

**2009 Estimates - Daytime Population**

Region/Area	Working Population	At Home Population	Total Population
City of Campbell River	19,615	14,309	33,924
Campbell River & Region	24,395	17,779	42,174
Vancouver Island and Coast	412,173	368,489	780,662
British Columbia	2,332,701	1,995,053	4,327,754

**2009 Estimates & Projections - Population**

Region/Area	July 1, 2009 Estimate	% Canadian Total	2006 to 2009% Population Change	Avg annual % rate of population change 2006 to 2009	2011 Projected Population	2014 Projected Population	2009 Household Estimate	2011 Projected Household	2014 Projected Household	2006 to 2009% Household Change	% Canadian Household Total	2006 Total Census Population (Adjusted)	Avg annual % rate of household change 2006 to 2009	Avg annual % rate of population change 2001 to 2006
City of Campbell River	31,403	0.09	1.9	0.63	31,862	32,558	13,153	13,496	14,020	3.24	0.1	30,816	1.07	1
Campbell River & Region	38,674	0.11	1.79	0.59	39,210	40,023	16,091	16,524	17,183	3.25	0.12	37,994	1.07	1
Vancouver Island and Coast	787,614	2.31	3.84	1.26	808,304	839,459	343,553	356,548	376,087	4.92	2.54	758,498	1.61	1
British Columbia	4,448,134	13.05	3.59	1.18	4,552,593	4,709,745	1,798,647	1,859,985	1,952,116	4.9	13.3	4,293,876	1.61	1

**2009 Actuals - Vital Statistics**

Region/Area	2007 Births	2006 Births	2005 Births	2004 Births	2007 Deaths	2006 Deaths	2005 Deaths	2004 Deaths	2007 Natural Increase	2006 Natural Increase	2005 Natural Increase	2004 Natural Increase
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
British Columbia	42,306	41,135	40,631	40,205	30,761	30,174	30,254	29,863	11,545	10,961	10,377	10,342

#### 2009 - Housing Starts

Region/Area	2009	2008	2007	2006	2005
City of Campbell River	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a
British Columbia	n/a	n/a	\$ 39,195.00	\$ 36,443.00	\$ 34,667.00

#### 2009 Actuals - Building Permits (per the City of Campbell River Website)

Region/Area	Feb-09	2008	2007	2006	2005	2004	2003	2002
City of Campbell River	28 issued	376	457	494	418	274	291	248
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
British Columbia	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

#### 2009 Actuals - Building Permits

Region/Area	2009	2008	2007	2006	2005
City of Campbell River	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	\$ 98,603.00	\$ 116,359.00	\$ 74,682.00
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a
British Columbia	n/a	n/a	\$ 12,544,691.00	\$ 11,541,532.00	\$ 10,182,924.00

#### 2009 Estimates - Housing

Region/Area	Occupied Private Dwellings	Owned	Rented	Band Housing	Single-Detached House	Semi-Detached House	Row Houses	Apartment, Fewer than 5 Storeys	Apartment, Detached Duplex	Other Single-Attached	Movable Dwellings
City of Campbell River	13,153	9,543	3,610	n/a	8,518	518	897	2,172	448	6	525
Campbell River & Region	16,091	12,141	3,950	n/a	10,994	577	915	2,215	463	11	847
Vancouver Island and Coast	343,553	246,174	96,787	592	200,812	13,950	17,640	63,355	28,325	837	8,915
British Columbia	1,798,647	1,258,126	537,207	3,314	875,305	55,467	125,977	374,613	183,425	3,714	46,276

#### 2009 Estimates - Private Households

Region/Area	Private Households, Total	Pop. in Private Households	Avg. No. per Household
City of Campbell River	13,153	31,016	2.4
Campbell River & Region	16,091	38,139	2.4
Vancouver Island and Coast	343,553	771,410	2.2
British Columbia	1,798,647	4,386,154	2.4

**2009 Estimates - Marital Status**

Region/Area	Single (never married)	Married (legal & common-law)	Separated (legally married)	Widowed	Divorced	2007 Marriages	2006 Marriages	2005 Marriages	2004 Marriages
City of Campbell River	5,948	16,148	920	1,559	1,939	n/a	n/a	n/a	n/a
Campbell River & Region	7,271	20,265	1,077	1,833	2,307	n/a	n/a	n/a	n/a
Vancouver Island and Coast	158,083	405,963	19,328	45,483	51,324	n/a	n/a	n/a	n/a
British Columbia	980,686	2,236,444	100,027	213,574	233,289	20,697	20,660	20,007	22,080

**2009 Estimates - Level of Schooling**

Region/Area	Population 25+ years	No certificate, diploma or degree	Certificate, diploma or degree	High school certificate or equivalent	Apprentice or trades certificate or diploma	College, CEGEP or non-univ cert or diploma	University certificate, diploma or degree	University cert or dip below bachelor	University certificate or degree	Bachelor's degree	University cert or dip above bachelor	Degree in med, dental, vet, or optometry	Master's degree	Earned doctorate
City of Campbell River	21,739	4,451	17,288	5,989	3,652	4,716	2,931	757	2,174	1,464	296	80	285	49
Campbell River & Region	26,926	5,551	21,375	7,360	4,595	5,782	3,638	1,003	2,635	1,734	369	123	359	50
Vancouver Island and Coast	564,867	84,795	480,072	145,447	78,586	111,891	144,148	29,752	114,396	69,553	10,561	3,686	24,415	6,181
British Columbia	3,119,644	509,167	2,610,477	794,551	376,515	571,681	867,730	182,184	685,546	432,318	68,108	20,446	136,582	28,092

**2009 Estimates - Home Language**

Region/Area	English	French	Cantonese	Croatian	German	Greek	Italian	Japanese	Korean	Polish	Spanish	Filipino	Vietnamese	Other languages	Multiple responses
City of Campbell River	30,228	106	27	75	73	20	71	21	37	22	88	54	75	43	76
Campbell River & Region	37,178	136	27	75	93	20	120	21	46	22	88	54	75	42	100
Vancouver Island and Coast	736,029	3,356	2,437	n/a	1,920	n/a	667	982	1,497	684	1,363	817	998	4,418	4,906
British Columbia	3,596,252	16,044	116,313	2,868	14,654	2,612	7,506	10,521	44,415	7,473	18,620	25,011	19,782	34,863	83,811

**2009 Estimates - Families**

Region/Area	Families in Private Households	Couple Families	Lone-Parent Families	Avg # Persons per Family	Avg # Children at Home
City of Campbell River	9,298	7,714	1,584	2.8	1.0
Campbell River & Region	11,573	9,660	1,913	2.8	1.0
Vancouver Island and Coast	227,254	192,678	34,576	2.7	0.9
British Columbia	1,250,767	1,063,746	187,021	2.9	1.0

**2009 Estimates - Average Household Expenditures**

Region/Area	Food	Shelter	Clothing	Transport	Health & Personal	Rec / Read & Education	Taxes & Securities	Other	Total
City of Campbell River	\$ 7,570.00	\$ 13,551.00	\$ 2,530.00	\$ 8,880.00	\$ 2,975.00	\$ 5,305.00	\$ 14,949.00	\$ 10,176.00	\$ 65,936.00
Campbell River & Region	\$ 7,532.00	\$ 13,393.00	\$ 2,491.00	\$ 8,895.00	\$ 2,970.00	\$ 5,262.00	\$ 14,791.00	\$ 10,160.00	\$ 65,493.00
Vancouver Island and Coast	\$ 7,512.00	\$ 13,807.00	\$ 2,591.00	\$ 9,056.00	\$ 2,962.00	\$ 5,498.00	\$ 16,973.00	\$ 10,253.00	\$ 68,653.00
British Columbia	\$ 8,064.00	\$ 14,502.00	\$ 2,856.00	\$ 9,680.00	\$ 3,099.00	\$ 6,043.00	\$ 18,372.00	\$ 10,330.00	\$ 72,945.00



**2009 Actuals - Number of Employees**

Region/Area	As of April 2008	As of April 2007	As of April 2006	As of April 2005	As of April 2004
City of Campbell River	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a
British Columbia	1,892,575	1,826,931	1,776,135	1,704,727	1,667,103

**2009 Estimates - Labour Force**

Region/Area	2009 Male In the Labour Force	2009 Female In the Labour Force	2009 Male Participation Rate	2009 Female Participation Rate	2009 Male Employed	2009 Female Employed	2009 Male Unemployed	2009 Female Unemployed	2009 Male Unemployment Rate	2009 Female Unemployment Rate	2009 Male Not in Labour Force	2009 Female Not in Labour Force
City of Campbell River	9,124	7,970	70	61	8,533	7,356	591	614	6.5	7.7	3,884	5,149
Campbell River & Region	11,230	9,665	69	60	10,493	8,945	737	720	6.6	7.4	4,943	6,380
Vancouver Island and Coast	218,752	200,373	68	59	209,748	191,749	9,004	8,624	4.1	4.3	103,546	141,306
British Columbia	1,305,291	1,147,790	72	61	1,252,372	1,095,753	52,919	52,037	4.1	4.5	513,698	735,271

**2009 Actuals - Manufacturing Industries**

Region/Area	2007 Employees	2006 Employees	2007 Salaries, Wages \$000	2006 Salaries, Wages \$000	2007 Materials & Supplies \$000	2006 Materials & Supplies \$000	2007 Total Revenue \$000	2006 Total Revenue \$000
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
British Columbia	\$ 160,772.00	\$ 158,553.00	\$ 7,815,660.00	\$ 7,507,220.00	\$ 23,352,309.00	\$ 22,504,373.00	\$ 45,966,248.00	\$ 44,101,445.00

**2009 Estimates - Male Working Population**

Region/Area	2009 Male Mgmt	2009 Male Business, Finance & Admin	2009 Male Natural & Applied Sciences	2009 Male Health	2009 Male Social Science, Govt & Religion	2009 Male Education	2009 Male Arts, Culture, Rec & Sport	2009 Male Sales & Service	2009 Male Trades, Transport & Equip Ops	2009 Male Primary Industries	2009 Male Processing, Mfg & Utilities
City of Campbell River	893	408	783	121	99	180	125	1,530	2,653	1,344	800
Campbell River & Region	1,078	503	949	153	155	225	157	1,844	3,409	1,656	886
Vancouver Island and Coast	25,948	16,880	20,654	6,299	6,074	5,567	6,555	44,625	57,989	15,362	9,965
British Columbia	162,728	116,162	124,321	30,804	33,884	33,348	40,379	251,594	349,568	71,175	73,852

**2009 Estimates - Female Working Population**

Region/Area	2009 Female Mgmt	2009 Female Business, Finance & Admin	2009 Female Natural & Applied Sciences	2009 Female Health	2009 Female Social Sciences, Govt & Religion	2009 Female Education	2009 Female Arts, Culture, Rec & Sport	2009 Female Sales & Service	2009 Female Trades, Transport & Equip Ops	2009 Female Primary Industries	2009 Female Processing, Mfg & Utilities
City of Campbell River	545	1,908	194	631	360	308	199	3,067	215	152	182
Campbell River & Region	688	2,228	227	750	520	413	249	3,718	243	180	205
Vancouver Island and Coast	16,460	49,453	5,352	19,570	13,234	9,538	8,735	64,598	3,932	4,017	2,456
British Columbia	92,024	293,834	31,193	102,629	72,367	57,431	45,619	351,907	24,535	27,161	29,340

**2007 Actuals - Travel Statistics**

Region/Area	2007 Automobile - Tourists Entering from US	2007 Bus - Tourists Entering from US	2007 Rail - Tourists Entering from US	2007 Air - Tourists Entering from US	2007 Marine - Tourists Entering from US	2007 Other Methods - Tourists Entering from US	2007 Total - Tourists Entering from US	2007 Land (via US) - Entering from Other Countries	2007 Air - Tourists Entering from Other Countries	2007 Marine - Tourists Entering from Other Countries	2007 Total - Tourists Entering from Other Countries
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
British Columbia	2,987,406	111,377	26,761	1,010,793	708,126	217,521	5,061,984	200,344	1,199,246	115,252	1,514,842
Region/Area	2007 Automobile - Canadians Returning from US	2007 Bus - Canadians Returning from US	2007 Rail - Canadians Returning from US	2007 Air - Canadians Returning from US	2007 Marine - Canadians Returning from US	2007 Other Methods - Canadians Returning from US	2007 Total - Canadians Returning from US	2007 Land (via US) - Canadians Returning from Other Countries	2007 Air - Canadians Returning from Other Countries	2007 Marine - Canadians Returning from Other Countries	2007 Total - Canadians Returning from Other Countries
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
British Columbia	6,491,104	174,614	7,457	1,063,185	118,411	113,442	7,968,213	5,107	1,239,290	10	1,244,407

**2006 Actuals - Travel Statistics**

Region/Area	2006 Automobile - Tourists Entering from US	2006 Bus - Tourists Entering from US	2006 Rail - Tourists Entering from US	2006 Air - Tourists Entering from US	2006 Marine - Tourists Entering from US	2006 Other Methods - Tourists Entering from US	2006 Total - Tourists Entering from US	2006 Land (via US) - Entering from Other Countries	2006 Air - Tourists Entering from Other Countries	2006 Marine - Tourists Entering from Other Countries	2006 Total - Tourists Entering from Other Countries
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
British Columbia	3,337,115	110,341	26,490	988,741	686,528	230,588	5,379,803	188,333	1,179,703	98,112	1,466,148
Region/Area	2006 Automobile - Canadians Returning from US	2006 Bus - Canadians Returning from US	2006 Rail - Canadians Returning from US	2006 Air - Canadians Returning from US	2006 Marine - Canadians Returning from US	2006 Other Methods - Canadians Returning from US	2006 Total - Canadians Returning from US	2006 Land (via US) - Canadians Returning from Other Countries	2006 Air - Canadians Returning from Other Countries	2006 Marine - Canadians Returning from Other Countries	2006 Total - Canadians Returning from Other Countries
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
British Columbia	6,066,830	162,794	3,843	1,032,085	93,351	114,406	7,473,309	5,803	1,180,219	12	1,186,034

**2009 Estimates & Projections - Retail Sales**

Region/Area	% Above/Below National Average	2009 Retail Sales Estimate \$	% Canadian Total	2009 per Household \$	2009 per Capita \$	2009 # of Establishments	2011 Projected Retail Sales \$	2014 Projected Retail Sales \$	2011 Projected per Capita \$	2014 Projected per Capita \$	Market Rating Index, 2009
City of Campbell River	60	\$ 618,887,772	0.15	\$ 47,053	\$ 19,708	329	\$ 645,914,207	\$ 688,027,566	\$ 20,272	\$ 21,132	160
Campbell River & Region	34	\$ 639,039,257	0.15	\$ 39,714	\$ 16,524	358	\$ 666,235,737	\$ 708,767,299	\$ 16,991	\$ 17,709	134
Vancouver Island and Coast	0	\$ 9,683,308,713	2.3	\$ 28,186	\$ 12,294	6272	\$ 10,239,661,609	\$ 11,101,848,089	\$ 12,668	\$ 13,225	100
British Columbia	4	\$ 56,986,780,436	13.53	\$ 31,683	\$ 12,811	32864	\$ 59,947,406,886	\$ 64,537,794,591	\$ 13,168	\$ 13,703	104

**2007 Actuals - Retail Sales (documented in millions of dollars)**

Region/Area	New Car Dealers	Used & Recreational Motor Vehicle & Parts	Gasoline Stations	Furniture	Home Furnishings	Computer & Software	Home Electronics & Appliance	Home Centres & Hardware	Specialized Building Materials & Garden	continued below...
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
British Columbia	9706	2017	6588	1277	1029	247	2094	2884	841	
Region/Area	Supermarkets	Convenience & Specialty Food	Beer, Wine & Liquor	Pharmacies & Personal Care	Clothing	Shoe, Clothing Accessories & Jewellery	General Merchandise	Sporting Goods, Hobby, Music & Book	Miscellaneous Store Retailers	2007 Total
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
British Columbia	9890	952	2911	3103	2455	765	6123	1825	1659	56365

**2006 Actuals - Retail Sales (documented in millions of dollars)**

Region/Area	New Car Dealers	Used & Recreational Motor Vehicle & Parts	Gasoline Stations	Furniture	Home Furnishings	Computer & Software	Home Electronics & Appliance	Home Centres & Hardware	Specialized Building Materials & Garden	continued below...
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
British Columbia	9338	1936	5889	1205	933	224	1895	2606	795	
Region/Area	Supermarkets	Convenience & Specialty Food	Beer, Wine & Liquor	Pharmacies & Personal Care	Clothing	Shoe, Clothing Accessories & Jewellery	General Merchandise	Sporting Goods, Hobby, Music & Book	Miscellaneous Store Retailers	2006 Total
City of Campbell River	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
British Columbia	9418	959	2625	2986	2267	704	5772	1741	1543	52837

**2009 Estimates - Retail Sales by Category (documented in millions of dollars and percentages)**

Region/Area	Total Sales	(%) Total Sales	New Car, Used, Recreational & Parts Dealers	(%) New Car, Used, Recreational & Parts Dealers	Gasoline Stations	(%) Gasoline Stations	Furniture Stores	(%) Furniture Stores	Home Furnishings Stores	(%) Home Furnishings Stores	continued below...	
City of Campbell River	618.9	0.15	200.1	0.2	90.5	0.19	5.8	0.06	12.9	0.21		
Campbell River & Region	639	0.15	200.3	0.2	95	0.2	5.8	0.06	13.3	0.21		
Vancouver Island and Coast	9683.3	2.3	1909.9	1.89	1163.9	2.49	234.8	2.28	224.3	3.6		
British Columbia	56986.8	13.53	12215.4	12.12	6573.5	14.06	1289.2	12.54	1051	16.88		
Region/Area	Computer & Software Stores	(%) Computer & Software Stores	Home Electronics & Appliance Stores	(%) Home Electronics & Appliance Stores	Home Centres, Hardware, Specialized Building Materials & Garden Stores	(%) Home Centres, Hardware, Specialized Building Materials & Garden Stores	Supermarkets	(%) Supermarkets	Convenience & Specialty Food Stores	(%) Convenience & Specialty Food Stores	Beer, Wine & Liquor Stores	(%) Beer, Wine & Liquor Stores
City of Campbell River	0.6	0.04	17.1	0.13	34.9	0.13	112	0.17	6	0.06	18.2	0.11
Campbell River & Region	0.7	0.05	17.2	0.13	35.2	0.13	124.2	0.19	6.4	0.07	19.5	0.12
Vancouver Island and Coast	34.2	2.27	360.7	2.76	603	2.24	1578.9	2.44	123.4	1.28	409.3	2.57
British Columbia	258.6	17.18	2188.1	16.75	3761.7	13.96	9660	14.9	927.9	9.65	2837.5	17.8
Region/Area	Pharmacies & Personal Care Stores	(%) Pharmacies & Personal Care Stores	Clothing Stores	(%) Clothing Stores	Shoe, Clothing Accessories & Jewellery Stores	(%) Shoe, Clothing Accessories & Jewellery Stores	Department & Other General Merchandise Stores	(%) Department & Other General Merchandise Stores	Sporting Goods, Hobby, Music & Book Stores	(%) Sporting Goods, Hobby, Music & Book Stores	Miscellaneous Store Retail	(%) Miscellaneous Store Retail
City of Campbell River	36.2	0.12	15.9	0.09	5.2	0.09	32.4	0.07	17	0.15	14	0.13
Campbell River & Region	36.4	0.12	15.9	0.09	5.2	0.09	32.4	0.07	17.4	0.15	14.1	0.13
Vancouver Island and Coast	610.6	2.06	336.3	1.83	140.6	2.49	1270.2	2.59	314.5	2.72	368.8	3.38
British Columbia	3225.1	10.89	2436.9	13.27	759	13.45	6161.8	12.56	1971.7	17.06	1669.4	15.29

**2007 - Miscellaneous Vehicle Statistics**

Region/Area	2007 NVR ('07 YE)	2005 to 2007 Model Yrs VOR (July 2006)	% 2005 to 2007 Model Yrs VOR (July 2006)	1981 to 2004 Model Yrs VOR (July 2006)	% 1981 to 2004 Model Yrs VOR (July 2006)	Total VOR (July 2006)
City of Campbell River	1,891	2,771	12.52	19,359	87.48	22,130
Campbell River & Region	2,097	3,230	12.5	22,610	87.5	25,840
Vancouver Island and Coast	30,551	59,761	12.35	424,217	87.65	483,978
British Columbia	218,415	405,499	15.56	2,200,781	84.44	2,606,280

**2009 Estimates & Projections - Income**

Region/Area	% Above/Below National Average	2009 Total Income Estimate \$	% Canadian Total	2009 Average Household Income \$	2009 Per Capita \$	2011 Projected Income	2014 Projected Income	2011 Projected Per Capita	2014 Projected Per Capita	Income Rating Index	% 2009 Households, Inc \$100,000+
City of Campbell River	-11	\$ 876,231,282.00	0.08	\$ 66,618.00	\$ 27,903.00	\$ 953,903,005.00	\$ 1,076,387,763.00	\$ 29,939.00	\$ 33,061.00	89	17.22
Campbell River & Region	-12	\$ 1,062,597,652.00	0.1	\$ 66,037.00	\$ 27,476.00	\$ 1,153,023,542.00	\$ 1,295,305,592.00	\$ 29,406.00	\$ 32,364.00	88	17.12
Vancouver Island and Coast	-2	\$ 24,114,400,601.00	2.27	\$ 70,191.00	\$ 30,617.00	\$ 26,529,288,849.00	\$ 30,382,729,863.00	\$ 32,821.00	\$ 36,193.00	98	17.79
British Columbia	-2	\$ 136,300,526,019.00	12.81	\$ 75,779.00	\$ 30,642.00	\$ 149,361,851,451.00	\$ 170,098,781,346.00	\$ 32,808.00	\$ 36,116.00	98	20.49

**2009 Estimates - Income**

Region/Area	Avg. Household Income \$	Avg. Family Income \$	Per Capita Income \$	Avg. Employment Income Male \$	Avg. Employment Income Male (Full Time) \$	Avg. Employment Income Female \$	Avg. Employment Income Female (Full Time) \$
City of Campbell River	\$ 66,618.0	\$ 76,603.0	\$ 27,903.0	\$ 44,781.0	\$ 61,056.0	\$ 24,349.0	\$ 39,777.0
Campbell River & Region	\$ 66,037.0	\$ 74,936.0	\$ 27,476.0	\$ 44,139.0	\$ 60,105.0	\$ 24,413.0	\$ 40,321.0
Vancouver Island and Coast	\$ 70,191.0	\$ 82,601.0	\$ 30,617.0	\$ 43,897.0	\$ 59,929.0	\$ 28,191.0	\$ 44,247.0
British Columbia	\$ 75,779.0	\$ 85,845.0	\$ 30,642.0	\$ 47,825.0	\$ 64,643.0	\$ 30,015.0	\$ 45,956.0

**2009 Estimates - Disposable & Discretionary Income**

Region/Area	Disposable Income per Household. \$	Discretionary Income per Household. \$
City of Campbell River	\$ 53,406.00	\$ 17,705.00
Campbell River & Region	\$ 53,002.00	\$ 17,530.00
Vancouver Island and Coast	\$ 55,830.00	\$ 19,520.00
British Columbia	\$ 59,662.00	\$ 21,120.00

**2009 Actuals - Average Weekly Earnings**

Region/Area	Apr 2008 \$	Apr 2007 \$	Apr 2006 \$	Apr 2005 \$	Apr 2004 \$
City of Campbell River	n/a	n/a	n/a	n/a	n/a
Campbell River & Region	n/a	n/a	n/a	n/a	n/a
Vancouver Island and Coast	n/a	n/a	n/a	n/a	n/a
British Columbia	\$ 776.82	\$ 760.29	\$ 741.92	\$ 706.45	\$ 695.46

**2007 Estimates - Liquid Assets**

Region/Area	Equity Investments per Household. \$	Interest Bearing Investments per Household. \$	Total Liquid Assets per Household. \$	Total Liabilities per Household. \$
City of Campbell River	\$ 83,879.00	\$ 76,144.00	\$ 160,023.00	\$ 82,968.00
Campbell River & Region	\$ 90,197.00	\$ 80,678.00	\$ 170,875.00	\$ 84,743.00
Vancouver Island and Coast	\$ 89,380.00	\$ 86,110.00	\$ 175,490.00	\$ 99,431.00
British Columbia	\$ 103,005.00	\$ 90,090.00	\$ 193,094.00	\$ 117,182.00