

Executive Reporting - Trade Area - Household Spend (Agg \$)

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 aggregate consumption by category and expenditure for the Trade Area.

Expenditures | Hardware, Tools & Gardening

Trade Area: Toronto, ON

The **Trade Area** selected for the analysis and count of **Households** within the Trade Area.

Households: 2,351,756

ENVIRONICS ANALYTICS

Average Current Consumption

\$90,031

Index: 111

Average Household Income

\$ 132,003

Index: 111

Average Disposable Income

\$ 99,760

Index: 110

Total Aggregate Consumption by Category - Household Furnishings and Equipment: \$ 10,578,262,148

Nursery & greenhouse stock

Avg. Dollars/Household



\$277

Index: 103

Agg. Dollars

\$652,525,028

Horticultural, snow & grb. rmvl

Avg. Dollars/Household



\$259

Index: 112

Agg. Dollars

\$609,201,081

Fertilizers, herb., insect., pest., soil

Avg. Dollars/Household



\$66

Index: 79

Agg. Dollars

\$155,243,535

Hardware

Avg. Dollars/Household



\$42

Index: 74

Agg. Dollars

\$97,724,076

Pwr tools & equip.

Avg. Dollars/Household



\$39

Index: 91

Agg. Dollars

\$92,540,465

Lawn, gdn & snow rmvl equip.

Avg. Dollars/Household



\$16

Index: 81

Agg. Dollars

\$37,521,630

Other equip., tools, acc. & parts

Avg. Dollars/Household



\$16

Index: 50

Agg. Dollars

\$37,452,073

Parts & acc. for gdn tools

Avg. Dollars/Household



\$12

Index: 79

Agg. Dollars

\$28,746,154

Other tools

Avg. Dollars/Household



\$10

Index: 40

Agg. Dollars

\$22,378,191

The **Average Current Consumption, Average Household Income and Average Disposable Income** variables provide key measures of the financial health of households within the Trade Area.

In the example, these households tend to earn above-average incomes (Index = **111**), allowing them to also have above-average rates of both current consumption (Index = **111**) and of disposable income (Index = **110**).

Households in the Trade Area of Toronto tend to spend an aggregate of **\$10,578,262,148** on **Household Furnishings and Equipment**, this category is broken down into subcategories below.

In the example, households within the Trade Area (Toronto) tend to spend **\$259** on average on Horticultural, snow and garbage removal. The aggregated dollar value for all households within the Trade Area (Toronto) is **\$609,201,081**. With an Index value of **112**, these households tend to have an above-average spend on Horticulture, snow and garbage removal when compared to the Benchmark of Ontario.

Benchmark: Ontario

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

Index Colours:

<80

80 - 110

110+

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Expenditures | Home Improvement - Repairs & Maintenance

ENVIRONICS ANALYTICS

Trade Area: Toronto, ON

The Trade Area selected for the analysis and count of Households within the Trade Area.

Households: 2,351,756

Average Current Consumption
\$90,031
Index: 111

Average Household Income
\$ 132,003
Index: 111

Average Disposable Income
\$ 99,760
Index: 110

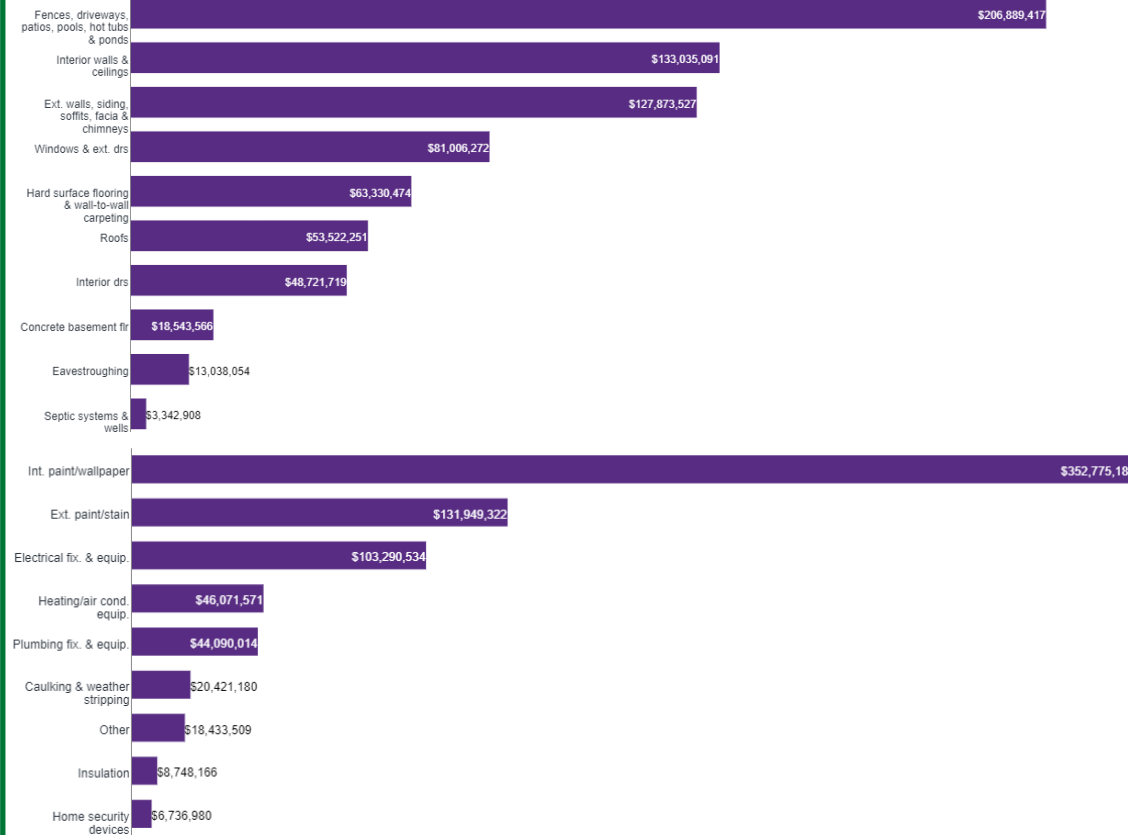
Total Aggregate Consumption by Category - Shelter: \$ 57,400,856,016

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In the example, these households tend to earn above-average incomes (Index = 111), allowing them to also have above-average rates of both current consumption (Index = 111) and of disposable income (Index = 110).

Households in the Trade Area of Toronto spend a total of \$57,400,856,016 on their shelter. This category is expanded on through the bar charts.

Repairs and Maintenance to Owned Principal Residence - Aggregate \$ Spend



The Repairs and Maintenance to Owned Principal Residence - Aggregate \$ Spend bar charts captures the breakdown of where households within the Trade Area spent their dollars. In this example, households within the Trade Area (Toronto) spent the largest proportion of their dollars on Interior paint/wallpaper (\$352,775,184) and Fences, driveways, patios, pools, hot tubs and ponds (\$206,889,417).