PRODUCT VINTAGE
2023

BASE LEVEL GEOGRAPHY
Postal code

VARIABLES
463

To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables

WHAT IT IS

HouseholdSpend provides current estimates of annual expenditures for 463 variables, spanning 18 categories of goods and services used by Canadian households—everything from fashion apparel and household furnishings to cellphones and charitable donations. This wide-ranging database lets users analyze potential expenditures by both average dollars per household and total dollars spent for any geographic level— from all of Canada to a small trade area—regardless of where the consumer made the purchase. HouseholdSpend is produced annually with household income data from DemoStats and is based on Statistics Canada's Survey of Household Spending.

HOW IT'S USED

Healthcare providers can use HouseholdSpend to monitor trade areas for purchase trends of prescription and over-the-counter drugs, reflecting an aging population.

Analyzing your customers' spending habits can highlight potential cross-promotional opportunities if, for example, the data indicate your customers spend their disposable income disproportionately on a particular category of goods or services.

For a new energy conservation program, a hydro company can use HouseholdSpend to target those PRIZM® segments whose electricity bills accounted for a much higher-than-average percentage of their total utility bills.

SAMPLE QUESTIONS IT CAN ANSWER

- What product categories do households in my trade area spend the most money on and what percentage of their total spending is associated with those categories?
- How much are my customers spending on average for clothing, rent and groceries?
- Where can I find neighbourhoods with high child care expenses?
- Are expenditures in my trade area higher, lower or the same as the general population?