

Ranking Consumption - Trade Area

Provides a report for total dollar values (or another consumption variable) per household in the specified Trade Area of annual expenditures of goods and services used.



Consumption Ranking | Opticks Numeris



Trade Area: Montréal, QC

The **Trade Area** selected for the analysis is indicated at the top of the report.

	Consumption Unit	Unit/Hhld	% Comp	Base Consumption Unit	Base Unit/Hhld	Base % Comp	Index: Unit/Hhld	Index: % Comp
Investments								
Investments - Total Online Brokerages - \$1+ Balance - Consumption (\$)	31,676,278,381	17,335.49	10.83	360,519,400,091	23,983.71	14.42	72	75
Investments - Total Private Client - \$1+ Balance - Consumption (\$) (I)	9,876,694,356	5,405.22	3.96	68,892,748,747	4,583.12	2.65	118	150
Investments - Financial Institution - TD Canada Trust - \$1+ Balance - Consumption (\$)	3,260,668,327	1,784.47	2.94	70,233,186,808	4,672.29	6.56	38	45
Investments - Financial Institution - RBC Royal Bank - \$1+ Balance - Consumption (\$)	10,466,556,355	5,728.04	5.79	84,793,973,240	5,640.96	5.95	102	97
Investments - Financial Institution - TD Direct Investing - \$1+ Balance - Consumption (\$)	5,254,997,420	2,875.91	2.44	121,607,724,097	8,090.01	4.78	36	51
Investments - Financial Institution - RBC Direct Investing - \$1+ Balance - Consumption (\$) (I)	4,175,434,997	2,285.09	2.33	76,752,761,004	5,106.01	4.03	45	58
Investments - Financial Institution - BMO Bank of Montreal - \$1+ Balance - Consumption (\$) (I)	5,733,220,306	3,137.62	3.45	51,986,740,834	3,458.44	3.87	91	89
Investments - Financial Institution - CIBC - \$1+ Balance - Consumption (\$) (I)	4,835,397,147	2,646.27	1.97	43,036,437,437	2,863.02	3.09	92	64

Benchmark: Canada

The **Benchmark**—also referred to as the base—indicates the geographic extent for the report.

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Index Colours:	<80	80 - 110	110+
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For example, total yearly dollar balance invested as a private client is **\$5,405.22** per household in Montréal, Québec. This is **18%** (Index Unit/Hhld = **118**) above average compared to the **\$4,583.12** invested as a private client in the benchmark of Canada. Investments as a private client represent **3.96%** of the total yearly dollars being invested in this category of investments for the Trade Area of Montréal, Québec. This is **50%** above-average compared to the **2.65%** invested as a private client in the benchmark of Canada.

Consumption Unit: The aggregate expenses of the consumption variable in the Trade Area.

Unit/Hhld: The average expenses per household of the consumption variable in the Trade Area.

% Comp: The proportion of the total consumption (parent variable) that composes the consumption variable (child variable) in the Trade Area.

Base Consumption Unit: The aggregate expenses of the consumption variable in the benchmark.

Base Unit/Hhld: The average expenses per household of the consumption variable in the benchmark.

Base % Comp: The proportion of total consumption (parent variables) that composes the consumption variable (child variable) in the benchmark.

Index Unit/Hhld: Compares the average expenses per household in the Trade Area to the averages expenses per household in the benchmark.

Index % Comp: Compares the proportion of total expenses in the Trade Area to the proportion of total expenses in the benchmark (average = 100). An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.