



Shopping Patterns - Book Stores Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
Book Stores Shopped in the Past Year at					
Book Shopped Past Year: Chapters/Indigo (the store)	25,895	51.90%	21,972	58.21%	112
Book Shopped Past Year: Coles	5,148	10.32%	2,835	7.51%	73
Book Shopped Past Year: Big box/warehouse stores (e.g. Costco)	7,926	15.89%	6,586	17.45%	110
Book Shopped Past Year: Department/grocery/drug stores	4,492	9.00%	3,164	8.38%	93
Book Shopped Past Year: eBooks stores (any) (e.g. Kindle)	3,368	6.75%	2,593	6.87%	102
Book Shopped Past Year: Amazon.com/Amazon.ca	8,873	17.79%	6,951	18.41%	103
Book Shopped Past Year: Chapters.Indigo.ca (the web site)	5,512	11.05%	4,184	11.09%	100
Book Shopped Past Year: Other online/Internet book stores	2,560	5.13%	2,197	5.82%	113
Book Shopped Past Year: Other book stores	6,593	13.21%	5,507	14.59%	110
Book Stores Shopping Frequency					
Book Shopping: Chapters/Indigo (the store): Regularly	19,396	38.88%	17,214	45.60%	117
Book Shopping: Coles: Regularly	3,565	7.15%	1,859	4.93%	69
Book Shopping: Big box/warehouse stores (e.g. Costco): Regularly	6,303	12.63%	5,219	13.83%	110
Book Shopping: Department/grocery/drug stores: Regularly	3,716	7.45%	2,604	6.90%	93
Book Shopping: eBooks stores (any) (e.g. Kindle): Regularly	2,755	5.52%	2,185	5.79%	105
Book Shopping: Amazon.com/Amazon.ca: Regularly	6,650	13.33%	5,350	14.17%	106
Book Shopping: Chapters.Indigo.ca (the web site): Regularly	3,800	7.62%	2,926	7.75%	102
Book Shopping: Other online/Internet book stores: Regularly	1,857	3.72%	1,593	4.22%	113
Book Shopping: Other book stores: Regularly	5,054	10.13%	4,396	11.65%	115
Book Shopping: Chapters/Indigo (the store): Occasionally	6,499	13.03%	4,759	12.61%	97
Book Shopping: Coles: Occasionally	1,583	3.17%	976	2.59%	82
Book Shopping: Big box/warehouse stores (e.g. Costco): Occasionally	1,622	3.25%	1,367	3.62%	111
Book Shopping: Department/grocery/drug stores: Occasionally	776	1.56%	561	1.49%	96
Book Shopping: eBooks stores (any) (e.g. Kindle): Occasionally	613	1.23%	408	1.08%	88
Book Shopping: Amazon.com/Amazon.ca: Occasionally	2,224	4.46%	1,601	4.24%	95
Book Shopping: Chapters.Indigo.ca (the web site): Occasionally	1,712	3.43%	1,258	3.33%	97
Book Shopping: Other online/Internet book stores: Occasionally	702	1.41%	603	1.60%	113
Book Shopping: Other book stores: Occasionally	1,538	3.08%	1,111	2.94%	95



Shopping Patterns - Book Stores Report

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

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.