



## Shopping Patterns - Pet 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		
Number of households	26,459		17,553		
<b>Pet/Pet Supply Stores Shopped in the Past Year at</b>					
Pet/Pet Supply Shopped Past Year: Global Pet Foods	1,488	2.98%	1,251	3.31%	111
Pet/Pet Supply Shopped Past Year: Pet Valu	3,669	7.35%	2,717	7.20%	98
Pet/Pet Supply Shopped Past Year: Petsmart	9,118	18.28%	6,237	16.52%	90
Pet/Pet Supply Shopped Past Year: PJ's Pets/Pets Unlimited	147	0.29%	102	0.27%	93
Pet/Pet Supply Shopped Past Year: Big box/warehouse stores (e.g. Costco)	2,318	4.65%	1,880	4.98%	107
Pet/Pet Supply Shopped Past Year: Department stores (any)	2,159	4.33%	1,353	3.58%	83
Pet/Pet Supply Shopped Past Year: Grocery stores (any)	4,792	9.61%	3,065	8.12%	84
Pet/Pet Supply Shopped Past Year: Veterinarian office (any)	4,673	9.37%	3,980	10.54%	112
Pet/Pet Supply Shopped Past Year: Online/Internet	550	1.10%	490	1.30%	118
Pet/Pet Supply Shopped Past Year: Other Pet/Pet Supply stores	5,758	11.54%	4,674	12.38%	107
<b>Pet/Pet Supply Stores Shopping Frequency</b>					
Pet/Pet Supply Shopping: Global Pet Foods: Regularly	1,308	2.62%	1,133	3.00%	115
Pet/Pet Supply Shopping: Pet Valu: Regularly	3,537	7.09%	2,233	5.92%	83
Pet/Pet Supply Shopping: Petsmart: Regularly	7,328	14.69%	4,907	13.00%	88
Pet/Pet Supply Shopping: PJ's Pets/Pets Unlimited: Regularly	86	0.17%	60	0.16%	94
Pet/Pet Supply Shopping: Big box/warehouse stores (e.g. Costco): Regularly	1,858	3.72%	1,432	3.79%	102
Pet/Pet Supply Shopping: Department stores (any): Regularly	1,897	3.80%	1,145	3.03%	80
Pet/Pet Supply Shopping: Grocery stores (any): Regularly	4,510	9.04%	2,779	7.36%	81
Pet/Pet Supply Shopping: Veterinarian office (any): Regularly	3,508	7.03%	3,041	8.06%	115
Pet/Pet Supply Shopping: Online/Internet	211	0.42%	230	0.61%	145
Pet/Pet Supply Shopping: Other Pet/Pet Supply stores: Regularly	5,155	10.33%	4,161	11.02%	107
Pet/Pet Supply Shopping: Global Pet Foods: Occasionally	180	0.36%	118	0.31%	86
Pet/Pet Supply Shopping: Pet Valu: Occasionally	132	0.26%	484	1.28%	492
Pet/Pet Supply Shopping: Petsmart: Occasionally	1,790	3.59%	1,329	3.52%	98
Pet/Pet Supply Shopping: PJ's Pets/Pets Unlimited: Occasionally	60	0.12%	42	0.11%	92
Pet/Pet Supply Shopping: Big box/warehouse stores (e.g. Costco): Occasionally	460	0.92%	448	1.19%	129
Pet/Pet Supply Shopping: Department stores (any): Occasionally	261	0.52%	208	0.55%	106
Pet/Pet Supply Shopping: Grocery stores (any): Occasionally	282	0.57%	286	0.76%	133
Pet/Pet Supply Shopping: Veterinarian office (any): Occasionally	1,165	2.34%	940	2.49%	106
Pet/Pet Supply Shopping: Online/Internet pet/pet supply stores: Occasionally	339	0.68%	261	0.69%	101
Pet/Pet Supply Shopping: Other Pet/Pet Supply stores: Occasionally	603	1.21%	513	1.36%	112
<b>Household Pet Ownership</b>					
Having any Pets	10,496	39.67%	6,598	37.59%	95
Having Birds	535	2.02%	366	2.09%	103
Having Cats	5,307	20.06%	3,267	18.61%	93
Having Dogs	5,257	19.87%	4,330	24.67%	124



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Having Fish	1,514	5.72%	964	5.49%	96
Having Other Animals	758	2.86%	464	2.65%	93



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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.