

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Eyewear</b>					
Type of eyewear: Do not wear prescription glasses or contact lenses	13,598	26.44%	9,412	23.85%	90
Type of eyewear: Glasses	34,038	66.19%	27,682	70.15%	106
Type of eyewear: Contact lenses	1,348	2.62%	932	2.36%	90
Type of eyewear: Both glasses and contact lenses	2,441	4.75%	1,437	3.64%	77
Optical/eyewear Spending in past 12 mo: Nothing	18,973	36.89%	15,139	38.36%	104
Optical/eyewear Spending in past 12 mo: \$1-\$99	2,746	5.34%	2,039	5.17%	97
Optical/eyewear Spending in past 12 mo: \$100-\$199	3,437	6.68%	2,582	6.54%	98
Optical/eyewear Spending in past 12 mo: \$200-\$399	5,232	10.17%	4,102	10.39%	102
Optical/eyewear Spending in past 12 mo: \$400 or more	7,402	14.39%	6,227	15.78%	110
Likelihood of laser eye surgery: Very likely	2,108	4.10%	1,135	2.88%	70
Likelihood of laser eye surgery: Somewhat likely	5,314	10.33%	3,778	9.57%	93
Likelihood of laser eye surgery: Not very likely	8,622	16.77%	6,528	16.54%	99
Likelihood of laser eye surgery: Not at all likely	19,091	37.12%	16,336	41.40%	112
Likelihood of laser eye surgery: Have already had laser eye surgery	2,616	5.09%	2,137	5.41%	106
<b>Optical Stores Shopped in the Past Year at</b>					
Optical store past year: clearly.ca	2,293	4.46%	1,570	3.98%	89
Optical store past year: FYidoctors/Visique	2,685	5.22%	3,112	7.89%	151
Optical store past year: Hakim Optical	429	0.83%	244	0.62%	75
Optical store past year: IRIS	1,347	2.62%	958	2.43%	93
Optical store past year: LensCrafters	2,493	4.85%	2,036	5.16%	106
Optical store past year: Pearle Vision	1,048	2.04%	642	1.63%	80
Optical store past year: Sunglass Hut	753	1.46%	505	1.28%	88
Optical store past year: Vogue Optical	449	0.87%	478	1.21%	139
Optical store past year: Big box/warehouse stores (e.g. Costco)	4,320	8.40%	3,703	9.38%	112
Optical store past year: Department stores (any)	2,007	3.90%	1,358	3.44%	88
Optical store past year: Other online/Internet optical stores	1,025	1.99%	566	1.44%	72
Optical store past year: Other optical stores	11,932	23.20%	10,188	25.82%	111
<b>Optical Stores Shopping Frequency</b>					
Optical store: clearly.ca: Regularly	1,067	2.08%	722	1.83%	88
Optical store: FYidoctors/Visique: Regularly	551	1.07%	582	1.48%	138
Optical store: Hakim Optical: Regularly	145	0.28%	82	0.21%	75
Optical store: IRIS: Regularly	308	0.60%	273	0.69%	115
Optical store: LensCrafters: Regularly	482	0.94%	348	0.88%	94
Optical store: Pearle Vision: Regularly	84	0.16%	57	0.14%	88
Optical store: Sunglass Hut: Regularly	144	0.28%	111	0.28%	100
Optical store: Vogue Optical: Regularly	19	0.04%	29	0.07%	175
Optical store: Big box/warehouse stores (e.g. Costco): Regularly	1,603	3.12%	1,294	3.28%	105
Optical store: Department stores (any): Regularly	1,085	2.11%	640	1.62%	77
Optical store: Other online/internet Optical stores: Regularly	242	0.47%	137	0.35%	74
Optical store: Other Optical stores: Regularly	2,790	5.43%	2,417	6.13%	113

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Optical store: clearly.ca: Occasionally	1,225	2.38%	848	2.15%	90
Optical store: FYidoctors/Visique: Occasionally	2,134	4.15%	2,530	6.41%	154
Optical store: Hakim Optical: Occasionally	283	0.55%	162	0.41%	75
Optical store: IRIS: Occasionally	1,039	2.02%	685	1.74%	86
Optical store: LensCrafters: Occasionally	2,011	3.91%	1,688	4.28%	109
Optical store: Pearle Vision: Occasionally	964	1.87%	586	1.48%	79
Optical store: Sunglass Hut: Occasionally	609	1.18%	393	1.00%	85
Optical store: Vogue Optical: Occasionally	430	0.84%	449	1.14%	136
Optical store: Big box/warehouse stores (e.g. Costco): Occasionally	2,717	5.28%	2,409	6.11%	116
Optical store: Department stores (any): Occasionally	922	1.79%	718	1.82%	102
Optical store: Other online/internet Optical stores: Occasionally	782	1.52%	429	1.09%	72
Optical store: Other Optical stores: Occasionally	9,142	17.78%	7,771	19.69%	111

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

**Powered By:** PolarisIntelligence.com

**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.