

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		
Eyewear					
Type of eyewear: Do not wear prescription glasses or contact lenses	13,166	26.12%	9,208	24.26%	93
Type of eyewear: Glasses	33,016	65.49%	25,721	67.76%	103
Type of eyewear: Contact lenses	1,694	3.36%	1,246	3.28%	98
Type of eyewear: Both glasses and contact lenses	2,538	5.04%	1,786	4.70%	93
Optical/eyewear Spending in past 12 mo: Nothing	17,823	35.35%	13,839	36.46%	103
Optical/eyewear Spending in past 12 mo: \$1-\$99	2,748	5.45%	2,316	6.10%	112
Optical/eyewear Spending in past 12 mo: \$100-\$199	4,217	8.37%	2,926	7.71%	92
Optical/eyewear Spending in past 12 mo: \$200-\$399	5,129	10.17%	3,457	9.11%	90
Optical/eyewear Spending in past 12 mo: \$400 or more	7,091	14.07%	6,252	16.47%	117
Likelihood of laser eye surgery: Very likely	2,760	5.48%	1,769	4.66%	85
Likelihood of laser eye surgery: Somewhat likely	5,424	10.76%	3,644	9.60%	89
Likelihood of laser eye surgery: Not very likely	9,550	18.94%	7,520	19.81%	105
Likelihood of laser eye surgery: Not at all likely	17,723	35.16%	14,182	37.36%	106
Likelihood of laser eye surgery: Have already had laser eye surgery	1,732	3.44%	1,661	4.38%	127
Optical Stores Shopped in the Past Year at					
Optical store past year: clearly.ca	2,123	4.21%	1,201	3.16%	75
Optical store past year: Hakim Optical	539	1.07%	415	1.09%	102
Optical store past year: IRIS	995	1.97%	970	2.56%	130
Optical store past year: LensCrafters	3,190	6.33%	2,724	7.18%	113
Optical store past year: Pearle Vision	857	1.70%	536	1.41%	83
Optical store past year: Sunglass Hut	865	1.72%	590	1.55%	90
Optical store past year: Vogue Optical	519	1.03%	395	1.04%	101
Optical store past year: Big box/warehouse stores (e.g. Costco)	3,186	6.32%	2,655	7.00%	111
Optical store past year: Department stores (any)	1,745	3.46%	1,203	3.17%	92
Optical store past year: Other online/Internet optical stores	740	1.47%	466	1.23%	84
Optical store past year: Other optical stores	14,501	28.76%	11,699	30.82%	107
Optical Stores Shopping Frequency					
Optical store: clearly.ca: Regularly	841	1.67%	472	1.24%	74
Optical store: Hakim Optical: Regularly	50	0.10%	41	0.11%	110
Optical store: IRIS: Regularly	412	0.82%	372	0.98%	120
Optical store: LensCrafters: Regularly	476	0.94%	553	1.46%	155
Optical store: Pearle Vision: Regularly	84	0.17%	47	0.12%	71
Optical store: Sunglass Hut: Regularly	167	0.33%	104	0.28%	85
Optical store: Vogue Optical: Regularly	16	0.03%	69	0.18%	600
Optical store: Big box/warehouse stores (e.g. Costco): Regularly	674	1.34%	352	0.93%	69
Optical store: Department stores (any): Regularly	442	0.88%	333	0.88%	100
Optical store: Other online/internet Optical stores: Regularly	430	0.85%	215	0.57%	67
Optical store: Other Optical stores: Regularly	3,489	6.92%	2,877	7.58%	110
Optical store: clearly.ca: Occasionally	1,282	2.54%	729	1.92%	76
Optical store: Hakim Optical: Occasionally	489	0.97%	374	0.98%	101

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Optical store: IRIS: Occasionally	583	1.16%	598	1.58%	136
Optical store: LensCrafters: Occasionally	2,714	5.38%	2,172	5.72%	106
Optical store: Pearle Vision: Occasionally	773	1.53%	490	1.29%	84
Optical store: Sunglass Hut: Occasionally	698	1.39%	485	1.28%	92
Optical store: Vogue Optical: Occasionally	503	1.00%	326	0.86%	86
Optical store: Big box/warehouse stores (e.g. Costco): Occasionally	2,512	4.98%	2,303	6.07%	122
Optical store: Department stores (any): Occasionally	1,303	2.58%	870	2.29%	89
Optical store: Other online/internet Optical stores: Occasionally	310	0.62%	251	0.66%	106
Optical store: Other Optical stores: Occasionally	11,012	21.84%	8,821	23.24%	106

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.