

Executive Reporting - Target Group - Expenditures - FoodSpend

Provides current estimates of annual expenditures of food-related purchases for Target Groups in Canada.

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

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

Households: 90,711

Average Household Income \$135,717 Index: 111	Total Food Expenditure \$14,814 Index: 112	Food from Restaurants \$4,677 Index: 114	Food from Stores \$10,137 Index: 111
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Total Aggregate Food Expenditure: \$ 1,343,784,980

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.

<p>Bakery Avg. Dollars/Household: \$995 (Index: 113) Pct. of Total Expenditures: 9.8% (Index: 102)</p>	<p>Cereal Products Avg. Dollars/Household: \$585 (Index: 110) Pct. of Total Expenditures: 5.8% (Index: 100)</p>	<p>Fruit and nuts Avg. Dollars/Household: \$1,336 (Index: 109) Pct. of Total Expenditures: 13.2% (Index: 98)</p>
<p>Vegetables Avg. Dollars/Household: \$1,158 (Index: 109) Pct. of Total Expenditures: 11.4% (Index: 99)</p>	<p>Dairy products & Eggs Avg. Dollars/Household: \$1,449 (Index: 113) Pct. of Total Expenditures: 14.3% (Index: 102)</p>	<p>Meat Avg. Dollars/Household: \$1,801 (Index: 114) Pct. of Total Expenditures: 17.8% (Index: 103)</p>
<p>Fish & Seafood Avg. Dollars/Household: \$459 (Index: 109) Pct. of Total Expenditures: 4.5% (Index: 98)</p>	<p>Beverages & Other Food Avg. Dollars/Household: \$2,355 (Index: 108) Pct. of Total Expenditures: 23.2% (Index: 98)</p>	

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

For example, the average yearly expenditure on Dairy products & Eggs is **\$1,449** per household in the Multi-Ethnic Families Target Group. This is **13%** higher than average (Index = 113) when compared to the benchmark of the City of Mississauga. This expenditure represents **14.3%** of the total Food purchased from stores expenditure category for the Multi-Ethnic Target Group, which is 2% above average (Index = 102) compared to the City of Mississauga.

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Benchmark: City of Mississauga

Index Colours:	<80	80 - 110	110+
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Displaying the top nine HouseholdSpends ranked by percent of total expenditures. (Benchmark used for Index calculations).

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.