

## Household Spending - Market Potential Report

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC	CSD/DM (5915055): West Vancouver, BC
	Count: -1	Count: -1
	Market size	Market size
<b>TOTAL</b>		
Total households	30,542	19,128
Annual household expenditure	\$4,125,888,238	\$5,610,605,832
Annual current consumption	\$2,945,928,610	\$2,868,511,392
<b>FOOD</b>		
Total food	\$379,117,846	\$381,833,136
Food purchased from stores	\$298,731,302	\$305,493,288
Locally and on day trips	\$295,554,934	\$302,394,552
Food purchased from supermarkets	\$207,532,890	\$211,746,960
Food and beverages purchased from specialty stores	\$24,861,188	\$24,732,504
Food purchased from convenience stores	\$7,360,622	\$7,632,072
Food purchased from other stores	\$29,717,366	\$30,375,264
Food purchased online or delivery from stores	\$26,082,868	\$27,926,880
While on trips overnight or longer	\$3,145,826	\$3,098,736
Board paid to private households	\$733,008	\$669,480
Food purchased from restaurants	\$79,653,536	\$75,670,368
Restaurant meals	\$63,893,864	\$60,731,400
Restaurant snacks and beverages	\$15,759,672	\$14,938,968
<b>SHELTER</b>		
Total shelter	\$1,043,589,598	\$918,392,664
Principal accommodation	\$912,839,296	\$791,746,176
Rented living quarters	\$164,193,792	\$69,511,152
Rent	\$145,929,676	\$60,693,144
Owned living quarters	\$614,841,002	\$575,178,960
Regular mortgage payments	\$359,601,508	\$308,094,696
Maintenance, repairs, and replacements	\$46,759,802	\$57,479,640
Condominium charges	\$40,040,562	\$38,504,664
Property taxes	\$38,605,088	\$32,536,728
Homeowners insurance premiums	\$44,102,648	\$51,722,112
Water, fuel, and electricity	\$132,735,532	\$146,692,632
Other accommodation	\$71,743,158	\$74,675,712
Traveller accommodation	\$33,076,986	\$35,750,232
Additions, renovations, and alterations: contract, labour, and material cost	\$54,761,806	\$48,259,944
New installations of equipment and fixtures: contract, labour, and material cost	\$4,245,338	\$3,729,960
<b>HOUSEHOLD OPERATION</b>		
Total household operation	\$255,208,952	\$258,055,848
Communications	\$107,294,046	\$97,399,776
Telephone	\$60,625,870	\$55,126,896
Purchase of telephones and equipment	\$5,497,560	\$5,107,176
Landline telephone service	\$3,848,292	\$4,782,000
Telephone service	\$2,718,238	\$3,328,272

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	Count: -1	Count: -1
	Market size	Market size
Installation and repairs	\$1,130,054	\$1,453,728
Cellular services	\$51,280,018	\$45,237,720
Internet services	\$44,682,946	\$40,149,672
On-line services	\$7,085,744	\$6,522,648
Child care expenses	\$29,014,900	\$25,803,672
Child care outside the home	\$21,104,522	\$19,281,024
Day-care centres	\$17,378,398	\$16,201,416
Other child care outside the home	\$3,726,124	\$3,079,608
Child care in the home	\$7,940,920	\$6,541,776
Domestic and other custodial services	\$6,994,118	\$8,722,368
Pet expenses	\$45,354,870	\$48,279,072
Pet food	\$14,171,488	\$15,991,008
Purchase of pets	\$5,558,644	\$5,298,456
Purchase of pet related goods	\$2,596,070	\$1,664,136
Veterinarian and other services	\$23,028,668	\$25,344,600
Household cleaning supplies	\$14,415,824	\$16,086,648
Paper, plastic, and foil household supplies	\$17,134,062	\$18,592,416
Garden supplies and services	\$27,335,090	\$35,138,136
Nursery and greenhouse stock, cut flowers, and decorative plants	\$14,446,366	\$17,502,120
Fertilizers, soil, and soil conditioners	\$2,137,940	\$2,639,664
Pesticides	\$549,756	\$669,480
Horticultural services, snow, and garbage removal	\$10,201,028	\$14,326,872
<b>FURNISHINGS AND EQUIPMENT</b>		
Total household furnishings	\$76,843,672	\$78,310,032
Household furnishings	\$26,693,708	\$24,962,040
Furniture	\$18,905,498	\$17,406,480
Rugs, mats, and underpadding	\$763,550	\$669,480
Window coverings and household textiles	\$4,306,422	\$4,342,056
Art, antiques, and decorative ware	\$2,687,696	\$2,563,152
Household equipment	\$46,515,466	\$48,355,584
Household appliances	\$20,860,186	\$20,868,648
Room air conditioners, portable humidifiers, and dehumidifiers	\$671,924	\$573,840
Refrigerators and freezers	\$3,237,452	\$3,519,552
Cooking stoves and ranges	\$2,901,490	\$3,003,096
Microwave and convection ovens	\$580,298	\$612,096
Gas barbecues	\$580,298	\$497,328
Small electric food preparation appliances	\$1,588,184	\$1,338,960
Washers and dryers	\$2,687,696	\$2,716,176
Vacuum cleaners and other rug cleaning equipment	\$946,802	\$784,248
Portable dishwashers	\$1,068,970	\$1,128,552
Home and workshop tools and equipment	\$10,506,448	\$10,826,448

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	Count: -1	Count: -1
	Market size	Market size
Power tools and equipment	\$7,085,744	\$7,268,640
Lawn, garden, and snow-removal tools and equipment	\$8,887,722	\$10,443,888
Lamps and lampshades: exclude light fixtures	\$30,542	\$38,256
Tableware, flatware, and knives	\$0	\$19,128
Non-electric cleaning equipment	\$0	\$19,128
Luggage	\$0	\$0
Home security equipment	\$946,802	\$1,109,424
Maintenance and repairs of furniture and equipment	\$1,527,100	\$2,448,384
Services related to furnishings and equipment	\$2,107,398	\$2,524,896
<b>CLOTHING</b>		
Total clothing	\$119,205,426	\$109,450,416
Women's and girls' wear (4 years and over)	\$68,047,576	\$64,576,128
Clothing	\$35,642,514	\$34,277,376
Footwear	\$11,544,876	\$10,922,088
Accessories	\$3,603,956	\$3,175,248
Jewellery and watches	\$6,261,110	\$5,795,784
Men's and boys' wear (4 years and over)	\$46,973,596	\$41,565,144
Clothing	\$25,258,234	\$22,571,040
Footwear	\$9,651,272	\$8,550,216
Accessories	\$1,832,520	\$1,568,496
Jewellery and watches	\$1,466,016	\$1,281,576
Children's wear (under 4 years)	\$2,718,238	\$1,664,136
Clothing and cloth diapers	\$1,466,016	\$899,016
Footwear	\$274,878	\$172,152
Services	\$1,435,474	\$1,664,136
Laundry and dry-cleaning service	\$702,466	\$879,888
Laundromats and self-service dry cleaning	\$549,756	\$439,944
Maintenance, repair, and alteration	\$183,252	\$344,304
<b>TRANSPORTATION</b>		
Total transportation	\$482,441,432	\$499,221,672
Private transportation	\$377,651,830	\$397,671,120
Purchase of automobiles and trucks	\$112,150,224	\$115,437,480
Purchase of automotive accessories	\$9,254,226	\$8,894,520
Rented automobiles and trucks	\$977,344	\$1,052,040
Operation of owned and leased automobiles and trucks	\$247,145,864	\$263,201,280
Gasoline and other fuels	\$72,964,838	\$75,689,496
Tires, batteries, and other automotive parts and supplies	\$11,789,212	\$11,400,288
Maintenance and repair	\$53,601,210	\$58,569,936
Garage rent and parking	\$9,070,974	\$9,717,024
Car insurance premium for owned and leased automobiles	\$43,339,098	\$44,950,800
Public transportation	\$104,759,060	\$101,550,552
Local and commuter transportation	\$37,444,492	\$32,728,008

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC	CSD/DM (5915055): West Vancouver, BC
	Count: -1	Count: -1
	Market size	Market size
Inter-city transportation	\$54,334,218	\$57,823,944
<b>HEALTH CARE</b>		
Total health care	\$108,210,306	\$120,525,528
Direct costs to household	\$85,548,142	\$98,796,120
Health care supplies	\$4,428,590	\$3,443,040
Medicinal and pharmaceutical products	\$37,444,492	\$41,909,448
Prescribed medicines and pharmaceutical products	\$21,623,736	\$23,642,208
Cannabis for medical use	\$641,382	\$726,864
Physicians care	\$8,857,180	\$11,132,496
Eye-care goods and services	\$7,788,210	\$10,080,456
Prescription eye wear	\$4,092,628	\$4,992,408
Prescription eyeglasses	\$3,726,124	\$4,609,848
Prescription contact lenses	\$335,962	\$382,560
Eye care services (e.g. surgery, exams)	\$3,420,704	\$4,743,744
Dental services	\$13,560,648	\$17,349,096
Hospital care	\$366,504	\$688,608
Health insurance premiums	\$22,692,706	\$21,729,408
Public hospital, medical, and drug plans	\$5,864,064	\$4,954,152
Private health insurance plans	\$16,828,642	\$16,775,256
Private health care plans (e.g., supplementary coverage, drug plans, etc.)	\$9,895,608	\$10,214,352
Dental plans	\$1,221,680	\$1,128,552
Accident and disability insurance	\$5,711,354	\$5,413,224
<b>PERSONAL CARE</b>		
Total personal care	\$53,967,714	\$51,798,624
Personal care supplies and equipment	\$34,115,414	\$31,083,000
Personal care preparations	\$12,216,800	\$11,055,984
Hair care products	\$702,466	\$592,968
Makeup, skin care, and manicure products	\$12,186,258	\$10,367,376
Fragrance products	\$549,756	\$497,328
Personal deodorants and soaps	\$1,740,894	\$1,798,032
Oral hygiene products	\$427,588	\$401,688
Electric hair-styling and personal care appliances	\$2,168,482	\$2,830,944
Personal care services	\$19,852,300	\$20,715,624
Hair grooming	\$14,476,908	\$15,608,448
<b>RECREATION</b>		
Total Recreation	\$152,526,748	\$163,620,912
Recreation equipment and associated services	\$55,006,142	\$55,681,608
Sports and athletic equipment	\$122,168	\$114,768
Golf	\$30,542	\$19,128
Racquet sports equipment	\$0	\$0
Ice hockey equipment (excluding skates)	\$0	\$19,128
Ice skates	\$0	\$0

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	Count: -1	Count: -1
	Market size	Market size
Downhill skiing	\$30,542	\$19,128
Cross-country skiing	\$0	\$0
Fishing	\$0	\$19,128
Home exercise equipment	\$0	\$19,128
Other sporting and athletic equipment	\$30,542	\$19,128
Playground equipment, above-ground pools, and accessories	\$183,252	\$191,280
Toys, electronic games, and arts/hobby materials	\$4,153,712	\$4,399,440
Toys and children's vehicles	\$1,954,688	\$2,104,080
Electronic games and parts	\$1,557,642	\$1,683,264
Artists materials, handicraft, and hobbycraft kits and materials	\$610,840	\$631,224
Children's toy as gift to persons outside of the household or to charity	\$2,993,116	\$4,016,880
Computer equipment and supplies	\$17,744,902	\$17,482,992
Computer hardware	\$8,063,088	\$8,301,552
Computer software	\$7,666,042	\$7,058,232
Rental, maintenance, repair and services related to computer	\$763,550	\$765,120
Computer supplies and other equipment	\$1,068,970	\$1,166,808
Photographic goods and services	\$12,064,090	\$11,323,776
Musical instruments, parts, and accessories	\$2,137,940	\$2,237,976
Collectors items (e.g. stamps, coins)	\$885,718	\$918,144
Camping, picnic equipment and accessories (excluding bbqs)	\$8,460,134	\$8,588,472
Recreation vehicles and associated services	\$48,989,368	\$57,135,336
Purchase of recreation vehicles	\$42,270,128	\$49,331,112
Bicycles, parts and accessories: excludes children's bicycles with wheels under 14 inches.	\$12,583,304	\$13,561,752
Operation of recreational vehicles	\$6,719,240	\$7,823,352
Home entertainment equipment and services	\$4,184,254	\$3,978,624
Equipment	\$3,817,750	\$3,596,064
Audio (e.g. radio, cd players, speakers)	\$1,618,726	\$1,530,240
Services	\$366,504	\$382,560
Recreation services	\$44,377,526	\$46,825,344
Entertainment	\$20,310,430	\$20,715,624
Admissions to movie theatres	\$641,382	\$669,480
Admissions to live sports events	\$2,473,902	\$2,697,048
Admissions to live performing arts	\$855,176	\$784,248
Admission to museums and other activities	\$824,634	\$937,272
Rental of cablevision and satellite services	\$15,484,794	\$15,627,576
Use of recreation facilities	\$10,353,738	\$9,697,896
Sports fees	\$7,207,912	\$6,140,088

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	Count: -1	Count: -1
	Market size	Market size
Membership fees for sports and recreation facilities	\$6,108,400	\$5,432,352
Package travel tours	\$12,736,014	\$15,493,680
<b>READING MATERIALS</b>		
Reading materials and other printed matter	\$9,742,898	\$11,878,488
Newspapers	\$3,267,994	\$4,762,872
Magazines and periodicals	\$1,313,306	\$1,568,496
Books and pamphlets (excluding school books)	\$4,856,178	\$5,260,200
Maps, sheet music and other printed matter	\$91,626	\$95,640
Services related to reading materials (e.g. duplicating, library fees)	\$183,252	\$191,280
<b>EDUCATION</b>		
Education	\$80,294,918	\$82,766,856
Education supplies and textbooks	\$27,029,670	\$36,132,792
Supplies	\$26,663,166	\$35,578,080
Kindergarten, nursery, elementary and secondary	\$3,756,666	\$4,915,896
Post-secondary	\$22,937,042	\$30,662,184
Textbooks	\$335,962	\$535,584
Kindergarten, nursery, elementary and secondary	\$36,039.56	\$56,810.16
Post-secondary	\$305,420	\$478,200
Tuition fees	\$50,119,422	\$43,975,272
Kindergarten, nursery, elementary and secondary	\$2,168,482	\$1,778,904
Post-secondary	\$47,950,940	\$42,196,368
Tuition fees for university	\$46,576,550	\$40,991,304
Tuition fees for other post-secondary education (college, trade, and professional courses)	\$1,374,390	\$1,205,064
<b>TOBACCO &amp; ALCOHOLIC BEVERAGES</b>		
Tobacco products and alcoholic beverages	\$36,528,232	\$35,635,464
Tobacco products and smokers supplies	\$7,940,920	\$7,115,616
Cigarettes, cigars, and tobacco	\$4,520,216	\$4,189,032
Matches and other smokers supplies	\$641,382	\$478,200
Other tobacco products, smokers' supplies and e-cigarettes	\$549,756	\$497,328
Cannabis for non-medical use	\$2,260,108	\$1,951,056
Alcoholic beverages	\$28,587,312	\$28,519,848
Served on licensed premises	\$7,268,996	\$5,814,912
Purchased from stores	\$20,493,682	\$21,404,232
Self-made alcoholic beverages	\$824,634	\$1,319,832
<b>GAMES OF CHANCE</b>		
Games of chance (net)	\$2,290,650	\$2,180,592
<b>MISCELLANEOUS EXPENDITURES</b>		
Financial services	\$46,423,840	\$57,058,824
Dues to unions and professional associations	\$12,247,342	\$11,266,392
Contributions and dues for social clubs and other organizations	\$4,398,048	\$4,571,592
Forfeit of deposits, fines, and money lost or stolen	\$6,230,568	\$5,068,920



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	Count: -1	Count: -1
	Market size	Market size
Tools and equipment purchased for work	\$794,092	\$688,608
<b>TAXES</b>		
Personal taxes	\$663,708,202	\$1,327,999,656
Income tax on reference year income	\$658,393,894	\$1,305,218,208
Income tax on income received before reference year	\$12,644,388	\$54,151,368
Other personal taxes	\$0	\$0
Tax refunds	\$-7,330,080	\$-31,369,920
<b>INSURANCE AND PENSION CONTRIBUTION</b>		
Personal insurance payments and pension contributions	\$193,636,280	\$192,982,392
Life insurance premiums, annuity contracts and transfers to RRIFs	\$20,432,598	\$22,475,400
Life insurance premiums	\$19,821,758	\$21,633,768
Annuity contracts and transfers to RRIFs	\$641,382	\$860,760
Employment insurance premiums	\$27,518,342	\$25,937,568
Retirement and pension fund payments	\$145,654,798	\$144,569,424
<b>CONTRIBUTIONS TO RRSP</b>		
Registered retirement savings plans	\$141,042,956	\$109,354,776
<b>GIFTS OF MONEY, SUPPORT PAYMENTS AND CHARITABLE CONTRIBUTIONS</b>		
Gifts of money and contributions	\$322,615,146	\$1,221,112,392
Money and support payments	\$270,907,540	\$399,335,256
Alimony and child support	\$17,317,314	\$14,097,336
Support payments to persons living inside Canada	\$221,521,126	\$355,819,056
Support payments to persons living outside Canada	\$32,038,558	\$29,437,992
Contributions to charity	\$51,707,606	\$821,777,136
Religious organizations	\$36,589,316	\$263,124,768
Non-religious charitable organizations	\$15,118,290	\$558,652,368
<b>GROCERY</b>		
Total grocery	\$292,439,650	\$298,607,208
Dairy products and eggs	\$44,621,862	\$45,142,080
Bakery	\$37,016,904	\$39,384,552
Cereal grains and cereal products	\$17,011,894	\$17,349,096
Fruit and nuts	\$29,870,076	\$30,968,232
Vegetables	\$30,083,870	\$31,924,632
Meat	\$55,891,860	\$57,498,768
Fish and other marine products	\$4,703,468	\$5,088,048
Non-alcoholic beverages and other food products	\$73,239,716	\$71,251,800
Non-alcoholic beverages	\$23,731,134	\$23,929,128
Coffee and tea	\$10,262,112	\$10,348,248
Other non-alcoholic beverages	\$13,469,022	\$13,580,880
Other foods, materials and food preparations	\$49,508,582	\$47,322,672
Sugar and confectionery	\$14,354,740	\$14,747,688
Margarine, oils and fats (excluding butter)	\$2,596,070	\$2,639,664
Condiments, spices and vinegar	\$12,186,258	\$11,763,720

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	Market size	Market size
Frozen prepared food	\$5,222,682	\$4,724,616
Soup (except infant soup)	\$2,382,276	\$2,161,464
Ready-to-serve prepared food	\$3,848,292	\$3,462,168
Snack food	\$3,909,376	\$3,902,112
Other food preparations	\$5,008,888	\$3,921,240



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**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.