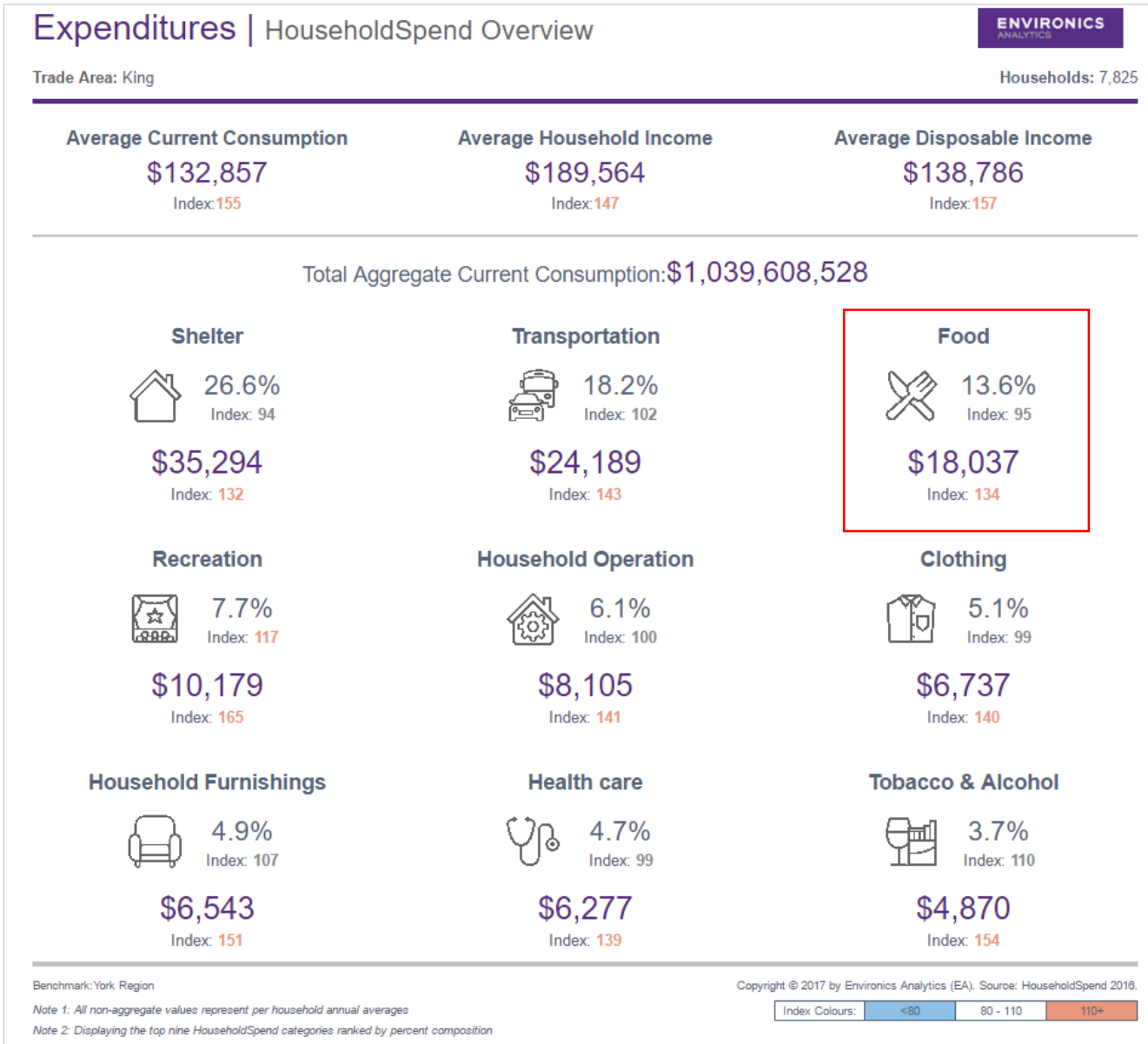


Executive Dashboards - Expenditures - HouseholdSpend Overview

Provides current estimates of annual expenditures of goods and services used by Canadian households. It lets users analyze potential expenditures by both average dollars per household and total dollars spent for any geographic level regardless of where the consumer made the purchase.



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

In our example, average yearly expenditure on Food is \$18,037 per household in King. This is 34% (*Index 134*) higher than average when compared to the average Food expenditure in the benchmark of all of York Region.

This index value represents how much they are spending per household on the Food category.

The same food expenditure of \$18,037 represents 13.6% of the Total Expenditure 'bucket' for the Trade Area of King. When comparing this to the Benchmark of York Region, this percentage of Total Expenditure is 5% below average (Index 95) for King.

This index represents how much of their budget they are spending on the Food category.