

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		
Sporting Goods Stores Shopped in the Past Year at					
Sporting goods store past year: Atmosphere	3,897	7.58%	3,189	8.08%	107
Sporting goods store past year: Foot Locker	2,565	4.99%	1,736	4.40%	88
Sporting goods store past year: Golf Town	2,631	5.12%	2,507	6.35%	124
Sporting goods store past year: Lululemon Athletica	5,293	10.29%	5,102	12.93%	126
Sporting goods store past year: Mountain Equipment Co-op	10,725	20.86%	9,361	23.72%	114
Sporting goods store past year: Play it Again Sports	485	0.94%	277	0.70%	74
Sporting goods store past year: Sport Chek	15,350	29.85%	11,308	28.66%	96
Sporting goods store past year: Sporting Life	942	1.83%	264	0.67%	37
Sporting goods store past year: Sports Experts	5,212	10.14%	3,924	9.94%	98
Sporting goods store past year: The Running Room	2,724	5.30%	1,866	4.73%	89
Sporting goods store past year: Big box/warehouse stores (e.g. Costco)	6,608	12.85%	5,001	12.67%	99
Sporting goods store past year: Department stores (any)	4,980	9.68%	3,269	8.28%	86
Sporting goods store past year: Online/internet sporting goods & athletic wear stores	2,325	4.52%	1,647	4.18%	92
Sporting goods store past year: Other sporting goods & athletic wear stores	6,284	12.22%	5,149	13.05%	107
Sporting Goods Stores Shopping Frequency					
Sporting goods store: Atmosphere: Regularly	2,299	4.47%	2,088	5.29%	118
Sporting goods store: Foot Locker: Regularly	1,212	2.36%	853	2.16%	92
Sporting goods store: Golf Town: Regularly	1,497	2.91%	1,508	3.82%	131
Sporting goods store: Lululemon Athletica: Regularly	3,394	6.60%	3,187	8.08%	122
Sporting goods store: MEC: Regularly	7,538	14.66%	6,869	17.41%	119
Sporting goods store: Play it Again Sports: Regularly	244	0.47%	124	0.31%	66
Sporting goods store: SportChek: Regularly	9,572	18.61%	7,389	18.72%	101
Sporting goods store: Sporting Life: Regularly	509	0.99%	196	0.50%	51
Sporting goods store: Sports Experts: Regularly	3,460	6.73%	2,616	6.63%	99
Sporting goods store: The Running Room: Regularly	897	1.74%	665	1.69%	97
Sporting goods store: Big box/warehouse stores (e.g. Costco): Regularly	5,284	10.28%	3,962	10.04%	98
Sporting goods store: Department stores (any): Regularly	3,471	6.75%	2,294	5.81%	86
Sporting goods store: Online sporting goods & athletic wear stores: Regularly	1,731	3.37%	1,204	3.05%	91
Sporting goods store: Other sporting goods & athletic wear stores: Regularly	3,774	7.34%	3,063	7.76%	106
Sporting goods store: Atmosphere: Occasionally	1,598	3.11%	1,101	2.79%	90
Sporting goods store: Foot Locker: Occasionally	1,354	2.63%	882	2.24%	85
Sporting goods store: Golf Town: Occasionally	1,134	2.21%	998	2.53%	114
Sporting goods store: Lululemon Athletica: Occasionally	1,899	3.69%	1,914	4.85%	131
Sporting goods store: MEC: Occasionally	3,187	6.20%	2,493	6.32%	102
Sporting goods store: Play it Again Sports: Occasionally	242	0.47%	153	0.39%	83
Sporting goods store: Sport Chek: Occasionally	5,778	11.24%	3,919	9.93%	88

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	Value	Percent	Value	Percent	Index
Sporting goods store: Sporting Life: Occasionally	433	0.84%	68	0.17%	20
Sporting goods store: Sports Experts: Occasionally	1,752	3.41%	1,308	3.32%	97
Sporting goods store: The Running Room: Occasionally	1,827	3.55%	1,202	3.05%	86
Sporting goods store: Big box/warehouse stores (e.g. Costco): Occasionally	1,323	2.57%	1,038	2.63%	102
Sporting goods store: Department stores (any): Occasionally	1,509	2.93%	975	2.47%	84
Sporting goods store: Online sporting goods & athletic wear stores: Occasionally	594	1.16%	444	1.12%	97
Sporting goods store: Other sporting goods & athletic wear stores: Occasionally	2,511	4.88%	2,086	5.29%	108

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.