

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		
Department Stores Shopped in the Past Year at					
Department store past year: Amazon.com/Amazon.ca	15,937	31.61%	11,815	31.12%	98
Department store past year: Canadian Tire	32,121	63.72%	24,051	63.36%	99
Department store past year: Costco	27,353	54.26%	21,643	57.01%	105
Department store past year: Giant Tiger	6,855	13.60%	6,377	16.80%	124
Department store past year: Hudson's Bay	26,047	51.67%	21,440	56.48%	109
Department store past year: Walmart/Walmart Supercentres	29,612	58.74%	19,339	50.95%	87
Department store past year: Online/internet department stores	3,635	7.21%	2,399	6.32%	88
Department store past year: Other department stores	5,000	9.92%	3,687	9.71%	98
Department Stores Shopping Frequency					
Department store: Amazon.com/Amazon.ca: Heavy	2,339	4.64%	1,703	4.49%	97
Department store: Canadian Tire: Heavy	4,096	8.13%	3,216	8.47%	104
Department store: Costco: Heavy	10,291	20.41%	8,269	21.78%	107
Department store: Giant Tiger: Heavy	1,763	3.50%	1,690	4.45%	127
Department store: Hudson's Bay: Heavy	2,627	5.21%	2,696	7.10%	136
Department store: Walmart/Walmart Supercentres: Heavy	8,636	17.13%	4,841	12.75%	74
Department store: Online/internet department stores: Heavy	428	0.85%	254	0.67%	79
Department store: Other department stores: Heavy	456	0.90%	318	0.84%	93
Department store: Amazon.com/Amazon.ca: Medium	10,815	21.45%	8,249	21.73%	101
Department store: Canadian Tire: Medium	23,935	47.48%	17,771	46.81%	99
Department store: Costco: Medium	15,180	30.11%	11,996	31.60%	105
Department store: Giant Tiger: Medium	4,299	8.53%	3,636	9.58%	112
Department store: Hudson's Bay: Medium	18,913	37.52%	15,421	40.62%	108
Department store: Walmart/Walmart Supercentres: Medium	18,311	36.32%	12,475	32.86%	90
Department store: Online/internet department stores: Medium	2,559	5.08%	1,789	4.71%	93
Department store: Other department stores: Medium	3,626	7.19%	2,669	7.03%	98
Department store: Amazon.com/Amazon.ca: Light	2,783	5.52%	1,863	4.91%	89
Department store: Canadian Tire: Light	4,090	8.11%	3,064	8.07%	100
Department store: Costco: Light	1,882	3.73%	1,377	3.63%	97
Department store: Giant Tiger: Light	793	1.57%	1,052	2.77%	176
Department store: Hudson's Bay: Light	4,507	8.94%	3,323	8.75%	98
Department store: Walmart/Walmart Supercentres: Light	2,665	5.29%	2,023	5.33%	101
Department store: Online/internet department stores: Light	648	1.29%	356	0.94%	73
Department store: Other department stores: Light	918	1.82%	700	1.84%	101

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.