

## Executive Reporting - Target Group - 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 Target Group.

### Expenditures | Hardware, Tools & Gardening

Target Group: Urban Seniors (16, 23, 44)

The **Target Group** name with component PRIZM segments and count of **Households** within the Target Group in the Benchmark.

ENVIRONICS ANALYTICS

Households: 73,044

**Average Current Consumption**  
\$84,877

Index: 94

**Average Household Income**  
\$ 124,556

Index: 94

**Average Disposable Income**  
\$ 96,367

Index: 97

**Total Aggregate Consumption by Category - Household Furnishings and Equipment: \$ 292,316,766**

The **Average Current Consumption, Average Household Income and Average Disposable Income** variables provide key measures of the financial health of households within the Urban Seniors Target Group.

In the example, households within the Urban Seniors Target Group tend to earn 6% below average incomes (Index = 94), and have below average current consumption rates (Index = 94) and below average disposable incomes (Index = 97) compared to the Benchmark of Ontario. Households in the Urban Seniors Target Group spent a total of **\$292,316,766** on **Household Furnishings and Equipment**, this category is broken down into subcategories below.

#### Nursery & greenhouse stock

Avg. Dollars/Household



\$296

Index: 107

Agg. Dollars

\$21,629,310

#### Horticultural, snow & grb. rmvl

Avg. Dollars/Household



\$254

Index: 98

Agg. Dollars

\$18,576,954

#### Pwr tools & equip.

Avg. Dollars/Household



\$52

Index: 131

Agg. Dollars

\$3,777,367

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

Avg. Dollars/Household



\$72

Index: 108

Agg. Dollars

\$5,229,113

#### Hardware

Avg. Dollars/Household



\$45

Index: 108

Agg. Dollars

\$3,265,049

#### Other equip., tools, acc. & parts

Avg. Dollars/Household



\$18

Index: 112

Agg. Dollars

\$1,302,081

In the example, households within the Urban Seniors Target Group spent **\$52** on average on **Power tools and equipment**.

The aggregated dollar value for all households within the Urban Seniors Target Group for this line item is **\$3,777,367**. With an Index value of **131**, households within the Urban Seniors segment tend to have an above-average spend on Power tools and equipment when compared to the Benchmark of Ontario.

#### Lawn, gdn & snow rmvl equip.

Avg. Dollars/Household



\$17

Index: 106

Agg. Dollars

\$1,236,995

#### Parts & acc. for gdn tools

Avg. Dollars/Household



\$14

Index: 118

Agg. Dollars

\$1,051,608

#### Other tools

Avg. Dollars/Household



\$13

Index: 133

Agg. Dollars

\$924,502

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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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 Target Group.

### Expenditures | Home Improvement - Repairs & Maintenance

ENVIRONICS ANALYTICS

**Target Group:** Urban Seniors (16, 23, 44)

The **Target Group** name with component PRIZM segments and count of **Households** within the Target Group in the Benchmark.

**Households:** 73,044

Average Current Consumption	Average Household Income	Average Disposable Income
<b>\$84,877</b>	<b>\$ 124,556</b>	<b>\$ 96,367</b>
Index: 94	Index: 94	Index: 97
<b>Total Aggregate Consumption by Category - Shelter: \$ 1,640,620,545</b>		

The **Average Current Consumption, Average Household Income and Average Disposable Income** variables provide key measures of the financial health of households within the Urban Seniors Target Group.

In the example, households within the Urban Seniors Target Group tend to earn average incomes, and have (current) consumption rates and disposable incomes on par to the market average. Households in the Urban Seniors Target Group tend to spend an aggregate of **\$1,640,620,545** on their Shelter. This category is expanded on through the bar charts.

The **Repairs and Maintenance to Owned Principal Residence - Aggregate \$ Spend** bar charts captures the breakdown of where households within the Urban Seniors Target Group spent their dollars. In this example, households within the Urban Seniors Target Group spent the largest proportion of their dollars on Interior paint/wallpaper (**\$10,078,248**) and Fences, driveways, patios, pools, hot tubs and ponds (**\$8,827,152**).

