

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		
Number of households	30,542		19,128		
Pet/Pet Supply Stores In-Store Shopped Past Year					
Pet/pet supply in-store: Global Pet Foods	659	1.15%	437	1.05%	91
Pet/pet supply in-store: Pet Valu	1,599	2.79%	3,661	8.77%	314
Pet/pet supply in-store: PetSmart	12,315	21.46%	8,925	21.37%	100
Pet/pet supply in-store: Big box/warehouses (e.g. Costco)	3,652	6.37%	2,390	5.72%	90
Pet/pet supply in-store: Departments (any)	1,958	3.41%	1,102	2.64%	77
Pet/pet supply in-store: Groceries (any)	5,829	10.16%	4,119	9.86%	97
Pet/pet supply in-store: Veterinarian office (any)	7,019	12.23%	4,438	10.63%	87
Pet/pet supply in-store: Other Pet/Pet Supplies	8,770	15.29%	4,585	10.98%	72
Pet/Pet Supply Stores Online Shopped Past Year					
Pet/pet supply online: Global Pet Foods	136	0.24%	99	0.24%	100
Pet/pet supply online: Pet Valu	105	0.18%	91	0.22%	122
Pet/pet supply online: PetSmart	2,391	4.17%	1,655	3.96%	95
Pet/pet supply online: Big box/warehouses (e.g. Costco)	324	0.56%	70	0.17%	30
Pet/pet supply online: Departments (any)	166	0.29%	129	0.31%	107
Pet/pet supply online: Groceries (any)	269	0.47%	113	0.27%	57
Pet/pet supply online: Veterinarian office (any)	436	0.76%	205	0.49%	64
Pet/pet supply online: Other Pet/Pet Supplies	1,383	2.41%	847	2.03%	84
Pet/Pet Supply Stores Shopping Frequency					
Pet/pet supply store: Global Pet Foods: Regularly	531	0.93%	348	0.83%	89
Pet/pet supply store: Pet Valu: Regularly	1,329	2.32%	3,493	8.37%	361
Pet/pet supply store: PetSmart: Regularly	10,321	17.99%	7,351	17.60%	98
Pet/pet supply store: Big box/warehouse stores (e.g. Costco): Regularly	3,140	5.47%	2,084	4.99%	91
Pet/pet supply store: Department stores (any): Regularly	1,635	2.85%	965	2.31%	81
Pet/pet supply store: Grocery stores (any): Regularly	5,469	9.53%	3,685	8.83%	93
Pet/pet supply store: Veterinarian office (any): Regularly	5,740	10.00%	3,480	8.33%	83
Pet/pet supply store: Other pet/pet supply stores: Regularly	7,860	13.70%	3,967	9.50%	69
Pet/pet supply store: Global Pet Foods: Occasionally	127	0.22%	89	0.21%	95
Pet/pet supply store: Pet Valu: Occasionally	269	0.47%	168	0.40%	85
Pet/pet supply store: PetSmart: Occasionally	1,995	3.48%	1,573	3.77%	108
Pet/pet supply store: Big box/warehouse stores (e.g. Costco): Occasionally	512	0.89%	306	0.73%	82
Pet/pet supply store: Department stores (any): Occasionally	323	0.56%	137	0.33%	59
Pet/pet supply store: Grocery stores (any): Occasionally	360	0.63%	434	1.04%	165
Pet/pet supply store: Veterinarian office (any): Occasionally	1,279	2.23%	958	2.29%	103
Pet/pet supply store: Other pet/pet supply stores: Occasionally	911	1.59%	618	1.48%	93
Household Pet Ownership					
Have any pets	14,840	48.59%	8,276	43.27%	89
Have birds	834	2.73%	436	2.28%	84
Have cats	8,795	28.80%	4,120	21.54%	75

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Have dogs	7,094	23.23%	4,469	23.36%	101
Have fish	1,983	6.49%	1,030	5.39%	83
Have other animals	1,062	3.48%	569	2.98%	86

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.