

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

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

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.

Nursery & greenhouse stock

Avg. Dollars/Household	Pct. of Total Expenditure
\$306	5.4%
Index 113	Index 112

Horticultural, snow & grb. rmvl

Avg. Dollars/Household	Pct. of Total Expenditure
\$255	4.5%
Index 110	Index 109

Fertilizers & soil

Avg. Dollars/Household	Pct. of Total Expenditure
\$86	1.5%
Index 102	Index 102

Hardware

Avg. Dollars/Household	Pct. of Total Expenditure
\$57	1.4%
Index 101	Index 101

Other tools

Avg. Dollars/Household	Pct. of Total Expenditure
\$45	1.1%
Index 186	Index 186

Power tools & equip.

Avg. Dollars/Household	Pct. of Total Expenditure
\$42	1.1%
Index 97	Index 98

Other equip., tools, acc. & parts

Avg. Dollars/Household	Pct. of Total Expenditure
\$38	1.0%
Index 118	Index 119

Parts & acc. for gdn tools

Avg. Dollars/Household	Pct. of Total Expenditure
\$19	0.5%
Index 121	Index 122

Lawn, gdn & snow rmvl equip.

Avg. Dollars/Household	Pct. of Total Expenditure
\$17	0.4%
Index 85	Index 86

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.

Index Colours: <80 80 - 110 110+

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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 | Home Improvement - Repairs & Maintenance

ENVIRONICS ANALYTICS

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

Households: 73,044

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

Average Current Consumption	Average Household Income	Average Disposable Income
\$81,942	\$ 117,750	\$ 92,084
Index 101	Index 101	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

