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Survey of Household Spending

Consumer market insights



The Statistics Canada's Survey of Household Spending (SHS) is an annual survey of household expenditures on products and services that is based on a sample of more than 20,000 households across Canada.

The data from this survey allows you to identify key household characteristics that influence the purchase of your specific product/service. You can also use these figures in combination with demographic data to assess your local market potential and estimate its size in number of households and value. For more information on how to do this yourself see our research guide: [What can be learned from SHS data?](#)

For latest highlight data from this survey see the Statistics Canada publication: [Spending Patterns in Canada](#).

Complete Tables with all expenditure categories

You can now purchase the latest **complete tables** from this survey. They were released on December 18, 2009 and cover the data year 2008.

For more information on these tables please contact us at contact@gdsourcing.com.

Individual expenditure categories

If you are only interested in one expenditure grouping you can also access this data via the CANSIM database. For more information on CANSIM please see our [CANSIM Research Guide](#).

Survey of Household Spending data is covered in CANSIM tables [203-0001 to 203-0020](#).

Please note income and family type detail are not included in the CANSIM tables. You can access these details at some reference libraries or purchase the [entire data tables](#).

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