

	1 kilometer	3 kilometer	5 kilometer
2024 Population Totals (MBR)			
2024 Total Population	41,939	385,235	969,248
2024 Total Population Age 0-14	5,704	52,427	133,825
2024 Total Population Age 15-29	6,386	58,643	147,131
2024 Total Population Age 30-44	9,750	89,581	226,710
2024 Total Population Age 45-59	8,476	77,843	195,323
2024 Total Population Age 60+	11,624	106,741	266,260
2024 Population Density (per sq. km)	13,356.4	13,631.8	12,344.0
2024 Population Per Mill	0.3	2.7	6.8
2024 Male Population Totals (MBR)			
2024 Total Male Population	19,898	182,726	456,534
2024 Male Population Age 0-14	2,965	27,258	69,438
2024 Male Population Age 15-29	3,376	30,992	76,973
2024 Male Population Age 30-44	4,817	44,247	111,245
2024 Male Population Age 45-59	4,096	37,608	93,582
2024 Male Population Age 60+	4,643	42,622	105,296
2024 Female Population Totals (MBR)			
2024 Total Female Population	22,041	202,509	512,715
2024 Female Population Age 0-14	2,738	25,169	64,387
2024 Female Population Age 15-29	3,010	27,652	70,158
2024 Female Population Age 30-44	4,932	45,334	115,465
2024 Female Population Age 45-59	4,379	40,235	101,741
2024 Female Population Age 60+	6,981	64,119	160,965
2024 Household Totals (MBR)			
2024 Total Households	20,687	189,909	473,802
2024 Average Household Size	2.0	2.0	2.0
2024 Educational Attainment (MBR)			
2024 Pop: No Education/Illiterate	2,412	22,174	56,619
2024 Pop: Primary Education (ISCED 1 and 2)	2,349	21,584	55,582
2024 Pop: Upper Secondary Education (ISCED 3)	5,437	49,933	127,621
2024 Pop: Post Secondary Education (ISCED 4 and 5)	6,633	61,089	167,733
2024 Pop: Tertiary Education (ISCED 6 to 8)	11,918	109,304	264,523
2024 Pop: Education Unknown	13,190	121,151	297,171
2023 Unemployment (MBR)			
2023 Unemployed Population	408	3,750	9,519
2024 Purchasing Power (MBR)			
2024 Purchasing Power: Total	RUB 85,439,814,693	RUB 782,049,194,341	RUB 1,753,865,719,411
2024 Purchasing Power: Per Mill	1.0	9.0	20.2
2024 Purchasing Power: Per Capita	RUB 2,037,240	RUB 2,030,057	RUB 1,809,512
2024 Purchasing Power: Index	336	335	299
2024 Food & Beverage Expenditures (MBR)			
2024 Food & Beverage: Total	RUB 10,231,746,042	RUB 93,826,015,870	RUB 224,028,865,204
2024 Food & Beverage: Per Mill	0.5	4.5	10.7
2024 Food & Beverage: Per Capita	RUB 243,967	RUB 243,555	RUB 231,137
2024 Food & Beverage: Index	167	167	159

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Source: Esri and Michael Bauer Research

	1 kilometer	3 kilometer	5 kilometer
2024 Alcoholic Beverage Expenditures (MBR)			
2024 Alcoholic Beverage: Total	RUB 1,641,916,948	RUB 15,052,258,957	RUB 35,628,100,475
2024 Alcoholic Beverage: Per Mill	0.5	5.0	11.9
2024 Alcoholic Beverage: Per Capita	RUB 39,150	RUB 39,073	RUB 36,759
2024 Alcoholic Beverage: Index	188	188	177
2024 Tobacco Expenditures (MBR)			
2024 Tobacco: Total	RUB 1,029,400,314	RUB 9,446,012,858	RUB 23,077,346,255
2024 Tobacco: Per Mill	0.4	3.5	8.6
2024 Tobacco: Per Capita	RUB 24,545	RUB 24,520	RUB 23,810
2024 Tobacco: Index	132	132	128
2024 Clothing Expenditures (MBR)			
2024 Clothing: Total	RUB 2,160,755,044	RUB 19,809,087,277	RUB 46,856,558,100
2024 Clothing: Per Mill	0.5	4.9	11.7
2024 Clothing: Per Capita	RUB 51,521	RUB 51,421	RUB 48,343
2024 Clothing: Index	185	184	173
2024 Footwear Expenditures (MBR)			
2024 Footwear: Total	RUB 758,359,703	RUB 6,952,710,878	RUB 16,460,237,712
2024 Footwear: Per Mill	0.5	5.0	11.8
2024 Footwear: Per Capita	RUB 18,082	RUB 18,048	RUB 16,982
2024 Footwear: Index	186	185	174
2024 Furniture & Furnishing Expenditures (MBR)			
2024 Furniture/Furnishing: Total	RUB 877,892,225	RUB 8,047,942,153	RUB 19,011,884,015
2024 Furniture/Furnishing: Per Mill	0.6	5.1	12.2
2024 Furniture/Furnishing: Per Capita	RUB 20,933	RUB 20,891	RUB 19,615
2024 Furniture/Furnishing: Index	192	192	180
2024 Household Textiles Expenditures (MBR)			
2024 Household Textiles: Total	RUB 261,203,319	RUB 2,394,846,864	RUB 5,681,621,608
2024 Household Textiles: Per Mill	0.5	4.9	11.7
2024 Household Textiles: Per Capita	RUB 6,228	RUB 6,217	RUB 5,862
2024 Household Textiles: Index	183	183	173
2024 Household Appliances Expenditures (MBR)			
2024 Household Appliances: Total	RUB 912,047,656	RUB 8,363,133,848	RUB 19,930,484,262
2024 Household Appliances: Per Mill	0.5	4.6	10.9
2024 Household Appliances: Per Capita	RUB 21,747	RUB 21,709	RUB 20,563
2024 Household Appliances: Index	170	170	161
2024 Household Utensils Expenditures (MBR)			
2024 Household Utensils: Total	RUB 282,694,107	RUB 2,591,886,287	RUB 6,148,240,211
2024 Household Utensils: Per Mill	0.5	4.9	11.5
2024 Household Utensils: Per Capita	RUB 6,741	RUB 6,728	RUB 6,343
2024 Household Utensils: Index	182	181	171
2024 House & Garden Expenditures (MBR)			
2024 House & Garden Tools: Total	RUB 145,645,235	RUB 1,335,614,692	RUB 3,183,892,107
2024 House & Garden Tools: Per Mill	0.5	4.6	11.0
2024 House & Garden Tools: Per Capita	RUB 3,473	RUB 3,467	RUB 3,285
2024 House & Garden Tools: Index	172	172	163

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	1 kilometer	3 kilometer	5 kilometer
2024 Household Maintenance Expenditures (MBR)			
2024 Household Maintenance: Total	RUB 208,443,492	RUB 1,911,602,588	RUB 4,574,036,966
2024 Household Maintenance: Per Mill	0.5	4.4	10.6
2024 Household Maintenance: Per Capita	RUB 4,970	RUB 4,962	RUB 4,719
2024 Household Maintenance: Index	165	165	157
2024 Medical Products & Supplies Expenditures (MBR)			
2024 Medical Products: Total	RUB 1,063,452,368	RUB 9,752,179,175	RUB 23,286,379,572
2024 Medical Products: Per Mill	0.5	4.7	11.2
2024 Medical Products: Per Capita	RUB 25,357	RUB 25,315	RUB 24,025
2024 Medical Products: Index	174	174	165
2024 Consumer Electronics Expenditures (MBR)			
2024 Electronics & IT: Total	RUB 1,119,253,906	RUB 10,262,139,168	RUB 24,365,054,731
2024 Electronics & IT: Per Mill	0.5	4.7	11.3
2024 Electronics & IT: Per Capita	RUB 26,688	RUB 26,639	RUB 25,138
2024 Electronics & IT: Index	177	177	167
2024 Recreation & Culture Durable Expenditures (MBR)			
2024 Recreation Durables: Total	RUB 37,500,040	RUB 343,812,499	RUB 813,890,540
2024 Recreation Durables: Per Mill	0.5	4.9	11.7
2024 Recreation Durables: Per Capita	RUB 894	RUB 892	RUB 840
2024 Recreation Durables: Index	184	183	173
2024 Entertainment Expenditures (MBR)			
2024 Toys/Sports/Pets: Total	RUB 363,183,715	RUB 3,330,324,676	RUB 7,934,217,253
2024 Toys/Sports/Pets: Per Mill	0.5	4.5	10.8
2024 Toys/Sports/Pets: Per Capita	RUB 8,660	RUB 8,645	RUB 8,186
2024 Toys/Sports/Pets: Index	170	169	160
2024 Recreational & Cultural Service Expenditures (MBR)			
2024 Recreational Services: Total	RUB 1,128,134,641	RUB 10,345,242,563	RUB 24,715,497,665
2024 Recreational Services: Per Mill	0.5	4.4	10.5
2024 Recreational Services: Per Capita	RUB 26,899	RUB 26,854	RUB 25,500
2024 Recreational Services: Index	164	164	156
2024 Books & Stationery Expenditures (MBR)			
2024 Books & Stationery: Total	RUB 203,168,121	RUB 1,863,309,289	RUB 4,465,301,333
2024 Books & Stationery: Per Mill	0.5	4.2	10.1
2024 Books & Stationery: Per Capita	RUB 4,844	RUB 4,837	RUB 4,607
2024 Books & Stationery: Index	158	158	150
2024 Catering Services Expenditures (MBR)			
2024 Catering Services: Total	RUB 899,173,131	RUB 8,244,777,994	RUB 19,611,657,794
2024 Catering Services: Per Mill	0.5	4.7	11.3
2024 Catering Services: Per Capita	RUB 21,440	RUB 21,402	RUB 20,234
2024 Catering Services: Index	177	176	167
2024 Personal Care Expenditures (MBR)			
2024 Personal Care: Total	RUB 1,451,780,528	RUB 13,316,689,449	RUB 32,091,100,426
2024 Personal Care: Per Mill	0.4	4.0	9.7
2024 Personal Care: Per Capita	RUB 34,616	RUB 34,568	RUB 33,109
2024 Personal Care: Index	150	150	143

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	1 kilometer	3 kilometer	5 kilometer
2024 Jewelry & Personal Effects Expenditures (MBR)			
2024 Personal Effects: Total	RUB 936,105,104	RUB 8,579,329,849	RUB 20,068,008,517
2024 Personal Effects: Per Mill	0.7	6.0	14.0
2024 Personal Effects: Per Capita	RUB 22,321	RUB 22,270	RUB 20,705
2024 Personal Effects: Index	223	222	207

Sample Report

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March 14, 2025