

Executive Reporting - Target Group - Expenditures - HouseholdSpend

Provides current estimates of annual expenditures of goods and services for Target Groups in Canada.

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS ANALYTICS

Target Group: Multi-Ethnic Families (08, 10, 11, 13, 15, 18)

Households: 7,817

Total Aggregate Current Consumption: \$788,568,618

Average Current Consumption

\$100,879

Index: 119

Average Household Income

\$136,280

Index: 100

Average Disposable Income

\$104,446

Index: 115



Shelter

Avg. Dollars/Household
\$27,048
Index: 121

Pct. of Total Expenditures
26.8%
Index: 103



Transportation

Avg. Dollars/Household
\$17,161
Index: 122

Pct. of Total Expenditures
17.0%
Index: 103



Food

Avg. Dollars/Household
\$14,956
Index: 117

Pct. of Total Expenditures
14.8%
Index: 99



Household Operation

Avg. Dollars/Household
\$7,172
Index: 118

Pct. of Total Expenditures
7.1%
Index: 99



Recreation

Avg. Dollars/Household
\$6,421
Index: 122

Pct. of Total Expenditures
6.4%
Index: 103



Health Care

Avg. Dollars/Household
\$5,946
Index: 109

Pct. of Total Expenditures
5.9%
Index: 91



Household Furnishings

Avg. Dollars/Household
\$4,904
Index: 122

Pct. of Total Expenditures
4.9%
Index: 103



Clothing

Avg. Dollars/Household
\$3,992
Index: 120

Pct. of Total Expenditures
4.0%
Index: 101



Tobacco and Alcohol

Avg. Dollars/Household
\$3,826
Index: 102

Pct. of Total Expenditures
3.8%
Index: 86

The **Target Group** is a subset of the benchmark created based on grouping PRIZM segments with similar demographic, behavioural, lifestyle and settlement patterns. The **Target Group** name and the curated set of PRIZM segments that comprise it are listed here.

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

For example, the average yearly expenditure on Food is **\$14,956** per household in the Multi-Ethnic Families Target Group. This is 17% higher than average (Index = 117) when compared to the benchmark of the City of Guelph. This expenditure represents **14.8%** of the Total Expenditure category for the Multi-Ethnic Target Group, which is 1% below average (Index = 99) compared to the City of Guelph.

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: City of Guelph

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

Index Colours: <80 80 - 110 110+