 Toys & Sports: Per Mill	2.4	16.3	28.9
2025 Toys & Sports: Per Capita	TND 34	TND 34	TND 34
2025 Toys & Sports: Index	107	107	107
2025 Garden & Pet Expenditures (MBR)			
2025 Garden/Pets: Total	TND 406,145	TND 2,782,182	TND 4,943,268
2025 Garden/Pets: Per Mill	2.4	16.2	28.8
2025 Garden/Pets: Per Capita	TND 15	TND 15	TND 15
2025 Garden/Pets: Index	106	106	106
2025 Recreational & Cultural Service Expenditures (MBR)			
2025 Recreational Services: Total	TND 1,394,450	TND 9,552,284	TND 16,972,111
2025 Recreational Services: Per Mill	2.3	16.1	28.6
2025 Recreational Services: Per Capita	TND 52	TND 52	TND 52
2025 Recreational Services: Index	106	106	106
2025 Books & Stationery Expenditures (MBR)			
2025 Books & Stationery: Total	TND 558,769	TND 3,827,690	TND 6,800,884
2025 Books & Stationery: Per Mill	2.3	15.9	28.3
2025 Books & Stationery: Per Capita	TND 21	TND 21	TND 21
2025 Books & Stationery: Index	105	105	105
2025 Catering Services Expenditures (MBR)			
2025 Catering Services: Total	TND 5,779,082	TND 39,587,962	TND 70,338,288
2025 Catering Services: Per Mill	2.4	16.3	28.9
2025 Catering Services: Per Capita	TND 214	TND 214	TND 214
2025 Catering Services: Index	107	107	107

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	1 kilometer	3 kilometer	5 kilometer
2025 Personal Care Expenditures (MBR)			
2025 Personal Care: Total	TND 6,459,434	TND 44,248,519	TND 78,618,976
2025 Personal Care: Per Mill	2.3	16.0	28.5
2025 Personal Care: Per Capita	TND 239	TND 239	TND 239
2025 Personal Care: Index	105	105	105
2025 Jewelry & Personal Effects Expenditures (MBR)			
2025 Personal Effects: Total	TND 1,429,702	TND 9,793,768	TND 17,401,170
2025 Personal Effects: Per Mill	2.4	16.7	29.6
2025 Personal Effects: Per Capita	TND 53	TND 53	TND 53
2025 Personal Effects: Index	109	109	109

Sample Report

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Source: Esri and Michael Bauer Research

October 07, 2025