



Spending by Category - Market Potential Report

Attribute	Benchmark North Vancouver (CSD,BC)	West Vancouver (CSD,BC)
	Market size	Market size
TOTAL		
Total households	26,459	17,553
Annual household expenditure	\$2,137,940,118	\$2,531,581,425
Annual current consumption	\$1,700,863,897	\$1,836,552,837
FOOD		
Total food	\$237,046,181	\$253,851,486
Food purchased from stores	\$160,341,540	\$170,106,123
Locally and on day trips	\$156,663,739	\$166,209,357
Food purchased from supermarkets	\$120,705,958	\$128,242,218
Food and beverages purchased from specialty stores	\$14,420,155	\$14,955,156
Food purchased from convenience stores	\$4,259,899	\$4,633,992
Food purchased from other stores	\$17,277,727	\$18,377,991
While on trips overnight or longer	\$3,677,801	\$3,896,766
Board paid to private households	\$1,005,442	\$1,035,627
Food purchased from restaurants	\$75,699,199	\$82,709,736
Restaurant meals	\$65,062,681	\$71,300,286
Restaurant snacks and beverages	\$10,636,518	\$11,409,450
SHELTER		
Total shelter	\$536,059,340	\$544,774,908
Principal accommodation	\$450,517,393	\$450,445,086
Rented living quarters	\$147,323,712	\$89,046,369
Rent	\$144,122,173	\$87,062,880
Owned living quarters	\$249,825,878	\$298,787,166
Regular mortgage payments	\$138,407,029	\$160,451,973
Maintenance, repairs and replacements	\$13,414,713	\$17,974,272
Condominium charges	\$16,457,498	\$15,516,852
Property taxes	\$41,725,843	\$55,625,457
Homeowners insurance premiums	\$15,425,597	\$19,905,102
Water, fuel and electricity	\$53,367,803	\$62,611,551
Other accommodation	\$55,034,720	\$63,313,671
Traveller accommodation	\$20,399,889	\$26,136,417
Additions, renovations and alterations: contract, labour and material cost	\$28,284,671	\$28,786,920
New installations of equipment and fixtures: contract, labour and material cost	\$2,196,097	\$2,229,231
HOUSEHOLD OPERATION		
Total household operation	\$125,653,791	\$135,526,713
Communications	\$61,966,978	\$62,418,468
Telephone	\$50,166,264	\$49,130,847
Purchase of telephones and equipment	\$3,836,555	\$3,791,448
Landline telephone service	\$13,864,516	\$15,832,806
Telephone service	\$13,097,205	\$14,937,603
Installation and repairs	\$793,770	\$895,203
Cellular services	\$33,179,586	\$30,261,372



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Internet services	\$8,175,831	\$8,337,675
On-line services	\$7,567,274	\$7,495,131
Child care expenses	\$12,859,074	\$13,164,750
Child care outside the home	\$10,451,305	\$10,602,012
Day-care centres	\$8,625,634	\$8,899,371
Other child care outside the home	\$1,825,671	\$1,702,641
Child care in the home	\$2,407,769	\$2,562,738
Domestic and other custodial services	\$5,265,341	\$6,336,633
Pet expenses	\$18,680,054	\$21,133,812
Pet food	\$6,985,176	\$8,232,357
Purchase of pets	\$2,222,556	\$2,474,973
Purchase of pet related goods	\$1,164,196	\$842,544
Veterinarian and other services	\$8,308,126	\$9,583,938
Household cleaning supplies	\$4,656,784	\$5,037,711
Paper, plastic and foil household supplies	\$7,884,782	\$8,565,864
Garden supplies and services	\$11,456,747	\$15,639,723
Nursery and greenhouse stock, cut flowers, and decorative plants	\$5,477,013	\$7,389,813
Fertilizers, soil and soil conditioners	\$1,164,196	\$1,614,876
Pesticides	\$211,672	\$298,401
Horticultural services, snow and garbage removal	\$4,603,866	\$6,336,633
FURNISHINGS AND EQUIPMENT		
Total household furnishings	\$55,907,867	\$63,155,694
Household furnishings	\$28,152,376	\$30,419,349
Furniture	\$20,399,889	\$21,765,720
Rugs, mats and underpadding	\$1,111,278	\$1,211,157
Window coverings and household textiles	\$3,307,375	\$3,615,918
Art, antiques and decorative ware	\$3,360,293	\$3,844,107
Household equipment	\$25,030,214	\$29,208,192
Household appliances	\$11,615,501	\$12,585,501
Room air conditioners, portable humidifiers and dehumidifiers	\$343,967	\$368,613
Refrigerators and freezers	\$1,613,999	\$1,895,724
Cooking stoves and ranges	\$1,799,212	\$2,036,148
Microwave and convection ovens	\$343,967	\$403,719
Gas barbecues	\$396,885	\$351,060
Small electric food preparation appliances	\$899,606	\$824,991
Washers and dryers	\$1,666,917	\$1,930,830
Vacuum cleaners and other rug cleaning equipment	\$635,016	\$579,249
Portable dishwashers	\$687,934	\$842,544
Home and workshop tools and equipment	\$2,619,441	\$3,177,093
Power tools and equipment	\$1,719,835	\$2,053,701
Lawn, garden and snow-removal tools and equipment	\$2,354,851	\$3,089,328
Lamps and lampshades: exclude light fixtures	\$26,459	\$52,659



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Attribute	Benchmark North Vancouver (CSD,BC)	West Vancouver (CSD,BC)
	Market size	Market size
Tableware, flatware and knives	\$52,918	\$70,212
Non-electric cleaning equipment	\$52,918	\$87,765
Luggage	\$26,459	\$35,106
Home security equipment	\$1,217,114	\$1,562,217
Maintenance and repairs of furniture and equipment	\$1,084,819	\$1,421,793
Services related to furnishings and equipment	\$1,640,458	\$2,106,360
CLOTHING		
Total clothing	\$88,134,929	\$95,769,168
Womens and girls wear (4 years and over)	\$51,436,296	\$56,643,531
Clothing	\$26,326,705	\$29,313,510
Footwear	\$8,810,847	\$9,601,491
Accessories	\$2,460,687	\$2,615,397
Jewellery and watches	\$4,471,571	\$5,055,264
Mens and boys wear (4 years and over)	\$33,946,897	\$36,282,051
Clothing	\$17,621,694	\$19,378,512
Footwear	\$6,879,340	\$7,442,472
Accessories	\$1,164,196	\$1,228,710
Jewellery and watches	\$1,005,442	\$1,105,839
Childrens wear (under 4 years)	\$1,878,589	\$1,685,088
Clothing and cloth diapers	\$1,111,278	\$1,018,074
Footwear	\$211,672	\$193,083
Services	\$899,606	\$1,158,498
Laundry and dry-cleaning service	\$370,426	\$561,696
Laundromats and self-service dry cleaning	\$423,344	\$438,825
Maintenance, repair and alteration	\$79,377	\$157,977
TRANSPORTATION		
Total transportation	\$304,992,893	\$343,968,588
Private transportation	\$260,144,888	\$299,770,134
Purchase of automobiles and trucks	\$94,167,581	\$111,057,831
Purchase of automotive accessories	\$1,243,573	\$1,492,005
Rented automobiles and trucks	\$1,217,114	\$1,439,346
Operation of owned and leased automobiles and trucks	\$156,584,362	\$178,110,291
Gasoline and other fuels	\$48,869,773	\$55,309,503
Tires, batteries, and other automotive parts and supplies	\$8,361,044	\$9,338,196
Maintenance and repair	\$26,432,541	\$29,155,533
Garage rent and parking	\$4,445,112	\$5,143,029
Public transportation	\$44,848,005	\$44,198,454
Local and commuter transportation	\$10,319,010	\$9,303,090
Inter-city transportation	\$29,501,785	\$30,419,349
HEALTH CARE		
Total health care	\$65,856,451	\$73,669,941
Direct costs to household	\$45,826,988	\$52,272,834
Health care supplies	\$2,169,638	\$1,579,770
Medicinal and pharmaceutical products	\$15,557,892	\$16,289,184



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Attribute	Benchmark North Vancouver (CSD,BC)	West Vancouver (CSD,BC)
	Market size	Market size
Prescribed medicines and pharmaceutical products	\$8,969,601	\$8,899,371
Physicians care	\$7,302,684	\$9,110,007
Eye-care goods and services	\$5,159,505	\$6,389,292
Prescription eye wear	\$3,360,293	\$4,142,508
Prescription eyeglasses	\$3,069,244	\$3,791,448
Prescription contact lenses	\$291,049	\$351,060
Eye care services (eg. surgery, exams)	\$1,322,950	\$1,685,088
Dental services	\$9,234,191	\$11,391,897
Hospital care	\$635,016	\$772,332
Health insurance premiums	\$20,029,463	\$21,397,107
Public hospital, medical and drug plans	\$5,873,898	\$5,423,877
Private health insurance plans	\$14,155,565	\$15,973,230
Private health care plans (eg., supplementary coverage, drug plans, etc.)	\$9,895,666	\$11,374,344
Dental plans	\$1,322,950	\$1,474,452
Accident and disability insurance	\$2,936,949	\$3,124,434
PERSONAL CARE		
Total personal care	\$34,793,585	\$37,300,125
Personal care supplies and equipment	\$19,076,939	\$19,834,890
Personal care preparations	\$11,906,550	\$11,848,275
Hair care products	\$3,915,932	\$3,966,978
Makeup, skin care and manicure products	\$7,408,520	\$7,530,237
Fragrance products	\$661,475	\$684,567
Personal deodorants and soaps	\$476,262	\$473,931
Oral hygiene products	\$1,322,950	\$1,351,581
Electric hair-styling and personal care appliances	\$1,349,409	\$1,369,134
Personal care services	\$15,716,646	\$17,465,235
Hair grooming	\$11,906,550	\$13,428,045
RECREATION		
Total Recreation	\$111,286,554	\$129,874,647
Recreation equipment and associated services	\$24,024,772	\$26,066,205
Sports and athletic equipment	\$2,751,736	\$3,282,411
Golf	\$449,803	\$526,590
Raquet sports equipment	\$132,295	\$157,977
Ice hockey equipment (excluding skates)	\$291,049	\$351,060
Ice skates	\$158,754	\$193,083
Downhill skiing	\$476,262	\$561,696
Cross-country skiing	\$0	\$0
Fishing	\$317,508	\$368,613
Home exercise equipment	\$317,508	\$368,613
Other sporting and athletic equipment	\$635,016	\$737,226
Playground equipment, above-ground pools and accessories	\$105,836	\$122,871
Toys, electronic games and arts/hobby materials	\$2,751,736	\$2,966,457



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Attribute	Benchmark North Vancouver (CSD,BC)	West Vancouver (CSD,BC)
	Market size	Market size
Toys and childrens vehicles	\$1,005,442	\$1,123,392
Electronic games and parts	\$793,770	\$895,203
Artists materials, handicraft and hobbycraft kits and materials	\$952,524	\$965,415
Childrens toy as gift to persons outside of the household or to charity	\$2,434,228	\$2,948,904
Computer equipment and supplies	\$9,763,371	\$10,373,823
Computer hardware	\$6,905,799	\$7,161,624
Computer software	\$926,065	\$912,756
Computer supplies and other equipment	\$1,931,507	\$2,299,443
Photographic goods and services	\$3,360,293	\$3,528,153
Musical instruments, parts and accessories	\$1,799,212	\$1,965,936
Collectors items (eg. stamps, coins)	\$449,803	\$473,931
Camping, picnic equipment and accessories (excluding bbqs)	\$1,217,114	\$1,334,028
Recreation vehicles and associated services	\$23,733,723	\$30,647,538
Purchase of recreation vehicles	\$18,574,218	\$22,643,370
Bicycles, parts and accessories: excludes childrens bicycles with wheels under 14 inches.	\$5,794,521	\$5,687,172
Operation of recreational vehicles	\$5,159,505	\$7,986,615
Home entertainment equipment and services	\$6,376,619	\$6,547,269
Equipment	\$5,979,734	\$6,178,656
Audio (eg. radio, cd players, speakers)	\$476,262	\$491,484
Video equipment	\$3,360,293	\$3,475,494
Services	\$370,426	\$368,613
Recreation services	\$57,151,440	\$66,631,188
Entertainment	\$25,188,968	\$27,435,339
Admissions to movie theatres	\$1,666,917	\$1,948,383
Admissions to live sports events	\$2,778,195	\$4,353,144
Admissions to live performing arts	\$2,010,884	\$2,246,784
Admission to museums and other activities	\$1,137,737	\$1,474,452
Rental of cablevision and satellite services	\$17,595,235	\$17,430,129
Use of recreation facilities	\$13,679,303	\$15,903,018
Sports fees	\$7,461,438	\$7,003,647
Membership fees for sports and recreation facilities	\$5,027,210	\$4,967,499
Package travel tours	\$17,277,727	\$22,344,969
READING MATERIALS		
Reading materials and other printed matter	\$4,630,325	\$5,265,900
Newspapers	\$555,639	\$719,673
Magazines and periodicals	\$476,262	\$526,590
Books and pamphlets (excluding school books)	\$3,201,539	\$3,528,153
Maps, sheet music and other printed matter	\$291,049	\$351,060
Services related to reading materials (eg. duplicating, library fees)	\$105,836	\$140,424
EDUCATION		
Education	\$46,911,807	\$58,398,831



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Attribute	Benchmark North Vancouver (CSD,BC)	West Vancouver (CSD,BC)
	Market size	Market size
Education supplies and textbooks	\$12,435,730	\$18,992,346
Supplies	\$20,161,758	\$30,647,538
Kindergarten, nursery, elementary and secondary	\$5,635,767	\$8,723,841
Post-secondary	\$14,525,991	\$21,906,144
Textbooks	\$264,590	\$473,931
Kindergarten, nursery, elementary and secondary	\$26,459	\$52,659
Post-secondary	\$238,131	\$421,272
Tuition fees	\$51,065,870	\$58,697,232
Kindergarten, nursery, elementary and secondary	\$9,154,814	\$10,865,307
Post-secondary	\$41,884,597	\$47,849,478
Tuition fees for university	\$23,945,395	\$30,489,561
Tuition fees for other post-secondary education (college, trade and professional courses)	\$13,996,811	\$17,272,152
TOBACCO & ALCOHOLIC BEVERAGES		
Tobacco products and alcoholic beverages	\$32,253,521	\$32,543,262
Tobacco products and smokers supplies	\$7,143,930	\$6,687,693
Cigarettes, cigars and tobacco	\$6,376,619	\$6,125,997
Matches and other smokers supplies	\$767,311	\$579,249
Alcoholic beverages	\$25,136,050	\$25,855,569
Served on licensed premises	\$8,281,667	\$7,863,744
Purchased from stores	\$15,822,482	\$16,376,949
Self-made alcoholic beverages	\$1,005,442	\$1,614,876
GAMES OF CHANCE		
Games of chance (net)	\$4,815,538	\$5,458,983
MISCELLANEOUS EXPENDITURES		
Financial services	\$16,404,580	\$19,747,125
Dues to unions and professional associations	\$5,953,275	\$6,108,444
Contributions and dues for social clubs and other organizations	\$1,375,868	\$1,597,323
Forfeit of deposits, fines, and money lost or stolen	\$1,322,950	\$1,246,263
Tools and equipment purchased for work	\$476,262	\$456,378
TAXES		
Personal taxes	\$252,683,450	\$485,638,851
Income tax on reference year income	\$247,576,863	\$466,786,929
Income tax on income received before reference year	\$11,641,960	\$43,092,615
Other personal taxes	\$0	\$0
Tax refunds	\$-6,535,373	\$-24,223,140
INSURANCE		
Personal insurance payments and pension contributions	\$120,335,532	\$131,594,841
Life insurance premiums, annuity contracts and transfers to rrifs.	\$19,129,857	\$20,221,056
Life insurance premiums	\$18,494,841	\$19,466,277
Annuity contracts and transfers to rrifs	\$635,016	\$772,332
Employment insurance premiums	\$18,362,546	\$18,974,793
Retirement and pension fund payments	\$82,843,129	\$92,381,439



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Attribute	Benchmark North Vancouver (CSD,BC)	West Vancouver (CSD,BC)
	Market size	Market size
Registered retirement savings plans	\$81,361,425	\$116,429,049
GIFTS		
Gifts of money and contributions	\$64,057,239	\$77,794,896
Money and support payments	\$44,768,628	\$49,727,649
Alimony and child support	\$8,228,749	\$7,266,942
support payments to persons living inside canada	\$29,713,457	\$36,369,816
support payments to persons living outside canada	\$6,826,422	\$6,090,891
CONTRIBUTIONS TO CHARITY		
Contributions to charity	\$19,288,611	\$28,067,247
Religious organizations	\$14,922,876	\$10,514,247
Non-religious charitable organizations	\$4,365,735	\$17,535,447
GROCERY		
Total grocery	\$209,211,313	\$210,530,682
Dairy products and eggs	\$23,125,166	\$24,556,647
Bakery	\$14,525,991	\$15,551,958
Cereal grains and cereal products	\$8,810,847	\$9,250,431
Fruit and nuts	\$20,796,774	\$22,046,568
Vegetables	\$19,844,250	\$21,010,941
Condiments, spices and vinegar	\$7,249,766	\$5,915,361
Sugar and sugar preparations	\$10,213,174	\$8,320,122
Coffee and tea	\$10,768,813	\$8,776,500
Fats and oils	\$3,942,391	\$3,212,199
Other foods, materials and food preparations	\$15,848,941	\$12,919,008
Non-alcoholic beverages	\$39,847,254	\$41,828,799
Meat	\$29,263,654	\$31,841,142
Fish and other marine products	\$5,000,751	\$5,318,559



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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.