

Canadian Market Estimates

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Highlights

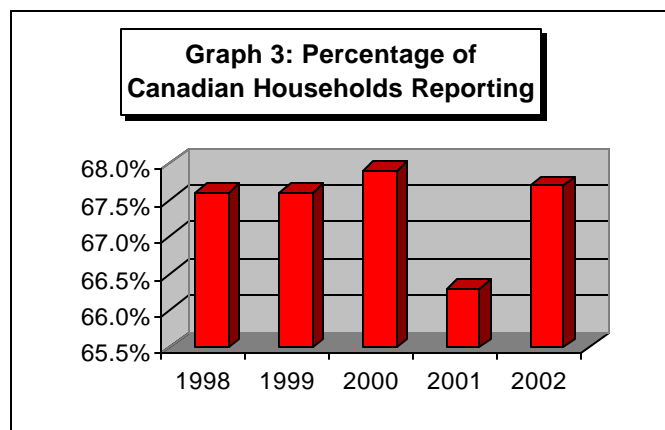
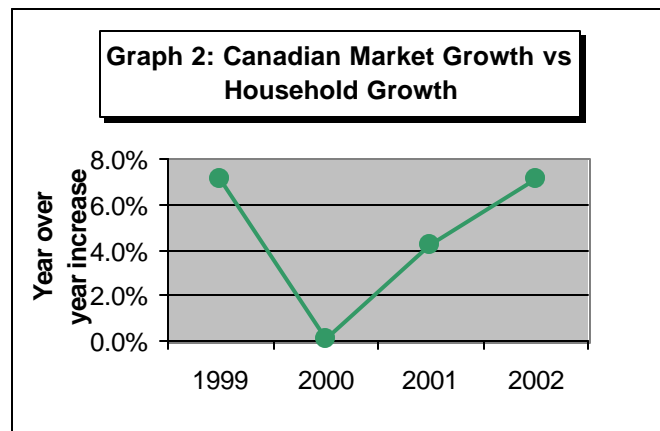
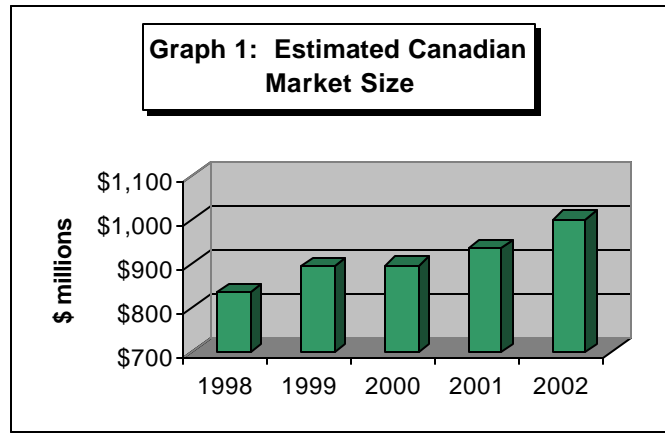
The following graphs provide a national overview of your market. For further details please see the data tables below.

Graph 1 tracks your market's total growth over the last five years for which data is available.

It is measured in total estimated market value and is based on average household expenditure.

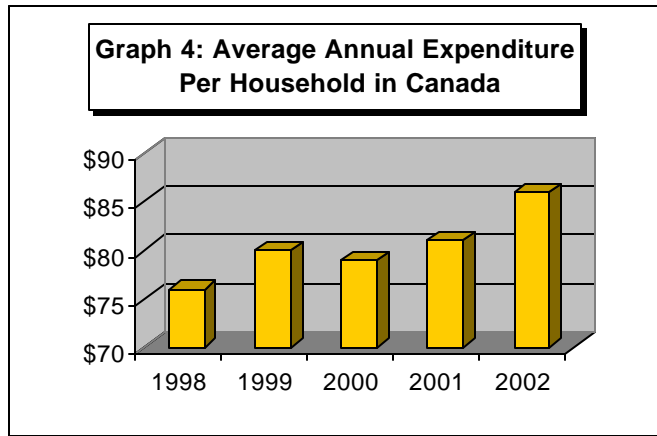
Graph 2 provides the growth rate of your market based on the self-reported expenditures of Canadian households.

Real market growth is based on either an increase in the percentage of households reporting a purchase (Graph 3) or an increase in the average annual expenditure per household (Graph 4).



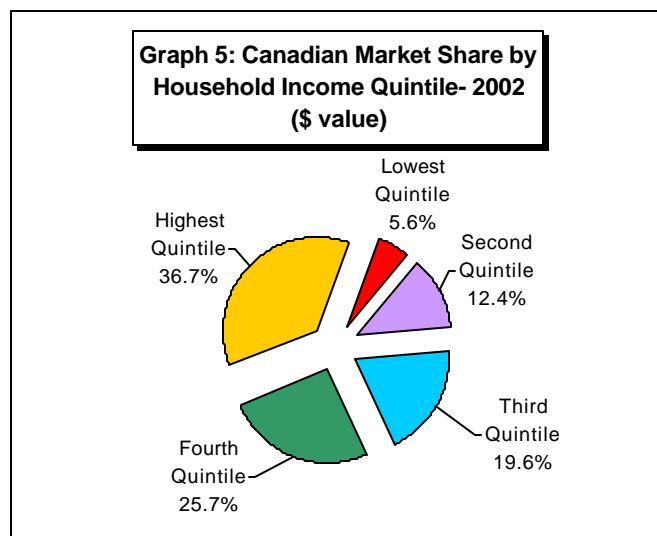
In other words an increase in the number of households purchasing your product or an increase in the average amount that households spend on your product are key market drivers.

NB: Average Annual Expenditure figures include all households whether they reported a purchase or not. For this reason these figures can often appear low.



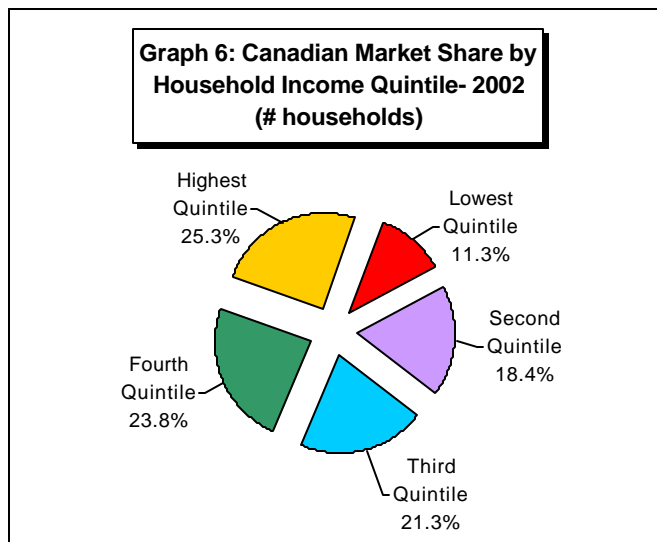
Graphs 5 & 6 provide insight into the household income segmentation of your market.

An income quintile is calculated by dividing all households equally into five income groupings. The national figures for 2002 have 2,331,550 households in each quintile.



The upper bounds for the lowest to the fourth quintiles are: \$23,465, \$41,000, \$60,270 \$88,244. (The highest quintile is unlimited)

Graph 5 tells you the percentage of your total market value that the total expenditures of each income quintile represent.



Overall value is important but you should also understand which income level represents your most typical purchasers

Graph 6 identifies whether your product/service is purchased equally by all income quintiles (such as groceries) or whether your product is only purchase by certain income quintiles.

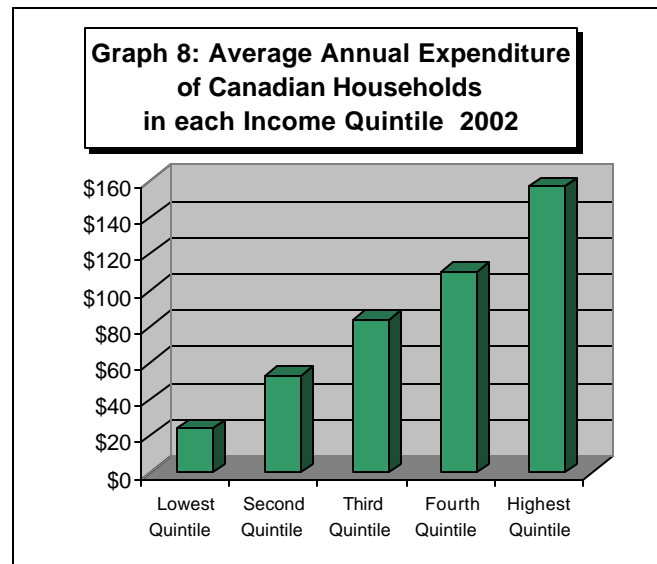
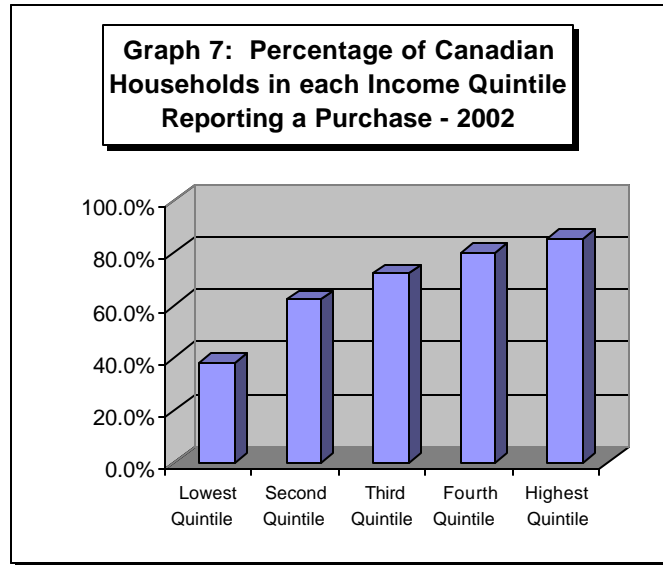
Graph 7 identifies what percentage of households in each quintile reported a purchase.

Graph 8 identifies which income quintile typically spends the most on your product.

In addition to household income, household type is a key driver of consumer purchases

Graphs 9 & 10 identify what percentage of your market each principle household type represents.

The table to the lower right identifies household type segmentation of all households in Canada. Compare these percentages with the value and household market share data on the following page to determine how your market differs from the overall segmentation of all households in Canada



Segmentation of all Canadian Households by Household Type 2002

Husband-wife with children	31.8%
Husband-wife without children	23.1%
Husband-wife additional persons	5.4%
Lone-parent	9.4%
One person	24.6%
Other	5.7%

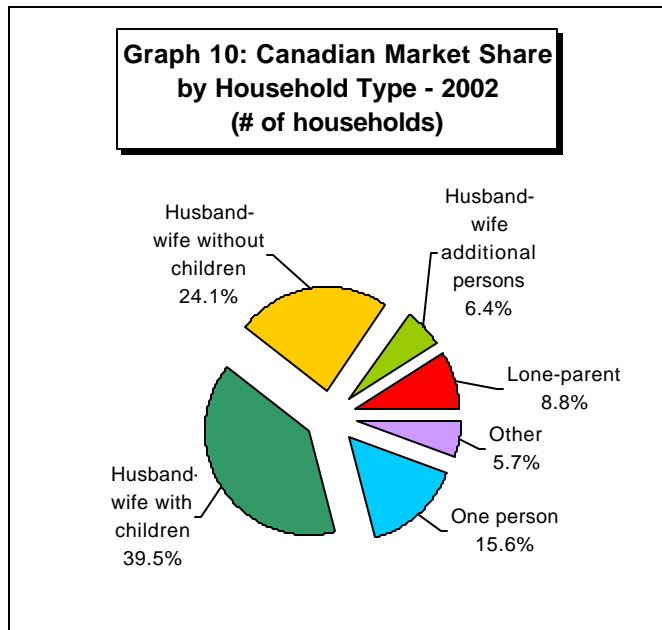
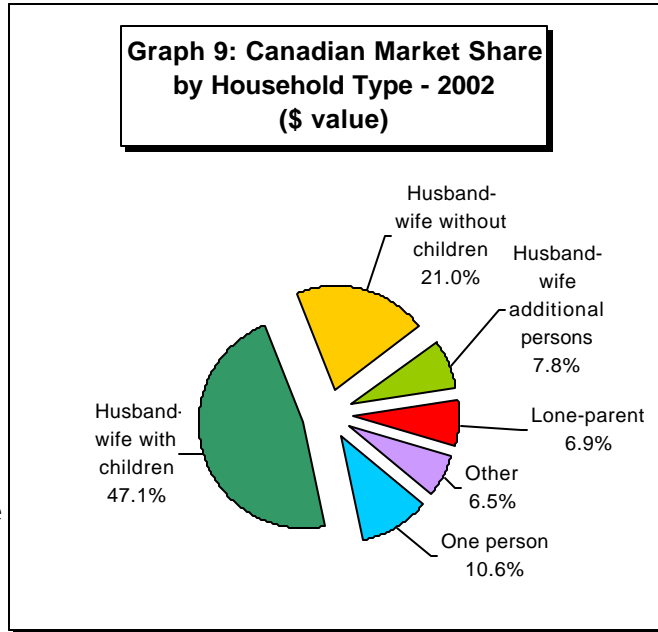
Graph 9 tells you the percentage share of the total Canadian market value of your expenditure category that each household type represents.

Graph 10 identifies the percentage share of the Canadian market size (in households) of your expenditure category that each household type represents.

Household types with market share significantly above their overall market segmentation (see table above) represent your best customer prospects.

The following pages provide detailed data tables of the preceding information. They also provide details by province and selected metropolitan areas.

Please see the notes provided at the end of this report.



Detailed Data Tables - Geography

	Estimated number of households	Average expenditure per household	Percentage reporting	Average expenditure per household reporting	Percentage of all household expenditure	Estimated total market (\$millions)	Estimated total market growth rate	Percentage of Total Canadian Market
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CANADA

1998	11,017,230	\$76	67.6%	\$112	0.1%	\$837.3		100.0%
1999	11,209,960	\$80	67.6%	\$118	0.1%	\$896.8	7.1%	100.0%
2000	11,361,810	\$79	67.9%	\$116	0.1%	\$897.6	0.1%	100.0%
2001	11,552,010	\$81	66.3%	\$123	0.1%	\$935.7	4.2%	100.0%
2002	11,657,730	\$86	67.7%	\$126	0.1%	\$1,002.6	7.1%	100.0%

PROVINCES & TERRITORIES

Newfoundland								
1998	184,940	\$59	63.4%	\$94	0.1%	\$10.9		1.3%
1999	185,830	\$68	66.4%	\$103	0.2%	\$12.6	15.8%	1.4%
2000	188,830	\$71	65.9%	\$108	0.2%	\$13.4	6.1%	1.5%
2001	190,580	\$71	67.1%	\$106	0.2%	\$13.5	0.9%	1.4%
2002	189,820	\$69	65.4%	\$105	0.1%	\$13.1	-3.2%	1.3%
Prince Edward Island								
1998	48,760	\$75	69.9%	\$108	0.2%	\$3.7		0.4%
1999	50,020	\$69	71.6%	\$96	0.2%	\$3.5	-5.6%	0.4%
2000	50,380	\$75	67.1%	\$112	0.2%	\$3.8	9.5%	0.4%
2001	50,580	\$64	65.3%	\$98	0.1%	\$3.2	-14.3%	0.3%
2002	51,750	\$69	65.8%	\$105	0.1%	\$3.6	10.3%	0.4%
Nova Scotia								
1998	338,960	\$68	68.7%	\$98	0.2%	\$23.0		2.8%
1999	348,010	\$71	70.7%	\$101	0.2%	\$24.7	7.2%	2.8%
2000	350,790	\$74	71.5%	\$104	0.2%	\$26.0	5.1%	2.9%
2001	355,160	\$69	69.6%	\$100	0.1%	\$24.5	-5.6%	2.6%
2002	355,920	\$72	69.1%	\$105	0.1%	\$25.6	4.6%	2.6%
New Brunswick								
1998	273,700	\$63	65.2%	\$97	0.2%	\$17.2		2.1%
1999	277,200	\$69	67.2%	\$103	0.2%	\$19.1	10.9%	2.1%
2000	276,160	\$74	67.3%	\$110	0.2%	\$20.4	6.8%	2.3%
2001	281,780	\$64	65.1%	\$99	0.1%	\$18.0	-11.8%	1.9%
2002	281,350	\$74	67.9%	\$109	0.1%	\$20.8	15.4%	2.1%
Quebec								
1998	2,843,900	\$51	56.1%	\$92	0.1%	\$145.0		17.3%
1999	2,869,180	\$53	57.3%	\$92	0.1%	\$152.1	4.8%	17.0%
2000	2,930,590	\$48	55.0%	\$88	0.1%	\$140.7	-7.5%	15.7%
2001	2,953,150	\$53	56.3%	\$93	0.1%	\$156.5	11.3%	16.7%
2002	2,998,460	\$55	58.8%	\$94	0.1%	\$164.9	5.4%	16.4%
Ontario								
1998	4,043,020	\$82	70.6%	\$116	0.1%	\$331.5		39.6%
1999	4,147,740	\$85	68.5%	\$124	0.1%	\$352.6	6.3%	39.3%
2000	4,210,680	\$87	71.6%	\$122	0.1%	\$366.3	3.9%	40.8%
2001	4,302,710	\$90	69.1%	\$130	0.1%	\$387.2	5.7%	41.4%
2002	4,352,690	\$100	70.5%	\$141	0.1%	\$435.3	12.4%	43.4%

Detailed Data Tables - Geography continued

	Estimated number of households	Average expenditure per household	Percentage reporting	Average expenditure per household reporting	Percentage of all household expenditure	Estimated total market (\$millions)	Estimated total market growth rate	Percentage of Total Canadian Market
PROVINCES & TERRITORIES continued								
Manitoba								
1998	406,860	\$74	70.1%	\$106	0.2%	\$30.1		3.6%
1999	406,390	\$87	71.6%	\$122	0.2%	\$35.4	17.4%	3.9%
2000	407,970	\$86	71.3%	\$120	0.2%	\$35.1	-0.8%	3.9%
2001	412,250	\$81	69.0%	\$118	0.2%	\$33.4	-4.8%	3.6%
2002	411,920	\$80	68.0%	\$117	0.1%	\$33.0	-1.3%	3.3%
Saskatchewan								
1998	364,720	\$78	71.4%	\$110	0.2%	\$28.4		3.4%
1999	366,560	\$85	71.8%	\$118	0.2%	\$31.2	9.5%	3.5%
2000	372,500	\$80	69.1%	\$115	0.2%	\$29.8	-4.4%	3.3%
2001	371,220	\$81	68.6%	\$119	0.2%	\$30.1	0.9%	3.2%
2002	370,530	\$85	71.0%	\$119	0.2%	\$31.5	4.7%	3.1%
Alberta								
1998	1,020,710	\$106	77.3%	\$137	0.2%	\$108.2		12.9%
1999	1,044,520	\$109	77.7%	\$140	0.2%	\$113.9	5.2%	12.7%
2000	1,056,890	\$111	79.5%	\$139	0.2%	\$117.3	3.0%	13.1%
2001	1,084,100	\$110	73.7%	\$150	0.2%	\$119.3	1.7%	12.7%
2002	1,101,490	\$110	74.9%	\$146	0.2%	\$121.2	1.6%	12.1%
British Columbia								
1998	1,465,310	\$90	74.0%	\$122	0.2%	\$131.9		15.8%
1999	1,487,090	\$99	75.2%	\$132	0.2%	\$147.2	11.6%	16.4%
2000	1,517,030	\$94	73.0%	\$129	0.2%	\$142.6	-3.1%	15.9%
2001	1,520,870	\$100	71.0%	\$141	0.2%	\$152.1	6.7%	16.3%
2002	1,543,790	\$97	70.9%	\$137	0.2%	\$149.7	-1.5%	14.9%
Yukon								
1998	9,010	\$127	78.2%	\$162	0.2%	\$1.1		0.1%
1999	9,010	\$152	78.2%	\$194	0.3%	\$1.4	19.7%	0.2%
2000	No Data Available							
2001	10,140	\$131	71.7%	\$183	0.2%	\$1.3		0.1%
2002	No Data Available							
Northwest Territories								
1998	10,710	\$108	64.5%	\$168	0.2%	\$1.2		0.1%
1999	11,450	\$131	72.9%	\$179	0.2%	\$1.5	29.7%	0.2%
2000	No Data Available							
2001	12,790	\$101	60.9%	\$165	0.1%	\$1.3		0.1%
2002	No Data Available							
Nunavut								
1998	No Data Available							
1999	6,950	\$66	46.0%	\$143	0.1%	\$0.5		0.1%
2000	No Data Available							
2001	6,670	\$61	43.8%	\$138	0.1%	\$0.4	#DIV/0!	0.0%
2002	No Data Available							

NB: No data was collected from the northern territories in 2000 or 2002.

Detailed Data Tables - Geography continued

	Estimated number of households	Average expenditure per household	Percentage reporting	Average expenditure per household reporting	Percentage of all household expenditure	Estimated total market (\$millions)	Estimated total market growth rate	Percentage of Total Canadian Market
METROPOLITAN AREAS								
St. John's								
1998	56,230	\$81	74.1%	\$109	0.2%	\$4.6		0.5%
1999	59,090	\$86	70.0%	\$123	0.2%	\$5.1	11.6%	0.6%
2000	63,860	\$86	71.9%	\$120	0.2%	\$5.5	8.1%	0.6%
2001	62,160	\$93	74.1%	\$125	0.2%	\$5.8	5.3%	0.6%
2002	58,920	\$80	68.8%	\$117	0.1%	\$4.7	-18.5%	0.5%
Charlottetown-Summerside								
1998	20,370	\$69	68.6%	\$101	0.2%	\$1.4		0.2%
1999	21,620	\$64	66.9%	\$96	0.1%	\$1.4	-1.6%	0.2%
2000	21,920	\$76	63.0%	\$120	0.2%	\$1.7	20.4%	0.2%
2001	21,090	\$55	63.6%	\$86	0.1%	\$1.2	-30.4%	0.1%
2002	19,570	\$55	55.6%	\$99	0.1%	\$1.1	-7.2%	0.1%
Halifax								
1998	121,460	\$77	76.4%	\$101	0.2%	\$9.4		1.1%
1999	133,240	\$86	77.0%	\$112	0.2%	\$11.5	22.5%	1.3%
2000	134,040	\$88	77.5%	\$113	0.2%	\$11.8	2.9%	1.3%
2001	132,240	\$82	72.4%	\$113	0.1%	\$10.8	-8.1%	1.2%
2002	135,720	\$87	74.5%	\$117	0.1%	\$11.8	8.9%	1.2%
Saint John								
1998	50,240	\$51	58.6%	\$87	0.1%	\$2.6		0.3%
1999	49,900	\$68	71.1%	\$95	0.1%	\$3.4	32.4%	0.4%
2000	44,100	\$81	71.4%	\$114	0.2%	\$3.6	5.3%	0.4%
2001	46,870	\$67	70.4%	\$94	0.1%	\$3.1	-12.1%	0.3%
2002	50,510	\$78	68.7%	\$113	0.1%	\$3.9	25.5%	0.4%
Quebec City - Ville de Québec								
1998	281,470	\$55	62.7%	\$88	0.1%	\$15.5		1.8%
1999	272,670	\$67	60.3%	\$111	0.1%	\$18.3	18.0%	2.0%
2000	292,510	\$45	55.0%	\$82	0.1%	\$13.2	-27.9%	1.5%
2001	276,090	\$48	58.4%	\$82	0.1%	\$13.3	0.7%	1.4%
2002	302,850	\$65	56.7%	\$114	0.1%	\$19.7	48.5%	2.0%
Montreal - Montréal								
1998	1,330,820	\$54	54.7%	\$99	0.1%	\$71.9		8.6%
1999	1,340,370	\$58	57.0%	\$101	0.1%	\$77.7	8.2%	8.7%
2000	1,389,080	\$55	55.5%	\$99	0.1%	\$76.4	-1.7%	8.5%
2001	1,377,740	\$57	57.0%	\$100	0.1%	\$78.5	2.8%	8.4%
2002	1,411,950	\$61	62.7%	\$97	0.1%	\$86.1	9.7%	8.6%
Ottawa								
1998	300,610	\$89	72.0%	\$124	0.1%	\$26.8		3.2%
1999	307,020	\$100	74.9%	\$133	0.2%	\$30.7	14.8%	3.4%
2000	313,880	\$129	84.8%	\$152	0.2%	\$40.5	31.9%	4.5%
2001	320,050	\$130	79.0%	\$164	0.2%	\$41.6	2.8%	4.4%
2002	323,190	\$147	79.4%	\$185	0.2%	\$47.5	14.2%	4.7%

Detailed Data Tables - Geography continued

	Estimated number of households	Average expenditure per household	Percentage reporting	Average expenditure per household reporting	Percentage of all household expenditure	Estimated total market (\$millions)	Estimated total market growth rate	Percentage of Total Canadian Market
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METROPOLITAN AREAS continued

Toronto									
1998	1,550,150	\$86	70.6%	\$122	0.1%	\$133.3		15.9%	
1999	1,604,190	\$94	69.5%	\$135	0.1%	\$150.8	13.1%	16.8%	
2000	1,535,900	\$97	70.5%	\$138	0.1%	\$149.0	-1.2%	16.6%	
2001	1,660,960	\$97	67.8%	\$143	0.1%	\$161.1	8.1%	17.2%	
2002	1,669,340	\$109	68.5%	\$160	0.1%	\$182.0	12.9%	18.1%	
Winnipeg									
1998	252,960	\$75	71.3%	\$106	0.2%	\$19.0		2.3%	
1999	242,380	\$86	72.6%	\$118	0.2%	\$20.8	9.9%	2.3%	
2000	256,580	\$89	70.1%	\$127	0.2%	\$22.8	9.6%	2.5%	
2001	245,670	\$83	69.4%	\$120	0.1%	\$20.4	-10.7%	2.2%	
2002	239,990	\$82	71.0%	\$116	0.1%	\$19.7	-3.5%	2.0%	
Regina									
1998	70,760	\$86	74.4%	\$116	0.2%	\$6.1		0.7%	
1999	72,610	\$85	71.0%	\$120	0.2%	\$6.2	1.4%	0.7%	
2000	70,010	\$105	74.1%	\$141	0.2%	\$7.4	19.1%	0.8%	
2001	73,480	\$86	70.8%	\$121	0.2%	\$6.3	-14.0%	0.7%	
2002	72,820	\$81	71.4%	\$114	0.1%	\$5.9	-6.7%	0.6%	
Saskatoon									
1998	86,480	\$89	77.9%	\$115	0.2%	\$7.7		0.9%	
1999	82,550	\$92	78.4%	\$117	0.2%	\$7.6	-1.3%	0.8%	
2000	82,480	\$92	77.8%	\$118	0.2%	\$7.6	-0.1%	0.8%	
2001	79,870	\$101	79.8%	\$127	0.2%	\$8.1	6.3%	0.9%	
2002	86,040	\$91	75.2%	\$121	0.2%	\$7.8	-2.9%	0.8%	
Calgary									
1998	321,360	\$105	76.9%	\$136	0.2%	\$33.7		4.0%	
1999	335,460	\$119	77.5%	\$154	0.2%	\$39.9	18.3%	4.5%	
2000	336,790	\$118	81.2%	\$145	0.2%	\$39.7	-0.4%	4.4%	
2001	360,850	\$119	72.8%	\$163	0.2%	\$42.9	8.1%	4.6%	
2002	349,180	\$127	80.0%	\$159	0.2%	\$44.3	3.3%	4.4%	
Edmonton									
1998	299,350	\$119	80.6%	\$147	0.2%	\$35.6		4.3%	
1999	328,930	\$101	77.3%	\$131	0.2%	\$33.2	-6.7%	3.7%	
2000	316,730	\$112	82.6%	\$136	0.2%	\$35.5	6.8%	4.0%	
2001	327,900	\$103	75.9%	\$136	0.2%	\$33.8	-4.8%	3.6%	
2002	348,820	\$93	71.1%	\$130	0.1%	\$32.4	-3.9%	3.2%	
Vancouver									
1998	715,850	\$96	72.1%	\$133	0.2%	\$68.7		8.2%	
1999	719,020	\$110	73.1%	\$150	0.2%	\$79.1	15.1%	8.8%	
2000	739,180	\$102	73.3%	\$139	0.2%	\$75.4	-4.7%	8.4%	
2001	714,560	\$114	72.4%	\$158	0.2%	\$81.5	8.0%	8.7%	
2002	774,610	\$104	73.4%	\$142	0.2%	\$80.6	-1.1%	8.0%	

Detailed Data Tables - Geography continued

	Estimated number of households	Average expenditure per household	Percentage reporting	Average expenditure per household reporting	Percentage of all household expenditure	Estimated total market (\$millions)	Estimated total market growth rate	Percentage of Total Canadian Market
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METROPOLITAN AREAS continued

Victoria									
1998	113,490	\$103	76.8%	\$134	0.2%	\$11.7			1.4%
1999	123,650	\$106	77.3%	\$138	0.2%	\$13.1	12.1%		1.5%
2000	127,540	\$83	71.7%	\$116	0.2%	\$10.6	-19.2%		1.2%
2001	137,700	\$78	59.3%	\$132	0.2%	\$10.7	1.5%		1.1%
2002	125,310	\$78	63.7%	\$122	0.1%	\$9.8	-9.0%		1.0%
Whitehorse (Yukon)									
1998	7,140	\$134	79.9%	\$168	0.2%	\$1.0			0.1%
1999	7,350	\$159	81.4%	\$195	0.3%	\$1.2	22.1%		0.1%
2000	No Data Available								
2001	7,980	\$137	73.8%	\$186	0.2%	\$1.1			
2002	No Data Available								
Yellowknife (N.W.T. - T.N.-O.)									
1998	5,470	\$134	80.3%	\$167	0.2%	\$0.7			0.1%
1999	5,900	\$155	85.3%	\$182	0.2%	\$0.9	24.8%		0.1%
2000	No Data Available								
2001	6,250	\$118	72.7%	\$162	0.2%	\$0.7			0.1%
2002	No Data Available								

NB: No data was collected from the northern territories in 2000

Detailed Data Tables - Income Quintiles - 2002

	CANADA		Newfoundland		Prince Edward Island		Nova Scotia	
Households per Quintile	2,331,550		37,960		10,350		71,180	
	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting
All Classes	86	67.7%	\$69	65.4%	\$69	65.8%	\$72	69.1%
Lowest Quintile	24	38.1%	\$19	37.4%	\$33	30.1%	\$24	41.3%
Second Quintile	53	62.2%	\$38	54.1%	\$43	62.6%	\$44	64.0%
Third Quintile	84	72.1%	\$68	71.7%	\$66	74.8%	\$79	73.7%
Fourth Quintile	110	80.4%	\$99	80.8%	\$84	77.9%	\$101	77.9%
Highest Quintile	157	85.7%	\$120	83.1%	\$120	83.8%	\$113	88.8%

	New Brunswick		Quebec		Ontario		Manitoba	
Households per Quintile	56,270		599,690		870,540		82,380	
	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting
All Classes	\$74	67.9%	\$55	58.8%	\$100	70.5%	\$300	43.8%
Lowest Quintile	\$19	41.6%	\$17	31.4%	\$26	40.7%	\$49	15.9%
Second Quintile	\$39	58.0%	\$36	51.5%	\$58	66.4%	\$160	25.1%
Third Quintile	\$76	71.5%	\$54	62.2%	\$97	74.0%	\$221	41.5%
Fourth Quintile	\$102	83.6%	\$68	72.0%	\$141	85.3%	\$340	57.9%
Highest Quintile	\$134	84.8%	\$103	77.2%	\$176	86.3%	\$729	78.5%

	Saskatchewan		Alberta		British Columbia	
Households per Quintile	74,110		220,300		308,760	
	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting
All Classes	\$85	71.0%	\$110	74.9%	\$97	70.9%
Lowest Quintile	\$26	38.8%	\$47	51.2%	\$31	41.9%
Second Quintile	\$60	62.2%	\$78	73.4%	\$62	65.9%
Third Quintile	\$78	80.1%	\$109	78.3%	\$103	78.1%
Fourth Quintile	\$120	85.2%	\$139	84.8%	\$124	78.9%
Highest Quintile	\$139	88.7%	\$175	86.8%	\$165	89.4%

The following table identifies the upper bounds for the lowest to the fourth quintiles in each province. The highest quintile is unlimited.

Canada	\$23,465, \$41,000, \$60,270 \$88,244		
Newfoundland	\$20,111, \$33,328, \$47,280 \$71,250	Ontario	\$26,169, \$45,960, \$68,000 \$100,000
P.E.I.	\$20,900, \$34,700, \$49,497 \$72,800	Manitoba	\$21,300, \$36,273, \$54,292 \$79,775
Nova Scotia	\$21,855, \$33,975, \$51,091 \$72,787	Saskatchewan	\$19,883, \$33,700, \$52,935 \$77,540
New Brunswick	\$21,188, \$35,208, \$50,470 \$73,600	Alberta	\$29,216, \$49,436, \$70,220 \$100,000
Quebec	\$20,859, \$35,178, \$52,000 \$74,688	B.C.	\$22,796, \$40,420, \$60,600 \$87,000

Detailed Data Tables - Income Quintiles - 2001

	CANADA		Newfoundland		Prince Edward Island		Nova Scotia	
Households per Quintile	2,310,400		38,120		10,120		71,030	
	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting
All Classes	\$81	66.3%	\$71	67.1%	\$64	65.3%	\$69	69.6%
Lowest Quintile	\$22	35.0%	\$19	35.6%	\$19	33.9%	\$22	44.0%
Second Quintile	\$50	59.9%	\$34	59.5%	\$41	61.0%	\$40	59.0%
Third Quintile	\$74	69.6%	\$66	72.8%	\$63	74.8%	\$58	71.6%
Fourth Quintile	\$106	81.4%	\$95	81.6%	\$78	74.1%	\$95	85.7%
Highest Quintile	\$154	85.8%	\$142	86.0%	\$118	83.0%	\$132	87.8%

	New Brunswick		Quebec		Ontario		Manitoba	
Households per Quintile	56,360		590,630		860,540		82,450	
	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting
All Classes	\$64	65.1%	\$53	56.3%	\$90	69.1%	\$81	69.0%
Lowest Quintile	\$21	33.6%	\$13	26.6%	\$27	36.0%	\$21	33.1%
Second Quintile	\$34	52.7%	\$33	45.1%	\$52	64.5%	\$46	60.9%
Third Quintile	\$64	70.3%	\$55	63.3%	\$88	75.0%	\$71	76.6%
Fourth Quintile	\$86	82.0%	\$58	69.1%	\$113	84.5%	\$117	86.3%
Highest Quintile	\$116	86.8%	\$104	77.3%	\$169	85.5%	\$153	87.9%

	Saskatchewan		Alberta		British Columbia	
Households per Quintile	74,240		216,820		304,170	
	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting
All Classes	\$81	68.6%	\$110	73.7%	\$100	71.0%
Lowest Quintile	\$19	29.8%	\$39	47.1%	\$30	44.0%
Second Quintile	\$42	57.5%	\$80	66.5%	\$62	67.7%
Third Quintile	\$87	80.3%	\$99	80.0%	\$105	71.5%
Fourth Quintile	\$124	84.4%	\$139	86.3%	\$121	79.6%
Highest Quintile	\$135	91.3%	\$195	88.5%	\$183	92.3%

The following table identifies the upper bounds for the lowest to the fourth quintiles in each province. The highest quintile is unlimited.

Canada	\$22,000, \$38,984, \$58,336 \$86,000			
Newfoundland	\$19,260, \$31,624, \$47,200 \$70,195	Ontario	\$25,015, \$44,560, \$64,533 \$95,300	
P.E.I.	\$20,460, \$34,250, \$49,004, \$69,500	Manitoba	\$21,041, \$35,485, \$51,024 \$76,000	
Nova Scotia	\$20,280, \$32,912, \$48,642 \$74,175	Saskatchewan	\$18,636, \$32,466, \$48,854 \$75,000	
New Brunswick	\$19,000, \$32,412, \$48,812 \$70,000	Alberta	\$27,607, \$48,150, \$68,200 \$97,380	
Quebec	\$18,798, \$32,342, \$50,756 \$77,000	B.C.	\$20,921, \$38,824, \$58,000 \$85,780	

Detailed Data Tables - Income Quintiles - 2000

	CANADA		Newfoundland		Prince Edward Island		Nova Scotia	
Households per Quintile	2,272,360		37,770		10,080		70,160	
	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting
All Classes	\$79	67.9%	\$71	65.9%	\$75	67.1%	\$74	71.5%
Lowest Quintile	\$23	36.1%	\$19	34.9%	\$31	35.3%	\$26	38.4%
Second Quintile	\$46	59.6%	\$36	48.9%	\$40	52.9%	\$52	64.7%
Third Quintile	\$79	75.0%	\$63	72.2%	\$82	75.9%	\$76	76.8%
Fourth Quintile	\$103	80.9%	\$82	80.6%	\$84	81.1%	\$100	87.9%
Highest Quintile	\$143	88.0%	\$158	93.0%	\$139	90.3%	\$119	89.4%

	New Brunswick		Quebec		Ontario		Manitoba	
Households per Quintile	55,230		586,120		842,140		81,590	
	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting
All Classes	\$74	67.3%	\$48	55.0%	\$87	71.6%	\$86	71.3%
Lowest Quintile	\$23	39.9%	\$11	23.3%	\$25	39.1%	\$29	37.6%
Second Quintile	\$41	55.9%	\$24	42.9%	\$61	68.0%	\$53	62.1%
Third Quintile	\$75	74.4%	\$46	57.4%	\$86	80.0%	\$88	78.4%
Fourth Quintile	\$88	80.4%	\$66	71.8%	\$114	83.5%	\$108	87.9%
Highest Quintile	\$142	85.8%	\$94	79.6%	\$150	87.4%	\$151	90.5%

	Saskatchewan		Alberta		British Columbia	
Households per Quintile	74,500		211,380		303,410	
	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting	Average expenditure per household	Percentage reporting
All Classes	\$80	69.1%	\$111	79.5%	\$94	73.0%
Lowest Quintile	\$18	38.8%	\$51	57.3%	\$30	43.8%
Second Quintile	\$41	56.9%	\$85	74.6%	\$59	65.6%
Third Quintile	\$71	74.4%	\$125	84.5%	\$90	78.9%
Fourth Quintile	\$102	83.8%	\$125	87.6%	\$131	88.8%
Highest Quintile	\$165	91.8%	\$167	93.6%	\$160	87.8%

The following table identifies the upper bounds for the lowest to the fourth quintiles in each province. The highest quintile is unlimited.

Canada	\$21,216, \$37,000, \$55,760, \$82,402.		
Newfoundland	\$16,420, \$27,585, \$42,946, \$67,655	Ontario	\$23,789, \$45,528, \$63,122, \$92,344
P.E.I.	\$20,200, \$31,879, \$43,793, \$62,000	Manitoba	\$20,430, \$33,894, \$53,000, \$73,600
Nova Scotia	\$19,720, \$33,999, \$49,027, \$70,381	Saskatchewan	\$17,780, \$31,200, \$47,608, \$70,470
New Brunswick	\$19,841, \$32,460, \$47,385, \$68,483	Alberta	\$26,800, \$43,668, \$62,850, \$88,650
Quebec	\$18,160, \$31,436, \$47,708, \$72,060	B.C.	\$20,400, \$36,300, \$55,320, \$81,000

Detailed Data Tables - Household Type - 2002

CANADA

	Estimated number of households	Average expenditure per household	Percentage reporting	Estimated market value (millions)
One person households				
Total	2,864,790	\$37	43.0%	\$106.0
Person age 65 and over	1,003,340	\$18	33.4%	\$18.1
Husband-wife households				
Total	7,030,540	\$108	78.5%	\$759.3
Both age 65 and over	821,530	\$51	59.8%	\$41.9
Without Children	2,693,850	\$78	70.7%	\$210.1
With Children	3,708,180	\$127	84.0%	\$470.9
With additional persons	628,510	\$124	80.1%	\$77.9
Lone-parent households				
Total	1,100,150	\$63	63.0%	\$69.3
Female headed	899,130	\$63	63.9%	\$56.6
Other Households				
Total	662,240	\$98	67.4%	\$64.9
All persons related	367,800	\$86	63.2%	\$31.6
At least one person unrelated	294,440	\$112	72.8%	\$33.0

Detailed Data Tables - Household Type - 2001

CANADA

	Estimated number of households	Average expenditure per household	Percentage reporting	Estimated market value (millions)
One person households				
Total	2,859,090	\$32	38.5%	\$91.5
Person age 65 and over	1,073,440	\$19	28.4%	\$20.4
Husband-wife households				
Total	6,888,930	\$103	77.5%	\$709.6
Both age 65 and over	786,510	\$42	52.4%	\$33.0
Without Children	2,609,660	\$84	69.7%	\$219.2
With Children	3,706,550	\$116	82.7%	\$430.0
With additional persons	572,720	\$111	79.7%	\$63.6
Lone-parent households				
Total	1,082,490	\$72	69.6%	\$77.9
Female headed	874,030	\$75	71.7%	\$65.6
Other Households				
Total	721,500	\$80	65.0%	\$57.7
All persons related	398,890	\$62	60.0%	\$24.7
At least one person unrelated	322,620	\$103	71.3%	\$33.2

Detailed Data Tables - Household Type - 2000

CANADA

	Estimated number of households	Average expenditure per household	Percentage reporting	Estimated market value
One person households				
Total	2,801,980	\$37	40.6%	\$103.7
Person age 65 and over	1,050,480	\$18	29.0%	\$18.9
Husband-wife households				
Total	6,820,330	\$98	79.2%	\$668.4
Both age 65 and over	804,480	\$49	61.2%	\$39.4
Without Children	2,617,110	\$80	72.5%	\$209.4
With Children	3,674,120	\$110	83.8%	\$404.2
With additional persons	529,100	\$103	80.3%	\$54.5
Lone-parent households				
Total	1,051,990	\$63	66.7%	\$66.3
Female headed	875,590	\$61	67.0%	\$53.4
Other Households				
Total	687,510	\$85	69.4%	\$58.4
All persons related	396,380	\$83	66.6%	\$32.9
At least one person unrelated	291,130	\$88	73.2%	\$25.6

Provincial and Metropolitan detail is unavailable by household type

Detailed Data Tables - Income Quintiles - Market Share

CANADA

	Value (\$)			Households (#)		
	2000	2001	2002	2000	2001	2002
All Classes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Lowest Quintile (upper bound \$22,000)	5.8%	5.4%	5.6%	10.6%	10.6%	11.3%
Second Quintile (upper bound \$38,984)	11.7%	12.3%	12.4%	17.6%	18.1%	18.4%
Third Quintile (upper bound \$58,336)	20.1%	18.2%	19.6%	22.1%	21.0%	21.3%
Fourth Quintile (upper bound \$86,000)	26.1%	26.1%	25.7%	23.8%	24.5%	23.8%
Highest Quintile (unlimited)	36.3%	37.9%	36.7%	25.9%	25.9%	25.3%

Detailed Data Tables - Household Type - Market Share

CANADA

	Households (#)			Value (\$)		
	2000	2001	2002	2000	2001	2002
One Person Households	14.7%	14.4%	15.6%	11.6%	9.7%	10.6%
Husband-wife households without Children	39.9%	40.0%	39.5%	45.1%	45.7%	47.1%
Husband-wife households with Children	24.6%	23.7%	24.1%	23.4%	23.3%	100.0%
Husband-wife with additional persons	5.5%	6.0%	6.4%	6.1%	6.8%	7.8%
Lone-parent households	9.1%	9.8%	8.8%	7.4%	8.3%	6.9%
Other Households	6.2%	6.1%	5.7%	6.5%	6.1%	6.5%

Notes

Canadian Market Estimates are based on the Statistics Canada Survey of Household Spending. For full documentation on this survey please see the Statistics Canada web site:

<http://www.statcan.ca/english/sdds/3508.htm>

Comparable data are available for 1998, 1999, 2000, 2001, 2002. Data for 2002 was released in December 2003.

The Data

Canadian Market Estimates are based primarily on three pieces of information:

1. Number of households
2. Percentage of households reporting the purchase of an item
3. Average annual expenditure per household on an item

Keep in mind that the average annual expenditure is an average of all households whether they made a purchase or not. This means that for some items there is a high percentage of \$0 households factored into the average annual expenditure.

The average annual expenditure for only those households purchasing is provided above in the geographic segmentation only.

You can calculate this figure for other segmentations by dividing the average annual expenditure per household by the percentage of households reporting and then multiplying by 100.

Data Limitations

There are limitations with this data. It is based on self-reported household expenditures which can be subjective. Moreover, it is only based on full year households (Student households are excluded from the survey sample)

The Estimates & Graphs

All estimates and graphs have been calculated and created by GDSourcing.com. If you have any questions or concerns, please contact us at 1-800-262-9015 or by e-mail at contact@gdsourcing.com.

Estimating Local Market Size

If you want to estimate the size of a small local market first determine the number of households in your market. There are two easy online options:

1. 2001 Census - GeoSearch
(<http://geodepot.statcan.ca/Diss/GeoSearch/index.cfm?lang=E>)
2. Canada Post Householder Counter
(<http://www.canadapost.ca/cpc2/addrm/hh/home.html>)

Your municipal government may also be helpful in estimating the number of households in your market.

You can also contact us to gather this information for you. There is a small fee for this service.

Once you know the number of households in your market multiply this figure by the most appropriate provincial or metropolitan average annual expenditure per household to arrive at your total estimated market size.

Once you have a total figure you can then begin estimating competitive market share and demographic segmentation.

You will also want to compare the overall market share data presented in the graphs above with your local household demographic.

Please see our case study "*What can be learned from household spending data*" for more information on how to use this data to assess local market potential.

<http://www.gdsourcing.ca/CMEarticle.htm>

Canadian Market Estimates should only be used as a starting point for market research. Business decisions should be based on a wide variety of information sources. For more information on researching a small business please see our research guide *Researching a Small Business*:

<http://www.gdsourcing.ca/gdstart.htm>

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Marketing Division
Statistics Canada
R. H. Coats Bldg. 9th Floor
120 Parkdale Avenue
Ottawa, Ontario K1A 0T6

Tel: 613-951-1122
Fax: 613-951-1134