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2024 Population Totals (MBR)

2024 Total Population	16,870	228,796	384,882
2024 Population Density (per sq. km)	5,372.6	8,096.1	4,901.7
2024 Population Per Mill	3.1	41.4	69.7
2024 Total Population Age 0-14	1,194	24,541	49,892
2024 Total Population Age 15-29	5,744	65,015	98,087
2024 Total Population Age 30-44	5,847	73,567	115,237
2024 Total Population Age 45-59	2,575	35,862	63,772
2024 Total Population Age 60+	1,502	29,797	57,879

2024 Male Population Totals (MBR)

2024 Total Male Population	9,386	115,264	192,734
2024 Male Population Age 0-14	594	12,372	25,386
2024 Male Population Age 15-29	2,858	29,995	45,994
2024 Male Population Age 30-44	3,539	39,182	60,239
2024 Male Population Age 45-59	1,568	19,435	33,788
2024 Male Population Age 60+	828	14,281	27,328

2024 Female Population Totals (MBR)

2024 Total Female Population	7,477	113,517	192,132
2024 Female Population Age 0-14	600	12,170	24,506
2024 Female Population Age 15-29	2,887	35,020	52,093
2024 Female Population Age 30-44	2,308	34,385	54,998
2024 Female Population Age 45-59	1,008	16,426	29,984
2024 Female Population Age 60+	674	15,515	30,551

2024 Household Totals (MBR)

2024 Total Households	10,583	140,860	219,217
2024 Average Household Size	1.6	1.6	1.8

2024 Households by Income (MBR)

2024 HHs: 1st Quintile (Below 344,449 Norwegian Krone)	2,383	30,847	47,963
2024 HHs: 2nd Quintile (344,449 to 526,301 Norwegian	1,684	22,396	34,855
2024 HHs: 3rd Quintile (526,301 to 756,424 Norwegian	1,876	24,947	38,821
2024 HHs: 4th Quintile (756,424 to 1,078,336 Norwegian	2,335	31,075	48,369
2024 HHs: 5th Quintile (1,078,336 Norwegian Krone and	2,306	31,596	49,209

2024 Households by Type (MBR)

2024 HHs: One Person Household	5,100	67,839	105,577
2024 HHs: Multi Person Household without Child(ren)	2,725	36,285	56,472
2024 HHs: Multi Person Household with Child(ren)	2,758	36,736	57,168

2024 Marital Status (MBR)

2024 Marital Status: Single	10,318	139,881	235,295
2024 Marital Status: Married	4,838	65,633	110,415
2024 Marital Status: Divorced	1,281	17,386	29,251
2024 Marital Status: Widowed	434	5,897	9,921

2024 Educational Attainment (MBR)

2024 Pop: No Education/Illiterate	1,270	25,894	52,752
2024 Pop: Primary Education (ISCED 1 and 2)	2,847	37,045	60,633
2024 Pop: Upper Secondary Education (ISCED 3)	3,651	47,442	77,660
2024 Pop: Post Secondary Education (ISCED 4 and 5)	346	4,490	7,348
2024 Pop: Tertiary Education (ISCED 6 to 8)	8,617	112,095	183,488
2024 Pop: Education Unknown	139	1,831	3,001

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Source: Esri and Michael Bauer Research

February 05, 2025

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2023 Unemployment (MBR)			
2023 Unemployed Population	397	5,408	9,095
2024 Purchasing Power (MBR)			
2024 Purchasing Power: Total	NOK 7,105,682,549	NOK 100,990,113,899	NOK 174,139,606,649
2024 Purchasing Power: Per Mill	3.4	47.9	82.6
2024 Purchasing Power: Per Capita	NOK 421,202	NOK 441,398	NOK 452,449
2024 Purchasing Power: Index	110	116	119
2024 Food & Beverage Expenditures (MBR)			
2024 Food & Beverage: Total	NOK 742,227,286	NOK 10,361,883,468	NOK 17,249,096,715
2024 Food & Beverage: Per Mill	3.3	46.7	77.7
2024 Food & Beverage: Per Capita	NOK 43,997	NOK 45,289	NOK 44,817
2024 Food & Beverage: Index	110	113	112
2024 Alcoholic Beverage Expenditures (MBR)			
2024 Alcoholic Beverage: Total	NOK 165,956,907	NOK 2,264,781,693	NOK 3,695,614,782
2024 Alcoholic Beverage: Per Mill	3.7	50.8	82.9
2024 Alcoholic Beverage: Per Capita	NOK 9,837	NOK 9,899	NOK 9,602
2024 Alcoholic Beverage: Index	122	123	119
2024 Tobacco Expenditures (MBR)			
2024 Tobacco: Total	NOK 113,977,208	NOK 1,529,309,956	NOK 2,476,780,650
2024 Tobacco: Per Mill	3.6	47.7	77.3
2024 Tobacco: Per Capita	NOK 6,756	NOK 6,684	NOK 6,435
2024 Tobacco: Index	116	115	111
2024 Clothing Expenditures (MBR)			
2024 Clothing: Total	NOK 232,918,401	NOK 3,275,051,205	NOK 5,554,735,783
2024 Clothing: Per Mill	3.2	45.5	77.2
2024 Clothing: Per Capita	NOK 13,807	NOK 14,314	NOK 14,432
2024 Clothing: Index	106	110	111
2024 Footwear Expenditures (MBR)			
2024 Footwear: Total	NOK 37,989,152	NOK 541,580,476	NOK 922,476,302
2024 Footwear: Per Mill	3.2	44.9	76.5
2024 Footwear: Per Capita	NOK 2,252	NOK 2,367	NOK 2,397
2024 Footwear: Index	103	108	110
2024 Furniture & Furnishing Expenditures (MBR)			
2024 Furniture/Furnishing: Total	NOK 152,514,550	NOK 2,113,738,347	NOK 3,536,139,481
2024 Furniture/Furnishing: Per Mill	3.5	47.9	80.1
2024 Furniture/Furnishing: Per Capita	NOK 9,041	NOK 9,239	NOK 9,188
2024 Furniture/Furnishing: Index	113	116	115
2024 Household Textiles Expenditures (MBR)			
2024 Household Textiles: Total	NOK 45,327,099	NOK 641,564,834	NOK 1,082,248,561
2024 Household Textiles: Per Mill	3.2	45.4	76.7
2024 Household Textiles: Per Capita	NOK 2,687	NOK 2,804	NOK 2,812
2024 Household Textiles: Index	105	110	110
2024 Household Appliances Expenditures (MBR)			
2024 Household Appliances: Total	NOK 62,529,350	NOK 880,696,691	NOK 1,480,560,661
2024 Household Appliances: Per Mill	3.2	45.0	75.6
2024 Household Appliances: Per Capita	NOK 3,707	NOK 3,849	NOK 3,847
2024 Household Appliances: Index	105	109	108

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2024 Household Utensils Expenditures (MBR)			
2024 Household Utensils: Total	NOK 43,793,020	NOK 619,735,128	NOK 1,049,832,477
2024 Household Utensils: Per Mill	3.2	45.0	76.2
2024 Household Utensils: Per Capita	NOK 2,596	NOK 2,709	NOK 2,728
2024 Household Utensils: Index	104	109	109
2024 House & Garden Expenditures (MBR)			
2024 House & Garden Tools: Total	NOK 55,154,527	NOK 775,417,528	NOK 1,326,888,190
2024 House & Garden Tools: Per Mill	3.0	42.7	73.0
2024 House & Garden Tools: Per Capita	NOK 3,269	NOK 3,389	NOK 3,448
2024 House & Garden Tools: Index	99	103	105
2024 Household Maintenance Expenditures (MBR)			
2024 Household Maintenance: Total	NOK 38,582,602	NOK 548,458,409	NOK 925,497,361
2024 Household Maintenance: Per Mill	3.1	44.2	74.6
2024 Household Maintenance: Per Capita	NOK 2,287	NOK 2,397	NOK 2,405
2024 Household Maintenance: Index	102	107	107
2024 Medical Products & Supplies Expenditures (MBR)			
2024 Medical Products: Total	NOK 72,834,213	NOK 1,084,079,281	NOK 1,868,590,396
2024 Medical Products: Per Mill	2.7	39.7	68.4
2024 Medical Products: Per Capita	NOK 4,317	NOK 4,738	NOK 4,855
2024 Medical Products: Index	87	96	98
2024 Consumer Electronics Expenditures (MBR)			
2024 Electronics & IT: Total	NOK 113,769,774	NOK 1,608,016,570	NOK 2,717,879,069
2024 Electronics & IT: Per Mill	3.3	46.1	77.8
2024 Electronics & IT: Per Capita	NOK 6,744	NOK 7,028	NOK 7,062
2024 Electronics & IT: Index	107	111	112
2024 Recreation & Culture Durable Expenditures (MBR)			
2024 Recreation Durables: Total	NOK 35,819,505	NOK 519,622,323	NOK 906,672,012
2024 Recreation Durables: Per Mill	2.9	41.8	72.9
2024 Recreation Durables: Per Capita	NOK 2,123	NOK 2,271	NOK 2,356
2024 Recreation Durables: Index	94	101	105
2024 Entertainment Expenditures (MBR)			
2024 Toys/Sports/Pets: Total	NOK 128,038,682	NOK 1,823,336,979	NOK 3,122,463,818
2024 Toys/Sports/Pets: Per Mill	3.0	43.1	73.8
2024 Toys/Sports/Pets: Per Capita	NOK 7,590	NOK 7,969	NOK 8,113
2024 Toys/Sports/Pets: Index	99	104	106
2024 Recreational & Cultural Service Expenditures (MBR)			
2024 Recreational Services: Total	NOK 241,974,179	NOK 3,374,677,694	NOK 5,642,505,660
2024 Recreational Services: Per Mill	3.3	46.2	77.3
2024 Recreational Services: Per Capita	NOK 14,343	NOK 14,750	NOK 14,660
2024 Recreational Services: Index	109	112	111
2024 Books & Stationery Expenditures (MBR)			
2024 Books & Stationery: Total	NOK 84,459,969	NOK 1,209,853,849	NOK 2,048,386,773
2024 Books & Stationery: Per Mill	3.0	43.4	73.4
2024 Books & Stationery: Per Capita	NOK 5,007	NOK 5,288	NOK 5,322
2024 Books & Stationery: Index	99	105	105

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2024 Catering Services Expenditures (MBR)

2024 Catering Services: Total	NOK 133,240,489	NOK 1,895,149,644	NOK 3,210,583,004
2024 Catering Services: Per Mill	3.1	44.7	75.8
2024 Catering Services: Per Capita	NOK 7,898	NOK 8,283	NOK 8,342
2024 Catering Services: Index	103	108	109

2024 Personal Care Expenditures (MBR)

2024 Personal Care: Total	NOK 167,575,928	NOK 2,338,399,748	NOK 3,894,980,806
2024 Personal Care: Per Mill	3.3	45.7	76.1
2024 Personal Care: Per Capita	NOK 9,933	NOK 10,220	NOK 10,120
2024 Personal Care: Index	107	110	109

2024 Jewelry & Personal Effects Expenditures (MBR)

2024 Personal Effects: Total	NOK 24,039,304	NOK 358,453,071	NOK 629,792,684
2024 Personal Effects: Per Mill	2.8	42.0	73.9
2024 Personal Effects: Per Capita	NOK 1,425	NOK 1,567	NOK 1,636
2024 Personal Effects: Index	92	102	106

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