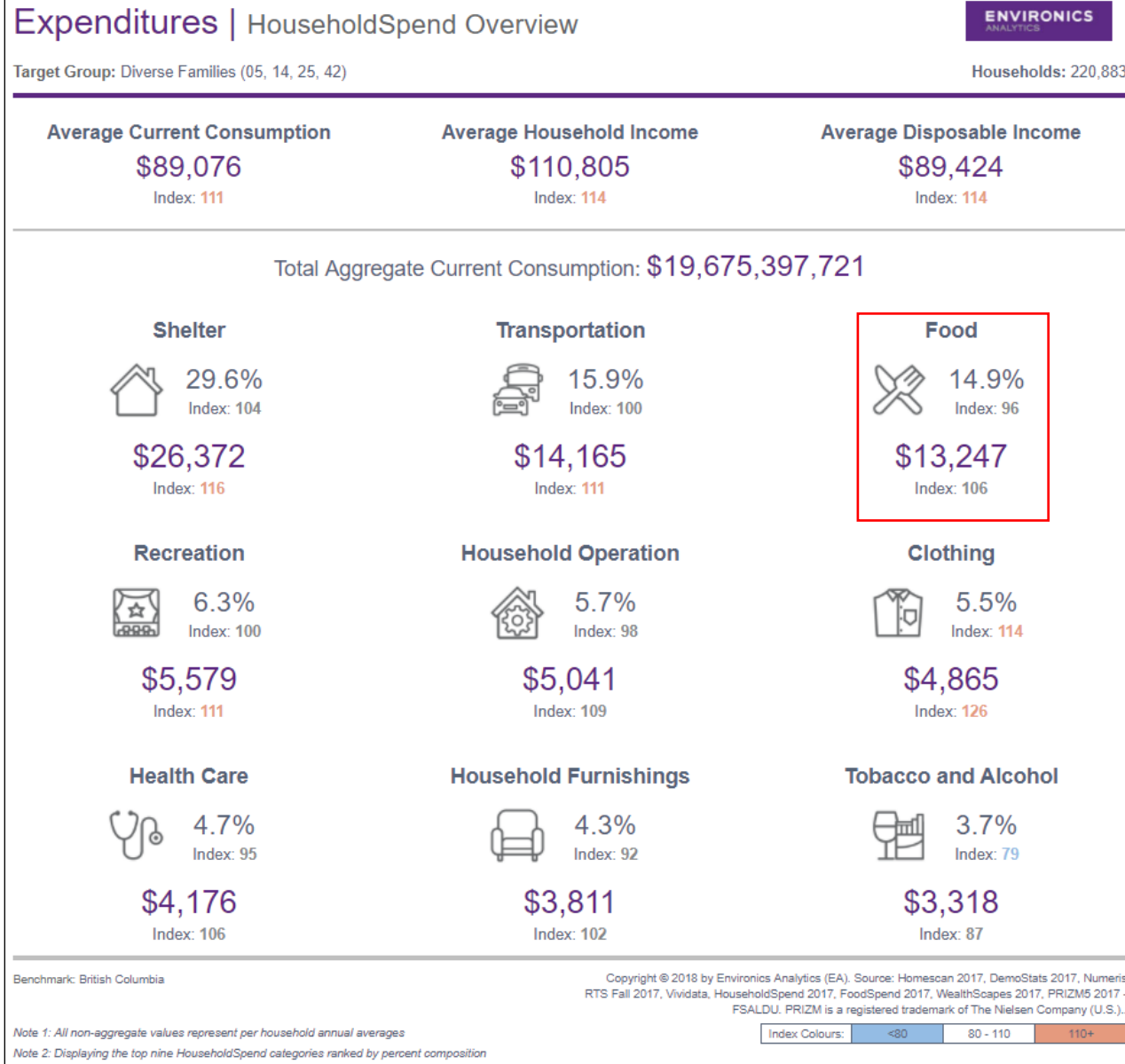


Executive Dashboards - Expenditures - HouseholdSpend Overview

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 the Target Group 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 \$13,247 per household in the Target Group. This is 6% higher than average (Index 106) when compared to the average Food expenditure in the benchmark of all of British Columbia.

This index value compares how much households are spending on the Food category.

The same food expenditure of \$13,247 represents 14.9% of the Total Expenditure 'bucket' for the Target Group. When comparing this to the Benchmark of British Columbia, this percentage of Total Expenditure is 4% below average (Index 96).

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