

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population of age 15 and over	57,379		41,761		
Book Stores In-Store Shopped Past Year					
Book in-store: Chapters/Indigo	21,221	36.98%	16,319	39.08%	106
Book in-store: Coles	2,373	4.14%	1,433	3.43%	83
Book in-store: Big box/warehouse stores (e.g. Costco)	9,693	16.89%	6,616	15.84%	94
Book in-store: Department/grocery/drug stores	10,541	18.37%	7,997	19.15%	104
Book in-store: Other bookstores	6,562	11.44%	4,595	11.00%	96
Book Stores Online Shopped Past Year					
Book online: Amazon.com/Amazon.ca	28,955	50.46%	20,346	48.72%	97
Book online: Chapters/Indigo	11,689	20.37%	8,456	20.25%	99
Book online: Coles	401	0.70%	110	0.26%	37
Book online: Big box/warehouse stores (e.g. Costco)	1,819	3.17%	961	2.30%	73
Book online: Department/grocery/drug stores	1,171	2.04%	699	1.67%	82
Book online: eBooks stores (any)	5,505	9.59%	3,857	9.24%	96
Book online: Other bookstores	3,065	5.34%	1,996	4.78%	90
Book Stores Shopping Frequency					
Book store: Amazon.com/Amazon.ca: Regularly	24,871	43.35%	17,425	41.73%	96
Book store: Chapters/Indigo: Regularly	16,451	28.67%	13,005	31.14%	109
Book store: Coles: Regularly	1,609	2.80%	963	2.31%	83
Book store: Big box/warehouse stores (e.g. Costco): Regularly	8,697	15.16%	5,993	14.35%	95
Book store: Department/grocery/drug stores: Regularly	9,464	16.49%	7,258	17.38%	105
Book store: eBooks stores (any): Regularly	3,877	6.76%	2,725	6.52%	96
Book store: Other bookstores: Regularly	4,630	8.07%	3,057	7.32%	91
Book store: Amazon.com/Amazon.ca: Occasionally	4,504	7.85%	2,909	6.97%	89
Book store: Chapters/Indigo: Occasionally	4,770	8.31%	3,314	7.94%	96
Book store: Coles: Occasionally	764	1.33%	470	1.13%	85
Book store: Big box/warehouse stores (e.g. Costco): Occasionally	996	1.74%	623	1.49%	86
Book store: Department/grocery/drug stores: Occasionally	1,077	1.88%	739	1.77%	94
Book store: eBooks stores (any): Occasionally	1,880	3.28%	1,283	3.07%	94
Book store: Other bookstores: Occasionally	1,933	3.37%	1,538	3.68%	109

Index	Description
≥ 180	Extremely High
≥ 110 and < 180	High
≥ 90 and < 110	Similar
≥ 50 and < 90	Low
< 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.