

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		
Jewellery Stores Shopped in the Past Year at					
Jewellery store past year: Ben Moss Jewellers	480	0.93%	274	0.70%	75
Jewellery store past year: Charm Diamond Centres	657	1.28%	516	1.31%	102
Jewellery store past year: High-end jewellery stores (e.g. Birks, Tiffany & Co.)	1,335	2.60%	1,268	3.21%	123
Jewellery store past year: Mappins Jewellers	146	0.28%	81	0.21%	75
Jewellery store past year: Michael Hill Jeweller	1,792	3.48%	1,163	2.95%	85
Jewellery store past year: Peoples	1,547	3.01%	729	1.85%	61
Jewellery store past year: Spence Diamonds	189	0.37%	184	0.47%	127
Jewellery store past year: Big box/warehouse stores (e.g. Costco)	2,679	5.21%	2,220	5.63%	108
Jewellery store past year: Department stores (any)	4,237	8.24%	2,820	7.15%	87
Jewellery store past year: Online/internet jewellery stores	1,274	2.48%	897	2.27%	92
Jewellery store past year: Other jewellery stores	5,457	10.61%	4,163	10.55%	99
Jewellery Stores Shopping Frequency					
Jewellery store: Ben Moss Jewellers: Regularly	94	0.18%	56	0.14%	78
Jewellery store: Charm Diamond Centres: Regularly	359	0.70%	311	0.79%	113
Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Regularly	278	0.54%	211	0.53%	98
Jewellery store: Mappins Jewellers: Regularly	42	0.08%	25	0.06%	75
Jewellery store: Michael Hill Jeweller: Regularly	738	1.43%	460	1.17%	82
Jewellery store: Peoples: Regularly	389	0.76%	241	0.61%	80
Jewellery store: Spence Diamonds: Regularly	21	0.04%	14	0.04%	100
Jewellery store: Big box/warehouse stores (e.g. Costco): Regularly	1,864	3.63%	1,486	3.77%	104
Jewellery store: Department stores (any): Regularly	2,430	4.72%	1,680	4.26%	90
Jewellery store: Online/internet jewellery stores: Regularly	634	1.23%	383	0.97%	79
Jewellery store: Other jewellery stores: Regularly	2,909	5.66%	2,336	5.92%	105
Jewellery store: Ben Moss Jewellers: Occasionally	387	0.75%	219	0.55%	73
Jewellery store: Charm Diamond Centres: Occasionally	299	0.58%	205	0.52%	90
Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Occasionally	1,057	2.06%	1,057	2.68%	130
Jewellery store: Mappins Jewellers: Occasionally	104	0.20%	56	0.14%	70
Jewellery store: Michael Hill Jeweller: Occasionally	1,054	2.05%	703	1.78%	87
Jewellery store: Peoples: Occasionally	1,158	2.25%	488	1.24%	55
Jewellery store: Spence Diamonds: Occasionally	168	0.33%	169	0.43%	130
Jewellery store: Big box/warehouse stores (e.g. Costco): Occasionally	815	1.59%	734	1.86%	117
Jewellery store: Department stores (any): Occasionally	1,807	3.51%	1,140	2.89%	82
Jewellery store: Online/internet jewellery stores: Occasionally	640	1.25%	514	1.30%	104
Jewellery store: Other jewellery stores: Occasionally	2,485	4.83%	1,734	4.39%	91

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.