



FOOD FREEDOM DAY FACTS

- Food Freedom Day 2013, February 14, is the calendar date representing when the average Canadian has earned enough income to pay his or her grocery bill for the entire year.
- In 2012, Canadians are expected to have spent 12.3% of their disposable income on food. In 2012, disposable income per capita is expected to be approximately \$29,609. Expenditures on food, beverages, and tobacco were approximately \$3,662.

The date has shifted since last year

- Last year, Food Freedom Day was on February 12, 2012.
- Statistics Canada has changed its methodology for reporting expenditure and income statistics to align more closely with international accounting standards. This has resulted in slight inflated figures in relation to prior years. Under this current calculation, last year's day would have been February 14, as well.

How did Canadians spend their money in 2012?

	Per Capita* Expenditures (\$)	Percentage of Disposable Income
Food and Beverages	3238.83	10.9%
Tobacco	423.96	1.4%
Housing and Utilities	6806.10	23.0%
Transport	4226.43	14.3%
Recreation and Culture	2437.24	8.2%
Insurance and Financial Services	2271.99	7.7%

Source: CANSIM 380-0067 and 380-0072

* Per capita expenditures and disposable income are determined using a population estimate of the third quarter from Statscan (34,880,491). [Source](#)

How does Canada's food expenditures compare to other countries?

Percent of household final consumption expenditures spent on food, alcoholic beverages, and tobacco that were consumed at home by selected countries, 2011¹

Country/Territory	Food ²	Alcoholic beverages and tobacco
United States	6.7	2.0
United Kingdom	9.4	3.5
Canada	9.7	3.5
Australia	10.7	3.6
Germany	11.1	3.1
Netherlands	11.8	3.3
Sweden	12.4	3.2
France	13.3	3.2
Italy	14.6	2.7
Japan	14.7	2.6
China	21.3	2.2
Mexico	22.7	2.3

[Source](#)

¹ The data are computed by Birgit Meade (202-694-5159), ERS/USDA

² Includes non-alcoholic beverages

Breakdown of the Food Freedom Day Calculation

Current prices (x 1,000,000), seasonally adjusted, personal expenditures on food, beverages, and tobacco in the 3rd quarter of 2012 = 127,760

Source: CANSIM table 380-0067

Current prices (x 1,000,000), seasonally adjusted, household disposable income in the 3rd quarter of 2012 = 1,032,780

Source: CANSIM table 380-0072

Divide f,b,t expenditure by household disposable income.

$$127,760/1,032,780 = 0.123705$$

Find out what 12.37 percent of the year is, by day.

$$365 * 0.123705 = 45.15$$

45 days into the year is February 14th.