



## Shopping Patterns - Jewellery 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>Jewellery Stores Shopped in the Past Year at</b>					
Jewellery Shopped Past Year: Ben Moss Jewellers	984	1.97%	434	1.15%	58
Jewellery Shopped Past Year: Charm Diamond Centres	552	1.11%	635	1.68%	151
Jewellery Shopped Past Year: High-end jewellery stores (e.g. Birks, Tiffany & Co.)	1,209	2.42%	1,306	3.46%	143
Jewellery Shopped Past Year: Mappins Jewellers	217	0.43%	189	0.50%	116
Jewellery Shopped Past Year: Michael Hill Jeweller	1,399	2.80%	711	1.88%	67
Jewellery Shopped Past Year: Peoples	1,160	2.33%	599	1.59%	68
Jewellery Shopped Past Year: Spence Diamonds	598	1.20%	441	1.17%	98
Jewellery Shopped Past Year: Big box/warehouse stores (e.g. Costco)	2,058	4.13%	1,784	4.73%	115
Jewellery Shopped Past Year: Department stores (any)	3,444	6.90%	2,939	7.79%	113
Jewellery Shopped Past Year: Online/Internet jewellery stores	954	1.91%	632	1.67%	87
Jewellery Shopped Past Year: Other jewellery stores	5,963	11.95%	4,976	13.18%	110
<b>Jewellery Stores Shopping Frequency</b>					
Jewellery Shopping: Ben Moss Jewellers: Regularly	180	0.36%	73	0.19%	53
Jewellery Shopping: Charm Diamond Centres: Regularly	162	0.32%	219	0.58%	181
Jewellery Shopping: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Regularly	509	1.02%	528	1.40%	137
Jewellery Shopping: Mappins Jewellers: Regularly	93	0.19%	96	0.25%	132
Jewellery Shopping: Michael Hill Jeweller: Regularly	683	1.37%	312	0.83%	61
Jewellery Shopping: Peoples: Regularly	289	0.58%	162	0.43%	74
Jewellery Shopping: Spence Diamonds: Regularly	59	0.12%	49	0.13%	108
Jewellery Shopping: Big box/warehouse stores (e.g. Costco): Regularly	1,368	2.74%	1,114	2.95%	108
Jewellery Shopping: Department stores (any): Regularly	1,522	3.05%	1,354	3.59%	118
Jewellery Shopping: Online/Internet jewellery stores: Regularly	715	1.43%	480	1.27%	89
Jewellery Shopping: Other jewellery stores: Regularly	3,015	6.04%	2,713	7.19%	119
Jewellery Shopping: Ben Moss Jewellers: Occasionally	805	1.61%	361	0.96%	60
Jewellery Shopping: Charm Diamond Centres: Occasionally	390	0.78%	416	1.10%	141
Jewellery Shopping: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Occasionally	700	1.40%	778	2.06%	147
Jewellery Shopping: Mappins Jewellers: Occasionally	124	0.25%	93	0.25%	100
Jewellery Shopping: Michael Hill Jeweller: Occasionally	716	1.44%	399	1.06%	74
Jewellery Shopping: Peoples: Occasionally	872	1.75%	437	1.16%	66
Jewellery Shopping: Spence Diamonds: Occasionally	539	1.08%	392	1.04%	96
Jewellery Shopping: Big box/warehouse stores (e.g. Costco): Occasionally	690	1.38%	670	1.78%	129
Jewellery Shopping: Department stores (any): Occasionally	1,922	3.85%	1,585	4.20%	109
Jewellery Shopping: Online/Internet jewellery stores: Occasionally	238	0.48%	152	0.40%	83
Jewellery Shopping: Other jewellery stores: Occasionally	2,948	5.91%	2,263	5.99%	101



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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.