

Household Spending - Market Potential Report

Attribute	Benchmark North Vancouver (CSD/CY, BC)	West Vancouver (CSD/DM, BC)
	Market size	Market size
TOTAL		
Total households	27,275	17,566
Annual household expenditure	\$2,393,299,425	\$2,597,238,496
Annual current consumption	\$1,960,363,350	\$1,932,470,792
FOOD		
Total food	\$296,724,725	\$309,196,732
Food purchased from stores	\$243,402,100	\$255,251,546
Locally and on day trips	\$240,729,150	\$252,423,420
Food purchased from supermarkets	\$169,514,125	\$177,240,940
Food and beverages purchased from specialty stores	\$20,210,775	\$20,622,484
Food purchased from convenience stores	\$6,027,775	\$6,394,024
Food purchased from other stores	\$20,756,275	\$22,765,536
Food purchased online or delivery from stores	\$24,220,200	\$25,418,002
While on trips overnight or longer	\$2,672,950	\$2,810,560
Board paid to private households	\$654,600	\$632,376
Food purchased from restaurants	\$52,640,750	\$53,312,810
Restaurant meals	\$45,194,675	\$46,181,014
Restaurant snacks and beverages	\$7,446,075	\$7,131,796
SHELTER		
Total shelter	\$753,417,325	\$661,904,446
Principal accommodation	\$652,308,900	\$560,882,380
Rented living quarters	\$168,723,150	\$80,329,318
Rent	\$165,422,875	\$78,765,944
Owned living quarters	\$408,606,775	\$395,639,018
Regular mortgage payments	\$236,201,500	\$210,932,528
Maintenance, repairs, and replacements	\$30,820,750	\$39,365,406
Condominium charges	\$26,974,975	\$28,369,090
Property taxes	\$58,450,325	\$50,994,098
Homeowners insurance premiums	\$34,230,125	\$42,421,890
Water, fuel, and electricity	\$73,697,050	\$84,492,460
Other accommodation	\$60,523,225	\$64,713,144
Traveller accommodation	\$13,528,400	\$15,317,552
Additions, renovations, and alterations: contract, labour, and material cost	\$37,666,775	\$33,691,588
New installations of equipment and fixtures: contract, labour, and material cost	\$2,918,425	\$2,617,334
HOUSEHOLD OPERATION		
Total household operation	\$155,085,650	\$158,603,414
Communications	\$83,816,075	\$79,907,734
Telephone	\$54,304,525	\$52,012,926
Purchase of telephones and equipment	\$3,873,050	\$3,495,634
Landline telephone service	\$9,409,875	\$12,067,842
Telephone service	\$8,864,375	\$11,382,768
Installation and repairs	\$518,225	\$685,074

Attribute	Benchmark North Vancouver (CSD/CY, BC)	West Vancouver (CSD/DM, BC)
	Market size	Market size
Cellular services	\$41,048,875	\$36,431,884
Internet services	\$28,120,525	\$26,401,698
On-line services	\$4,527,650	\$4,356,368
Child care expenses	\$8,837,100	\$7,254,758
Child care outside the home	\$6,982,400	\$5,726,516
Day-care centres	\$5,727,750	\$4,813,084
Other child care outside the home	\$1,254,650	\$913,432
Child care in the home	\$1,854,700	\$1,528,242
Domestic and other custodial services	\$4,745,850	\$5,954,874
Pet expenses	\$22,556,425	\$23,626,270
Pet food	\$8,891,650	\$9,626,168
Purchase of pets	\$2,727,500	\$2,740,296
Purchase of pet related goods	\$1,254,650	\$860,734
Veterinarian and other services	\$9,709,900	\$10,399,072
Household cleaning supplies	\$5,809,575	\$6,306,194
Paper, plastic, and foil household supplies	\$9,628,075	\$10,153,148
Garden supplies and services	\$14,864,875	\$20,165,768
Nursery and greenhouse stock, cut flowers, and decorative plants	\$6,682,375	\$8,291,152
Fertilizers, soil, and soil conditioners	\$1,309,200	\$1,703,902
Pesticides	\$354,575	\$456,716
Horticultural services, snow, and garbage removal	\$6,518,725	\$9,713,998
FURNISHINGS AND EQUIPMENT		
Total household furnishings	\$58,504,875	\$62,324,168
Household furnishings	\$27,438,650	\$27,525,922
Furniture	\$19,992,575	\$19,919,844
Rugs, mats, and underpadding	\$1,063,725	\$1,089,092
Window coverings and household textiles	\$3,000,250	\$3,126,748
Art, antiques, and decorative ware	\$3,354,825	\$3,390,238
Household equipment	\$28,475,100	\$31,162,084
Household appliances	\$14,128,450	\$14,966,232
Room air conditioners, portable humidifiers, and dehumidifiers	\$654,600	\$649,942
Refrigerators and freezers	\$2,263,825	\$2,599,768
Cooking stoves and ranges	\$2,072,900	\$2,283,580
Microwave and convection ovens	\$409,125	\$456,716
Gas barbecues	\$409,125	\$368,886
Small electric food preparation appliances	\$1,118,275	\$1,001,262
Washers and dryers	\$1,854,700	\$2,020,090
Vacuum cleaners and other rug cleaning equipment	\$681,875	\$597,244
Portable dishwashers	\$763,700	\$860,734
Home and workshop tools and equipment	\$3,491,200	\$3,952,350
Power tools and equipment	\$2,263,825	\$2,564,636
Lawn, garden, and snow-removal tools and equipment	\$2,291,100	\$2,722,730

Attribute	Benchmark North Vancouver (CSD/CY, BC)	West Vancouver (CSD/DM, BC)
	Market size	Market size
Lamps and lampshades: exclude light fixtures	\$27,275	\$52,698
Tableware, flatware, and knives	\$54,550	\$70,264
Non-electric cleaning equipment	\$54,550	\$87,830
Luggage	\$27,275	\$35,132
Home security equipment	\$1,063,725	\$1,352,582
Maintenance and repairs of furniture and equipment	\$1,118,275	\$1,774,166
Services related to furnishings and equipment	\$1,500,125	\$1,861,996
CLOTHING		
Total clothing	\$68,023,850	\$65,538,746
Women's and girls' wear (4 years and over)	\$38,785,050	\$38,627,634
Clothing	\$19,910,750	\$20,077,938
Footwear	\$6,655,100	\$6,604,816
Accessories	\$1,936,525	\$1,774,166
Jewellery and watches	\$3,491,200	\$3,407,804
Men's and boys' wear (4 years and over)	\$26,811,325	\$24,803,192
Clothing	\$14,046,625	\$13,104,236
Footwear	\$5,564,100	\$5,146,838
Accessories	\$981,900	\$878,300
Jewellery and watches	\$818,250	\$737,772
Children's wear (under 4 years)	\$1,527,400	\$966,130
Clothing and cloth diapers	\$818,250	\$509,414
Footwear	\$163,650	\$105,396
Services	\$900,075	\$1,159,356
Laundry and dry-cleaning service	\$436,400	\$614,810
Laundromats and self-service dry cleaning	\$354,575	\$316,188
Maintenance, repair, and alteration	\$109,100	\$210,792
TRANSPORTATION		
Total transportation	\$270,677,100	\$287,608,118
Private transportation	\$239,719,975	\$258,044,540
Purchase of automobiles and trucks	\$80,679,450	\$87,127,360
Purchase of automotive accessories	\$2,018,350	\$1,984,958
Rented automobiles and trucks	\$845,525	\$966,130
Operation of owned and leased automobiles and trucks	\$149,494,275	\$160,834,296
Gasoline and other fuels	\$40,285,175	\$43,177,228
Tires, batteries, and other automotive parts and supplies	\$7,118,775	\$7,430,418
Maintenance and repair	\$29,920,675	\$31,776,894
Garage rent and parking	\$4,091,250	\$4,356,368
Car insurance premium for owned and leased automobiles	\$33,739,175	\$36,010,300
Public transportation	\$30,984,400	\$29,563,578
Local and commuter transportation	\$10,391,775	\$9,046,490
Inter-city transportation	\$13,392,025	\$13,877,140
HEALTH CARE		
Total health care	\$65,078,150	\$72,635,410

Attribute	Benchmark North Vancouver (CSD/CY, BC)	West Vancouver (CSD/DM, BC)
	Market size	Market size
Direct costs to household	\$45,058,300	\$52,820,962
Health care supplies	\$2,345,650	\$1,774,166
Medicinal and pharmaceutical products	\$17,783,300	\$19,515,826
Prescribed medicines and pharmaceutical products	\$9,437,150	\$10,100,450
Cannabis for medical use	\$490,950	\$526,980
Physicians care	\$6,409,625	\$8,185,756
Eye-care goods and services	\$4,473,100	\$5,673,818
Prescription eye wear	\$3,082,075	\$3,917,218
Prescription eyeglasses	\$2,809,325	\$3,618,596
Prescription contact lenses	\$272,750	\$298,622
Eye care services (e.g. surgery, exams)	\$1,036,450	\$1,370,148
Dental services	\$8,482,525	\$10,855,788
Hospital care	\$245,475	\$439,150
Health insurance premiums	\$20,019,850	\$19,814,448
Public hospital, medical, and drug plans	\$5,373,175	\$4,813,084
Private health insurance plans	\$14,646,675	\$14,983,798
Private health care plans (e.g., supplementary coverage, drug plans, etc.)	\$10,282,675	\$10,767,958
Dental plans	\$1,281,925	\$1,212,054
Accident and disability insurance	\$3,082,075	\$3,021,352
PERSONAL CARE		
Total personal care	\$33,575,525	\$33,709,154
Personal care supplies and equipment	\$23,320,125	\$22,607,442
Personal care preparations	\$14,646,675	\$13,736,612
Hair care products	\$4,827,675	\$4,496,896
Makeup, skin care, and manicure products	\$6,982,400	\$6,464,288
Fragrance products	\$572,775	\$474,282
Personal deodorants and soaps	\$518,225	\$491,848
Oral hygiene products	\$1,172,825	\$1,229,620
Electric hair-styling and personal care appliances	\$1,663,775	\$2,547,070
Personal care services	\$10,282,675	\$11,101,712
Hair grooming	\$7,555,175	\$8,378,982
RECREATION		
Total Recreation	\$100,290,175	\$110,753,630
Recreation equipment and associated services	\$28,529,650	\$29,054,164
Sports and athletic equipment	\$2,645,675	\$2,687,598
Golf	\$436,400	\$439,150
Racquet sports equipment	\$136,375	\$122,962
Ice hockey equipment (excluding skates)	\$300,025	\$298,622
Ice skates	\$163,650	\$158,094
Downhill skiing	\$436,400	\$456,716
Cross-country skiing	\$0	\$0
Fishing	\$300,025	\$298,622
Home exercise equipment	\$300,025	\$298,622

Household Spending - Market Potential Report

Attribute	Benchmark North Vancouver (CSD/CY, BC)	West Vancouver (CSD/DM, BC)
	Market size	Market size
Other sporting and athletic equipment	\$600,050	\$614,810
Playground equipment, above-ground pools, and accessories	\$136,375	\$122,962
Toys, electronic games, and arts/hobby materials	\$3,109,350	\$3,197,012
Toys and children's vehicles	\$1,391,025	\$1,440,412
Electronic games and parts	\$1,118,275	\$1,159,356
Artists materials, handicraft, and hobbycraft kits and materials	\$572,775	\$579,678
Children's toy as gift to persons outside of the household or to charity	\$2,209,275	\$2,898,390
Computer equipment and supplies	\$11,210,025	\$11,031,448
Computer hardware	\$7,064,225	\$6,833,174
Computer software	\$981,900	\$913,432
Rental, maintenance, repair and services related to computer	\$409,125	\$386,452
Computer supplies and other equipment	\$2,672,950	\$2,810,560
Photographic goods and services	\$3,518,475	\$3,284,842
Musical instruments, parts, and accessories	\$1,800,150	\$1,826,864
Collectors items (e.g. stamps, coins)	\$436,400	\$474,282
Camping, picnic equipment and accessories (excluding bbqs)	\$1,527,400	\$1,563,374
Recreation vehicles and associated services	\$26,238,550	\$31,056,688
Purchase of recreation vehicles	\$19,828,925	\$22,537,178
Bicycles, parts and accessories: excludes children's bicycles with wheels under 14 inches.	\$4,827,675	\$5,252,234
Operation of recreational vehicles	\$6,409,625	\$8,501,944
Home entertainment equipment and services	\$6,518,725	\$6,569,684
Equipment	\$6,136,875	\$6,165,666
Audio (e.g. radio, cd players, speakers)	\$463,675	\$509,414
Video equipment	\$3,763,950	\$3,653,728
Services	\$381,850	\$404,018
Recreation services	\$39,003,250	\$44,073,094
Entertainment	\$19,583,450	\$21,623,746
Admissions to movie theatres	\$409,125	\$439,150
Admissions to live sports events	\$1,963,800	\$2,722,730
Admissions to live performing arts	\$709,150	\$790,470
Admission to museums and other activities	\$681,875	\$843,168
Rental of cablevision and satellite services	\$15,819,500	\$16,810,662
Use of recreation facilities	\$9,437,150	\$9,380,244
Sports fees	\$6,327,800	\$5,708,950
Membership fees for sports and recreation facilities	\$5,373,175	\$5,059,008
Package travel tours	\$8,755,275	\$11,769,220
READING MATERIALS		
Reading materials and other printed matter	\$4,145,800	\$4,742,820

Attribute	Benchmark North Vancouver (CSD/CY, BC)	West Vancouver (CSD/DM, BC)
	Market size	Market size
Newspapers	\$409,125	\$614,810
Magazines and periodicals	\$300,025	\$368,886
Books and pamphlets (excluding school books)	\$2,891,150	\$3,126,748
Maps, sheet music and other printed matter	\$409,125	\$491,848
Services related to reading materials (e.g. duplicating, library fees)	\$136,375	\$158,094
EDUCATION		
Education	\$49,204,100	\$53,365,508
Education supplies and textbooks	\$11,346,400	\$16,371,512
Supplies	\$11,210,025	\$16,108,022
Kindergarten, nursery, elementary and secondary	\$1,936,525	\$2,687,598
Post-secondary	\$9,273,500	\$13,420,424
Textbooks	\$136,375	\$245,924
Kindergarten, nursery, elementary and secondary	\$27,275	\$35,132
Post-secondary	\$136,375	\$210,792
Tuition fees	\$35,375,675	\$34,710,416
Kindergarten, nursery, elementary and secondary	\$5,673,200	\$5,884,610
Post-secondary	\$29,702,475	\$28,825,806
Tuition fees for university	\$18,765,200	\$18,409,168
Tuition fees for other post-secondary education (college, trade, and professional courses)	\$10,937,275	\$10,416,638
TOBACCO & ALCOHOLIC BEVERAGES		
Tobacco products and alcoholic beverages	\$41,103,425	\$41,332,798
Tobacco products and smokers supplies	\$12,382,850	\$11,365,202
Cigarettes, cigars, and tobacco	\$7,937,025	\$7,500,682
Matches and other smokers supplies	\$1,091,000	\$860,734
Other tobacco products, smokers' supplies and e-cigarettes	\$927,350	\$878,300
Cannabis for non-medical use	\$2,400,200	\$2,125,486
Alcoholic beverages	\$28,693,300	\$29,967,596
Served on licensed premises	\$5,264,075	\$4,883,348
Purchased from stores	\$22,365,500	\$23,485,742
Self-made alcoholic beverages	\$1,063,725	\$1,598,506
GAMES OF CHANCE		
Games of chance (net)	\$3,109,350	\$3,759,124
MISCELLANEOUS EXPENDITURES		
Financial services	\$18,928,850	\$24,504,570
Dues to unions and professional associations	\$6,709,650	\$6,481,854
Contributions and dues for social clubs and other organizations	\$1,336,475	\$1,616,072
Forfeit of deposits, fines, and money lost or stolen	\$3,027,525	\$2,722,730
Tools and equipment purchased for work	\$463,675	\$439,150
TAXES		
Personal taxes	\$236,937,925	\$449,478,808
Income tax on reference year income	\$233,064,875	\$431,860,110
Income tax on income received before reference year	\$8,864,375	\$40,261,272

Attribute	Benchmark North Vancouver (CSD/CY, BC)	West Vancouver (CSD/DM, BC)
	Market size	Market size
Other personal taxes	\$0	\$0
Tax refunds	\$-4,964,050	\$-22,642,574
INSURANCE AND PENSION CONTRIBUTION		
Personal insurance payments and pension contributions	\$137,984,225	\$138,911,928
Life insurance premiums, annuity contracts and transfers to RRIFs	\$19,528,900	\$21,869,670
Life insurance premiums	\$18,928,850	\$21,026,502
Annuity contracts and transfers to RRIFs	\$572,775	\$843,168
Employment insurance premiums	\$20,292,600	\$19,059,110
Retirement and pension fund payments	\$98,162,725	\$98,000,714
CONTRIBUTIONS TO RRSP		
Registered retirement savings plans	\$104,654,175	\$100,196,464
GIFTS OF MONEY, SUPPORT PAYMENTS AND CHARITABLE CONTRIBUTIONS		
Gifts of money and contributions	\$57,986,650	\$76,359,402
Money and support payments	\$41,348,900	\$50,958,966
Alimony and child support	\$7,173,325	\$5,849,478
Support payments to persons living inside Canada	\$27,547,750	\$39,330,274
Support payments to persons living outside Canada	\$6,655,100	\$5,796,780
Contributions to charity	\$16,637,750	\$25,400,436
Religious organizations	\$12,791,975	\$9,520,772
Non-religious charitable organizations	\$3,845,775	\$15,879,664
GROCERY		
Total grocery	\$243,402,100	\$255,251,546
Dairy products and eggs	\$32,784,550	\$34,552,322
Bakery	\$22,120,025	\$23,995,156
Cereal grains and cereal products	\$14,919,425	\$15,089,194
Fruit and nuts	\$30,220,700	\$32,514,666
Vegetables	\$29,402,450	\$31,829,592
Meat	\$48,713,150	\$51,204,890
Fish and other marine products	\$7,609,725	\$8,695,170
Non-alcoholic beverages and other food products	\$57,632,075	\$57,370,556
Non-alcoholic beverages	\$17,456,000	\$17,987,584
Coffee and tea	\$7,173,325	\$7,395,286
Other non-alcoholic beverages	\$10,282,675	\$10,592,298
Other foods, materials and food preparations	\$40,176,075	\$39,382,972
Sugar and confectionery	\$11,646,425	\$12,278,634
Margarine, oils and fats (excluding butter)	\$2,127,450	\$2,230,882
Condiments, spices and vinegar	\$9,846,275	\$9,766,696
Frozen prepared food	\$4,254,900	\$3,934,784
Soup (except infant soup)	\$1,963,800	\$1,809,298
Ready-to-serve prepared food	\$3,109,350	\$2,880,824
Snack food	\$3,218,450	\$3,284,842
Other food preparations	\$4,009,425	\$3,179,446

Powered By: PolarisIntelligence.com

Data Source: Manifold Data Mining Inc.

This report is based on consumer demographic and behaviour 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.