

# Montenegro Summary Report

Ulica 22. Novembra 2, Budva, 85310  
 Rings: 1, 3, 5 kilometer radii

Sample Report  
 Latitude: 42.2850  
 Longitude: 18.8375

	1 kilometer	3 kilometer	5 kilometer
<b>2024 Population Totals (MBR)</b>			
2024 Total Population	9,612	18,028	22,228
2024 Total Population Age 0-14	1,656	3,106	3,803
2024 Total Population Age 15-29	1,764	3,308	4,057
2024 Total Population Age 30-44	2,330	4,370	5,338
2024 Total Population Age 45-59	1,973	3,700	4,573
2024 Total Population Age 60+	1,890	3,544	4,457
2024 Population Density (per sq. km)	3,061.1	637.9	283.1
2024 Population Per Mill	15.2	28.6	35.2
<b>2024 Male Population Totals (MBR)</b>			
2024 Total Male Population	4,557	8,547	10,533
2024 Male Population Age 0-14	841	1,578	1,934
2024 Male Population Age 15-29	868	1,628	2,001
2024 Male Population Age 30-44	1,123	2,106	2,573
2024 Male Population Age 45-59	880	1,651	2,046
2024 Male Population Age 60+	845	1,584	1,980
<b>2024 Female Population Totals (MBR)</b>			
2024 Total Female Population	5,055	9,481	11,695
2024 Female Population Age 0-14	815	1,528	1,869
2024 Female Population Age 15-29	896	1,680	2,056
2024 Female Population Age 30-44	1,207	2,265	2,765
2024 Female Population Age 45-59	1,092	2,049	2,527
2024 Female Population Age 60+	1,045	1,960	2,477
<b>2024 Household Totals (MBR)</b>			
2024 Total Households	3,698	6,936	8,495
2024 Average Household Size	2.6	2.6	2.6
<b>2024 Marital Status (MBR)</b>			
2024 Marital Status: Single	4,257	7,984	9,809
2024 Marital Status: Married	4,363	8,184	10,097
2024 Marital Status: Divorced	393	737	907
2024 Marital Status: Widowed	599	1,123	1,415
<b>2024 Educational Attainment (MBR)</b>			
2024 Pop: No Education/Illiterate	1,730	3,245	3,976
2024 Pop: Primary Education (ISCED 1 and 2)	1,266	2,374	2,987
2024 Pop: Upper Secondary Education (ISCED 3)	4,586	8,601	10,576
2024 Pop: Post Secondary Education (ISCED 4 and 5)	1,792	3,362	4,137
2024 Pop: Tertiary Education (ISCED 6 to 8)	199	374	461
2024 Pop: Education Unknown	39	73	91
<b>2023 Unemployment (MBR)</b>			
2023 Unemployed Population	427	802	990
<b>2024 Purchasing Power (MBR)</b>			
2024 Purchasing Power: Total	€96,202,439	€180,433,911	€220,772,357
2024 Purchasing Power: Per Mill	18.8	35.2	43.1
2024 Purchasing Power: Per Capita	€10,009	€10,009	€9,932
2024 Purchasing Power: Index	123	123	122

**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

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<b>2024 Food &amp; Beverage Expenditures (MBR)</b>			
2024 Food & Beverage: Total	€27,759,457	€52,064,662	€63,835,288
2024 Food & Beverage: Per Mill	17.6	33.0	40.4
2024 Food & Beverage: Per Capita	€2,888	€2,888	€2,872
2024 Food & Beverage: Index	115	115	115
<b>2024 Alcoholic Beverage Expenditures (MBR)</b>			
2024 Alcoholic Beverage: Total	€1,865,291	€3,498,474	€4,283,577
2024 Alcoholic Beverage: Per Mill	18.3	34.4	42.1
2024 Alcoholic Beverage: Per Capita	€194	€194	€193
2024 Alcoholic Beverage: Index	120	120	120
<b>2024 Tobacco Expenditures (MBR)</b>			
2024 Tobacco: Total	€4,308,734	€8,081,311	€9,927,871
2024 Tobacco: Per Mill	16.8	31.6	38.8
2024 Tobacco: Per Capita	€448	€448	€447
2024 Tobacco: Index	111	111	110
<b>2024 Clothing Expenditures (MBR)</b>			
2024 Clothing: Total	€3,378,025	€6,335,706	€7,764,220
2024 Clothing: Per Mill	17.6	33.0	40.4
2024 Clothing: Per Capita	€351	€351	€349
2024 Clothing: Index	116	116	115
<b>2024 Footwear Expenditures (MBR)</b>			
2024 Footwear: Total	€1,702,273	€3,192,724	€3,911,301
2024 Footwear: Per Mill	17.7	33.2	40.6
2024 Footwear: Per Capita	€177	€177	€176
2024 Footwear: Index	116	116	115
<b>2024 Furniture &amp; Furnishing Expenditures (MBR)</b>			
2024 Furniture/Furnishing: Total	€1,727,869	€3,240,730	€3,968,055
2024 Furniture/Furnishing: Per Mill	18.0	33.7	41.3
2024 Furniture/Furnishing: Per Capita	€180	€180	€179
2024 Furniture/Furnishing: Index	118	118	117
<b>2024 Household Textiles Expenditures (MBR)</b>			
2024 Household Textiles: Total	€370,779	€695,420	€852,655
2024 Household Textiles: Per Mill	17.7	33.3	40.8
2024 Household Textiles: Per Capita	€39	€39	€38
2024 Household Textiles: Index	116	116	116
<b>2024 Household Appliances Expenditures (MBR)</b>			
2024 Household Appliances: Total	€1,462,090	€2,742,244	€3,364,586
2024 Household Appliances: Per Mill	17.4	32.6	40.0
2024 Household Appliances: Per Capita	€152	€152	€151
2024 Household Appliances: Index	114	114	113
<b>2024 Household Utensils Expenditures (MBR)</b>			
2024 Household Utensils: Total	€638,762	€1,198,040	€1,469,021
2024 Household Utensils: Per Mill	17.5	32.9	40.3
2024 Household Utensils: Per Capita	€66	€66	€66
2024 Household Utensils: Index	115	115	115

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<b>2024 House &amp; Garden Expenditures (MBR)</b>			
2024 House & Garden Tools: Total	€257,823	€483,564	€593,987
2024 House & Garden Tools: Per Mill	16.7	31.3	38.5
2024 House & Garden Tools: Per Capita	€27	€27	€27
2024 House & Garden Tools: Index	110	110	109
<b>2024 Household Maintenance Expenditures (MBR)</b>			
2024 Household Maintenance: Total	€3,059,217	€5,737,760	€7,043,010
2024 Household Maintenance: Per Mill	17.3	32.4	39.8
2024 Household Maintenance: Per Capita	€318	€318	€317
2024 Household Maintenance: Index	114	114	113
<b>2024 Medical Products &amp; Supplies Expenditures (MBR)</b>			
2024 Medical Products: Total	€2,237,735	€4,197,018	€5,171,957
2024 Medical Products: Per Mill	16.9	31.7	39.1
2024 Medical Products: Per Capita	€233	€233	€233
2024 Medical Products: Index	111	111	111
<b>2024 Consumer Electronics Expenditures (MBR)</b>			
2024 Electronics & IT: Total	€1,011,891	€1,897,868	€2,323,689
2024 Electronics & IT: Per Mill	17.7	33.2	40.7
2024 Electronics & IT: Per Capita	€105	€105	€105
2024 Electronics & IT: Index	116	116	116
<b>2024 Recreation &amp; Culture Durable Expenditures (MBR)</b>			
2024 Recreation Durables: Total	€78,749	€147,699	€181,150
2024 Recreation Durables: Per Mill	17.1	32.0	39.3
2024 Recreation Durables: Per Capita	€8	€8	€8
2024 Recreation Durables: Index	112	112	112
<b>2024 Entertainment Expenditures (MBR)</b>			
2024 Toys/Sports/Pets: Total	€822,643	€1,542,920	€1,893,661
2024 Toys/Sports/Pets: Per Mill	17.0	31.9	39.2
2024 Toys/Sports/Pets: Per Capita	€86	€86	€85
2024 Toys/Sports/Pets: Index	112	112	111
<b>2024 Recreational &amp; Cultural Service Expenditures (MBR)</b>			
2024 Recreational Services: Total	€1,182,478	€2,217,814	€2,719,859
2024 Recreational Services: Per Mill	17.4	32.6	40.0
2024 Recreational Services: Per Capita	€123	€123	€122
2024 Recreational Services: Index	114	114	113
<b>2024 Books &amp; Stationery Expenditures (MBR)</b>			
2024 Books & Stationery: Total	€970,611	€1,820,444	€2,234,172
2024 Books & Stationery: Per Mill	17.1	32.1	39.4
2024 Books & Stationery: Per Capita	€101	€101	€101
2024 Books & Stationery: Index	112	112	112
<b>2024 Catering Services Expenditures (MBR)</b>			
2024 Catering Services: Total	€1,272,959	€2,387,518	€2,928,439
2024 Catering Services: Per Mill	17.5	32.8	40.2
2024 Catering Services: Per Capita	€132	€132	€132
2024 Catering Services: Index	115	115	114

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<b>2024 Personal Care Expenditures (MBR)</b>			
2024 Personal Care: Total	€4,120,390	€7,728,059	€9,478,895
2024 Personal Care: Per Mill	17.2	32.2	39.5
2024 Personal Care: Per Capita	€429	€429	€426
2024 Personal Care: Index	113	113	112
<b>2024 Jewelry &amp; Personal Effects Expenditures (MBR)</b>			
2024 Personal Effects: Total	€388,726	€729,080	€893,825
2024 Personal Effects: Per Mill	18.0	33.7	41.3
2024 Personal Effects: Per Capita	€40	€40	€40
2024 Personal Effects: Index	118	118	117

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