

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		
Jewellery Stores Shopped in the Past Year at					
Jewellery store past year: Ben Moss Jewellers	1,411	2.80%	797	2.10%	75
Jewellery store past year: Charm Diamond Centres	759	1.51%	155	0.41%	27
Jewellery store past year: High-end jewellery stores (e.g. Birks, Tiffany & Co.)	1,206	2.39%	1,275	3.36%	141
Jewellery store past year: Mappins Jewellers	178	0.35%	115	0.30%	86
Jewellery store past year: Michael Hill Jeweller	1,057	2.10%	675	1.78%	85
Jewellery store past year: Peoples	1,760	3.49%	1,099	2.90%	83
Jewellery store past year: Spence Diamonds	132	0.26%	106	0.28%	108
Jewellery store past year: Big box/warehouse stores (e.g. Costco)	2,080	4.13%	1,500	3.95%	96
Jewellery store past year: Department stores (any)	4,552	9.03%	4,139	10.91%	121
Jewellery store past year: Online/internet jewellery stores	899	1.78%	616	1.62%	91
Jewellery store past year: Other jewellery stores	6,260	12.42%	5,199	13.70%	110
Jewellery Stores Shopping Frequency					
Jewellery store: Ben Moss Jewellers: Regularly	396	0.79%	237	0.62%	78
Jewellery store: Charm Diamond Centres: Regularly	429	0.85%	111	0.29%	34
Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Regularly	333	0.66%	365	0.96%	145
Jewellery store: Mappins Jewellers: Regularly	125	0.25%	61	0.16%	64
Jewellery store: Michael Hill Jeweller: Regularly	512	1.02%	260	0.69%	68
Jewellery store: Peoples: Regularly	695	1.38%	412	1.09%	79
Jewellery store: Spence Diamonds: Regularly	13	0.03%	12	0.03%	100
Jewellery store: Big box/warehouse stores (e.g. Costco): Regularly	1,334	2.65%	993	2.62%	99
Jewellery store: Department stores (any): Regularly	2,873	5.70%	2,564	6.76%	119
Jewellery store: Online/internet jewellery stores: Regularly	505	1.00%	343	0.90%	90
Jewellery store: Other jewellery stores: Regularly	3,288	6.52%	2,717	7.16%	110
Jewellery store: Ben Moss Jewellers: Occasionally	1,015	2.01%	560	1.48%	74
Jewellery store: Charm Diamond Centres: Occasionally	330	0.66%	43	0.11%	17
Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Occasionally	873	1.73%	911	2.40%	139
Jewellery store: Mappins Jewellers: Occasionally	53	0.11%	54	0.14%	127
Jewellery store: Michael Hill Jeweller: Occasionally	546	1.08%	415	1.09%	101
Jewellery store: Peoples: Occasionally	1,065	2.11%	687	1.81%	86
Jewellery store: Spence Diamonds: Occasionally	119	0.24%	94	0.25%	104
Jewellery store: Big box/warehouse stores (e.g. Costco): Occasionally	746	1.48%	507	1.34%	91
Jewellery store: Department stores (any): Occasionally	1,679	3.33%	1,575	4.15%	125
Jewellery store: Online/internet jewellery stores: Occasionally	394	0.78%	273	0.72%	92
Jewellery store: Other jewellery stores: Occasionally	2,972	5.90%	2,482	6.54%	111

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.