

2010 Household Expenditure Potential (HEP) from EA provides estimates of average annual expenditures for a wide range of goods and services for Canadian households for small areas – Dissemination Areas (DA) of Statistics Canada. This product is used to estimate spending behaviour of Canadians at any geographic level, from Canada down to a small retail trade area. The data include both average dollars per household and total dollars, and they relate to the residential addresses of households.

The smallest geographical unit for which the data are available and were derived is the Dissemination Area (DA). There are 54,626 DAs in Canada, with number of households in a DA generally ranging between 250 and 450. The data were derived from the Statistics Canada “Survey of Household Spending.” Household expenditure estimates are available for 239 categories of goods and services; see the separate list of variables that accompanies this documentation. This release relates to the year 2010. The consumption propensities come from the 2003 Statistics Canada survey but all of the other ingredients in HEP including households and incomes relate to the current year 2010.

The HEP database is based upon Statistics Canada's Survey of Household Spending (SHS) survey. 16,695 pseudo-randomly selected private households across all Provinces and Territories were asked detailed questions on their spending patterns. These data are collected annually by Statistics Canada for a number of purposes including the estimation of the consumer price index. The survey is very well designed and controlled and is very highly respected for its rigour and reliability. The SHS has, since 1997, replaced its long standing predecessor at Statistics Canada - which was called the Family Expenditure Survey (FAMEX).

Household Expenditure Potential

	Canada	Atlantic Canada	Western Canada	Large Province (ON, QC)	Medium Province (BC, AB, MB)	Small Province (SK, NB, NS, PE, NF)
DA level & higher†	\$7,500.	\$1,500.	\$3,000.	\$3,000.	\$1,500.	\$750.
FSA or Census Tract	\$3,000.	\$600.	\$1,200.	\$1,200.	\$600.	\$300.

†Includes FSA level data

Total Expenditure	Traveller accommodation	Nursery and greenhouse stock, cut flowers, and decorative plants	Services related to furnishings and equipment
Food	Hotels and motels	Fertilizers, Pesticides, Horticultural services and other services	Clothing
Food purchased from stores	Other accommodation away from home	Other household supplies	Clothing
Locally and on day trips	Household Operation		Women's wear (14 years and over)
While on trips overnight or longer	Household Operation		Clothing
Board paid to private households	Communications	Household Furnishings and Equipment	Footwear
Food purchased from restaurants	Telephone	Household Furnishings and Equipment	Accessories
	Purchase of telephones and equipment	Household furnishings	Jewellery and watches
Shelter	Telephone services	Furniture	Girls' wear (4 to 13 years)
Shelter	Telephone service	Rugs, mats and under-padding	Clothing
Principal accommodation	Installation and repairs	Window coverings and household textiles	Footwear
Rented living quarters	Cellular services	Art, antiques and decorative ware	Accessories
Rent	Internet services	Household equipment	Jewellery and watches
Tenants' maintenance, repairs and alterations	Postal and other communication services	Home and workshop tools and equipment	Men's wear (14 years and over)
Tenants' insurance premiums	Child care expenses	Lawn, garden and snow-removal tools and equipment	Clothing
Owned living quarters	Pet expenses	Lamps and lampshades	Footwear
Regular mortgage payments	Pet food	Non-electric kitchen and cooking equipment	Accessories
Property taxes	Purchase of pets	Tableware, flatware and knives	Jewellery and watches
Homeowners' insurance premiums	Purchase of pet related goods	Non-electric cleaning equipment	Women's and Girl's clothing gifts to non-household members (4 years and over)
Condominium charges, maintenance and other expenditures	Veterinarian and other services	Luggage	Men's and Boys' clothing gifts to non-household members (4 years and over)
Water, fuel and electricity	Domestic and other custodial services	Home security equipment	Children's wear (under 4 years)
Water and sewage	Household cleaning supplies	Other household equipment, parts and accessories	Clothing material, notions and services
Fuel (e.g., oil, gas)	Paper, plastic and foil household supplies	Maintenance and repairs of furniture and equipment	
Mainly piped gas	Stationery (excluding school supplies)		
Mainly oil or other fuels	Other paper and plastic supplies		
Electricity	Garden supplies and services		
Other accommodation			
Owned vacation home			

<p>Clothing material, Yarn and Thread Laundry and dry-cleaning service Dressmaking, tailoring, repair and alteration, clothing storage, laundromats</p> <p>Transportation Transportation Private transportation Purchase of automobiles & trucks Purchase of automotive accessories Rented and leased automobiles and trucks Operation of owned and leased automobiles and trucks Gasoline and other fuels Tires, batteries, and other automotive parts and supplies Maintenance and repair Garage rent and parking At dwelling (not included in rent) Parking away from home Private and public vehicle insurance premiums Vehicle registration fees (including insurance if part of registration) Driving lessons, Drivers' Licenses and other auto/truck operation services Public transportation City or commuter bus, subway, street car and commuter train Taxi Airplane Other passenger transportation & Household moving, storage and delivery services</p> <p>Health Care, Personal Care Health Care Health care direct costs to household Health care supplies Medicinal and pharmaceutical products Prescribed medicine Other medicines and pharmaceutical products Eye-care goods and services Prescription eye wear Other Eye-care goods and services Dental services</p>	<p>Hospital and Physicians' care, Other Practitioners and Medical Services Health insurance premiums Public hospital, medical and drug plans Private health insurance plans Personal Care Personal care supplies and equipment Personal care preparations Disposable diapers Electric hair-styling and personal care appliances Other personal care supplies and equipment Personal care services Hair grooming Other personal care services</p> <p>Recreation Recreation Recreation equipment and associated services Sports and athletic equipment Toys and children's vehicles Electronic games and parts Artists' materials, handicraft and hobbycraft kits and materials Computer equipment and supplies Computer hardware Computer software Computer supplies and other equipment Photographic goods and services Cameras and accessories Films and processing Photographers' and other photographic services Recreation vehicles and associated services Purchase of recreation vehicles Operation of recreational vehicles Home entertainment equipment and services Recreation services</p> <p>Home Entertainment Home Entertainment Equipment and Services Equipment Pre-recorded audio and video cassette tapes, compact discs and DVD's Televisions, VCRs, camcorders and other television/video components Other home entertainment equipment</p>	<p>Services Rental of videotapes and DVD's Home entertainment equip rental and maintenance</p> <p>Recreation Services Recreation Services Entertainment Movie theatres Live sports events Live performing arts Admission to museums and other activities Rental of cablevision and satellite services Rental of cablevision services Rental of satellite services Use of recreation facilities Membership and single usage fees for sports and recreation facilities Membership fees and dues for sports and recreation facilities Single use fees for sports and recreation facilities Other membership and single usage fees Package travel tours Other recreational services</p> <p>Reading, Education Reading Materials and Other Printed Matter Newspapers Magazines and periodicals Books and pamphlets (excluding school books) Maps, sheet music, other printed matter and Services related to reading materials Education Education supplies Textbooks Tuition fees Other courses and lessons (excluding driving) Other educational services</p> <p>Tobacco, Alcohol, & Games of Chance Tobacco Products and Alcoholic Beverages Tobacco products and smokers' supplies Cigarettes, cigars and tobacco Matches and other smokers' supplies Alcoholic beverages</p>	<p>Served on licensed premises Purchased from stores Self-made alcoholic beverages Games of Chance (net) Government-run lotteries Casinos, slot machines, and video lottery terminals Bingos Non-government lotteries and raffle tickets Winnings from games of chance</p> <p>Miscellaneous Expenditures Miscellaneous Expenditures Financial services Service charges from banks Other financial services Stock/bond commissions and admin fees Dues to unions and professional associations Other miscellaneous items</p> <p>Tax, Insurance, Pensions & Gifts Personal Taxes Income tax on income Tax refunds Personal Insurance Payments and Pension Contributions Life insurance premiums Annuity contracts and transfers to RRIFs Employment insurance premiums Retirement and pension fund payments Canada and Quebec pension plan Other government, retirement or pension funds Gifts of Money and Contributions Money and support payments Contributions to charity Religious organizations Non-religious charitable organizations</p> <p>Homeowner Repairs and Renovations Total Homeowner Repairs and Renovations Alterations and improvements Additions, renovations and alterations Replacement of equipment New installations of equipment and fixtures Repairs and maintenance</p>
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