Household Expenditure Analysis : Trends & Insights

(2017-2021)

Analysing Spending Patterns Across Canadian Provinces and Income Groups

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INTRODUCTION

Why Analyse Household Expenditures?

Understand spending behaviours across Canadian provinces and income groups

Identify key trends to inform policy and economic decisions

Data Source

Statistics Canada (2017-2021)

Household expenditure data across provinces & income quintiles

Goal of the Study:

Explore how spending varies by region and income level

Provide insights for policymakers, businesses, and newcomers

DATA OVERVIEW

Source: Statistics Canada

Variables:

Geography: Province

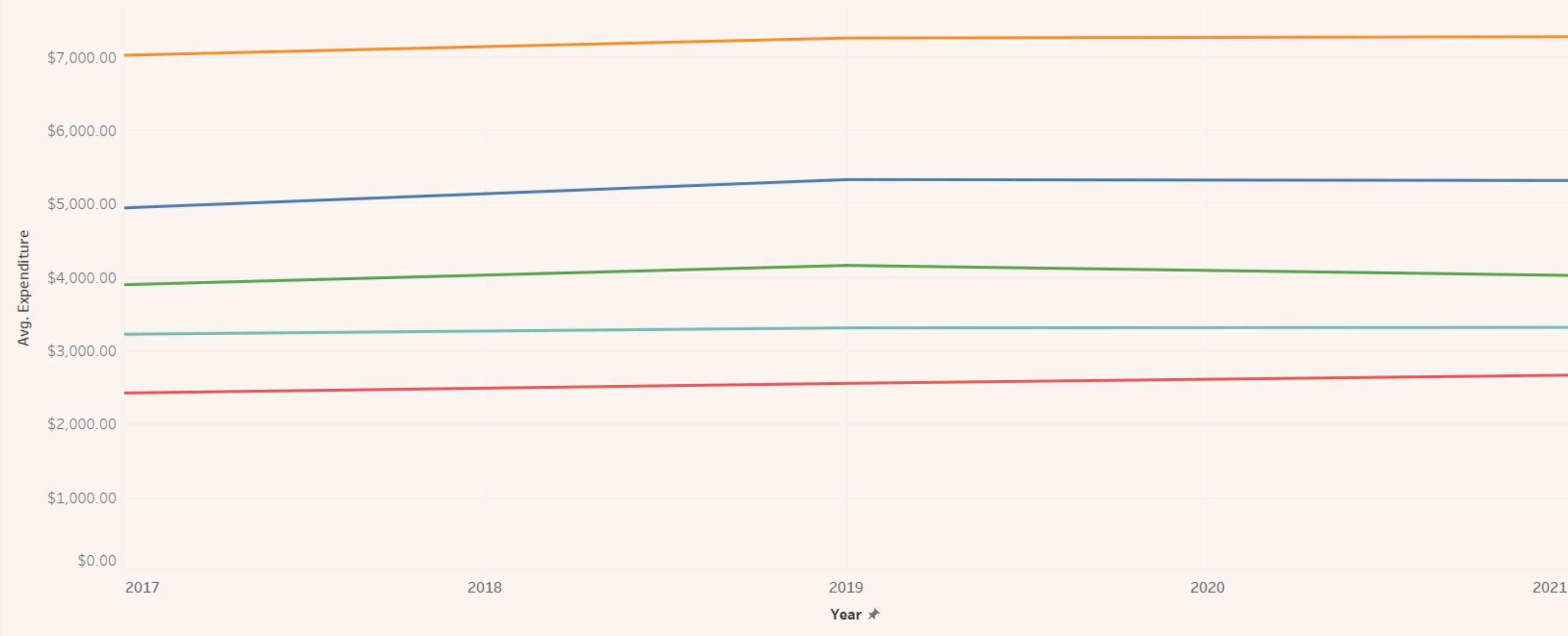**Expenditure:** Average annual per household

Year: 2017-2021

Income Quintile: Lowest to Highest

Spending Categories: Shelter, Food, Transport, etc.

SPENDING TRENDS OVER TIME

Avg. Current Consumption per Household Trends by Income Quintile (2017-2021)

Insight:

- Higher-income households consistently spend more, with the highest quintile averaging over $7,000 per year and the lowest quintile spending around $2,500.

- Spending increased slightly from 2017 to 2019 but plateaued post-2020, likely due to economic factors such as COVID-19 and inflation.

SPENDING BY PROVINCE
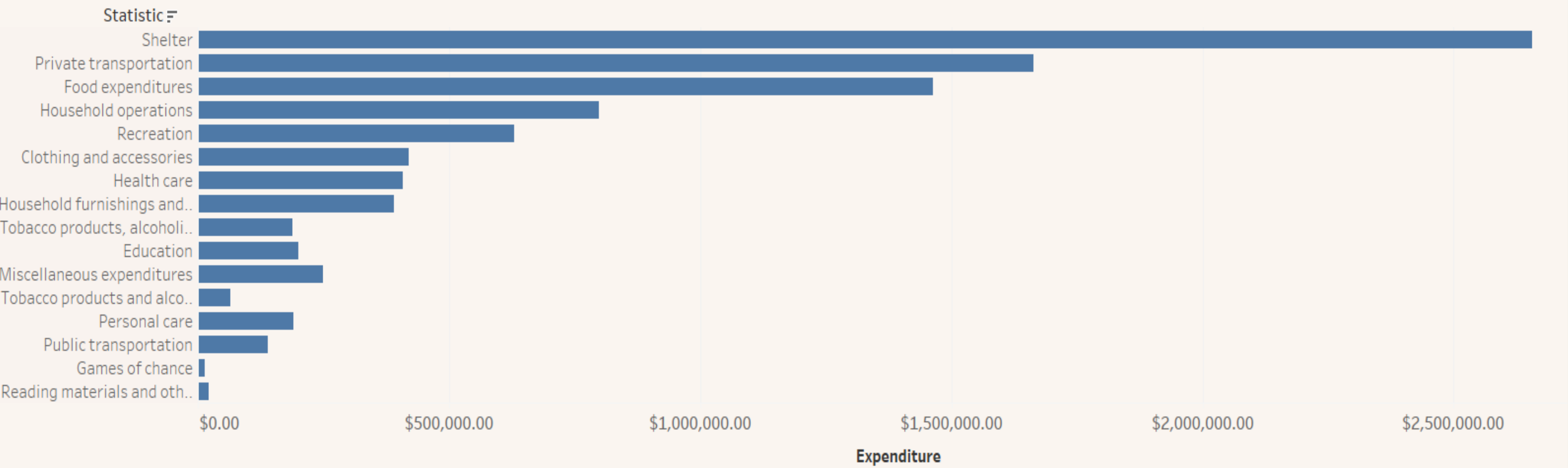
Spending by Province
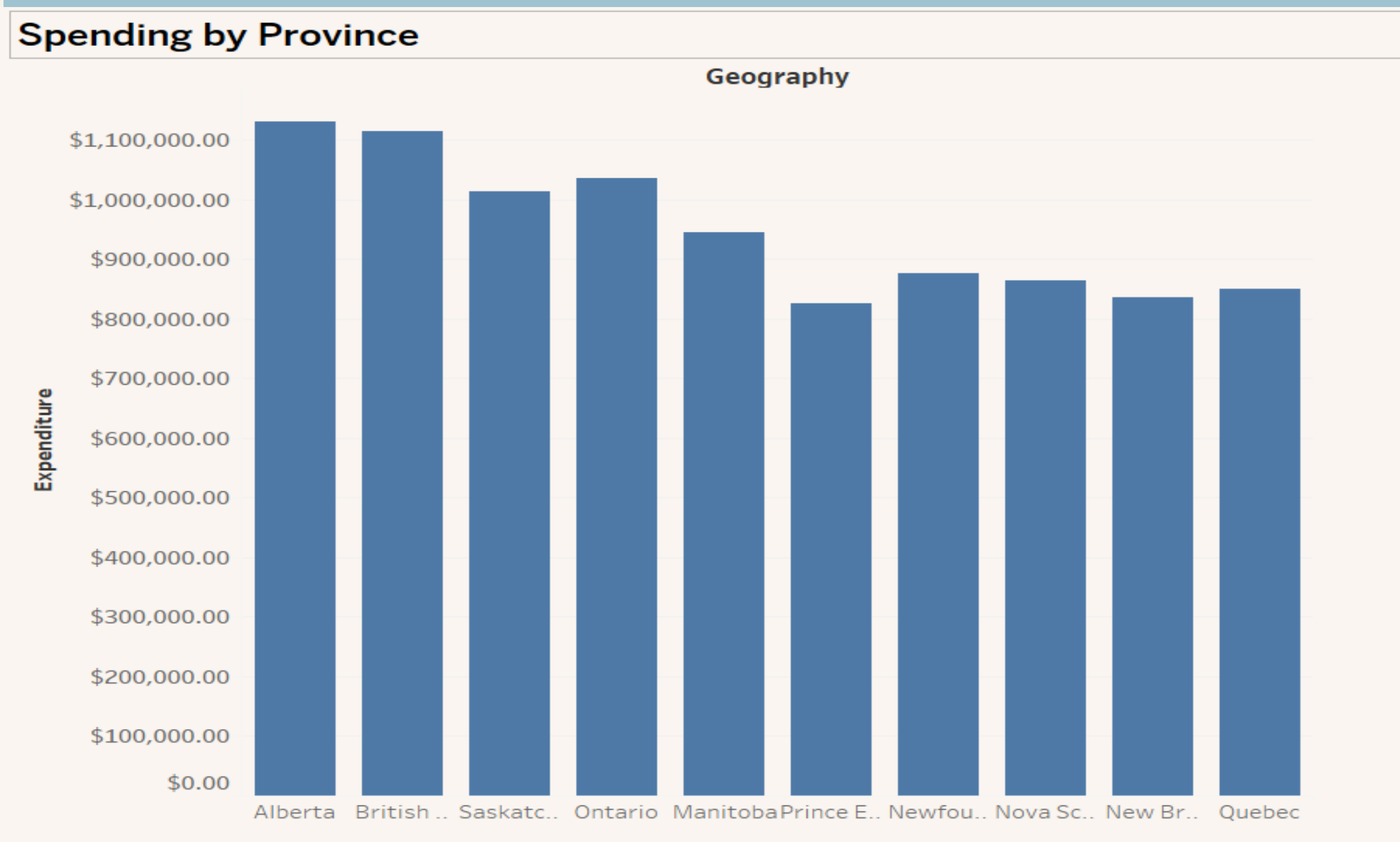
Insight:

- Ontario, Alberta, and British Columbia have the highest household expenditures, reflecting regional cost of living differences.

- Prince Edward Island and New Brunswick have the lowest expenditures, indicating more affordable living costs.
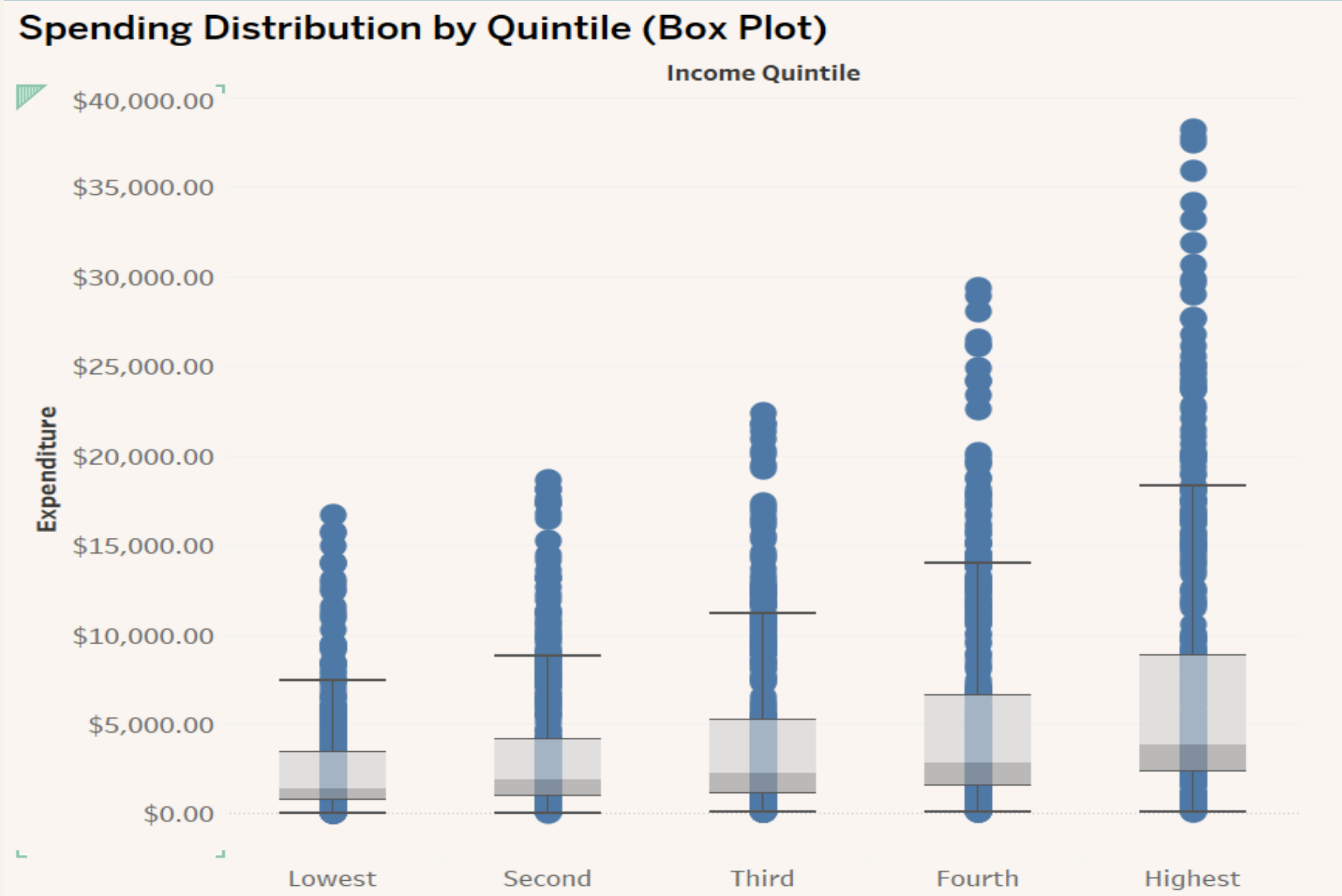
SPENDING BY CATEGORY

Top Spending Categories (Total Current Expenditure per Household)

Insight:

- Shelter is the largest expense, followed by transportation and food.

- Education has the lowest spending, possibly due to subsidies or lower household investment.

Spending Distribution by Quintile (Box Plot)

Insight:

- Higher-income groups show greater variation in spending, with extreme outliers indicating some households spend significantly more.

- The lowest quintile has the least variation, suggesting tight budget constraints.

KEY TAKEAWAYS

Higher-income groups consistently outspend lower-income groups.

Shelter, transportation, and food constitute majority of household expenses.

Geographic differences significantly impact spending patterns.

RECOMMENDATIONS

For Policymakers

Provide targeted subsidies for essential expenses to support lower-income households.

Monitor post-pandemic spending shifts to address changes in consumer behaviour.

For Businesses

Focus on housing, transportation, and food sectors, tailoring products based on income levels.

For Newcomers & Students

Consider provinces with lower living costs, such as Prince Edward Island and New Brunswick, for affordability.

Budget strategically, focusing on essential categories like rent, transportation, and groceries.

Seek financial aid or subsidies available for students and newcomers in specific provinces.

FURTHER EXPLORATION

Interactive Dashboard: Explore the full analysis on Tableau Public

GitHub Repository: Access the complete project on GitHub

THANK YOU