

Numeris - Retail Spending Report

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Number of Households	27,275		17,566		
Population of Age 15 and Up	51,426		39,463		
Spending					
Grocery: Total HH spend weekly: No reply	4,249	15.58%	3,164	18.01%	116
Grocery: Total HH spend weekly: Less than \$100	6,828	25.03%	3,523	20.06%	80
Grocery: Total HH spend weekly: \$100-\$149	7,457	27.34%	3,420	19.47%	71
Grocery: Total HH spend weekly: \$150-\$199	3,987	14.62%	2,927	16.66%	114
Grocery: Total HH spend weekly: \$200-\$249	2,508	9.20%	1,806	10.28%	112
Grocery: Total HH spend weekly: \$250 or more	2,246	8.23%	2,726	15.52%	189
Personal grocery spend weekly: Nothing	4,756	9.25%	4,187	10.61%	115
Personal grocery spend weekly: \$1-\$49	6,006	11.68%	4,413	11.18%	96
Personal grocery spend weekly: \$50-\$74	7,635	14.85%	4,707	11.93%	80
Personal grocery spend weekly: \$75-\$99	7,543	14.67%	5,917	15.00%	102
Personal grocery spend weekly: \$100-\$149	13,089	25.45%	9,890	25.06%	98
Personal grocery spend weekly: \$150-\$199	6,703	13.03%	6,075	15.40%	118
Personal grocery spend weekly: \$200 or more	5,694	11.07%	4,273	10.83%	98
Annual spending on bath and bedding: Nothing	23,152	45.02%	19,362	49.06%	109
Annual spending on bath and bedding: \$1-\$249	23,846	46.37%	16,255	41.19%	89
Annual spending on bath and bedding: \$250-\$499	3,157	6.14%	2,602	6.59%	107
Annual spending on bath and bedding: \$500 or more	1,270	2.47%	1,244	3.15%	128
Annual spending on books (excl. textbooks): Nothing	18,035	35.07%	13,399	33.95%	97
Annual spending on books (excl. textbooks): \$1-\$249	28,709	55.83%	22,194	56.24%	101
Annual spending on books (excl. textbooks): \$250-\$499	3,362	6.54%	2,752	6.97%	107
Annual spending on books (excl. textbooks): \$500 or more	1,320	2.57%	1,119	2.84%	111
Annual spending on children's clothing/shoes: Nothing	33,627	65.39%	26,779	67.86%	104
Annual spending on children's clothing/shoes: \$1-\$249	12,546	24.40%	9,304	23.58%	97
Annual spending on children's clothing/shoes: \$250-\$499	3,753	7.30%	2,335	5.92%	81
Annual spending on children's clothing/shoes: \$500 or more	1,500	2.92%	1,045	2.65%	91
Annual spending on cross-border shopping in US: Nothing	29,780	57.91%	21,874	55.43%	96
Annual spending on cross-border shopping in US: \$1-\$249	11,136	21.66%	8,786	22.26%	103
Annual spending on cross-border shopping in US: \$250-\$499	5,364	10.43%	4,434	11.24%	108
Annual spending on cross-border shopping in US: \$500 or more	5,145	10.01%	4,369	11.07%	111
Annual spending on flowers (for self or as gift): Nothing	21,035	40.90%	14,723	37.31%	91
Annual spending on flowers (for self or as gift): \$1-\$249	28,763	55.93%	23,334	59.13%	106
Annual spending on flowers (for self or as gift): \$250-\$499	1,396	2.72%	1,194	3.02%	111
Annual spending on flowers (for self or as gift): \$500 or more	232	0.45%	213	0.54%	120
Annual spending on furniture (excluding patio): Nothing	36,991	71.93%	28,815	73.02%	102
Annual spending on furniture (excluding patio) \$1-\$249	5,928	11.53%	4,021	10.19%	88
Annual spending on furniture (excluding patio): \$250-\$499	2,892	5.62%	2,197	5.57%	99
Annual spending on furniture (excluding patio): \$500 or more	5,615	10.92%	4,430	11.23%	103
Annual spending on garden supplies (e.g. seeds, rake): Nothing	24,439	47.52%	15,865	40.20%	85
Annual spending on garden supplies (e.g. seeds, rake): \$1-\$249	22,370	43.50%	18,661	47.29%	109
Annual spending on garden supplies (e.g. seeds, rake): \$250-\$499	3,837	7.46%	3,978	10.08%	135

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	Value	Percent	Value	Percent	Index
Annual spending on garden supplies (e.g. seeds, rake): \$500 or more	780	1.52%	960	2.43%	160
Annual spending on hair salon: Nothing	13,888	27.01%	10,500	26.61%	99
Annual spending on hair salon: \$1-\$249	24,384	47.42%	17,575	44.54%	94
Annual spending on hair salon: \$250-\$499	8,333	16.20%	6,728	17.05%	105
Annual spending on hair salon: \$500 or more	4,821	9.38%	4,661	11.81%	126
Annual spending on home decor (e.g. window coverings): Nothing	37,188	72.31%	29,718	75.31%	104
Annual spending on home decor (e.g. window coverings): \$1-\$249	9,982	19.41%	6,366	16.13%	83
Annual spending on home decor (e.g. window coverings): \$250-\$499	2,554	4.97%	1,839	4.66%	94
Annual spending on home decor (e.g. window coverings): \$500 or more	1,702	3.31%	1,540	3.90%	118
Annual spending on jewellery (incl. watches): Nothing	34,315	66.73%	26,734	67.75%	102
Annual spending on jewellery (incl. watches): \$1-\$249	12,187	23.70%	8,651	21.92%	92
Annual spending on jewellery (incl. watches): \$250-\$499	2,594	5.05%	1,975	5.00%	99
Annual spending on jewellery (incl. watches): \$500 or more	2,329	4.53%	2,103	5.33%	118
Annual spending on legal/lawyer's/notary Services: Nothing	40,294	78.35%	30,210	76.55%	98
Annual spending on legal/lawyer's/notary Services: \$1-\$249	4,102	7.98%	3,062	7.76%	97
Annual spending on legal/lawyer's/notary Services: \$250-\$499	2,457	4.78%	2,303	5.84%	122
Annual spending on legal/lawyer's/notary Services: \$500 or more	4,573	8.89%	3,888	9.85%	111
Annual spending on men's clothing: Nothing	18,633	36.23%	13,851	35.10%	97
Annual spending on men's clothing: \$1-\$249	20,192	39.27%	14,972	37.94%	97
Annual spending on men's clothing: \$250-\$499	8,365	16.27%	6,869	17.41%	107
Annual spending on men's clothing: \$500 or more	4,235	8.24%	3,770	9.55%	116
Annual spending on men's shoes: Nothing	27,462	53.40%	20,793	52.69%	99
Annual spending on men's shoes: \$1-\$249	17,281	33.60%	13,017	32.99%	98
Annual spending on men's shoes: \$250-\$499	5,228	10.17%	3,923	9.94%	98
Annual spending on men's shoes: \$500 or more	1,456	2.83%	1,731	4.39%	155
Annual spending on music CDs/music download: Nothing	34,804	67.68%	27,931	70.78%	105
Annual spending on music CDs/music download: \$1-\$249	15,883	30.89%	10,990	27.85%	90
Annual spending on music CDs/music download: \$250-\$499	601	1.17%	446	1.13%	97
Annual spending on music CDs/music download: \$500 or more	139	0.27%	97	0.25%	93
Annual spending on party supplies/costumes: Nothing	40,444	78.65%	32,188	81.57%	104
Annual spending on party supplies/costumes: \$1-\$249	10,285	20.00%	6,769	17.15%	86
Annual spending on party supplies/costumes: \$250-\$499	560	1.09%	363	0.92%	84
Annual spending on party supplies/costumes: \$500 or more	137	0.27%	143	0.36%	133
Annual spending on power tools (e.g. drill): Nothing	41,001	79.73%	31,235	79.15%	99
Annual spending on power tools (e.g. drill): \$1-\$249	7,448	14.48%	5,644	14.30%	99
Annual spending on power tools (e.g. drill): \$250-\$499	2,028	3.94%	1,830	4.64%	118
Annual spending on power tools (e.g. drill): \$500 or more	949	1.85%	754	1.91%	103
Annual spending on printing of digital photographs at store/online service: Nothing	36,692	71.35%	28,444	72.08%	101

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Annual spending on printing of digital photographs at store/online service: \$1-\$249	13,892	27.01%	10,188	25.82%	96
Annual spending on printing of digital photographs at store/online service: \$250-\$499	730	1.42%	719	1.82%	128
Annual spending on printing of digital photographs at store/online service: \$500 or more	113	0.22%	111	0.28%	127
Annual spending on purchase of gift certificates/cards: Nothing	21,271	41.36%	16,746	42.44%	103
Annual spending on purchase of gift certificates/cards: \$1-\$249	21,997	42.78%	16,764	42.48%	99
Annual spending on purchase of gift certificates/cards: \$250-\$499	6,079	11.82%	4,215	10.68%	90
Annual spending on purchase of gift certificates/cards: \$500 or more	2,079	4.04%	1,737	4.40%	109
Annual spending on purchase of School supplies: Nothing	40,118	78.01%	31,520	79.87%	102
Annual spending on purchase of School supplies: \$1-\$249	9,512	18.50%	6,547	16.59%	90
Annual spending on purchase of School supplies: \$250-\$499	1,323	2.57%	919	2.33%	91
Annual spending on purchase of School supplies: \$500 or more	473	0.92%	476	1.21%	132
Annual spending on small appliances (e.g. toaster): Nothing	32,558	63.31%	24,790	62.82%	99
Annual spending on small appliances (e.g. toaster): \$1-\$249	16,894	32.85%	12,993	32.92%	100
Annual spending on small appliances (e.g. toaster): \$250-\$499	1,519	2.96%	1,202	3.05%	103
Annual spending on small appliances (e.g. toaster): \$500 or more	454	0.88%	478	1.21%	138
Annual spending on sporting goods (any): Nothing	34,008	66.13%	25,822	65.43%	99
Annual spending on sporting goods (any): \$1-\$249	11,745	22.84%	8,886	22.52%	99
Annual spending on sporting goods (any): \$250-\$499	3,551	6.91%	2,714	6.88%	100
Annual spending on sporting goods (any): \$500 or more	2,122	4.13%	2,041	5.17%	125
Annual spending on toys/games/novelties: Nothing	28,411	55.25%	24,152	61.20%	111
Annual spending on toys/games/novelties: \$1-\$249	18,915	36.78%	13,039	33.04%	90
Annual spending on toys/games/novelties: \$250-\$499	3,139	6.10%	1,583	4.01%	66
Annual spending on toys/games/novelties: \$500 or more	961	1.87%	690	1.75%	94
Annual spending on women's clothing: Nothing	19,044	37.03%	14,680	37.20%	100
Annual spending on women's clothing: \$1-\$249	13,961	27.15%	10,567	26.78%	99
Annual spending on women's clothing: \$250-\$499	10,600	20.61%	7,800	19.77%	96
Annual spending on women's clothing: \$500 or more	7,821	15.21%	6,415	16.26%	107
Annual spending on women's shoes: Nothing	22,788	44.31%	18,238	46.21%	104
Annual spending on women's shoes: \$1-\$249	18,032	35.06%	12,297	31.16%	89
Annual spending on women's shoes: \$250-\$499	7,560	14.70%	5,986	15.17%	103
Annual spending on women's shoes: \$500 or more	3,047	5.93%	2,942	7.46%	126

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

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