



Shopping Patterns - Shoe 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 | | |
| Shoe Stores Shopped in the Past Year at | | | | | |
| Shoe Shopped Past Year: Aldo | 5,132 | 10.29% | 3,201 | 8.48% | 82 |
| Shoe Shopped Past Year: Browns/B2 | 2,286 | 4.58% | 2,171 | 5.75% | 126 |
| Shoe Shopped Past Year: Call It Spring/Boutique Spring | 1,842 | 3.69% | 856 | 2.27% | 62 |
| Shoe Shopped Past Year: Globo | 2,440 | 4.89% | 1,830 | 4.85% | 99 |
| Shoe Shopped Past Year: Little Burgundy | 968 | 1.94% | 778 | 2.06% | 106 |
| Shoe Shopped Past Year: Naturalizer | 2,949 | 5.91% | 2,263 | 6.00% | 102 |
| Shoe Shopped Past Year: Nine West (the store) | 1,945 | 3.90% | 1,930 | 5.11% | 131 |
| Shoe Shopped Past Year: Payless ShoeSource | 9,393 | 18.83% | 6,521 | 17.28% | 92 |
| Shoe Shopped Past Year: SoftMoc | 3,516 | 7.05% | 3,074 | 8.14% | 115 |
| Shoe Shopped Past Year: The Shoe Company | 4,128 | 8.27% | 2,876 | 7.62% | 92 |
| Shoe Shopped Past Year: Town Shoes | 1,543 | 3.09% | 1,410 | 3.73% | 121 |
| Shoe Shopped Past Year: Department stores (any) | 12,214 | 24.48% | 9,262 | 24.54% | 100 |
| Shoe Shopped Past Year: Sports stores (any) | 8,490 | 17.02% | 6,292 | 16.67% | 98 |
| Shoe Shopped Past Year: Online/Internet shoe stores | 2,772 | 5.56% | 2,045 | 5.42% | 97 |
| Shoe Shopped Past Year: Other shoe stores | 12,321 | 24.70% | 9,942 | 26.34% | 107 |
| Shoe Stores Shopping Frequency - Regularly | | | | | |
| Shoe Shopping: Aldo: Regularly | 2,611 | 5.23% | 1,531 | 4.06% | 78 |
| Shoe Shopping: Browns/B2: Regularly | 1,190 | 2.39% | 1,192 | 3.16% | 132 |
| Shoe Shopping: Call It Spring/Boutique Spring: Regularly | 1,169 | 2.34% | 451 | 1.20% | 51 |
| Shoe Shopping: Globo: Regularly | 989 | 1.98% | 783 | 2.07% | 105 |
| Shoe Shopping: Little Burgundy: Regularly | 234 | 0.47% | 214 | 0.57% | 121 |
| Shoe Shopping: Naturalizer: Regularly | 1,164 | 2.33% | 968 | 2.57% | 110 |
| Shoe Shopping: Nine West (the store): Regularly | 921 | 1.85% | 935 | 2.48% | 134 |
| Shoe Shopping: Payless ShoeSource: Regularly | 4,973 | 9.97% | 3,452 | 9.14% | 92 |
| Shoe Shopping: SoftMoc: Regularly | 1,542 | 3.09% | 1,367 | 3.62% | 117 |
| Shoe Shopping: The Shoe Company: Regularly | 2,092 | 4.19% | 1,486 | 3.94% | 94 |
| Shoe Shopping: Town Shoes: Regularly | 1,050 | 2.11% | 955 | 2.53% | 120 |
| Shoe Shopping: Department stores (any): Regularly | 7,540 | 15.11% | 5,602 | 14.84% | 98 |
| Shoe Shopping: Sports stores (any): Regularly | 4,044 | 8.11% | 2,941 | 7.79% | 96 |
| Shoe Shopping: Online/Internet shoe stores: Regularly | 1,486 | 2.98% | 1,160 | 3.07% | 103 |
| Shoe Shopping: Other shoe stores: Regularly | 5,817 | 11.66% | 5,127 | 13.58% | 116 |
| Shoe Stores Shopping Frequency - Occasionally | | | | | |
| Shoe Shopping: Aldo: Occasionally | 2,521 | 5.05% | 1,670 | 4.42% | 88 |
| Shoe Shopping: Browns/B2: Occasionally | 1,096 | 2.20% | 978 | 2.59% | 118 |
| Shoe Shopping: Call It Spring/Boutique Spring: Occasionally | 673 | 1.35% | 405 | 1.07% | 79 |
| Shoe Shopping: Globo: Occasionally | 1,451 | 2.91% | 1,047 | 2.77% | 95 |
| Shoe Shopping: Little Burgundy: Occasionally | 734 | 1.47% | 564 | 1.49% | 101 |
| Shoe Shopping: Naturalizer: Occasionally | 1,785 | 3.58% | 1,295 | 3.43% | 96 |
| Shoe Shopping: Nine West (the store): Occasionally | 1,024 | 2.05% | 996 | 2.64% | 129 |
| Shoe Shopping: Payless ShoeSource: Occasionally | 4,420 | 8.86% | 3,069 | 8.13% | 92 |
| Shoe Shopping: SoftMoc: Occasionally | 1,974 | 3.96% | 1,706 | 4.52% | 114 |
| Shoe Shopping: The Shoe Company: Occasionally | 2,036 | 4.08% | 1,390 | 3.68% | 90 |



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| Shoe Shopping: Town Shoes: Occasionally | 493 | 0.99% | 454 | 1.20% | 121 |
| Shoe Shopping: Department stores (any): Occasionally | 4,674 | 9.37% | 3,659 | 9.69% | 103 |
| Shoe Shopping: Sports stores (any): Occasionally | 4,446 | 8.91% | 3,351 | 8.88% | 100 |
| Shoe Shopping: Online/Internet shoe stores: Occasionally | 1,287 | 2.58% | 885 | 2.35% | 91 |
| Shoe Shopping: Other shoe stores: Occasionally | 6,504 | 13.04% | 4,815 | 12.76% | 98 |



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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.