

# HOW TO READ

## Executive Reporting - Target Group - Household Spend (Avg \$)

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 the proportion of the total category for the Target Group.

### Expenditures | Hardware, Tools & Gardening

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

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

**ENVIRONICS ANALYTICS**

**Households:** 73,044

<b>Average Current Consumption</b> <b>\$81,942</b> Index 101	<b>Average Household Income</b> <b>\$ 117,750</b> Index 101	<b>Average Disposable Income</b> <b>\$ 92,084</b> Index 102
<b>Total Aggregate Consumption - Household Furnishings and Equipment: \$ 1,241,577,826</b>		

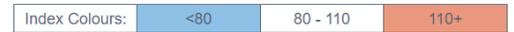
The **Average Current Consumption**, **Average Household Income** and **Average Disposable Income** variables provide key measures of the financial health of households within the Urban Seniors Target Group. In the example, households within the Urban Seniors Target Group tend to earn 6% below average 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.

<p><b>Nursery &amp; greenhouse stock</b> Avg. Dollars/Household: <b>\$306</b> (Index 113) Pct. of Total Expenditure: <b>5.4%</b> (Index 112)</p>	<p><b>Horticultural, snow &amp; grb. rmvl</b> Avg. Dollars/Household: <b>\$255</b> (Index 110) Pct. of Total Expenditure: <b>4.5%</b> (Index 109)</p>	<p><b>Fertilizers &amp; soil</b> Avg. Dollars/Household: <b>\$86</b> (Index 102) Pct. of Total Expenditure: <b>1.5%</b> (Index 102)</p>
<p><b>Hardware</b> Avg. Dollars/Household: <b>\$57</b> (Index 101) Pct. of Total Expenditure: <b>1.4%</b> (Index 101)</p>	<p><b>Other tools</b> Avg. Dollars/Household: <b>\$45</b> (Index 186) Pct. of Total Expenditure: <b>1.1%</b> (Index 186)</p>	<p><b>Power tools &amp; equip.</b> Avg. Dollars/Household: <b>\$42</b> (Index 97) Pct. of Total Expenditure: <b>1.1%</b> (Index 98)</p>
<p><b>Other equip., tools, acc. &amp; parts</b> Avg. Dollars/Household: <b>\$38</b> (Index 118) Pct. of Total Expenditure: <b>1.0%</b> (Index 119)</p>	<p><b>Parts &amp; acc. for gdn tools</b> Avg. Dollars/Household: <b>\$19</b> (Index 121) Pct. of Total Expenditure: <b>0.5%</b> (Index 122)</p>	<p><b>Lawn, gdn &amp; snow rmvl equip.</b> Avg. Dollars/Household: <b>\$17</b> (Index 85) Pct. of Total Expenditure: <b>0.4%</b> (Index 86)</p>

In the example, households within the Urban Seniors Target Group tend to spend **\$306** on average on Horticultural, snow and garbage removal. With an Index value of **113**, these households tend to spend an above-average amount on Horticulture, snow and garbage removal when compared to the Benchmark of Ontario. As a proportion of the total category expenditures, households within the Urban Seniors Target Group spend **5.4%** of their income on Horticultural, snow and garbage removal. With an Index value of **112**, their expenditure is 12% above the Ontario average.

**Benchmark:** Ontario

The **Benchmark**—also referred to as the base—indicates the geographic extent for the report.



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### Expenditures | Home Improvement - Repairs & Maintenance

ENVIRONICS ANALYTICS

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

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

Households: 73,044

Average Current Consumption

**\$81,942**

Index 101

Average Household Income

**\$ 117,750**

Index 101

Average Disposable Income

**\$ 92,084**

Index 102

**Total Aggregate Consumption -Shelter: \$6,545,681,867**

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 tend to spend an total of **\$6,545,681,867** 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 Target Group spent their dollars.

In this example, households within the Target Group (Urban Seniors) spent the largest proportion of their dollars on Interior paint/wallpaper (\$126) and Fences, driveways, patios, pools, hot tubs and ponds (\$105).

Repairs and Maintenance to Owned Principal Residence - Average \$ Spend per Household

