

Canada Expenditure Potential (CanEx) 2012

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Description

The Pitney Bowes Business Insight Expenditure Potential database provides dollar estimates of the amount of money spent annually, in aggregate, on detailed categories of consumer expenditures. The estimates are based on coefficients developed from the linkage of Statistics Canada's Survey of Household Spending with Pitney Bowes Business Insight's PSYTE Canada Advantage segmentation system.

The unit of measurement is total dollars spent per year. Except for food, expenditure ranges from shelter to pet food and appliances to sporting goods. Statistics Canada gathers food expenditure separately under their Food Expenditure Survey. These data will be included in Pitney Bowes MapInfo Canada's Canada Food Expenditure Potential data.

Number of Variables

362

Sources of Information

Statistics Canada (Survey of Household Spending (SHS) Survey) and Pitney Bowes MapInfo (2012 Estimates & Projections, PSYTE® Canada Advantage segmentation system).

Updates

Annual

Coverage Area

This database covers the entire area of Canada's 13 provinces and territories.

Methodology

The Canada Expenditure Potential database is developed using Statistics Canada's Survey of Household Spending (SHS) and Pitney Bowes Business Insight's PSYTE Canada Advantage cluster system. The survey respondents are geocoded by Statistics Canada to their dissemination area (DA) of residence. Then, while maintaining strict confidentiality and data suppression standard, Statistics Canada aggregates and tabulates all SHS data by PSYTE Canada Advantage cluster. Coefficients are derived by Pitney Bowes Business Insight such that when applied against an independently derived estimate of aggregate household expenditures at the DA level, an estimate of detailed consumer expenditures is generated. Careful attention is paid to statistical reliability due to sample size, and in some cases imputations and substitutions are made to maintain reliability and consistency within the database.

Respondents to Statistics Canada's SHS questionnaire recall amounts spent on several hundred consumer goods and services, during the previous calendar year. Several features of the survey assist the respondents in recalling their expenditures. Statistics Canada summarizes expenditure data of the 14,000 full-year households by PSYTE Canada Advantage cluster for detailed consumer expenditure variables based on reference material provided by Pitney Bowes Business Insight. Pitney Bowes Business Insight analyzes these data to discern patterns and correlates to estimate missing values using a range of statistical methods. Expenditure estimates are modeled for small areas based on national Canada Expenditure Potential average household expenditure data (proportions) by PSYTE Canada Advantage cluster, and Pitney Bowes Business Insight's current household, income and expenditure estimates.

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Caveats

Pitney Bowes Business Insight fully supports the use of the Canada Expenditure Potential data for ranking geographic areas. These data effectively score the expected expenditure of very small to large markets in terms of the expenditure potential of their residents.

A secondary use of these data is to generate expected total expenditure for a good or service deriving from the residents of the areas/regions. These data can be used as a reference tool in conjunction with the firm's own sales to derive first approximation estimates of market share. When using Canada Expenditure Potential for these purposes, it should be noted that estimates at market or national levels may not reflect actual or estimated absolute dollar totals from alternative data sources.