

## Canada Food Expenditure Potential (FoodEx) 2008

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# Canada Food Expenditure Potential (FoodEx) 2008

## Description

The MapInfo Canada Food Expenditure Potential database provides dollar estimates of the amount of money spent annually, in aggregate, on detailed categories of food products, including restaurant spending and food consumed away from home.

The estimates are based on coefficients developed from the linkage of Statistics Canada's Food Expenditure Survey (FoodEx) with Pitney Bowes MapInfo's PSYTE Canada Advantage segmentation system.

## Number of Variables

274

## Sources of Information

Statistics Canada (Food Expenditure Survey) and Pitney Bowes MapInfo (2008 Estimates & Projections, PSYTE® Canada Advantage segmentation system).

## Updates

Annual

## Coverage Area

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

## Reference Date

July 1, 2008

## Methodology

The Canada Food Expenditure Potential estimates database is developed in manner similar to the Canada Expenditure Potential database. Respondents to Statistics Canada's Food Expenditure Survey are asked to maintain a daily record of all food expenditures (excluding those while on a trip overnight or longer) using two one-week diaries. For meals and snacks in restaurants, respondents are asked to record the total cost of meals/snacks.

Statistics Canada summarizes food expenditure data of the 5,999 households by PSYTE Canada Advantage cluster for the detailed food expenditure variables, based on reference material provided by Pitney Bowes MapInfo. Pitney Bowes MapInfo analyzes these data to discern patterns and correlates to estimate missing values using a range of statistical methods. Canada Food Expenditure Potential estimates are modeled for small areas based on national average household food expenditure data (proportions) by PSYTE Canada Advantage cluster, and Pitney Bowes MapInfo's current household, income and expenditure estimates.

## Caveats

Pitney Bowes MapInfo fully supports the use of the Canada Food Expenditure Potential (FoodEx) data for ranking geographic areas. These data effectively score the expected expenditure of very small to large markets in terms of the food spending potential of their residents.

A secondary use of these data is to generate expected total food expenditure for a certain category 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 FoodEx 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.