

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		
Sporting Goods Stores In-Store Shopped Past Year					
Sporting goods in-store: Atmosphere	3,682	6.42%	2,621	6.28%	98
Sporting goods in-store: Foot Locker	3,637	6.34%	2,557	6.12%	97
Sporting goods in-store: Golf Town	2,651	4.62%	2,307	5.53%	120
Sporting goods in-store: Lululemon Athletica	8,395	14.63%	6,501	15.57%	106
Sporting goods in-store: Mountain Equipment Co-op	9,770	17.03%	7,540	18.06%	106
Sporting goods in-store: Play it Again Sports	1,030	1.80%	783	1.88%	104
Sporting goods in-store: Sport Chek	19,102	33.29%	12,960	31.03%	93
Sporting goods in-store: Sporting Life	615	1.07%	452	1.08%	101
Sporting goods in-store: Sports Experts	4,455	7.77%	3,972	9.51%	122
Sporting goods in-store: The Running Room	3,810	6.64%	2,267	5.43%	82
Sporting goods in-store: Big box/warehouses (e.g. Costco)	7,339	12.79%	5,897	14.12%	110
Sporting goods in-store: Departments (any)	4,240	7.39%	2,900	6.94%	94
Sporting goods in-store: Other sporting goods & athletic wears	8,394	14.63%	5,824	13.95%	95
Sporting Goods Stores Online Shopped Past Year					
Sporting goods online: Atmosphere	1,225	2.14%	418	1.00%	47
Sporting goods online: Foot Locker	585	1.02%	303	0.73%	72
Sporting goods online: Golf Town	627	1.09%	303	0.73%	67
Sporting goods online: Lululemon Athletica	3,752	6.54%	2,136	5.11%	78
Sporting goods online: Mountain Equipment Co-op	3,511	6.12%	1,963	4.70%	77
Sporting goods online: Sport Chek	5,218	9.09%	3,162	7.57%	83
Sporting goods online: Sporting Life	366	0.64%	207	0.50%	78
Sporting goods online: Sports Experts	725	1.26%	527	1.26%	100
Sporting goods online: The Running Room	437	0.76%	137	0.33%	43
Sporting goods online: Big box/warehouses (e.g. Costco)	1,235	2.15%	743	1.78%	83
Sporting goods online: Departments (any)	953	1.66%	614	1.47%	89
Sporting goods online: Other sporting goods & athletic wears	3,485	6.07%	2,087	5.00%	82
Sporting Goods Stores Shopping Frequency					
Sporting goods store: Atmosphere: Regularly	2,017	3.52%	1,471	3.52%	100
Sporting goods store: Foot Locker: Regularly	1,482	2.58%	1,304	3.12%	121
Sporting goods store: Golf Town: Regularly	1,774	3.09%	1,503	3.60%	117
Sporting goods store: Lululemon Athletica: Regularly	5,642	9.83%	4,194	10.04%	102
Sporting goods store: MEC: Regularly	7,007	12.21%	5,035	12.06%	99
Sporting goods store: Play it Again Sports: Regularly	377	0.66%	280	0.67%	102
Sporting goods store: SportChek: Regularly	11,580	20.18%	8,219	19.68%	98
Sporting goods store: Sporting Life: Regularly	389	0.68%	254	0.61%	90
Sporting goods store: Sports Experts: Regularly	2,665	4.65%	2,612	6.26%	135
Sporting goods store: The Running Room: Regularly	1,061	1.85%	626	1.50%	81
Sporting goods store: Big box/warehouse stores (e.g. Costco): Regularly	5,972	10.41%	4,700	11.25%	108
Sporting goods store: Department stores (any): Regularly	2,835	4.94%	2,004	4.80%	97

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Sporting goods store: Other sporting goods & athletic wear stores: Regularly	4,651	8.11%	3,321	7.95%	98
Sporting goods store: Atmosphere: Occasionally	1,664	2.90%	1,149	2.75%	95
Sporting goods store: Foot Locker: Occasionally	2,155	3.76%	1,253	3.00%	80
Sporting goods store: Golf Town: Occasionally	877	1.53%	805	1.93%	126
Sporting goods store: Lululemon Athletica: Occasionally	2,753	4.80%	2,307	5.52%	115
Sporting goods store: MEC: Occasionally	2,763	4.82%	2,505	6.00%	124
Sporting goods store: Play it Again Sports: Occasionally	653	1.14%	503	1.21%	106
Sporting goods store: Sport Chek: Occasionally	7,522	13.11%	4,741	11.35%	87
Sporting goods store: Sporting Life: Occasionally	226	0.39%	197	0.47%	121
Sporting goods store: Sports Experts: Occasionally	1,790	3.12%	1,360	3.26%	104
Sporting goods store: The Running Room: Occasionally	2,749	4.79%	1,641	3.93%	82
Sporting goods store: Big box/warehouse stores (e.g. Costco): Occasionally	1,367	2.38%	1,197	2.87%	121
Sporting goods store: Department stores (any): Occasionally	1,405	2.45%	896	2.15%	88
Sporting goods store: Other sporting goods & athletic wear stores: Occasionally	3,743	6.52%	2,503	5.99%	92

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.