



Spending by Items - Big Ticket Items Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Number of households	26,459		17,553		
% Households who Own the Following Items					
Own: Baby furniture	1,337	5.05%	747	4.25%	84
Own: Bed/mattress	16,156	61.06%	10,311	58.74%	96
Own: All other furniture (excluding bed/mattress and baby furniture)	12,230	46.22%	8,311	47.35%	102
Own: Bicycle/bicycle equipment	7,893	29.83%	5,792	33.00%	111
Own: Boat (any)	1,790	6.76%	1,732	9.87%	146
Own: Camera (film/digital)	12,812	48.42%	9,115	51.93%	107
Own: Camping equipment	6,266	23.68%	3,849	21.93%	93
Own: Camping trailer/motorhome/RV	1,443	5.45%	1,035	5.90%	108
Own: Car alarm/security system	4,309	16.28%	3,544	20.19%	124
Own: Computer accessories (e.g. printer)	14,482	54.73%	10,288	58.61%	107
Own: Computer software	11,481	43.39%	8,485	48.34%	111
Own: e-Reader (e.g. Kindle)	3,872	14.64%	2,653	15.12%	103
Own: Fireplace (any)	8,598	32.50%	7,096	40.43%	124
Own: Garden/Patio furniture (any)	9,774	36.94%	7,968	45.39%	123
Own: Gas barbeque	8,661	32.74%	6,887	39.24%	120
Own: Golf equipment	4,457	16.85%	3,770	21.48%	127
Own: Hockey equipment	1,449	5.48%	947	5.39%	98
Own: Home exercise equipment	4,918	18.59%	3,976	22.65%	122
Own: Hot tub/spa	1,016	3.84%	1,105	6.30%	164
Own: Major appliances (e.g. fridge, dryer)	12,970	49.02%	9,163	52.20%	106
Own: Motorcycle	705	2.66%	573	3.26%	123
Own: Musical instrument (e.g. guitar, keyboard)	5,685	21.49%	4,310	24.56%	114
Own: Office equipment	5,556	21.00%	4,388	25.00%	119
Own: Personal computer	15,779	59.64%	11,023	62.80%	105
Own: Pool (above or in-ground)	570	2.15%	475	2.71%	126
Own: Portable MP3 player/digital music player (e.g. iPod)	6,841	25.86%	4,178	23.80%	92
Own: Pre-arranged funeral services (for self or someone else)	1,804	6.82%	1,559	8.88%	130
Own: Ski/snowboard equipment	2,756	10.42%	2,695	15.35%	147
Own: Snowmobile/ATV (All-terrain vehicle)	276	1.05%	216	1.23%	117
Own: Stereo/audio equipment	9,312	35.19%	6,930	39.48%	112
Own: Tablet	9,540	36.06%	6,738	38.39%	106
Own: Television	17,116	64.69%	11,567	65.90%	102
Own: Tires	11,963	45.21%	8,609	49.05%	108
Own: Video camera and accessories	3,355	12.68%	2,632	15.00%	118
Own: Video game system - console or handheld (e.g. Xbox, Wii)	4,404	16.65%	2,341	13.34%	80
Own: Video player (e.g. DVD, Blu-ray player)	7,575	28.63%	4,965	28.29%	99
Own: Wedding services (any)	328	1.24%	162	0.92%	74
% Households who Purchased in the Past 2 Years					
Purchased Past 2 Years: Baby furniture	875	3.31%	465	2.65%	80
Purchased Past 2 Years: Bed/mattress	3,501	13.23%	2,086	11.88%	90



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Purchased Past 2 Years: All other furniture (excluding bed/mattress and baby furniture)	2,728	10.31%	1,591	9.06%	88
Purchased Past 2 Years: Bicycle/bicycle equipment	1,878	7.10%	1,283	7.31%	103
Purchased Past 2 Years: Boat (any)	349	1.32%	346	1.97%	149
Purchased Past 2 Years: Camera (film/digital)	2,147	8.11%	1,615	9.20%	113
Purchased Past 2 Years: Camping equipment	1,382	5.23%	691	3.93%	75
Purchased Past 2 Years: Camping trailer/Motorhome/RV	347	1.31%	304	1.73%	132
Purchased Past 2 Years: Car alarm/security system	455	1.72%	334	1.90%	110
Purchased Past 2 Years: Computer accessories (e.g. printer)	4,433	16.75%	3,164	18.02%	108
Purchased Past 2 Years: Computer software	3,477	13.14%	2,675	15.24%	116
Purchased Past 2 Years: e-Reader (e.g. Kindle)	845	3.19%	694	3.96%	124
Purchased Past 2 Years: Fireplace (any)	576	2.18%	515	2.94%	135
Purchased Past 2 Years: Garden/Patio furniture (any)	1,957	7.40%	1,566	8.92%	121
Purchased Past 2 Years: Gas barbeque	1,287	4.87%	1,027	5.85%	120
Purchased Past 2 Years: Golf equipment	1,033	3.90%	942	5.37%	138
Purchased Past 2 Years: Hockey equipment	447	1.69%	264	1.50%	89
Purchased Past 2 Years: Home exercise equipment	1,154	4.36%	722	4.11%	94
Purchased Past 2 Years: Hot tub/spa	148	0.56%	129	0.74%	132
Purchased Past 2 Years: Major appliances (e.g. fridge, dryer)	3,289	12.43%	2,438	13.89%	112
Purchased Past 2 Years: Motorcycle	162	0.61%	130	0.74%	121
Purchased Past 2 Years: Musical instrument (e.g. guitar, keyboard)	768	2.90%	461	2.63%	91
Purchased Past 2 Years: Office equipment	892	3.37%	707	4.03%	120
Purchased Past 2 Years: Personal computer	3,136	11.85%	2,301	13.11%	111
Purchased Past 2 Years: Pool (above or in-ground)	155	0.58%	108	0.61%	105
Purchased Past 2 Years: Portable MP3 player/digital music player (e.g. iPod)	810	3.06%	479	2.73%	89
Purchased Past 2 Years: Pre-arranged funeral services (for self or someone else)	324	1.22%	286	1.63%	134
Purchased Past 2 Years: Ski/snowboard equipment	555	2.10%	398	2.27%	108
Purchased Past 2 Years: Snowmobile/ATV (All-terrain vehicle)	75	0.28%	81	0.46%	164
Purchased Past 2 Years: Stereo/audio equipment	882	3.33%	626	3.56%	107
Purchased Past 2 Years: Tablet	2,740	10.36%	1,944	11.07%	107
Purchased Past 2 Years: Television	2,398	9.06%	1,427	8.13%	90
Purchased Past 2 Years: Tires	3,668	13.86%	2,582	14.71%	106
Purchased Past 2 Years: Video camera and accessories	244	0.92%	153	0.87%	95
Purchased Past 2 Years: Video game system - console or handheld (e.g. Xbox, Wii)	820	3.10%	322	1.83%	59
Purchased Past 2 Years: Video player (e.g. DVD, Blu-ray player)	682	2.58%	379	2.16%	84
Purchased Past 2 Years: Wedding services (any)	407	1.54%	310	1.77%	115
% Households Who Have Purchase Intention Next 2 Years					
Purchase Intention Next 2 Years: Baby furniture	407	1.54%	232	1.32%	86
Purchase Intention Next 2 Years: Bed/mattress	2,015	7.62%	1,218	6.94%	91



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Purchase Intention Next 2 Years: All other furniture (excluding bed/mattress and baby furniture)	1,500	5.67%	915	5.21%	92
Purchase Intention Next 2 Years: Bicycle/bicycle equipment	1,136	4.29%	676	3.85%	90
Purchase Intention Next 2 Years: Boat (any)	166	0.63%	147	0.84%	133
Purchase Intention Next 2 Years: Camera (film/digital)	1,075	4.06%	570	3.25%	80
Purchase Intention Next 2 Years: Camping equipment	658	2.49%	328	1.87%	75
Purchase Intention Next 2 Years: Camping trailer/Motorhome/RV	232	0.88%	105	0.60%	68
Purchase Intention Next 2 Years: Car alarm/security system	132	0.50%	75	0.43%	86
Purchase Intention Next 2 Years: Computer accessories (e.g. Printer)	2,185	8.26%	1,315	7.49%	91
Purchase Intention Next 2 Years: Computer software	1,624	6.14%	1,289	7.34%	120
Purchase Intention Next 2 Years: e-Reader (e.g. Kindle)	263	1.00%	200	1.14%	114
Purchase Intention Next 2 Years: Fireplace (any)	203	0.77%	145	0.83%	108
Purchase Intention Next 2 Years: Garden/Patio furniture (any)	1,054	3.99%	805	4.58%	115
Purchase Intention Next 2 Years: Gas barbeque	894	3.38%	550	3.14%	93
Purchase Intention Next 2 Years: Golf equipment	420	1.59%	381	2.17%	136
Purchase Intention Next 2 Years: Hockey equipment	167	0.63%	135	0.77%	122
Purchase Intention Next 2 Years: Home exercise equipment	571	2.16%	302	1.72%	80
Purchase Intention Next 2 Years: Hot tub/spa	124	0.47%	87	0.50%	106
Purchase Intention Next 2 Years: Major appliances (e.g. fridge, dryer)	1,567	5.92%	1,093	6.23%	105
Purchase Intention Next 2 Years: Motorcycle	247	0.93%	116	0.66%	71
Purchase Intention Next 2 Years: Musical instrument (e.g. guitar, keyboard)	346	1.31%	189	1.07%	82
Purchase Intention Next 2 Years: Office equipment	519	1.96%	276	1.57%	80
Purchase Intention Next 2 Years: Personal computer	1,852	7.00%	1,161	6.61%	94
Purchase Intention Next 2 Years: Pool (above or in-ground)	112	0.42%	71	0.40%	95
Purchase Intention Next 2 Years: Portable MP3 player/digital music player (e.g. iPod)	372	1.41%	256	1.46%	104
Purchase Intention Next 2 Years: Pre-arranged funeral services (for self or someone else)	305	1.15%	199	1.13%	98
Purchase Intention Next 2 Years: Ski/snowboard equipment	393	1.49%	353	2.01%	135
Purchase Intention Next 2 Years: Snowmobile/ATV (All-terrain vehicle)	56	0.21%	42	0.24%	114
Purchase Intention Next 2 Years: Stereo/audio equipment	727	2.75%	471	2.68%	97
Purchase Intention Next 2 Years: Tablet	1,145	4.33%	635	3.62%	84
Purchase Intention Next 2 Years: Television	1,479	5.59%	903	5.15%	92
Purchase Intention Next 2 Years: Tires	1,822	6.89%	1,225	6.98%	101
Purchase Intention Next 2 Years: Video camera and accessories	291	1.10%	222	1.27%	115
Purchase Intention Next 2 Years: Video game system - console or handheld (e.g. Xbox, Wii)	331	1.25%	171	0.98%	78
Purchase Intention Next 2 Years: Video player (e.g. DVD, Blu-ray player)	348	1.31%	180	1.02%	78
Purchase Intention Next 2 Years: Wedding services (any)	127	0.48%	81	0.46%	96



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Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Purchased in the Past 24 Hours					
Purchased at any store (in person or online) in the past 24 hours	11,366	42.96%	7,759	44.20%	103
How Long Before Made this Purchase by Using Any of the Following Media					
Purchased after hearing/listening Radio: Less than 30 minutes	4,006	15.14%	2,734	15.58%	103
Purchased after hearing/listening Radio: 30-60 minutes	1,114	4.21%	711	4.05%	96
Purchased after hearing/listening Radio: More than 60 minutes	1,583	5.98%	1,213	6.91%	116
Purchased after hearing/listening Radio: Did not use/Don't know	4,577	17.30%	3,032	17.27%	100
Purchased after watching/looking at TV: Less than 30 minutes	1,193	4.51%	798	4.55%	101
Purchased after watching/looking at TV: 30-60 minutes	1,128	4.26%	723	4.12%	97
Purchased after watching/looking at TV: More than 60 minutes	2,824	10.67%	2,010	11.45%	107
Purchased after watching/looking at TV: Did not use/Don't know	6,165	23.30%	4,219	24.04%	103
Purchased after reading/looking at Magazine: Less than 30 minutes	434	1.64%	317	1.80%	110
Purchased after reading/looking at Magazine: 30-60 minutes	540	2.04%	345	1.97%	97
Purchased after reading/looking at Magazine: More than 60 minutes	1,216	4.60%	914	5.21%	113
Purchased after reading/looking at Magazine: Did not use/Don't know	9,243	34.93%	6,246	35.58%	102
Purchase after reading/looking at Daily Newspaper: Less than 30 minutes	1,070	4.04%	854	4.87%	121
Purchase after reading/looking at Daily Newspaper: 30-60 minutes	840	3.17%	763	4.35%	137
Purchase after reading/looking at Daily Newspaper: More than 60 minutes	2,462	9.31%	2,035	11.59%	124
Purchase after reading/looking at Daily Newspaper: Did not use/Don't know	6,943	26.24%	3,944	22.47%	86
Purchased after reading/looking at Outdoor Advertising: Less than 30 minutes	932	3.52%	610	3.48%	99
Purchased after reading/looking at Outdoor Advertising: 30-60 minutes	341	1.29%	254	1.45%	112
Purchased after reading/looking at Outdoor Advertising: More than 60 minutes	893	3.38%	623	3.55%	105
Purchased after reading/looking at Outdoor Advertising: Did not use/Don't know	9,155	34.60%	6,243	35.57%	103
Purchased after accessing Internet: Less than 30 minutes	2,363	8.93%	1,276	7.27%	81
Purchased after accessing Internet: 30-60 minutes	1,988	7.52%	1,389	7.91%	105
Purchased after accessing Internet: More than 60 minutes	2,548	9.63%	1,821	10.38%	108
Purchased after accessing Internet: Did not use/Don't know	4,460	16.86%	3,158	17.99%	107
Who in the household is responsible for most of the time: Grocery shopping					
Grocery shopping: Myself	13,880	52.46%	8,626	49.14%	94
Grocery shopping: Equally shared	6,740	25.47%	4,382	24.97%	98
Grocery shopping: Someone else	5,839	22.07%	4,545	25.89%	117
Who in the household is responsible for most of the time: Household cleaning duties					
Household cleaning: Myself	12,264	46.35%	7,487	42.66%	92



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Household cleaning: Equally shared	8,503	32.14%	5,339	30.42%	95
Household cleaning: Someone else	5,692	21.51%	4,727	26.93%	125
Who in the household is responsible for most of the time: Making decisions about major purchases					
Making decisions about major purchases: Myself	9,357	35.37%	5,102	29.07%	82
Making decisions about major purchases: Equally shared	14,264	53.91%	10,527	59.97%	111
Making decisions about major purchases: Someone else	2,838	10.73%	1,924	10.96%	102
Who in the household is responsible for most of the time: Meal preparation					
Meal preparation: Myself	13,739	51.93%	8,474	48.28%	93
Meal preparation: Equally shared	5,875	22.21%	3,946	22.48%	101
Meal preparation: Someone else	6,844	25.87%	5,133	29.24%	113
Shopping Time					
Convenience Stores: Morning (5am to 10am)	4,601	9.22%	3,057	8.10%	88
Convenience Stores: Mid-day (10am to 3pm)	6,819	13.67%	5,324	14.10%	103
Convenience Stores: Afternoon (3pm to 6pm)	5,423	10.87%	3,710	9.83%	90
Convenience Stores: Early evening (6pm to 9pm)	4,294	8.61%	2,797	7.41%	86
Convenience Stores: Late evening/night (9pm to 5am)	2,115	4.24%	1,180	3.13%	74
Grocery/Food Stores: Morning (5am to 10am)	8,237	16.51%	6,523	17.28%	105
Grocery/Food Stores: Mid-day (10am to 3pm)	24,009	48.12%	20,246	53.63%	111
Grocery/Food Stores: Afternoon (3pm to 6pm)	21,412	42.92%	16,559	43.87%	102
Grocery/Food Stores: Early evening (6pm to 9pm)	12,481	25.02%	8,151	21.59%	86
Grocery/Food Stores: Late evening/night (9pm to 5am)	2,701	5.41%	1,737	4.60%	85
Restaurant Take Out/Drive Through: Morning (5am to 10am)	7,640	15.31%	5,751	15.24%	100
Restaurant Take Out/Drive Through: Mid-day (10am to 3pm)	12,155	24.36%	8,623	22.84%	94
Restaurant Take Out/Drive Through: Afternoon (3pm to 6pm)	9,220	18.48%	6,718	17.80%	96
Restaurant Take Out/Drive Through: Early evening (6pm to 9pm)	13,636	27.33%	8,555	22.66%	83
Restaurant Take Out/Drive Through: Late evening/night (9pm to 5am)	2,851	5.72%	2,020	5.35%	94



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Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

Data Source: Manifold Data Mining Inc. 2018

This report is based on consumer demographic and behavior data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.