

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		
<b>Shopped Past Month (Type of Store)</b>					
Type of store past month: Bulk food stores	9,776	19.01%	7,120	18.04%	95
Type of store past month: Camera stores and photo/digital finishing	2,775	5.40%	2,086	5.29%	98
Type of store past month: Candy/chocolate stores (e.g. Laura Secord, Chocolats Favoris)	11,351	22.07%	8,543	21.65%	98
Type of store past month: Carpet/floor covering stores	1,744	3.39%	1,200	3.04%	90
Type of store past month: Cosmetics/skin care stores (e.g. The Body Shop)	7,712	15.00%	5,317	13.47%	90
Type of store past month: Craft supply stores (e.g. Michaels)	11,699	22.75%	8,205	20.79%	91
Type of store past month: Dollar stores	30,958	60.20%	22,035	55.84%	93
Type of store past month: Factory outlet stores/malls	8,186	15.92%	5,744	14.56%	91
Type of store past month: Fashion accessories stores (e.g. Ardene)	3,250	6.32%	1,994	5.05%	80
Type of store past month: Garden stores	14,070	27.36%	13,404	33.97%	124
Type of store past month: Home health care stores (e.g. Shoppers Home Health Care)	6,997	13.61%	5,346	13.55%	100
Type of store past month: Kitchen stores (e.g. Stokes)	4,905	9.54%	3,766	9.54%	100
Type of store past month: Music stores (selling musical instruments/sheet music)	2,328	4.53%	1,782	4.52%	100
Type of store past month: Natural/health food stores	7,000	13.61%	5,150	13.05%	96
Type of store past month: Shopping mall stores	23,390	45.48%	17,132	43.41%	95
Type of store past month: Small local fruits & vegetables stores/farmers' markets	27,900	54.25%	22,211	56.28%	104
Type of store past month: Other stores	11,558	22.48%	8,743	22.16%	99
<b>Shopped Online Past Month (Type of Store)</b>					
Type of store online past month: Bulk food stores	466	0.91%	284	0.72%	79
Type of store online past month: Camera stores and photo/digital finishing	3,303	6.42%	2,426	6.15%	96
Type of store online past month: Candy/chocolate stores (e.g. Laura Secord, Chocolats Favoris)	3,051	5.93%	2,783	7.05%	119
Type of store online past month: Carpet/Floor Covering stores	278	0.54%	188	0.48%	89
Type of store online past month: Cosmetics/skin care stores (e.g. The Body Shop)	4,192	8.15%	3,140	7.96%	98
Type of store online past month: Craft supply stores	2,151	4.18%	1,556	3.94%	94
Type of store online past month: Dollar stores	4,095	7.96%	3,512	8.90%	112
Type of store online past month: Fashion accessories stores (e.g. Ardene)	587	1.14%	439	1.11%	97
Type of store online past month: Garden stores	2,540	4.94%	2,111	5.35%	108
Type of store online past month: Home health care stores (e.g. Shoppers Home Health Care)	961	1.87%	697	1.77%	95
Type of store online past month: Kitchen stores (e.g. Stokes)	1,352	2.63%	853	2.16%	82

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Type of store online past month: Music stores (selling musical instruments/sheet music)	1,334	2.59%	1,011	2.56%	99
Type of store online past month: Natural/health food stores	2,754	5.36%	2,049	5.19%	97
Type of store online past month: Online classified websites (e.g. Kijiji)	12,890	25.07%	8,321	21.09%	84
Type of store online past month: Online music/movie download stores (e.g. iTunes)	14,174	27.56%	9,650	24.45%	89
Type of store online past month: Other stores	6,761	13.15%	4,899	12.41%	94

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.