

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Used Health Care Items in the Past 30 Days</b>					
Used past 30 days: Adhesive bandages (e.g. Band-Aid)	24,384	47.42%	19,503	49.42%	104
Used past 30 days: Analgesic lotions/rubs for muscle pain	16,282	31.66%	11,770	29.83%	94
Used past 30 days: Antacids & stomach settling products	15,328	29.81%	10,684	27.07%	91
Used past 30 days: Anti-nausea/motion sickness remedies	3,647	7.09%	2,547	6.46%	91
Used past 30 days: Cold/cough/sinus remedies (non-prescription)	13,270	25.81%	10,395	26.34%	102
Used past 30 days: Condoms/contraceptives (non-prescription)	2,609	5.07%	1,399	3.55%	70
Used past 30 days: Contraceptives (prescription)	1,604	3.12%	892	2.26%	72
Used past 30 days: First aid ointments/creams	14,889	28.95%	11,872	30.08%	104
Used past 30 days: Headache remedies/pain relievers (non-prescription)	27,866	54.19%	19,608	49.69%	92
Used past 30 days: Natural remedies	9,080	17.66%	6,612	16.76%	95
Used past 30 days: Seasonal usage of allergy/sinus medication	10,068	19.58%	7,327	18.57%	95
Used past 30 days: Sleeping tablets	7,019	13.65%	5,255	13.32%	98
Used past 30 days: Smoking cessation patches/gum	671	1.31%	468	1.19%	91
Used past 30 days: Home hair colour	5,558	10.81%	4,232	10.72%	99
Used past 30 days: Home teeth whitening products	3,524	6.85%	2,803	7.10%	104
<b>Used Skin Protectant in the Past 12 Months</b>					
Skin protectant past 12 months: Insect repellent (any)	13,953	27.13%	11,178	28.32%	104
Skin protectant past 12 months: Self tanning creams/foams	3,080	5.99%	2,397	6.07%	101
Skin protectant past 12 months: Sunscreen (any SPF)	34,602	67.29%	26,812	67.94%	101
<b>Used Weight Control Treatments in the Past 12 Months</b>					
Weight control past 12 months: Diet pills	806	1.57%	490	1.24%	79
Weight control past 12 months: Weight control drinks/mixes (e.g. Slim Fast)	1,196	2.33%	748	1.90%	82
Weight control past 12 months: Other meal replacement	1,546	3.01%	858	2.18%	72
Weight control past 12 months: Exercise	19,225	37.39%	14,006	35.49%	95
Weight control past 12 months: Herbal Magic	260	0.51%	216	0.55%	108
Weight Control past 12 months: Monitor diet for health condition (e.g. diabetes, heart disease)	4,371	8.50%	3,023	7.66%	90
Weight Control past 12 months: Monitor diet for weight loss/management	7,844	15.25%	5,812	14.73%	97
Weight control past 12 months: Nutritionist	1,201	2.34%	699	1.77%	76
Weight control past 12 months: Weight Watchers	1,507	2.93%	968	2.45%	84
Weight control past 12 months: Other weight Control centre(s)	621	1.21%	475	1.21%	100
Weight control past 12 months: Other	1,094	2.13%	713	1.81%	85
<b>Took Vitamins, etc. in the Past 7 Days</b>					
Used past 7 days: Herbal supplements (e.g. Echinacea)	5,864	11.40%	4,297	10.89%	96
Used past 7 days: Minerals (e.g. Iron, Zinc)	14,661	28.51%	11,423	28.95%	102
Used past 7 days: Vitamins (e.g. Multi-vitamin)	26,102	50.76%	20,333	51.52%	101
Used past 7 days: Medication for chronic condition (diabetes, high blood pressure, thyroid, etc)	19,413	37.75%	16,325	41.37%	110

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<b>Visited Health Care Providers in the Past Year</b>					
Visited past year: Acupuncturist	3,360	6.53%	2,434	6.17%	94
Visited past year: Chiropractor	9,327	18.14%	6,431	16.30%	90
Visited past year: Cosmetic surgeon	895	1.74%	576	1.46%	84
Visited past year: Homeopath/naturopath	1,843	3.58%	1,413	3.58%	100
Visited past year: Massage therapist	11,665	22.68%	8,003	20.28%	89
Visited past year: Optometrist/ophthalmologist	16,725	32.52%	13,993	35.46%	109
Visited past year: Osteopath	500	0.97%	547	1.39%	143
Visited past year: Personal trainer	3,310	6.44%	2,834	7.18%	111
Visited past year: Physiotherapist	10,864	21.13%	8,364	21.20%	100
Visited past year: Podiatrist/chiropracist	2,894	5.63%	2,338	5.93%	105
Visited past year: Private clinic/hospital in Canada not paid for by provincial health care	1,228	2.39%	907	2.30%	96
Visited past year: Private clinic/hospital in USA (any)	176	0.34%	106	0.27%	79
Visited past year: Private nurse (in-home care)	205	0.40%	140	0.36%	90
<b>Have Health Care Items</b>					
Hearing aid	4,202	8.17%	4,042	10.24%	125
Insulin pump	310	0.60%	151	0.38%	63
Mobility assistance aids (e.g. walker)	3,310	6.44%	3,107	7.87%	122
Orthopedic insole	8,554	16.63%	6,992	17.72%	107
Orthopedic supports and/or braces	1,337	2.60%	1,068	2.71%	104
Other home health care products	2,683	5.22%	2,106	5.34%	102
<b>Done Dental Services in the Past 12 Months</b>					
Dental services past year: Braces/orthodontics	1,845	3.59%	1,388	3.52%	98
Dental services past year: Dental procedure (any) (e.g. teeth cleaning)	35,710	69.44%	28,429	72.04%	104
Dental services past year: Teeth whitening	1,017	1.98%	749	1.90%	96
Dental services past year: Other cosmetic dental service (e.g. dental bonding, dental bridges, dental implants)	4,094	7.96%	3,988	10.11%	127
<b>Done Esthetic Services in the Past 12 Months</b>					
Esthetic services past 12 months: Salon/spray tanning	1,052	2.05%	386	0.98%	48
Esthetic services past 12 months: Tattooing	621	1.21%	384	0.97%	80
Esthetic services past 12 months: Piercing	533	1.04%	256	0.65%	63
Esthetic services past 12 months: Hand and foot Care	9,446	18.37%	7,623	19.32%	105
Esthetic services past 12 months: Massage	6,144	11.95%	4,304	10.91%	91
Esthetic services past 12 months: Waxing	3,248	6.32%	2,010	5.09%	81
Esthetic services past 12 months: Facials/cosmetics	2,778	5.40%	2,377	6.02%	111
Esthetic services past 12 months: Body scrubs/wraps	503	0.98%	414	1.05%	107
Esthetic services past 12 months: Laser hair removal	609	1.18%	400	1.01%	86
Esthetic services past 12 months: Other spa treatments	1,038	2.02%	712	1.80%	89
<b>Involved in Decisions Concerning the Care for Aging Parents</b>					
Personal care involved in decisions/caring for aged parents - Yes	9,500	18.47%	7,423	18.81%	102
<b>Spent on Cosmetics in the Past 30 Days</b>					
Spent on cosmetics past 30 days: Nothing	14,336	27.88%	10,429	26.43%	95

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Spent on cosmetics past 30 days: \$1-\$9	2,202	4.28%	1,476	3.74%	87
Spent on cosmetics past 30 days: \$10-\$19	3,405	6.62%	2,091	5.30%	80
Spent on cosmetics past 30 days: \$20-\$49	5,004	9.73%	3,919	9.93%	102
Spent on cosmetics past 30 days: \$50-\$99	2,463	4.79%	2,048	5.19%	108
Spent on cosmetics past 30 days: \$100 or more	1,652	3.21%	1,467	3.72%	116
<b>Spent on Perfume &amp; Cologne for Self in the Past 12 Months</b>					
Spent on perfume & cologne for self past 12 months: Nothing	42,246	82.15%	32,741	82.97%	101
Spent on perfume & cologne for self past 12 months: Less than \$20	2,552	4.96%	1,745	4.42%	89
Spent on perfume & cologne for self past 12 months: \$20-\$49	2,673	5.20%	2,009	5.09%	98
Spent on perfume & cologne for self past 12 months: \$50-\$99	2,051	3.99%	1,538	3.90%	98
Spent on perfume & cologne for self past 12 months: \$100 or more	1,904	3.70%	1,431	3.63%	98
<b>Spent on Perfume &amp; Cologne as a Gift in the Past 12 Months</b>					
Spent on perfume & cologne as a gift past 12 months: Nothing	45,906	89.27%	35,433	89.79%	101
Spent on perfume & cologne as a gift past 12 months: Less than \$20	588	1.14%	417	1.06%	93
Spent on perfume & cologne as a gift past 12 months: \$20-\$49	1,322	2.57%	901	2.28%	89
Spent on perfume & cologne as a gift past 12 months: \$50-\$99	2,191	4.26%	1,518	3.85%	90
Spent on perfume & cologne as a gift past 12 months: \$100 or more	1,419	2.76%	1,193	3.02%	109
<b>Used Care Items in the Past 7 Days</b>					
Used past 7 days: Acne products	3,520	6.85%	2,412	6.11%	89
Used past 7 days: Anti-aging creams	10,153	19.74%	8,011	20.30%	103
Used past 7 days: Body wash	21,643	42.09%	15,029	38.08%	90
Used past 7 days: Denture cleaners	6,376	12.40%	5,115	12.96%	105
Used past 7 days: Deodorants/anti-perspirants	39,269	76.36%	29,156	73.88%	97
Used past 7 days: Electric toothbrush	19,283	37.50%	16,246	41.17%	110
Used past 7 days: Facial cleansers	19,083	37.11%	14,799	37.50%	101
Used past 7 days: Facial moisturizers	23,820	46.32%	18,107	45.88%	99
Used past 7 days: Hair removal products (e.g. waxing, creams/foams)	4,233	8.23%	2,821	7.15%	87
Used past 7 days: Hairstyling gel/spray	20,185	39.25%	14,257	36.13%	92
Used past 7 days: Hand/body lotion	31,974	62.18%	23,926	60.63%	98
Used past 7 days: Men's/women's razor/shaver	36,913	71.78%	26,737	67.75%	94
Used past 7 days: Mouthwash, rinse and/or breath fresheners	26,162	50.87%	19,223	48.71%	96
Used past 7 days: Shampoo/hair Conditioner	46,980	91.35%	36,294	91.97%	101
Used past 7 days: Shaving creams/gels	17,878	34.77%	12,933	32.77%	94
<b>Used Type of Shavers in the Past 7 Days</b>					
Past 7 days: Shaver disposable use most often	17,603	34.23%	11,480	29.09%	85
Past 7 days: Shaver disposable use sometimes	4,392	8.54%	3,334	8.45%	99
Past 7 days: Shaver non-disposable use most often	10,763	20.93%	8,350	21.16%	101
Past 7 days: Shaver non-disposable use sometimes	2,131	4.14%	1,321	3.35%	81

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Past 7 days: Shaver electric dry shaver (e.g. Braun, Panasonic) use most often	5,630	10.95%	4,432	11.23%	103
Past 7 days: Shaver electric dry shaver (e.g. Braun, Panasonic) use sometimes	3,189	6.20%	1,992	5.05%	81

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

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**Data Source:** Manifold Data Mining Inc.

This report is based on consumer demographic and behaviour 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.