

| 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 | | |
| Number of Households | 27,275 | | 17,566 | | |
| Pet/Pet Supply Stores Shopped in the Past Year at | | | | | |
| Pet/pet supply store past year: Global Pet Foods | 2,143 | 4.17% | 1,694 | 4.29% | 103 |
| Pet/pet supply store past year: Pet Valu | 4,631 | 9.01% | 3,384 | 8.58% | 95 |
| Pet/pet supply store past year: PetSmart | 10,838 | 21.07% | 7,776 | 19.71% | 94 |
| Pet/pet supply store past year: Big box/warehouse stores (e.g. Costco) | 3,068 | 5.97% | 2,340 | 5.93% | 99 |
| Pet/pet supply store past year: Department stores (any) | 2,361 | 4.59% | 1,373 | 3.48% | 76 |
| Pet/pet supply store past year: Grocery stores (any) | 5,797 | 11.27% | 4,239 | 10.74% | 95 |
| Pet/pet supply store past year: Veterinarian office (any) | 5,644 | 10.98% | 4,696 | 11.90% | 108 |
| Pet/pet supply store past year: Online/internet pet/pet supply stores | 884 | 1.72% | 250 | 0.63% | 37 |
| Pet/pet supply store past year: Other Pet/Pet Supply stores | 6,737 | 13.10% | 4,821 | 12.22% | 93 |
| Pet/Pet Supply Stores Shopping Frequency | | | | | |
| Pet/pet supply store: Global Pet Foods: Regularly | 1,794 | 3.49% | 1,454 | 3.69% | 106 |
| Pet/pet supply store: Pet Valu: Regularly | 2,913 | 5.66% | 2,872 | 7.28% | 129 |
| Pet/pet supply store: PetSmart: Regularly | 9,188 | 17.87% | 6,541 | 16.58% | 93 |
| Pet/pet supply store: Big box/warehouse stores (e.g. Costco): Regularly | 2,691 | 5.23% | 2,036 | 5.16% | 99 |
| Pet/pet supply store: Department stores (any): Regularly | 2,205 | 4.29% | 1,281 | 3.25% | 76 |
| Pet/pet supply store: Grocery stores (any): Regularly | 5,506 | 10.71% | 4,030 | 10.21% | 95 |
| Pet/pet supply store: Veterinarian office (any): Regularly | 4,397 | 8.55% | 3,732 | 9.46% | 111 |
| Pet/pet supply store: Online/internet pet/pet supply stores: Regularly | 529 | 1.03% | 126 | 0.32% | 31 |
| Pet/pet supply store: Other pet/pet supply stores: Regularly | 5,830 | 11.34% | 4,104 | 10.40% | 92 |
| Pet/pet supply store: Global Pet Foods: Occasionally | 349 | 0.68% | 239 | 0.61% | 90 |
| Pet/pet supply store: Pet Valu: Occasionally | 1,718 | 3.34% | 512 | 1.30% | 39 |
| Pet/pet supply store: PetSmart: Occasionally | 1,649 | 3.21% | 1,235 | 3.13% | 98 |
| Pet/pet supply store: Big box/warehouse stores (e.g. Costco): Occasionally | 377 | 0.73% | 305 | 0.77% | 105 |
| Pet/pet supply store: Department stores (any): Occasionally | 157 | 0.31% | 91 | 0.23% | 74 |
| Pet/pet supply store: Grocery stores (any): Occasionally | 291 | 0.57% | 209 | 0.53% | 93 |
| Pet/pet supply store: Veterinarian office (any): Occasionally | 1,247 | 2.43% | 965 | 2.44% | 100 |
| Pet/pet supply store: Online/internet pet/pet supply stores: Occasionally | 355 | 0.69% | 124 | 0.32% | 46 |
| Pet/pet supply store: Other pet/pet supply stores: Occasionally | 908 | 1.77% | 717 | 1.82% | 103 |
| Household Pet Ownership | | | | | |
| Have any pets | 11,065 | 40.57% | 6,603 | 37.59% | 93 |
| Have birds | 462 | 1.70% | 286 | 1.63% | 96 |
| Have cats | 6,015 | 22.05% | 3,154 | 17.96% | 81 |
| Have dogs | 4,863 | 17.83% | 3,543 | 20.17% | 113 |
| Have fish | 1,610 | 5.90% | 1,019 | 5.80% | 98 |
| Have other animals | 1,030 | 3.78% | 360 | 2.05% | 54 |

| 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.