

**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

#### Food

- Food purchased from stores
  - Locally and on day trips
  - While on trips overnight or longer
- Board paid to private households
- Food purchased from restaurants

#### Shelter

- Shelter
  - Principal accommodation
  - Rented living quarters
    - Rent
    - Tenants' maintenance, repairs and alterations
    - Tenants' insurance premiums
  - Owned living quarters
    - Regular mortgage payments
    - Property taxes
    - Homeowners' insurance premiums
    - Condominium charges, maintenance and other expenditures
  - Water, fuel and electricity
    - Water and sewage
    - Fuel (e.g., oil, gas)
      - Mainly piped gas
      - Mainly oil or other fuels
  - Electricity
  - Other accommodation
    - Owned vacation home

- Traveller accommodation
  - Hotels and motels
  - Other accommodation away from home

#### Household Operation

- Household Operation
  - Communications
    - Telephone
      - Purchase of telephones and equipment
      - Telephone services
        - Telephone service
        - Installation and repairs
      - Cellular services
      - Internet services
      - Postal and other communication services
  - Child care expenses
  - Pet expenses
    - Pet food
    - Purchase of pets
    - Purchase of pet related goods
    - Veterinarian and other services
  - Domestic and other custodial services
    - Household cleaning supplies
    - Paper, plastic and foil household supplies
      - Stationery (excluding school supplies)
      - Other paper and plastic supplies
    - Garden supplies and services

- Nursery and greenhouse stock, cut flowers, and decorative plants
- Fertilizers, Pesticides, Horticultural services and other services
- Other household supplies

#### Household Furnishings and Equipment

- Household Furnishings and Equipment
  - Household furnishings
    - Furniture
    - Rugs, mats and under-padding
    - Window coverings and household textiles
    - Art, antiques and decorative ware
  - Household equipment
    - Household appliances
    - Home and workshop tools and equipment
    - Lawn, garden and snow-removal tools and equipment
    - Lamps and lampshades
    - Non-electric kitchen and cooking equipment
    - Tableware, flatware and knives
    - Non-electric cleaning equipment
    - Luggage
    - Home security equipment
    - Other household equipment, parts and accessories
  - Maintenance and repairs of furniture and equipment

- Services related to furnishings and equipment

#### Clothing

- Clothing
  - Women's wear (14 years and over)
    - Clothing
    - Footwear
    - Accessories
    - Jewellery and watches
  - Girls' wear (4 to 13 years)
    - Clothing
    - Footwear
    - Accessories
    - Jewellery and watches
  - Men's wear (14 years and over)
    - Clothing
    - Footwear
    - Accessories
    - Jewellery and watches
  - Boys' wear (4 to 13 years)
    - Clothing
    - Footwear
    - Accessories
    - Jewellery and watches
  - Women's and Girl's clothing gifts to non-household members (4 years and over)
  - Men's and Boys' clothing gifts to non-household members (4 years and over)
  - Children's wear (under 4 years)
  - Clothing material, notions and services

<p>Clothing material, Yarn and Thread Laundry and dry-cleaning service Dressmaking, tailoring, repair and alteration, clothing storage, laundromats</p>	<p>Hospital and Physicians' care, Other Practitioners and Medical Services Health insurance premiums Public hospital, medical and drug plans Private health insurance plans</p>	<p>Services Rental of videotapes and DVD's Home entertainment equip rental and maintenance</p>	<p>Served on licensed premises Purchased from stores Self-made alcoholic beverages</p>
<p><b>Transportation</b> Transportation Private transportation Purchase of automobiles &amp; 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 &amp; Household moving, storage and delivery services</p>	<p>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><b>Recreation Services</b> 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>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><b>Health Care, Personal Care</b> 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><b>Recreation</b> 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><b>Reading, Education</b> 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><b>Miscellaneous Expenditures</b> 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><b>Home Entertainment</b> 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><b>Tobacco, Alcohol, &amp; Games of Chance</b> Tobacco Products and Alcoholic Beverages Tobacco products and smokers' supplies Cigarettes, cigars and tobacco Matches and other smokers' supplies Alcoholic beverages</p>	<p><b>Tax, Insurance, Pensions &amp; Gifts</b> 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><b>Homeowner Repairs and Renovations</b> 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>