Polaris
Market Analytics + Intelligence

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426		39,463		
Book Stores Shopped in the Past Year at					
Book store past year: Chapters/Indigo	24,647	47.93%	18,950	48.02%	100
Book store past year: Coles	4,662	9.07%	3,080	7.81%	86
Book store past year: Big box/warehouse stores (e.g. Costco)	9,455	18.39%	7,686	19.48%	106
Book store past year: Department/grocery/drug stores	7,995	15.55%	5,645	14.30%	92
Book store past year: eBooks stores (any)	3,825	7.44%	2,908	7.37%	99
Book store past year: Amazon.com/Amazon.ca	15,606	30.35%	11,628	29.47%	97
Book store past year: Other online/Internet bookstores	3,293	6.40%	2,253	5.71%	89
Book store past year: Other bookstores	7,663	14.90%	6,554	16.61%	111
Book Stores Shopping Frequency					
Book store: Chapters/Indigo: Regularly	19,058	37.06%	14,887	37.73%	102
Book store: Coles: Regularly	3,265	6.35%	2,241	5.68%	89
Book store: Big box/warehouse stores (e.g. Costco): Regularly	7,671	14.92%	6,188	15.68%	105
Book store: Department/grocery/drug stores: Regularly	7,374	14.34%	5,133	13.01%	91
Book store: eBooks stores (any): Regularly	3,206	6.23%	2,466	6.25%	100
Book store: Amazon.com/Amazon.ca: Regularly	12,440	24.19%	9,158	23.21%	96
Book store: Other online/internet bookstores: Regularly	2,593	5.04%	1,785	4.52%	90
Book store: Other bookstores: Regularly	5,982	11.63%	5,020	12.72%	109
Book store: Chapters/Indigo: Occasionally	5,589	10.87%	4,062	10.29%	95
Book store: Coles: Occasionally	1,397	2.72%	840	2.13%	78
Book store: Big box/warehouse stores (e.g. Costco): Occasionally	1,784	3.47%	1,497	3.80%	110
Book store: Department/grocery/drug stores: Occasionally	620	1.21%	512	1.30%	107
Book store: eBooks stores (any): Occasionally	619	1.20%	441	1.12%	93
Book store: Amazon.com/Amazon.ca: Occasionally	3,166	6.16%	2,470	6.26%	102
Book store: Other online/internet bookstores: Occasionally	700	1.36%	468	1.19%	88
Book store: Other bookstores: Occasionally	1,681	3.27%	1,534	3.89%	119

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.