

## DATA VINTAGE

2018

## BASE LEVEL GEOGRAPHY

Postal code

## VARIABLES

284

To view the complete list of variables please visit:

[environicsanalytics.com/en-ca/variables](http://environicsanalytics.com/en-ca/variables)

## WHAT IT IS

FoodSpend provides current estimates of annual expenditures for 284 variables of food related purchases by Canadian households. The dataset is produced with household income data from DemoStats and is based on Statistics Canada's Food Expenditure Survey. Users can gain valuable insights on what Canadian households are buying from grocery stores and restaurants—everything from specific vegetables, meat and fish products to meal types like lunches and dinners. This 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 small custom-defined trade areas—regardless of where the consumer made the purchase.

## WHAT'S NEW

With this product update we are migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground and ensures that our clients are working with the best estimates available.

## HOW IT'S USED



Restaurants can analyze areas around their locations to determine household food preferences to help develop new menu items or showcase particular ingredients.



Grocery stores can append FoodSpend data to their customer files to reveal popular food items, which can improve product mix and inventory planning.



A consumer packaged goods company can link FoodSpend with PRIZM5 and create target groups to help develop more effective marketing campaigns and attract new customers for a new line of condiments.

## SAMPLE QUESTIONS IT CAN ANSWER

- Which vegetables are households in my trade area spending the most money?
- How much do my customers spend on beef, pork and chicken?
- Where can I find neighbourhoods that have a high annual spend on fast food lunches?
- Are cheese expenditures in my trade area higher, lower or the same as the general population?
- What neighbourhoods in my trade area spend the most on dry pasta?