

Executive Reporting - Trade Area - 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 Trade Area.

Expenditures | Hardware, Tools & Gardening

ENVIRONICS ANALYTICS

Trade Area: Toronto, ON

The Trade Area selected for the analysis and count of Households within the Trade Area

Households: 2,351,756

Average Current Consumption \$90,031 Index 111	Average Household Income \$ 132,003 Index 113	Average Disposable Income \$ 99,760 Index 110
Total Aggregate Consumption - Household Furnishings and Equipment: \$ 10,578,262,148		

The Average Current Consumption, Average Household Income and Average Disposable Income variables provide key measures of the financial health of households within the Trade Area. In the example, these households tend to earn above-average incomes (Index = 113), allowing them to also have above-average rates of both current consumption (Index = 111) and disposable income (Index = 110). Households in the Trade Area of Toronto tend to spend an aggregate of \$10,578,262,148 on Household Furnishings and Equipment, this category is broken down into subcategories below.

<p>Nursery & greenhouse stock Avg. Dollars/Household: \$277 (Index 103) Pct. of Total Expenditure: 4.5% (Index 95)</p>	<p>Horticultural, snow & grb. rmvl Avg. Dollars/Household: \$259 (Index 112) Pct. of Total Expenditure: 4.2% (Index 103)</p>	<p>Fertilizers & soil Avg. Dollars/Household: \$66 (Index 79) Pct. of Total Expenditure: 1.1% (Index 73)</p>
<p>Hardware Avg. Dollars/Household: \$42 (Index 74) Pct. of Total Expenditure: 0.9% (Index 65)</p>	<p>Power tools & equip. Avg. Dollars/Household: \$39 (Index 91) Pct. of Total Expenditure: 0.9% (Index 91)</p>	<p>Lawn, gdn & snow rmvl equip. Avg. Dollars/Household: \$16 (Index 81) Pct. of Total Expenditure: 0.4% (Index 72)</p>
<p>Other equip., tools, acc. & parts Avg. Dollars/Household: \$16 (Index 50) Pct. of Total Expenditure: 0.4% (Index 44)</p>	<p>Parts & acc. for gdn tools Avg. Dollars/Household: \$12 (Index 79) Pct. of Total Expenditure: 0.3% (Index 70)</p>	<p>Other tools Avg. Dollars/Household: \$10 (Index 40) Pct. of Total Expenditure: 0.2% (Index 35)</p>

In the example, households within the Trade Area (Toronto) tend to spend \$259 on average on Horticultural, snow and garbage removal. With an Index value of 112, 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 Trade Area (Toronto) spend 4.2% of their income on Horticultural, snow and garbage removal. With an Index value of 103, their expenditure is 3% 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

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Households: 2,351,756

Average Current Consumption

\$90,031

Index 111

Average Household Income

\$ 132,003

Index 113

Average Disposable Income

\$ 99,760

Index 110

Total Aggregate Consumption - Shelter: \$57,400,856,016

The Average Current Consumption, Average Household Income and Average Disposable Income variables provide key measures of the financial health of households within the Trade Area. In the example, these households tend to earn above-average incomes (Index = 113), allowing them to also have above-average rates of both current consumption (Index = 111) and disposable income (Index = 110). Households in the Trade Area of Toronto spend a total of \$10,578,262,148 on their shelter. This category is expanded on through the bar charts.

The Repairs and Maintenance to Owned Principal Residence - Average \$ Spend bar charts captures the breakdown of where households within the Trade Area spent their dollars compared to the Benchmark. In this example, households within the Trade Area (Toronto) spent the largest proportion of their dollars on Interior paint/wallpaper (\$150 per household) which is greater than the Ontario benchmark average of \$121 per household.

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

