

## Executive Reporting - Trade Area - Expenditures - FoodSpend

Provides current estimates of annual expenditures of goods and services used by Canadian households in a selected trade area.

### Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Cowichan Valley, BC (RD)

Households: 37,711

The Trade Area selected for analysis.

<b>Average Household Income</b> <b>\$98,175</b> Index: 90	<b>Total Food Expenditure</b> <b>\$13,498</b> Index: 109	<b>Food from Restaurants</b> <b>\$3,713</b> Index: 96	<b>Food from Stores</b> <b>\$9,785</b> Index: 115
<b>Total Aggregate Food Expenditure: \$ 509,015,384</b>			

The top nine FoodSpend categories are displayed and ranked as a percentage of total expenditures.

For example, the average yearly expenditure on Vegetables is **\$1,103** per household in Cowichan Valley, British Columbia. This is 22% (Index = 122) higher than average when compared to the benchmark of Canada. This expenditure represents **11.3%** of the Total Expenditures category for the Trade Area of Cowichan Valley, British Columbia, which is 6% above average (Index = 106) compared to Canada.

<p><b>Bakery</b></p> <p>Avg. Dollars/Household: <b>\$894</b> (Index: 109) Pct. of Total Expenditures: <b>9.1%</b> (Index: 94)</p>	<p><b>Cereal Products</b></p> <p>Avg. Dollars/Household: <b>\$576</b> (Index: 120) Pct. of Total Expenditures: <b>5.9%</b> (Index: 104)</p>	<p><b>Fruit and nuts</b></p> <p>Avg. Dollars/Household: <b>\$1,102</b> (Index: 108) Pct. of Total Expenditures: <b>11.3%</b> (Index: 94)</p>
<p><b>Vegetables</b></p> <p>Avg. Dollars/Household: <b>\$1,103</b> (Index: 122) Pct. of Total Expenditures: <b>11.3%</b> (Index: 106)</p>	<p><b>Dairy products &amp; Eggs</b></p> <p>Avg. Dollars/Household: <b>\$1,509</b> (Index: 120) Pct. of Total Expenditures: <b>15.4%</b> (Index: 104)</p>	<p><b>Meat</b></p> <p>Avg. Dollars/Household: <b>\$1,612</b> (Index: 108) Pct. of Total Expenditures: <b>16.5%</b> (Index: 94)</p>
<p><b>Fish &amp; Seafood</b></p> <p>Avg. Dollars/Household: <b>\$326</b> (Index: 109) Pct. of Total Expenditures: <b>3.3%</b> (Index: 95)</p>	<p><b>Beverages &amp; Other Food</b></p> <p>Avg. Dollars/Household: <b>\$2,662</b> (Index: 119) Pct. of Total Expenditures: <b>27.2%</b> (Index: 104)</p>	

The Benchmark represents the geographic extent for the report and is used for comparative analysis. It is used as the denominator for calculating index values.

Benchmark: Canada

Copyright © 2021 by Environics Analytics (EA). Source: ©2021 Environics Analytics.

Displaying the top nine Household Spend categories ranked by percent of total expenditures. (Benchmark used for Index calculations).

Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------