

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	50,414		37,961		
Book Stores Shopped in the Past Year at					
Book store past year: Chapters/Indigo	26,994	53.55%	18,986	50.01%	93
Book store past year: Coles	5,479	10.87%	3,154	8.31%	76
Book store past year: Big box/warehouse stores (e.g. Costco)	6,905	13.70%	5,450	14.36%	105
Book store past year: Department/grocery/drug stores	4,335	8.60%	3,271	8.62%	100
Book store past year: eBooks stores (any)	3,475	6.89%	2,813	7.41%	108
Book store past year: Amazon.com/Amazon.ca	12,574	24.94%	8,938	23.54%	94
Book store past year: Other online/Internet bookstores	2,431	4.82%	1,962	5.17%	107
Book store past year: Other bookstores	6,520	12.93%	5,587	14.72%	114
Book Stores Shopping Frequency					
Book store: Chapters/Indigo: Regularly	20,985	41.62%	14,798	38.98%	94
Book store: Coles: Regularly	3,913	7.76%	2,231	5.88%	76
Book store: Big box/warehouse stores (e.g. Costco): Regularly	5,795	11.49%	4,553	11.99%	104
Book store: Department/grocery/drug stores: Regularly	3,630	7.20%	2,864	7.54%	105
Book store: eBooks stores (any): Regularly	2,819	5.59%	2,361	6.22%	111
Book store: Amazon.com/Amazon.ca: Regularly	9,639	19.12%	6,922	18.24%	95
Book store: Other online/internet bookstores: Regularly	1,846	3.66%	1,503	3.96%	108
Book store: Other bookstores: Regularly	5,135	10.19%	4,451	11.73%	115
Book store: Chapters/Indigo: Occasionally	6,010	11.92%	4,188	11.03%	93
Book store: Coles: Occasionally	1,566	3.11%	923	2.43%	78
Book store: Big box/warehouse stores (e.g. Costco): Occasionally	1,110	2.20%	897	2.36%	107
Book store: Department/grocery/drug stores: Occasionally	705	1.40%	407	1.07%	76
Book store: eBooks stores (any): Occasionally	656	1.30%	453	1.19%	92
Book store: Amazon.com/Amazon.ca: Occasionally	2,935	5.82%	2,015	5.31%	91
Book store: Other online/internet bookstores: Occasionally	585	1.16%	459	1.21%	104
Book store: Other bookstores: Occasionally	1,385	2.75%	1,136	2.99%	109

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

Data Source: Manifold Data Mining Inc.

This report is based on consumer demographic and behavior 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.