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Average household spending in Canada declined 0.3% to \$71,120 in 2009, following the economic slowdown that began in the fall of 2008.

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Gross domestic product (GDP) in the core non-profit sector grew 6.0% to \$35.4 billion in 2008. This accounted for 2.4% of Canada's GDP in 2008, up from 2.3% in 2007, a share that has remained stable since 2002.

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Releases

Survey of Household Spending

2009

Average household spending in Canada declined 0.3% to \$71,120 in 2009, following the economic slowdown that began in the fall of 2008.

This was the first decline since the annual Survey of Household Spending was introduced in 1997. During 2009, the annual average rate of inflation as measured by the Consumer Price Index was 0.3%.

Personal taxes accounted for 20.2% of the average household's budget in 2009, while shelter represented 19.8%, transportation 13.7% and food 10.2%. These shares were virtually unchanged from 2008.

Excluding personal taxes, spending on goods and services was down 0.7% in 2009 from 2008.

Average household spending declined in five provinces: Newfoundland and Labrador, Prince Edward Island, Quebec, Ontario and Alberta. The largest declines occurred in Prince Edward Island (-3.1%), and in Alberta (-2.2%), where average spending was highest at \$84,976. The largest increase was in Manitoba (+4.9%), largely the result of a 5.5% increase in spending on shelter and a 4.9% increase on transportation. Spending on other categories remained stable.

Less spending on discretionary items

Households reduced spending in 2009 on discretionary items or those that could be postponed, such as recreation and household furnishings.

One exception was spending for home repairs and maintenance, which increased 22% in 2009 over 2008. In large part, this was likely due to the federal government home renovation tax credit program.

The largest declines in spending were for recreation, which fell 5.5% to \$3,840 on average. Lower spending on recreation vehicles led the decline in this category; for example, spending on snowmobiles fell 11%.

Declines were widespread in such areas as sports gear, computer equipment and photographic equipment. However, spending at movie theatres rose 8.7% to an average of \$100 per household.

Spending on household furnishings and equipment fell 3.6% to an average of \$1,900 per household. This decrease was largely the result of declines in spending

Note to readers

This release is based on data from the 2009 Survey of Household Spending, which gathered detailed information from a sample of 10,811 private households on spending patterns, dwelling characteristics, and household equipment. Data covers all provinces and territories.

Average spending for a specific good or service was calculated for all households, including those with and those without expenditures for the category. Average spending includes sales taxes. "Personal taxes" refer to income and certain other direct taxes.

Comparisons of spending between years were not adjusted for inflation. The rate of inflation for selected items is mentioned if it affects the analysis of year-over-year changes in spending.

To analyze data by income level, households were divided into five groups or quintiles based on income. Each quintile represents one-fifth of all households. Households were ranked in ascending order of total household income, and organized into five groups of equal number.

Households in the lowest quintile had 1.5 members on average, while those in the highest quintile averaged 3.4.

for rugs, window coverings, art, antiques, and workshop tools. Spending for furniture and appliances remained steady.

Overall, spending for transportation remained virtually unchanged at \$9,750 per household. The largest change in transportation was for leased automobiles, where spending fell 16%. Many major auto corporations halted leasing during the downturn in the fall of 2008 and did not resume until the fall of 2009.

Spending associated with moving, such as the hiring of movers, real estate commissions, appraisals and land transfer taxes all showed sharp declines.

Technological change continues to affect spending

Not all changes were associated with the economic downturn. Technological change continued to drive a number of long-term trends in spending.

Spending for cell phone services rose 13% to an average of \$620, surpassing spending for landline telephone services for the first time. Spending for landline services fell 4.5% to \$550.

Over 77% of households reported having at least one cell phone. The proportion of households with landline service declined to 89%, a level last seen in 1965.

Spending on audio players fell 38%, while it was down 9.2% on digital cameras. These declines occurred as more cell phones were capable of playing music and taking photos.

Spending on reading materials, such as newspapers and books, fell 8.3% to \$230 per household, while average spending for Internet access grew 10% to \$340 per household.

Home Internet access was reported by 78% of households in 2009, while 72% reported having a broadband connection, up from 67% in 2008.

Food, shelter, clothing account for over half of spending by lowest income households

The one-fifth of Canadian households with the lowest income spent an average of \$23,860 in 2009. Of this, almost 52% went to food, shelter and clothing. Personal taxes represented 2.8% of their budget.

In contrast, the one-fifth of households with the highest income spent an average of \$147,090. They allocated about 27% of their budgets to food, shelter and clothing, while 30% went to personal taxes. These proportions were similar to 2008.

Available on CANSIM: tables 203-0001 to 203-0020.

Definitions, data sources and methods: survey number 3508.

The publication *Spending Patterns in Canada*, 2009 (62-202-X, free), which presents the latest results of the Survey of Household Spending for Canada, the provinces, the territories and selected metropolitan areas, is now available from the *Key resource* module of our website under *Publications*.

Data tables are also now available from the *Summary tables* module of our website.

The report "User Guide for the Survey of Household Spending," 2009 (62F0026M2010006, free), which presents information about survey methodology, concepts, and data quality, is available online as part of the *Household Expenditures Research Paper Series*. From the *Publications* module, choose *Publications by subject*, then *Income, pensions, spending and wealth*, then *Household spending and Savings* and finally, *Household Expenditures Research paper series*.

There are also 10 detailed tables available at a cost of \$134 each. Of these 10 tables, 5 present detailed household spending data: *Canada, Provinces, Territories and Selected Metropolitan Areas*, 2009 (62F0031X); *Household Income Quintile, Canada, Provinces and Territories*, 2009 (62F0032X); *Housing Tenure, Canada*, 2009 (62F0033X); *Household Type, Canada*, 2009 (62F0034X); *Size of Area of Residence, Canada*, 2009 (62F0035X).

The remaining 5 tables present data on *Dwelling Characteristics and Household Equipment: Canada, Provinces, Territories and Selected Metropolitan Areas*, 2009 (62F0041X); *Income Quintile, Canada*, 2009 (62F0042X); *Housing Tenure, Canada*, 2009 (62F0043X); *Household Type, Canada*, 2009 (62F0044X); *Size of Area of Residence, Canada*, 2009 (62F0045X).

Custom tabulations are also available.

For more information about the Survey of Household Spending, or to enquire about the concepts, methods or data quality of this release, or to purchase products, contact Client Services (toll-free 1-888-297-7355; 613-951-7355; income@statcan.gc.ca), Income Statistics Division.

□

Average total expenditure and shares of spending of major categories for provinces and territories, 2009

	Average household spending	Food	Shelter	Clothing	Transportation	Personal taxes ¹
	\$	shares of spending ² (%)				
Canada	71,120	10.2	19.8	4.0	13.7	20.2
Newfoundland and Labrador	57,600	11.3	16.6	4.3	16.0	18.5
Prince Edward Island	56,900	11.8	19.5	3.7	14.0	16.8
Nova Scotia	60,870	11.0	18.9	3.6	14.6	18.2
New Brunswick	61,210	10.9	17.4	3.7	15.8	17.5
Quebec	60,120	12.0	18.8	3.9	13.9	19.9
Ontario	76,580	9.5	20.3	4.1	13.4	21.1
Manitoba	66,610	9.8	18.3	3.9	14.3	20.2
Saskatchewan	69,380	9.1	17.9	3.8	15.9	19.4
Alberta	84,980	9.2	19.0	4.0	14.0	22.2
British Columbia	73,570	10.3	22.2	3.9	12.7	17.9
Yukon	69,860	10.7	19.9	3.7	12.8	18.5
Northwest Territories	82,970	11.5	21.5	3.9	12.2	21.3
Nunavut	84,440	17.5	15.2	5.0	7.5	18.7

1. Percentage of spending on personal taxes depends on provincial and federal income tax rates as well as household income distribution.

2. Shares of spending represent the proportions of average household spending.

Total average household expenditure by provinces and territories

	2008	2009	2008 to 2009
	\$		% change
Canada	71,360	71,120	-0.3
Newfoundland and Labrador	57,710	57,600	-0.2
Prince Edward Island	58,710	56,900	-3.1
Nova Scotia	60,330	60,870	0.9
New Brunswick	58,440	61,210	4.7
Quebec	60,480	60,120	-0.6
Ontario	77,310	76,580	-0.9
Manitoba	63,510	66,610	4.9
Saskatchewan	68,280	69,380	1.6
Alberta	86,910	84,980	-2.2
British Columbia	73,120	73,570	0.6
Yukon	..	69,860	...
Northwest Territories	..	82,970	...
Nunavut	..	84,440	...

.. not available for a specific reference period

... not applicable

Budget share of major spending categories by income quintile, 2009

	Lowest quintile	Second quintile	Third quintile	Fourth quintile	Highest quintile
	\$				
Average household expenditures	23,860	40,620	59,240	84,780	147,090
Major spending categories	shares of spending (%)				
Food	16.3	13.7	12.2	10.1	7.5
Shelter	31.4	24.4	22.1	19.8	15.8
Clothing	4.1	4.1	4.0	3.9	4.0
Transportation	12.5	15.2	14.6	14.7	12.6
Personal taxes	2.8	8.9	14.4	18.2	29.7

Satellite account of non-profit institutions and volunteering

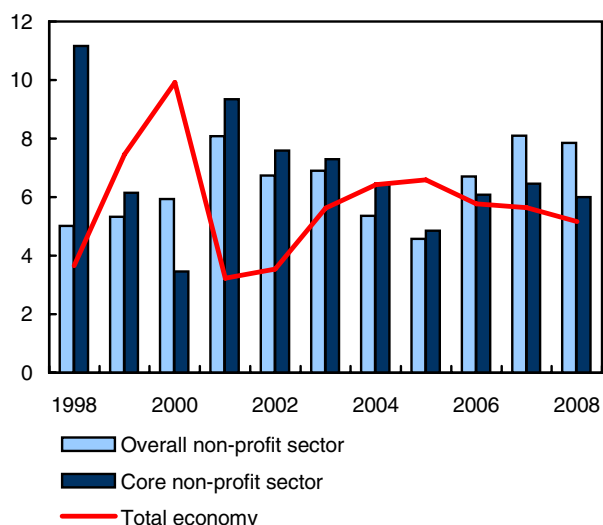
1997 to 2008

Gross domestic product (GDP) in the core non-profit sector grew 6.0% to \$35.4 billion in 2008. This accounted for 2.4% of Canada's GDP in 2008, up from 2.3% in 2007, a share that has remained stable since 2002.

The rate of growth in the core non-profit sector was faster than the 5.2% increase in GDP for the nation as a whole. In addition, GDP for hospitals, universities and colleges increased 8.8%. However, all sectors recorded slower growth in 2008 compared with 2007.

Growth of gross domestic product

annual % change, current prices



Economic output for the non-profit sector as a whole reached \$106.4 billion in 2008, accounting for 7.1% of the nation's economic activity.

Since 1997, when the data series began, hospitals, universities and colleges have accounted for the bulk of economic activity in the non-profit sector. In 2008, their GDP totalled \$71.0 billion.

During this 12-year period, hospitals, universities and colleges represented an average of 66.2% of total GDP in the non-profit sector. Non-profit institutions serving households accounted for 21.2% on average, while non-profit institutions classified in the corporate sector accounted for 12.6%.

Note to readers

For the purposes of the satellite account of non-profit institutions and volunteering, the overall non-profit sector is split into two groups. The first consists of a group of organizations, known as the "core non-profit sector". This group includes non-profit organizations providing goods and services to households as well as non-profit organizations classified in the corporate sector. They operate in many fields, ranging from religious organizations and social service providers to sports clubs, and business and professional associations.

The second group consists of health and education organizations classified in the government sector in the Canadian System of National Accounts. These are hospitals (including residential care facilities), universities and colleges. These four types of organizations account for the bulk of non-profit economic activity.

Together, the "core non-profit sector" and hospitals, universities and colleges represent the overall non-profit sector.

Separate estimates are available for the overall non-profit sector and the core non-profit sector.

Gross domestic product is shown by primary area of industrial activity according to the International Classification of Non-profit Organizations.

Transfers from households include revised data on charitable donations from the Canada Revenue Agency.

Estimates are presented in nominal terms. All growth rates are calculated using nominal (current) values, that is, not adjusted for inflation.

Income expands in the core non-profit sector

The core non-profit sector received \$80.0 billion in revenues in 2008, either earned from market activity or received as transfers from governments, businesses or households.

Core non-profit institutions rely on diverse sources of revenue, whereas hospitals, universities and colleges receive the majority of their revenue (74%) from government transfers. Sales of goods and services are, by far, the most important source of revenue for the core non-profit group.

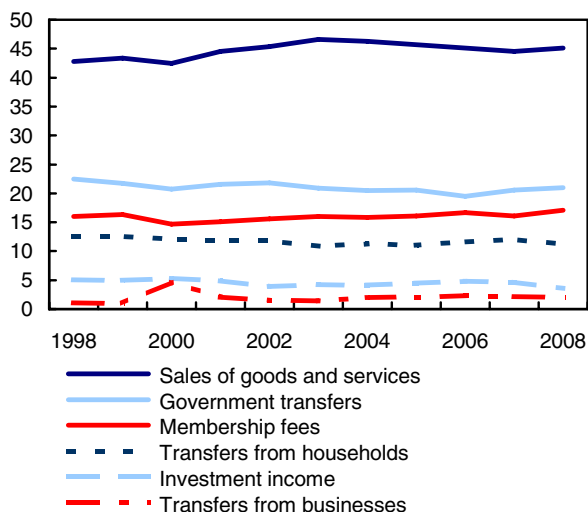
In 2008, sales of goods and services accounted for 45% of total income of the core non-profit group. Government transfers were also significant at 21%.

Other important sources of revenue in 2008 for the core non-profit sector were membership fees (17.1%) and donations from households (11.2%). When combined, these two additional sources accounted for over one-quarter of the revenue of the core non-profit sector.

Investment income (3.6%) and donations from businesses (2.1%) made up the remaining sources of revenue in 2008.

Revenue distribution by source: Core non-profit sector

% share



Income in the core non-profit sector rose 4.7% in 2008, compared with a 6.5% increase in 2007. The slowing in growth in 2008 stemmed from a decline in donations from households, principally charitable donations.

In 2008, donations from households to the core non-profit sector declined 2.6%, after averaging 11% growth in the previous four years. Furthermore, investment income fell 20.5%, after five years of consecutive increases.

Nevertheless, all other sources of income increased in 2008.

Total outlays of the core non-profit sector increased 7.5% to \$70.1 billion in 2008. Expenditures on current goods and services increased 8.1%,

up from 4.6% in 2007. Wages and salaries and supplementary labour income, the largest expenditure category, rose 5.8% in 2008.

As growth in outlays outpaced income growth, saving in the core non-profit sector decreased by \$1.3 billion to \$9.8 billion in 2008.

Social services organizations and development and housing have the largest shares of core non-profit sector GDP

Social services organizations accounted for 21.4% of core non-profit GDP in 2008, followed by development and housing activities (17.3%). Culture and recreation and education and research combined made up another 20.8%.

Organizations in social services, development and housing, culture and recreation, education and research, religion, and business and professional groups together made up more than three quarters of core non-profit economic activity in each of the 12 years.

However, the share of philanthropic services, social services, and development and housing rose between 1997 and 2008, while the share of religion, other health, business and professional associations, and culture and recreation declined.

Available on CANSIM: tables 388-0001 and 388-0002.

Definitions, data sources and methods: survey number 1901.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the information officer (613-951-3640; iead-info-dcrrd@statcan.gc.ca), Income and Expenditure Accounts Division.

□

Economic accounts, non-profit sector excluding hospitals¹, universities and colleges

	2005	2006	2007	2008
	\$ millions			
Production account				
Gross output	58,630	62,530	65,280	70,535
Intermediate purchases	29,053	31,155	31,881	35,130
Gross domestic product at basic prices	29,577	31,375	33,399	35,405
Wages, salaries and supplementary labour income	22,658	24,013	25,830	27,321
Taxes less subsidies on factors of production	1,150	1,191	1,232	1,306
Capital consumption allowances	1,841	1,806	1,917	2,045
Other operating surplus	3,928	4,365	4,420	4,733
Income and outlay account				
Income	67,372	71,761	76,409	80,017
Sales of goods and services	30,790	32,370	34,019	36,124
Membership fees	10,858	11,939	12,300	13,654
Investment income	3,010	3,442	3,577	2,844
Current transfers from households and businesses	8,841	10,002	10,825	10,635
Current transfers from households	7,425	8,327	9,208	8,972
Current transfers from businesses	1,416	1,675	1,617	1,663
Current transfers from governments	13,873	14,008	15,688	16,760
Current transfers from federal government	3,715	2,852	3,806	4,388
Current transfers from provincial governments	9,581	10,593	11,280	11,745
Current transfers from local governments	577	563	602	627
Outlay	58,474	62,303	65,287	70,177
Gross current expenditure on goods and services	54,702	58,165	60,860	65,802
Current transfers to other nonprofit organizations	1,882	1,970	2,108	2,139
Current transfers to other sectors	1,890	2,168	2,319	2,236
Saving (income less outlay)	8,898	9,458	11,122	9,840

1. Hospitals include residential care facilities.

Gross domestic product at basic prices of non-profit sector excluding hospitals, universities and colleges, by primary area of activity

	2005	2006	2007	2008
	\$ millions			
Culture and recreation	3,104	3,261	3,477	3,794
Education and research	3,046	3,232	3,385	3,562
Health	1,972	2,144	2,315	2,583
Social services	6,259	6,629	7,041	7,566
Environment	309	331	365	397
Development and housing	5,375	5,612	5,996	6,132
Law, advocacy and politics	465	512	576	632
Philanthropic intermediaries and voluntarism promotion	561	596	678	751
International	226	240	265	292
Religion	2,757	2,802	2,902	2,948
Business and professional associations, unions	2,439	2,622	2,711	2,934
Not elsewhere classified	3,064	3,394	3,688	3,814
Total	29,577	31,375	33,399	35,405

Crushing statistics

November 2010

Oilseed processors crushed 551 947 metric tonnes of canola in November. Oil production totalled 239 870 metric tonnes while meal production amounted to 312 662 metric tonnes.

Available on CANSIM: table 001-0005.

Definitions, data sources and methods: survey number 3404.

The November 2010 issue of *Cereals and Oilseeds Review* (22-007-X, free) will be available in January 2011.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-465-1991; agriculture@statcan.gc.ca), Agriculture Division. ■

Deliveries of major grains

November 2010

Data on major grain deliveries are now available for November.

Available on CANSIM: table 001-0001.

Definitions, data sources and methods: survey numbers, including related surveys, 3403, 3404, 3443, 5046 and 5153.

The November 2010 issue of *Cereals and Oilseeds Review* (22-007-X, free) will be available in January 2011.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-465-1991; agriculture@statcan.gc.ca), Agriculture Division. ■

Stocks of frozen eggs, poultry meats and edible dried egg products

December 1, 2010 (preliminary)

Data on stocks of frozen eggs, poultry meats and edible dried egg products in storage as of December 1 are now available.

Available on CANSIM: tables 003-0023 and 003-0024.

Definitions, data sources and methods: survey number 3425.

For more information, call Client Services (toll-free 1-800-465-1991). To enquire about the concepts, methods or data quality of this release, contact Gordon Finlay (613-951-7385; gordon.finlay@statcan.gc.ca), Agriculture Division. ■

Monthly Survey of Large Retailers

October 2010

Data for the Monthly Survey of Large Retailers are now available for October.

Available on CANSIM: table 080-0009.

Definitions, data sources and methods: survey number 5027.

A data table is also available from the *Summary tables* module of our website.

For general information or to order data, contact Client Services (toll-free 1-877-421-3067; 613-951-3549; retailinfo@statcan.ca). To enquire about the concepts, methods or data quality of this release, contact Ashley Ker (613-951-2252), Distributive Trades Division. ■

Refined petroleum products

October 2010 (preliminary)

Data on the production, inventories and domestic sales of refined petroleum products are now available for October. Other selected data about these products are also available.

Definitions, data sources and methods: survey number 2150.

For more information or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (613-951-9497; toll-free 1-866-873-8789; energy@statcan.gc.ca), Manufacturing and Energy Division. ■

New products and studies

Spending Patterns in Canada, 2009
Catalogue number 62-202-X (PDF, free; HTML, free)

Household Expenditures Research Paper Series:
"User Guide for the Survey of Household Spending", 2009, no. 6
Catalogue number 62F0026M2010006 (PDF, free; HTML, free)

Canada's International Transactions in Securities,
October 2010, Vol. 76, no. 10
Catalogue number 67-002-X (PDF, free; HTML, free)

Study: Culture, Tourism and the Centre for Education Statistics: Research Papers: "Labour Market Experiences of Youth After Leaving School: Exploring the Effect of Educational Pathways over Time", 2000 to 2008, no. 87
Catalogue number 81-595-M2010087 (PDF, free; HTML, free)

Detailed Average Household Expenditure for Canada, Provinces/Territories and Selected Metropolitan Areas, 2009
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Detailed Average Household Expenditure by Household Type for Canada, 2009
Catalogue number 62F0034X (Diskette, \$134)

Detailed Average Household Expenditure by Size of Area of Residence for Canada, 2009
Catalogue number 62F0035X (Diskette, \$134)

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Dwelling Characteristics and Household Equipment by Income Quintile for Canada, 2009
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Dwelling Characteristics and Household Equipment by Housing Tenure for Canada, 2009
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Dwelling Characteristics and Household Equipment by Household Type for Canada, 2009
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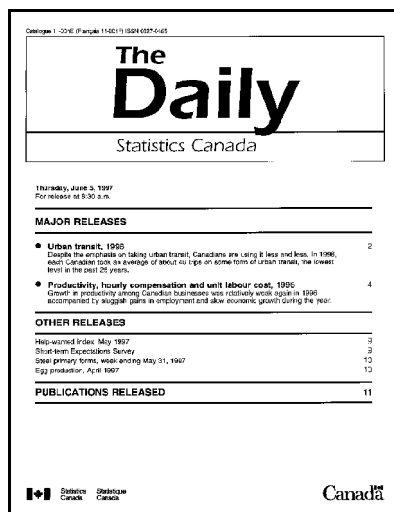
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Release dates: December 20 to 24, 2010

(Release dates are subject to change.)

Release date	Title	Reference period
20	Wholesale trade	October 2010
20	Perspectives on Labour and Income	December 2010
21	Consumer Price Index	November 2010
21	Retail trade	October 2010
21	Travel between Canada and other countries	October 2010
22	Waste management industry: Business and government sectors	2008
23	Gross domestic product by industry	October 2010
23	Payroll employment, earnings and hours	October 2010