

Executive Dashboards - Expenditures - Consumer Buying Power Overview

Provides current estimates of annual household expenditures for the current year (CY). It lets users analyze potential expenditures by both total and average dollars spent per household for any geographic level regardless of where the consumer made the purchase.

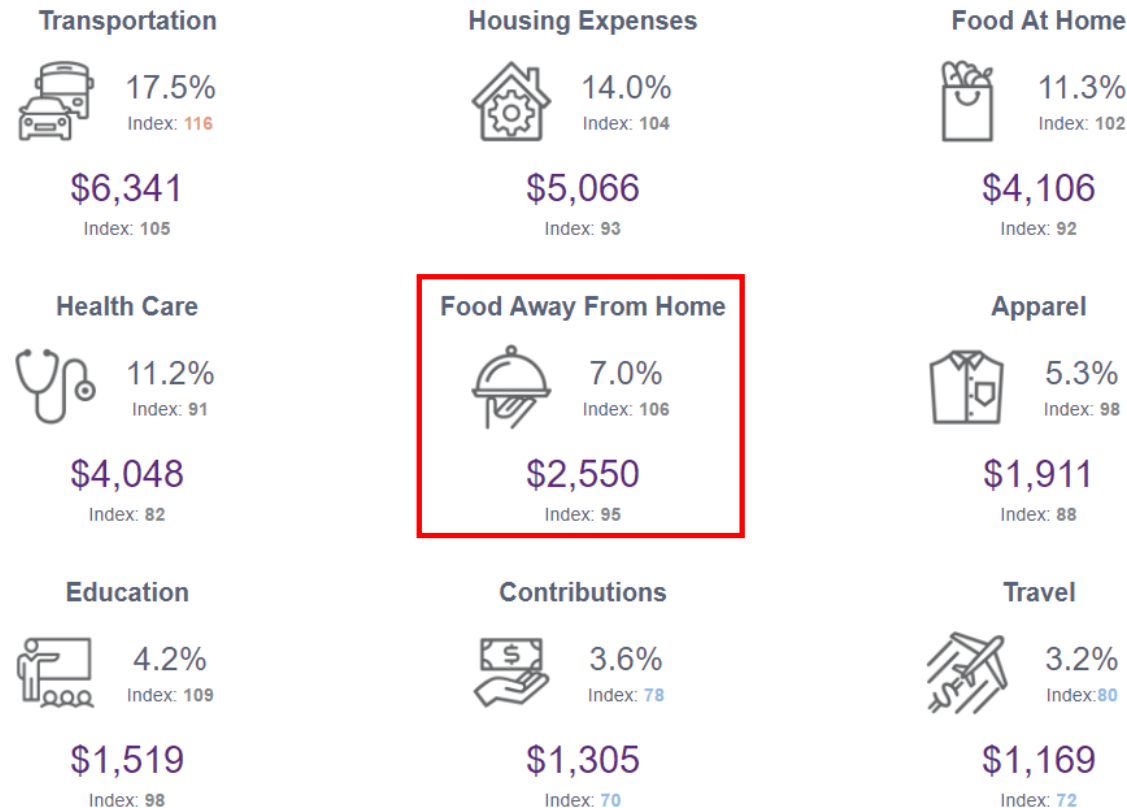
Expenditures | CY Consumer Buying Power Overview

ENVIRONICS ANALYTICS

Trade Area: Troy, NY

Households: 20,770

Total specified consumer expenditures: **\$751,371,799**



Focus on the **two sets of numbers** for each category in this report. We will focus on Food Away From Home.

In this example, average yearly expenditure on Food Away From Home is \$2,550 per household in the trade area of Troy. This is 5% lower (Index 95) than average when compared to the Food Away From Home expenditure in the benchmark of New York.

This index value compares how much they are spending per household on the Food Away From Home category.

The same Food Away From Home expenditure of \$2,550 represents 7.0% of the total expenditure budget for the trade area of Troy. When comparing this to the benchmark, this percentage of the total expenditure is 6% above average (Index 106) when compared to the benchmark of New York.

This index compares how much of their budget they are spending on the Food Away From Home category.

Benchmark: New York

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Note 1: All non-aggregate values represent per household annual averages

Note 2: Displaying the top nine Consumer Buying Power categories ranked by percent composition

Index Colours: <80 80 - 110 110+