

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	57,379		41,761		
<b>Jewellery Stores In-Store Shopped Past Year</b>					
Jewellery in-store: Ben Moss Jewellers	569	0.99%	264	0.63%	64
Jewellery in-store: Charm Diamond Centres	0	0.00%	0	0.00%	-
Jewellery in-store: High-end jewellery stores (e.g. Birks, Tiffany & Co.)	562	0.98%	367	0.88%	90
Jewellery in-store: Michael Hill Jeweller	1,488	2.59%	599	1.43%	55
Jewellery in-store: Peoples	918	1.60%	449	1.07%	67
Jewellery in-store: Spence Diamonds	231	0.40%	147	0.35%	88
Jewellery in-store: Big box/warehouse stores (e.g. Costco)	3,173	5.53%	2,325	5.57%	101
Jewellery in-store: Department stores (any)	3,065	5.34%	2,702	6.47%	121
Jewellery in-store: Other jewellery stores	5,632	9.82%	4,250	10.18%	104
<b>Jewellery Stores Online Shopped Past Year</b>					
Jewellery online: High-end jewellery stores (e.g. Birks, Tiffany & Co.)	283	0.49%	65	0.16%	33
Jewellery online: Michael Hill Jeweller	463	0.81%	167	0.40%	49
Jewellery online: Peoples	313	0.55%	124	0.30%	55
Jewellery online: Big box/warehouse stores (e.g. Costco)	433	0.76%	267	0.64%	84
Jewellery online: Department stores (any)	1,032	1.80%	532	1.27%	71
Jewellery online: Other jewellery stores	2,082	3.63%	1,012	2.42%	67
<b>Jewellery Stores Shopping Frequency</b>					
Jewellery store: Charm Diamond Centres: Regularly	0	0.00%	0	0.00%	-
Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Regularly	173	0.30%	161	0.39%	130
Jewellery store: Michael Hill Jeweller: Regularly	178	0.31%	51	0.12%	39
Jewellery store: Peoples: Regularly	152	0.27%	112	0.27%	100
Jewellery store: Big box/warehouse stores (e.g. Costco): Regularly	2,094	3.65%	1,876	4.49%	123
Jewellery store: Department stores (any): Regularly	1,455	2.54%	1,394	3.34%	131
Jewellery store: Other jewellery stores: Regularly	2,604	4.54%	1,702	4.08%	90
Jewellery store: Ben Moss Jewellers: Occasionally	569	0.99%	264	0.63%	64
Jewellery store: Charm Diamond Centres: Occasionally	0	0.00%	0	0.00%	-
Jewellery store: High-end jewellery stores (e.g. Birks, Tiffany & Co.): Occasionally	388	0.68%	206	0.49%	72
Jewellery store: Michael Hill Jeweller: Occasionally	1,310	2.28%	548	1.31%	57
Jewellery store: Peoples: Occasionally	765	1.33%	336	0.81%	61
Jewellery store: Spence Diamonds: Occasionally	231	0.40%	147	0.35%	88
Jewellery store: Big box/warehouse stores (e.g. Costco): Occasionally	1,078	1.88%	450	1.08%	57
Jewellery store: Department stores (any): Occasionally	1,610	2.81%	1,308	3.13%	111
Jewellery store: Other jewellery stores: Occasionally	3,028	5.28%	2,549	6.10%	116

Index	Description
$\geq 180$	Extremely High
$\geq 110$ and $< 180$	High
$\geq 90$ and $< 110$	Similar
$\geq 50$ and $< 90$	Low
$< 50$	Extremely Low

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**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.