

## Executive Reporting - Trade Area - Expenditures - HouseholdSpend

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

### Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS ANALYTICS

Trade Area: City of Calgary

The Trade Area selected for analysis.

Households: 504,796

Total Aggregate Current Consumption: \$42,553,951,588

#### Average Current Consumption

\$84,299

Index: 111

#### Average Household Income

\$135,732

Index: 100

#### Average Disposable Income

\$103,356

Index: 122



#### Shelter

Avg. Dollars/Household  
**\$21,569**  
Index: 112

Pct. of Total Expenditures  
**25.6%**  
Index: 101



#### Food

Avg. Dollars/Household  
**\$13,854**  
Index: 112

Pct. of Total Expenditures  
**16.4%**  
Index: 101



#### Transportation

Avg. Dollars/Household  
**\$11,993**  
Index: 101

Pct. of Total Expenditures  
**14.2%**  
Index: 91



#### Household Operation

Avg. Dollars/Household  
**\$6,250**  
Index: 119

Pct. of Total Expenditures  
**7.4%**  
Index: 107



#### Recreation

Avg. Dollars/Household  
**\$5,648**  
Index: 125

Pct. of Total Expenditures  
**6.7%**  
Index: 112



#### Health Care

Avg. Dollars/Household  
**\$5,224**  
Index: 104

Pct. of Total Expenditures  
**6.2%**  
Index: 93



#### Household Furnishings

Avg. Dollars/Household  
**\$4,359**  
Index: 114

Pct. of Total Expenditures  
**5.2%**  
Index: 102



#### Tobacco and Alcohol

Avg. Dollars/Household  
**\$4,091**  
Index: 109

Pct. of Total Expenditures  
**4.9%**  
Index: 98



#### Clothing

Avg. Dollars/Household  
**\$3,672**  
Index: 114

Pct. of Total Expenditures  
**4.4%**  
Index: 103

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

For example, the average yearly expenditure on Recreation is **\$5,648** per household in the City of Calgary. This is 25% (Index = 125) higher than average when compared to the benchmark of Canada. This expenditure represents **6.7%** of Total Expenditures for households in the City of Calgary, which is 12% above average (Index = 112) compared to Canada.

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

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Index Colours: <80 80 - 110 110+

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