

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and up</b>	50,414		37,961		
<b>Number of households</b>	26,850		17,526		
<b>Pet/Pet Supply Stores Shopped in the Past Year at</b>					
Pet/pet supply store past year: Global Pet Foods	1,233	2.45%	1,307	3.44%	140
Pet/pet supply store past year: Pet Valu	3,129	6.21%	2,981	7.85%	126
Pet/pet supply store past year: PetSmart	10,386	20.60%	6,570	17.31%	84
Pet/pet supply store past year: Big box/warehouse stores (e.g. Costco)	2,774	5.50%	1,992	5.25%	95
Pet/pet supply store past year: Department stores (any)	2,303	4.57%	1,282	3.38%	74
Pet/pet supply store past year: Grocery stores (any)	4,787	9.50%	3,825	10.08%	106
Pet/pet supply store past year: Veterinarian office (any)	6,065	12.03%	4,555	12.00%	100
Pet/pet supply store past year: Online/internet pet/pet supply stores	473	0.94%	271	0.72%	77
Pet/pet supply store past year: Other Pet/Pet Supply stores	6,146	12.19%	4,165	10.97%	90
<b>Pet/Pet Supply Stores Shopping Frequency</b>					
Pet/pet supply store: Global Pet Foods: Regularly	1,109	2.20%	1,125	2.96%	135
Pet/pet supply store: Pet Valu: Regularly	2,943	5.84%	2,859	7.53%	129
Pet/pet supply store: PetSmart: Regularly	8,754	17.37%	5,506	14.51%	84
Pet/pet supply store: Big box/warehouse stores (e.g. Costco): Regularly	2,411	4.78%	1,775	4.68%	98
Pet/pet supply store: Department stores (any): Regularly	2,045	4.06%	1,117	2.94%	72
Pet/pet supply store: Grocery stores (any): Regularly	4,514	8.96%	3,575	9.42%	105
Pet/pet supply store: Veterinarian office (any): Regularly	4,361	8.65%	3,269	8.61%	100
Pet/pet supply store: Online/internet pet/pet supply stores: Regularly	290	0.58%	189	0.50%	86
Pet/pet supply store: Other pet/pet supply stores: Regularly	5,460	10.83%	3,747	9.87%	91
Pet/pet supply store: Global Pet Foods: Occasionally	124	0.25%	182	0.48%	192
Pet/pet supply store: Pet Valu: Occasionally	186	0.37%	122	0.32%	86
Pet/pet supply store: PetSmart: Occasionally	1,631	3.24%	1,064	2.80%	86
Pet/pet supply store: Big box/warehouse stores (e.g. Costco): Occasionally	363	0.72%	217	0.57%	79
Pet/pet supply store: Department stores (any): Occasionally	258	0.51%	165	0.44%	86
Pet/pet supply store: Grocery stores (any): Occasionally	272	0.54%	250	0.66%	122
Pet/pet supply store: Veterinarian office (any): Occasionally	1,704	3.38%	1,286	3.39%	100
Pet/pet supply store: Online/internet pet/pet supply stores: Occasionally	183	0.36%	82	0.22%	61
Pet/pet supply store: Other pet/pet supply stores: Occasionally	686	1.36%	418	1.10%	81
<b>Household Pet Ownership</b>					
Having any pets	11,590	43.16%	6,881	39.26%	91
Having birds	902	3.36%	493	2.81%	84
Having cats	6,469	24.09%	3,657	20.86%	87
Having dogs	5,786	21.55%	3,723	21.24%	99
Having fish	1,367	5.09%	667	3.80%	75
Having other animals	1,141	4.25%	659	3.76%	88

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.