

PCensus Online Sample Report
Source: Environics Analytics 2012

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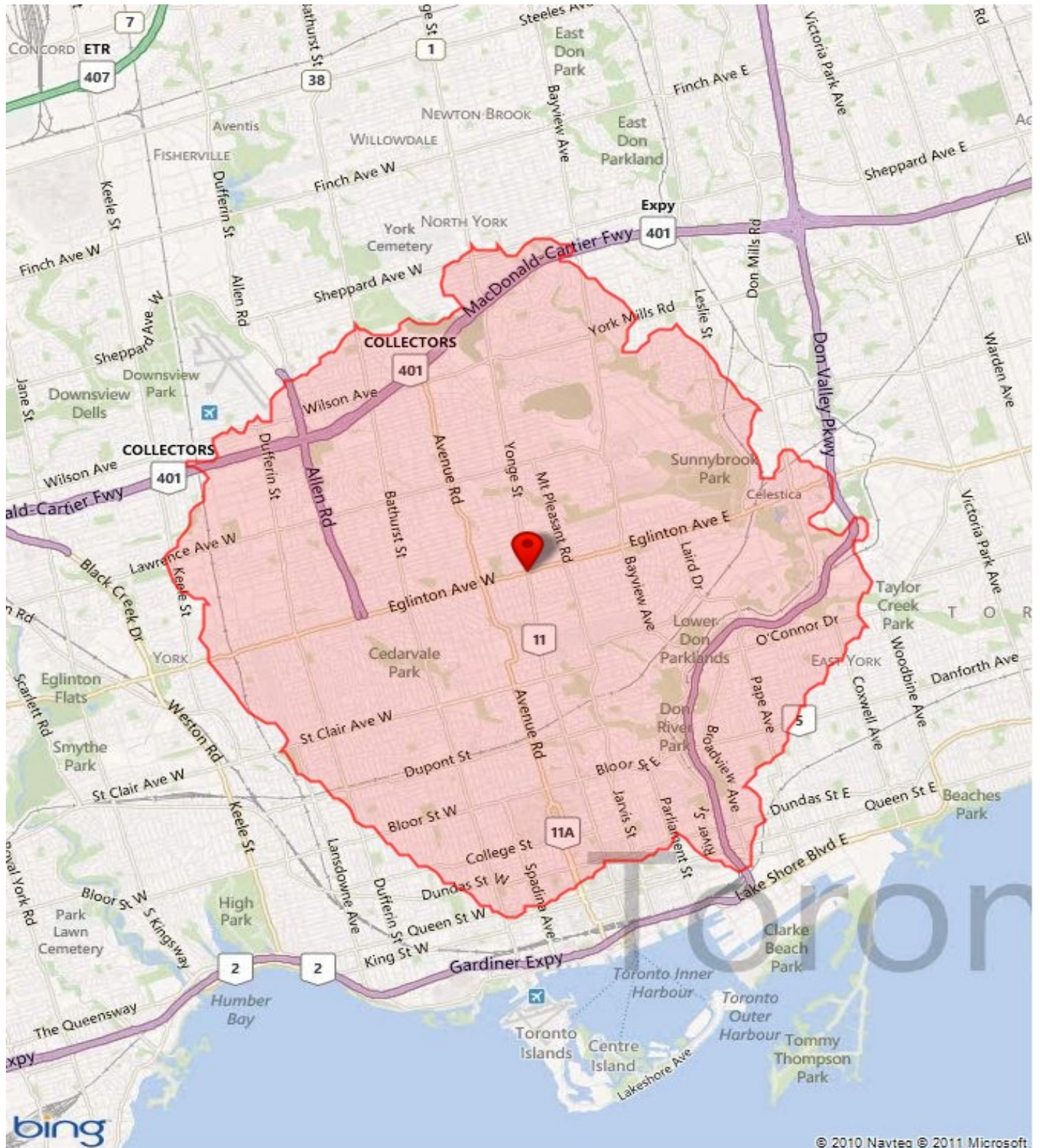
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Study Areas

Yonge St & Eglinton Ave E, Toronto, ON

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Source: Envionics Analytics 2012



PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Summary

| 2012 Household Spend Summary | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|---|--|---------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Total Expenditure | \$ 35,128,290,783 | \$ 113,600 | |
| Total Current Consumption | \$ 22,927,006,622 | \$ 74,143 | 65% |
| Food | \$ 3,099,046,797 | \$ 10,022 | 9% |
| Shelter | \$ 7,070,991,322 | \$ 22,867 | 20% |
| Household operation | \$ 1,543,261,103 | \$ 4,991 | 4% |
| Household furnishings and equipment | \$ 895,584,068 | \$ 2,896 | 3% |
| Clothing | \$ 1,657,871,854 | \$ 5,361 | 5% |
| Transportation | \$ 3,443,899,230 | \$ 11,137 | 10% |
| Health care | \$ 740,194,143 | \$ 2,394 | 2% |
| Personal care | \$ 545,494,245 | \$ 1,764 | 2% |
| Recreation | \$ 1,858,198,310 | \$ 6,009 | 5% |
| Reading Materials and Other Printed Matter | \$ 146,213,791 | \$ 473 | 0% |
| Education | \$ 653,351,801 | \$ 2,113 | 2% |
| Tobacco products and alcoholic beverages | \$ 639,850,184 | \$ 2,069 | 2% |
| Games of chance (net) | \$ 87,584,773 | \$ 283 | 0% |
| Miscellaneous expenditures | \$ 545,465,001 | \$ 1,764 | 2% |
| Total Additional Expenses | \$ 12,201,284,161 | \$ 39,457 | 35% |
| Personal taxes | \$ 9,526,465,681 | \$ 30,807 | 27% |
| Personal insurance payments and pension contributions | \$ 1,661,205,760 | \$ 5,372 | 5% |
| Gifts of money and contributions | \$ 1,013,612,721 | \$ 3,278 | 3% |
| 2012 Estimated Household Income | \$ 38,061,228,854 | \$ 123,084 | |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Food

| 2012 Household Spend Food | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|------------------------------------|--|---------------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Food | \$ 3,099,046,797 | \$ 10,022 | |
| Food purchased from stores | \$ 2,183,743,271 | \$ 7,062 | 70% |
| Locally and on day trips | \$ 2,109,340,202 | \$ 6,821 | 68% |
| While on trips overnight or longer | \$ 74,403,069 | \$ 241 | 2% |
| Board paid to private households | \$ 12,942,114 | \$ 42 | 0% |
| Day board and children's lunches | \$ 8,763,211 | \$ 28 | 0% |
| While on trips overnight or longer | \$ 4,178,903 | \$ 14 | 0% |
| Food purchased from restaurants | \$ 902,361,412 | \$ 2,918 | 29% |

**PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Shelter**

| 2012 Household Spend Shelter | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|--|--|---------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Shelter | \$ 7,070,991,322 | \$ 22,867 | |
| Principal accommodation | \$ 6,305,279,031 | \$ 20,390 | 89% |
| Rented living quarters | \$ 2,160,116,019 | \$ 6,986 | 31% |
| Rent | \$ 2,129,573,659 | \$ 6,887 | 30% |
| Tenants' repairs and improvements | \$ 10,297,860 | \$ 33 | 0% |
| Tenants' insurance premiums | \$ 20,244,500 | \$ 65 | 0% |
| Owned living quarters | \$ 3,490,506,854 | \$ 11,288 | 49% |
| Regular mortgage payments | \$ 1,952,936,194 | \$ 6,316 | 28% |
| Repairs and maintenance | \$ 184,225,087 | \$ 596 | 3% |
| Condominium charges | \$ 92,088,230 | \$ 298 | 1% |
| Property taxes | \$ 726,013,540 | \$ 2,348 | 10% |
| Homeowners' insurance premiums | \$ 175,164,858 | \$ 566 | 2% |
| Other expenditures for owned living quarters | \$ 360,078,945 | \$ 1,164 | 5% |
| Water, fuel and electricity | \$ 654,643,244 | \$ 2,117 | 9% |
| Water and sewage | \$ 86,416,611 | \$ 279 | 1% |
| Electricity | \$ 317,974,744 | \$ 1,028 | 4% |
| Natural gas | \$ 212,614,921 | \$ 688 | 3% |
| Other fuel | \$ 37,636,967 | \$ 122 | 1% |
| Other accommodation | \$ 765,712,291 | \$ 2,476 | 11% |
| Owned vacation home | \$ 405,918,139 | \$ 1,313 | 6% |
| Traveller accommodation | \$ 359,794,151 | \$ 1,164 | 5% |
| Hotels and motels | \$ 286,974,520 | \$ 928 | 4% |
| Other accommodation away from home | \$ 72,819,632 | \$ 235 | 1% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Homeowner Repairs and Improvements

| 2012 Household Spend Homeowner Repairs and Improvements | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | | |
|--|--|-----|------------------------------|-----|
| | Total Expenditure | % | Expenditure per Household | % |
| Total homeowner repairs and improvements | \$ 2,163,360,211 | | \$ 6,996 | |
| Total homeowner Repairs and maintenance | \$ 256,612,763 | 12% | \$ 830 | 12% |
| Improvements and alterations | \$ 1,906,747,452 | 88% | \$ 6,166 | 88% |
| Additions, renovations and alterations | \$ 1,596,213,181 | 74% | \$ 5,162 | 74% |
| Installations of equipment, and other improvements and alterations | \$ 310,534,270 | 14% | \$ 1,004 | 14% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Household Operation

| 2012 Household Spend Household Operation | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|--|---|---------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Household Operation | \$ 1,543,261,103 | \$ 4,991 | |
| Communications | \$ 668,160,232 | \$ 2,161 | 43% |
| Telephone | \$ 234,110,161 | \$ 757 | 15% |
| Purchase of telephones and equipment | \$ 27,411,844 | \$ 89 | 2% |
| Telephone services | \$ 206,698,317 | \$ 668 | 13% |
| Cell phone, pager and handheld text messaging services | \$ 257,299,262 | \$ 832 | 17% |
| Internet access services | \$ 137,126,727 | \$ 443 | 9% |
| On-line services | \$ 9,919,992 | \$ 32 | 1% |
| Postal and other communication services | \$ 29,704,090 | \$ 96 | 2% |
| Child care expenses | \$ 214,535,936 | \$ 694 | 14% |
| Child care outside the home | \$ 179,255,411 | \$ 580 | 12% |
| Child care in the home | \$ 35,280,525 | \$ 114 | 2% |
| Domestic and other custodial services | \$ 122,867,706 | \$ 397 | 8% |
| Pet expenses | \$ 185,040,865 | \$ 598 | 12% |
| Pet food | \$ 74,253,517 | \$ 240 | 5% |
| Purchase of pets and related pet goods | \$ 20,940,403 | \$ 68 | 1% |
| Veterinarian and other services | \$ 89,846,945 | \$ 291 | 6% |
| Household cleaning supplies | \$ 86,191,492 | \$ 279 | 6% |
| Detergent and other soaps | \$ 51,996,418 | \$ 168 | 3% |
| Other household cleaning supplies | \$ 34,195,074 | \$ 111 | 2% |
| Paper, plastic and foil household supplies | \$ 121,115,921 | \$ 392 | 8% |
| Stationery (excluding school supplies) | \$ 29,711,480 | \$ 96 | 2% |
| Other paper and plastic supplies | \$ 91,441,548 | \$ 296 | 6% |
| Other paper supplies | \$ 65,440,774 | \$ 212 | 4% |
| Plastic and foil supplies | \$ 26,000,775 | \$ 84 | 2% |
| Garden supplies and services | \$ 112,169,671 | \$ 363 | 7% |
| Nursery and greenhouse stock, cut flowers, and decorat | \$ 63,625,275 | \$ 206 | 4% |
| Fertilizers, herbicides, insecticides, pesticides, soi | \$ 10,788,514 | \$ 35 | 1% |
| Horticultural services, snow and garbage removal | \$ 37,755,883 | \$ 122 | 2% |
| Other household supplies | \$ 33,179,279 | \$ 107 | 2% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Household Furnishings and Equipment

| 2012 Household Spend Household Furnishings and Equipment | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|--|--|---------------------------|-------|
| | Total Expenditure | Expenditure per Household | % |
| Household Furnishings and Equipment | \$ 895,584,068 | \$ 2,896 | |
| Household furnishings | \$ 561,520,713 | \$ 1,816 | 62.7% |
| Furniture | \$ 351,530,409 | \$ 1,137 | 39.3% |
| Rugs, mats and underpadding | \$ 40,864,169 | \$ 132 | 4.6% |
| Window coverings and household textiles | \$ 68,567,081 | \$ 222 | 7.7% |
| Art, antiques and decorative ware | \$ 100,551,475 | \$ 325 | 11.2% |
| Works of art, carvings and vases | \$ 63,373,266 | \$ 205 | 7.1% |
| Antiques | \$ 6,764,100 | \$ 22 | 0.8% |
| Glass mirrors, and mirror and picture frames | \$ 31,050,658 | \$ 100 | 3.5% |
| Household equipment | \$ 268,711,032 | \$ 869 | 30.0% |
| Household appliances | \$ 115,439,807 | \$ 373 | 12.9% |
| Home and workshop tools and equipment | \$ 25,504,506 | \$ 82 | 2.8% |
| Power tools and equipment | \$ 14,629,006 | \$ 47 | 1.6% |
| Other tools | \$ 10,875,500 | \$ 35 | 1.2% |
| Lawn, garden and snow-removal tools and equipment | \$ 23,824,163 | \$ 77 | 2.7% |
| Power lawn, garden and snow removal equipment | \$ 16,431,516 | \$ 53 | 1.8% |
| Other lawn, garden/ and snow removal tools and equip | \$ 7,392,647 | \$ 24 | 0.8% |
| Lamps and lampshades | \$ 9,918,931 | \$ 32 | 1.1% |
| Non-electric kitchen and cooking equipment | \$ 30,363,484 | \$ 98 | 3.4% |
| Cutlery, flatware and silverware | \$ 5,430,954 | \$ 18 | 0.6% |
| Non-electric cleaning equipment | \$ 14,471,626 | \$ 47 | 1.6% |
| Luggage | \$ 8,946,432 | \$ 29 | 1.0% |
| Home security equipment | \$ 4,534,487 | \$ 15 | 0.5% |
| Other household equipment, parts and accessories | \$ 30,276,641 | \$ 98 | 3.4% |
| Maintenance and repairs of furniture and equipment | \$ 26,985,729 | \$ 87 | 3.0% |
| Furniture, carpeting and household textiles | \$ 16,686,277 | \$ 54 | 1.9% |
| Major household appliances | \$ 7,112,267 | \$ 23 | 0.8% |
| Other maintenance and repairs of furniture and equipme | \$ 3,187,184 | \$ 10 | 0.4% |
| Services related to furnishings and equipment | \$ 38,366,595 | \$ 124 | 4.3% |
| Rental of heating equipment | \$ 11,449,585 | \$ 37 | 1.3% |
| Other services related to furnishings and equipment | \$ 6,014,238 | \$ 19 | 0.7% |
| Home security services | \$ 20,902,772 | \$ 68 | 2.3% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Clothing

| 2012 Household Spend Clothing | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|--|--|---------------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Clothing | \$ 1,657,871,854 | \$ 5,361 | |
| Women's and Girls' wear (4 years and over) | \$ 904,833,425 | \$ 2,926 | 55% |
| Clothing | \$ 534,915,867 | \$ 1,730 | 32% |
| Footwear | \$ 132,247,952 | \$ 428 | 8% |
| Athletic footwear | \$ 40,178,082 | \$ 130 | 2% |
| Non-athletic footwear | \$ 92,069,871 | \$ 298 | 6% |
| Accessories | \$ 45,141,271 | \$ 146 | 3% |
| Jewellery and watches | \$ 92,664,119 | \$ 300 | 6% |
| Watches | \$ 9,015,573 | \$ 29 | 1% |
| Jewellery | \$ 83,648,547 | \$ 271 | 5% |
| Clothing gifts to non-household members | \$ 99,864,215 | \$ 323 | 6% |
| Men's and Boys' wear (4 years and over) | \$ 577,784,515 | \$ 1,868 | 35% |
| Clothing | \$ 350,852,539 | \$ 1,135 | 21% |
| Footwear | \$ 107,441,536 | \$ 347 | 6% |
| Athletic footwear | \$ 47,446,321 | \$ 153 | 3% |
| Non-athletic footwear | \$ 59,995,216 | \$ 194 | 4% |
| Accessories | \$ 27,245,536 | \$ 88 | 2% |
| Jewellery and watches | \$ 35,937,087 | \$ 116 | 2% |
| Watches | \$ 11,872,191 | \$ 38 | 1% |
| Jewellery | \$ 24,064,896 | \$ 78 | 1% |
| Clothing gifts to non-household members | \$ 56,307,816 | \$ 182 | 3% |
| Children's wear (under 4 years) | \$ 47,620,676 | \$ 154 | 3% |
| Clothing and cloth diapers | \$ 15,132,895 | \$ 49 | 1% |
| Footwear | \$ 2,562,980 | \$ 8 | 0% |
| Clothing gifts to non-household members | \$ 29,924,801 | \$ 97 | 2% |
| Clothing material, notions and services | \$ 127,633,238 | \$ 413 | 8% |
| Clothing material, yarn, thread and other notions (exc | \$ 8,846,802 | \$ 29 | 1% |
| Services | \$ 118,786,437 | \$ 384 | 7% |
| Laundry and dry-cleaning service | \$ 50,825,689 | \$ 164 | 3% |
| Laundromats and self-service dry cleaning | \$ 52,230,307 | \$ 169 | 3% |
| Other clothing services | \$ 15,730,440 | \$ 51 | 1% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Transportation

| 2012 Household Spend Transportation | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|---|---|---------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Transportation | \$ 3,443,899,230 | \$ 11,137 | |
| Private transportation | \$ 2,651,109,186 | \$ 8,573 | 77% |
| Purchase of automobiles and trucks | \$ 863,299,573 | \$ 2,792 | 25% |
| Purchase of automotive accessories | \$ 12,309,984 | \$ 40 | 0% |
| Rented and leased automobiles and trucks | \$ 310,069,925 | \$ 1,003 | 9% |
| Operation of owned and leased automobiles and trucks | \$ 1,465,429,705 | \$ 4,739 | 43% |
| Gasoline and other fuels | \$ 579,357,713 | \$ 1,874 | 17% |
| Tires, batteries, and other automotive parts and sup | \$ 76,296,138 | \$ 247 | 2% |
| Maintenance and repair | \$ 218,530,806 | \$ 707 | 6% |
| Garage rent and parking | \$ 59,505,341 | \$ 192 | 2% |
| Private and public vehicle insurance premiums | \$ 418,015,139 | \$ 1,352 | 12% |
| Registration fees (including insurance if part of re | \$ 76,868,944 | \$ 249 | 2% |
| Driving lessons, Drivers' licenses and other auto/tr | \$ 36,855,623 | \$ 119 | 1% |
| Public transportation | \$ 792,790,044 | \$ 2,564 | 23% |
| City or commuter bus, subway, street car and commuter | \$ 232,192,000 | \$ 751 | 7% |
| Taxi | \$ 54,654,099 | \$ 177 | 2% |
| Airplane | \$ 404,127,684 | \$ 1,307 | 12% |
| Train | \$ 13,528,029 | \$ 44 | 0% |
| Highway bus | \$ 11,069,782 | \$ 36 | 0% |
| Other passenger transportation | \$ 31,872,018 | \$ 103 | 1% |
| Household moving, storage and delivery services | \$ 45,346,432 | \$ 147 | 1% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Health Care, Personal Care

| 2012 Household Spend Health Care, Personal Care | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|--|--|---------------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Health care | \$ 740,194,143 | \$ 2,394 | |
| Direct costs to household | \$ 554,896,162 | \$ 1,794 | 75% |
| Health care supplies | \$ 18,108,317 | \$ 59 | 2% |
| Medicinal and pharmaceutical products | \$ 165,571,073 | \$ 535 | 22% |
| Prescribed | \$ 98,872,999 | \$ 320 | 13% |
| Other medicines and pharmaceutical products | \$ 66,698,074 | \$ 216 | 9% |
| Health care practitioners | \$ 47,176,712 | \$ 153 | 6% |
| Eye-care goods and services | \$ 98,167,611 | \$ 317 | 13% |
| Dental services | \$ 186,523,390 | \$ 603 | 25% |
| Hospital and Physicians' care and Other Medical Servic | \$ 39,349,058 | \$ 127 | 5% |
| Health insurance premiums | \$ 185,297,981 | \$ 599 | 25% |
| Public hospital, medical and drug plans | \$ 48,727,838 | \$ 158 | 7% |
| Private health insurance plans | \$ 136,570,144 | \$ 442 | 18% |
| Personal care | \$ 545,494,245 | \$ 1,764 | |
| Personal care supplies and equipment | \$ 290,120,471 | \$ 938 | 53% |
| Personal care preparations | \$ 249,691,492 | \$ 807 | 46% |
| Hair care products | \$ 58,043,375 | \$ 188 | 11% |
| Makeup, skin care and manicure products | \$ 64,590,954 | \$ 209 | 12% |
| Fragrance products | \$ 32,924,026 | \$ 106 | 6% |
| Personal deodorants and soaps | \$ 52,213,808 | \$ 169 | 10% |
| Oral hygiene products | \$ 41,919,329 | \$ 136 | 8% |
| Disposable diapers | \$ 10,404,299 | \$ 34 | 2% |
| Electric hair-styling and personal care appliances | \$ 7,254,987 | \$ 23 | 1% |
| Other personal care supplies and equipment | \$ 22,769,692 | \$ 74 | 4% |
| Personal care services | \$ 255,373,774 | \$ 826 | 47% |
| Hair grooming | \$ 201,195,449 | \$ 651 | 37% |
| Other personal services | \$ 54,178,325 | \$ 175 | 10% |

**PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Recreation**

| 2012 Household Spend Recreation | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|--|--|---------------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Recreation | \$ 1,858,198,310 | \$ 6,009 | |
| Recreation equipment and associated services | \$ 462,075,204 | \$ 1,494 | 25% |
| Sports and athletic equipment | \$ 61,927,406 | \$ 200 | 3% |
| Toys and children's vehicles | \$ 24,737,939 | \$ 80 | 1% |
| Video game systems and parts | \$ 29,811,406 | \$ 96 | 2% |
| Artists' materials, handicraft and hobbycraft kits and | \$ 11,784,974 | \$ 38 | 1% |
| Computer equipment and supplies | \$ 214,279,363 | \$ 693 | 12% |
| Computer hardware | \$ 164,867,216 | \$ 533 | 9% |
| Computer software | \$ 20,029,890 | \$ 65 | 1% |
| Computer supplies and other equipment | \$ 29,382,257 | \$ 95 | 2% |
| Photographic goods and services | \$ 61,491,813 | \$ 199 | 3% |
| Digital cameras and accessories | \$ 39,232,540 | \$ 127 | 2% |
| Other cameras and accessories | \$ 8,039,488 | \$ 26 | 0% |
| Photographers' and other photographic services | \$ 14,219,785 | \$ 46 | 1% |
| Other Recreation | \$ 58,042,302 | \$ 188 | 3% |
| Recreation vehicles and associated services | \$ 230,897,093 | \$ 747 | 12% |
| Purchase of recreation vehicles | \$ 155,093,415 | \$ 502 | 8% |
| Operation of recreational vehicles | \$ 75,803,677 | \$ 245 | 4% |
| Home entertainment equipment and services | \$ 292,330,707 | \$ 945 | 16% |
| Equipment | \$ 246,646,172 | \$ 798 | 13% |
| Audio (e.g., radio, CD players, speakers) | \$ 58,359,088 | \$ 189 | 3% |
| Pre-recorded audio and video cassette tapes, compact | \$ 59,917,238 | \$ 194 | 3% |
| Blank audio and video tapes, CDs, DVDs | \$ 10,980,262 | \$ 36 | 1% |
| Televisions, VCRs, camcorders and other television/v | \$ 117,389,584 | \$ 380 | 6% |
| Home entertainment services | \$ 45,684,535 | \$ 148 | 2% |
| Rental of videotapes and DVDs and video games | \$ 38,458,050 | \$ 124 | 2% |
| Home entertainment equip rental and maintenance | \$ 7,226,486 | \$ 23 | 0% |
| Recreation services | \$ 872,895,306 | \$ 2,823 | 47% |
| Entertainment | \$ 400,833,075 | \$ 1,296 | 22% |
| Movie theatres | \$ 56,853,451 | \$ 184 | 3% |
| Live sports events | \$ 47,601,380 | \$ 154 | 3% |
| Live performing arts | \$ 73,459,568 | \$ 238 | 4% |
| Admission to museums and other activities | \$ 19,900,506 | \$ 64 | 1% |
| Rental of cablevision and satellite services | \$ 203,018,170 | \$ 657 | 11% |
| Rental of cablevision services | \$ 178,746,380 | \$ 578 | 10% |
| Rental of satellite services | \$ 24,271,790 | \$ 78 | 1% |
| Use of recreation facilities | \$ 153,528,353 | \$ 496 | 8% |
| Single usage and membership fees and dues for sports | \$ 132,785,661 | \$ 429 | 7% |

**PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Recreation**

| 2012 Household Spend Recreation | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|------------------------------------|--|---------------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Video, pinball and carnival games | \$ 2,395,845 | \$ 8 | 0% |
| Children's camps | \$ 18,346,847 | \$ 59 | 1% |
| Package travel tours | \$ 313,160,912 | \$ 1,013 | 17% |
| Other recreational services | \$ 5,372,967 | \$ 17 | 0% |

**PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Reading Materials**

| 2012 Household Spend Reading Materials | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|---|--|---------------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Reading Materials and Other Printed Matter | \$ 146,213,791 | \$ 473 | |
| Newspapers | \$ 40,771,459 | \$ 132 | 28% |
| Magazines and periodicals | \$ 29,471,278 | \$ 95 | 20% |
| Books and pamphlets (excluding school books) | \$ 66,144,714 | \$ 214 | 45% |
| Maps, sheet music and other printed matter | \$ 3,845,758 | \$ 12 | 3% |
| Services related to reading materials (e.g., duplicating) | \$ 5,980,583 | \$ 19 | 4% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Education

| 2012 Household Spend Education | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|---|--|---------------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Education | \$ 653,351,801 | \$ 2,113 | |
| Supplies | \$ 23,601,855 | \$ 76 | 4% |
| Kindergarten, nursery, elementary and secondary | \$ 12,619,982 | \$ 41 | 2% |
| Post-secondary | \$ 10,981,872 | \$ 36 | 2% |
| Textbooks | \$ 53,049,489 | \$ 172 | 8% |
| Kindergarten, nursery, elementary and secondary | \$ 5,014,560 | \$ 16 | 1% |
| Post-secondary | \$ 48,034,928 | \$ 155 | 7% |
| Tuition fees | \$ 496,878,294 | \$ 1,607 | 76% |
| Kindergarten, nursery, elementary and secondary | \$ 116,953,760 | \$ 378 | 18% |
| Post-secondary | \$ 379,924,534 | \$ 1,229 | 58% |
| Other courses and lessons (excluding driving) | \$ 73,594,589 | \$ 238 | 11% |
| Other educational services | \$ 9,407,971 | \$ 30 | 1% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Tobacco Products & Alcoholic Beverages

| 2012 Household Spend Tobacco Products & Alcoholic Beverages | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|--|--|---------------------------------|-------|
| | Total Expenditure | Expenditure per Household | % |
| Tobacco Products and Alcoholic Beverages | \$ 639,850,184 | \$ 2,069 | |
| Tobacco products and smokers' supplies | \$ 128,432,385 | \$ 415 | 20.1% |
| Cigarettes | \$ 124,011,403 | \$ 401 | 19.4% |
| Other tobacco products and smokers' supplies | \$ 4,420,983 | \$ 14 | 0.7% |
| Alcoholic beverages | \$ 511,417,798 | \$ 1,654 | 79.9% |
| Served on licensed premises | \$ 204,648,065 | \$ 662 | 32.0% |
| Purchased from stores | \$ 300,248,752 | \$ 971 | 46.9% |
| Self-made alcoholic beverages | \$ 6,520,981 | \$ 21 | 1.0% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Games of Chance

| 2012 Household Spend Games of Chance | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|---|--|---------------------------------|------|
| | Total Expenditure | Expenditure per Household | % |
| Games of Chance (net) | \$ 87,584,773 | \$ 283 | |
| Government-run lotteries | \$ 45,892,056 | \$ 148 | 52% |
| Casinos, slot machines, and video lottery terminals | \$ 56,481,381 | \$ 183 | 64% |
| Bingos | \$ 9,865,834 | \$ 32 | 11% |
| Non-government lotteries and raffle tickets | \$ 7,299,990 | \$ 24 | 8% |
| Winnings from games of chance | -\$ 31,954,487 | -\$ 103 | -36% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Miscellaneous Expenditures

| 2012 Household Spend Miscellaneous Expenditures | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|--|--|---------------------------------|-----|
| | Total Expenditure | Expenditure per Household | % |
| Miscellaneous Expenditures | \$ 545,465,001 | \$ 1,764 | |
| Financial services | \$ 232,581,848 | \$ 752 | 43% |
| Service charges from banks | \$ 47,153,707 | \$ 152 | 9% |
| Other financial services | \$ 66,287,519 | \$ 214 | 12% |
| Stock and bond commissions and Administration fees | \$ 119,140,621 | \$ 385 | 22% |
| Dues to unions and professional associations | \$ 111,457,560 | \$ 360 | 20% |
| Other miscellaneous goods and services | \$ 201,425,594 | \$ 651 | 37% |

PCensus Online Sample Report
Source: Environics Analytics 2012
2012 Household Spend Additional Expenses

| 2012 Household Spend Additional Expenses | Yonge St & Eglinton Ave E, Toronto, ON 0-10 min | | |
|--|--|---------------------------------|-----------|
| | Total Expenditure | Expenditure per Household | % |
| Total Additional Expenses | \$ 12,201,284,161 | \$ 39,457 | |
| Personal taxes | \$ 9,526,465,681 | \$ 30,807 | 78% |
| Income Tax | \$ 10,114,175,670 | \$ 32,708 | 83% |
| Tax refunds | -\$ 587,709,990 | -\$ 1,901 | -5% |
| Personal insurance payments and pension contributions | \$ 1,661,205,760 | \$ 5,372 | 14% |
| Life insurance premiums | \$ 235,207,759 | \$ 761 | 2% |
| Annuity contracts and transfers to RRIFs | \$ 38,564,805 | \$ 125 | 0% |
| Employment insurance premiums | \$ 260,692,692 | \$ 843 | 2% |
| Retirement and pension fund payments | \$ 1,126,740,503 | \$ 3,644 | 9% |
| Canada and Quebec pension plan | \$ 735,740,768 | \$ 2,379 | 6% |
| Other government, retirement or pension funds (excluding RRSP) | \$ 390,999,735 | \$ 1,264 | 3% |
| Gifts of Money and Contributions | \$ 1,013,612,721 | \$ 3,278 | 8% |
| Money and support payments | \$ 562,432,004 | \$ 1,819 | 5% |
| Contributions to charity | \$ 451,177,382 | \$ 1,459 | 4% |
| Religious organizations | \$ 191,898,573 | \$ 621 | 2% |
| Non-religious charitable organizations | \$ 259,298,268 | \$ 839 | 2% |