



# Shopping Patterns - Eyewear and Optical 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		
<b>Eyewear</b>					
Type of eyewear: Do not wear prescription glasses or contact lenses	12,788	25.63%	8,466	22.43%	88
Type of eyewear: Glasses	33,083	66.31%	25,873	68.54%	103
Type of eyewear: Contact lenses	2,081	4.17%	1,979	5.24%	126
Type of eyewear: Both glasses and contact lenses	1,940	3.89%	1,431	3.79%	97
Optical/Eyewear Spending in past 12 mos: Nothing	18,392	36.86%	14,244	37.73%	102
Optical/Eyewear Spending in past 12 mos: \$1-\$99	2,528	5.07%	1,851	4.90%	97
Optical/Eyewear Spending in past 12 mos: \$100-\$199	3,448	6.91%	2,510	6.65%	96
Optical/Eyewear Spending in past 12 mos: \$200-\$399	5,736	11.50%	4,389	11.63%	101
Optical/Eyewear Spending in past 12 mos: \$400 or more	6,732	13.49%	6,118	16.21%	120
Likelihood of laser eye surgery-Very likely	2,263	4.54%	1,522	4.03%	89
Likelihood of laser eye surgery-Somewhat likely	5,612	11.25%	3,485	9.23%	82
Likelihood of laser eye surgery-Not very likely	8,534	17.11%	6,869	18.20%	106
Likelihood of laser eye surgery-Not at all likely	19,114	38.31%	16,144	42.77%	112
Likelihood of laser eye surgery-Have already had laser eye surgery	1,546	3.10%	1,258	3.33%	107
<b>Optical Stores Shopped in the Past Year at</b>					
Optical Shopped Past Year: Hakim Optical	699	1.40%	602	1.60%	114
Optical Shopped Past Year: IRIS	1,480	2.97%	1,321	3.50%	118
Optical Shopped Past Year: LensCrafters	3,029	6.07%	2,014	5.34%	88
Optical Shopped Past Year: Pearle Vision	1,160	2.33%	951	2.52%	108
Optical Shopped Past Year: Sunglass Hut	817	1.64%	718	1.90%	116
Optical Shopped Past Year: Vogue Optical	133	0.27%	105	0.28%	104
Optical Shopped Past Year: Big box/warehouse stores (e.g. Costco)	4,029	8.08%	3,559	9.43%	117
Optical Shopped Past Year: Department stores (any)	2,029	4.07%	1,484	3.93%	97
Optical Shopped Past Year: Online/Internet optical stores	1,866	3.74%	1,433	3.80%	102
Optical Shopped Past Year: Other optical stores	13,532	27.12%	11,336	30.03%	111
<b>Optical Stores Shopping Frequency</b>					
Optical Shopped: Hakim Optical: Regularly	146	0.29%	109	0.29%	100
Optical Shopped: IRIS: Regularly	297	0.60%	326	0.86%	143
Optica Shopping: LensCrafters: Regularly	498	1.00%	350	0.93%	93
Optica Shopping: Pearle Vision: Regularly	269	0.54%	191	0.51%	94
Optica Shopping: Sunglass Hut: Regularly	116	0.23%	85	0.22%	96
Optica Shopping: Vogue Optical: Regularly	37	0.07%	17	0.05%	71
Optica Shopping: Big box/warehouse stores (e.g. Costco): Regularly	880	1.76%	934	2.47%	140
Optica Shopping: Department stores (any): Regularly	634	1.27%	540	1.43%	113
Optica Shopping: Online/Internet optical stores: Regularly	916	1.84%	761	2.02%	110
Optica Shopping: Other optical stores: Regularly	2,400	4.81%	2,481	6.57%	137
Optical Shopped: Hakim Optical: Occasionally	553	1.11%	494	1.31%	118
Optical Shopped: IRIS: Occasionally	1,183	2.37%	995	2.64%	111



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Optica Shopping: LensCrafters: Occasionally	2,532	5.07%	1,664	4.41%	87
Optica Shopping: Pearle Vision: Occasionally	892	1.79%	760	2.01%	112
Optica Shopping: Sunglass Hut: Occasionally	701	1.41%	633	1.68%	119
Optica Shopping: Vogue Optical: Occasionally	96	0.19%	88	0.23%	121
Optica Shopping: Big box/warehouse stores (e.g. Costco): Occasionally	3,149	6.31%	2,625	6.96%	110
Optica Shopping: Department stores (any): Occasionally	1,395	2.80%	944	2.50%	89
Optica Shopping: Online/Internet optical stores: Occasionally	950	1.90%	672	1.78%	94
Optica Shopping: Other optical stores: Occasionally	11,132	22.31%	8,855	23.46%	105



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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.