

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		
Shoe Stores Shopped in the Past Year at					
Shoe store past year: Aldo	3,736	7.26%	3,337	8.46%	117
Shoe store past year: Browns/B2	1,953	3.80%	2,367	6.00%	158
Shoe store past year: Call It Spring/Boutique Spring	1,753	3.41%	1,197	3.03%	89
Shoe store past year: Globo	2,371	4.61%	1,786	4.53%	98
Shoe store past year: JustFab.ca	111	0.22%	98	0.25%	114
Shoe store past year: Little Burgundy	1,055	2.05%	722	1.83%	89
Shoe store past year: Naturalizer	3,096	6.02%	2,417	6.13%	102
Shoe store past year: Payless ShoeSource	7,550	14.68%	4,611	11.68%	80
Shoe store past year: SHOEme.ca	161	0.31%	117	0.30%	97
Shoe store past year: SoftMoc	4,647	9.04%	3,713	9.41%	104
Shoe store past year: The Shoe Company	3,990	7.76%	2,336	5.92%	76
Shoe store past year: Town Shoes	1,453	2.83%	1,101	2.79%	99
Shoe store past year: Department stores (any)	10,610	20.63%	8,134	20.61%	100
Shoe store past year: Sports stores (any)	10,549	20.51%	8,105	20.54%	100
Shoe store past year: Other online/internet shoe stores	3,328	6.47%	2,273	5.76%	89
Shoe store past year: Other shoe stores	14,395	27.99%	11,449	29.01%	104
Shoe Stores Shopping Frequency					
Shoe store: Aldo: Regularly	2,024	3.94%	1,669	4.23%	107
Shoe store: Browns/B2: Regularly	961	1.87%	1,140	2.89%	155
Shoe store: Call It Spring/Boutique Spring: Regularly	961	1.87%	564	1.43%	76
Shoe store: Globo: Regularly	1,247	2.42%	937	2.37%	98
Shoe store: JustFab.ca: Regularly	48	0.09%	39	0.10%	111
Shoe store: Little Burgundy: Regularly	549	1.07%	309	0.78%	73
Shoe store: Naturalizer: Regularly	1,065	2.07%	824	2.09%	101
Shoe store: Payless ShoeSource: Regularly	3,985	7.75%	2,630	6.66%	86
Shoe store: SHOEme.ca: Regularly	73	0.14%	45	0.12%	86
Shoe store: SoftMoc: Regularly	1,916	3.73%	1,234	3.13%	84
Shoe store: The Shoe Company: Regularly	2,091	4.07%	1,144	2.90%	71
Shoe store: Town Shoes: Regularly	726	1.41%	600	1.52%	108
Shoe store: Department stores (any): Regularly	6,354	12.36%	4,818	12.21%	99
Shoe store: Sports stores (any): Regularly	5,598	10.89%	4,161	10.54%	97
Shoe store: Other online/internet shoe stores: Regularly	1,900	3.70%	1,335	3.38%	91
Shoe store: Other shoe stores: Regularly	7,352	14.30%	5,755	14.58%	102
Shoe store: Aldo: Occasionally	1,712	3.33%	1,668	4.23%	127
Shoe store: Browns/B2: Occasionally	992	1.93%	1,227	3.11%	161
Shoe store: Call It Spring/Boutique Spring: Occasionally	792	1.54%	633	1.60%	104
Shoe store: Globo: Occasionally	1,124	2.19%	849	2.15%	98
Shoe store: JustFab.ca: Occasionally	63	0.12%	59	0.15%	125
Shoe store: Little Burgundy: Occasionally	506	0.99%	413	1.05%	106
Shoe store: Naturalizer: Occasionally	2,031	3.95%	1,594	4.04%	102
Shoe store: Payless ShoeSource: Occasionally	3,565	6.93%	1,981	5.02%	72
Shoe store: SHOEme.ca: Occasionally	88	0.17%	71	0.18%	106

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	Value	Percent	Value	Percent	Index
Shoe store: SoftMoc: Occasionally	2,730	5.31%	2,479	6.28%	118
Shoe store: The Shoe Company: Occasionally	1,899	3.69%	1,192	3.02%	82
Shoe store: Town Shoes: Occasionally	727	1.41%	501	1.27%	90
Shoe store: Department stores (any): Occasionally	4,256	8.28%	3,315	8.40%	101
Shoe store: Sports stores (any): Occasionally	4,951	9.63%	3,944	9.99%	104
Shoe store: Other online/internet shoe stores: Occasionally	1,504	2.93%	1,135	2.88%	98
Shoe store: Other shoe stores: Occasionally	6,577	12.79%	5,641	14.29%	112

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.