

PRODUCT VINTAGE

2022

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

276

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

FoodSpend provides current estimates of annual expenditures for 276 variables of food-related purchases by Canadian households. The database 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

The 2022 vintage of FoodSpend incorporates the latest available source data from Statistics Canada's Survey of Household Spending (SHS). As a result of this update, FoodSpend 2022 will have some changes to the variables list because of Statistics Canada's changes to the SHS questionnaire. In addition to the changes in the questionnaire and the survey methodology, we have made enhancements to our modelling approach to accommodate these changes to the source data. As a result, this vintage of FoodSpend is not directly comparable to prior vintages. To see a complete list of these changes, please refer to the Variable Change List found on the Environics Analytics Community.

HOW IT'S USED



Restaurants can analyze areas around their locations to determine household food preferences to 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 PRIZM® to create target groups that can be used to develop more effective marketing campaigns and attract new customers for a new line of condiments.

SAMPLE QUESTIONS IT CAN ANSWER

- Which households in my trade area spending the most on vegetables?
- 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?
- Which food categories matter most to your target segments?