

# HouseholdSpend

## Release Notes

### What is it?

HouseholdSpend provides current estimates of annual expenditures for 438 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 is it used?



Analyzing your customers’ spending habits can highlight potential cross-promotional opportunities if, for example, the data indicates 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.



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

### 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 on clothing, rent and groceries?
- Where can I find neighbourhoods with high childcare expenses?
- Are expenditures in my trade area higher, lower or the same as the general population?

### Data Vintage

2024

### Base Level Geography

Postal code

### Variables

438

\*To view the complete list of variables please visit:  
[environicanalytics.com/en-ca/variables](https://environicanalytics.com/en-ca/variables)