

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		
Shoe Stores Shopped in the Past Year at					
Shoe store past year: Aldo	4,903	9.73%	3,191	8.41%	86
Shoe store past year: Browns/B2	2,166	4.30%	2,027	5.34%	124
Shoe store past year: Call It Spring/Boutique Spring	2,119	4.20%	1,065	2.81%	67
Shoe store past year: Globo	2,237	4.44%	1,923	5.07%	114
Shoe store past year: Little Burgundy	1,100	2.18%	812	2.14%	98
Shoe store past year: Naturalizer	2,651	5.26%	2,318	6.11%	116
Shoe store past year: Nine West (the store)	1,746	3.46%	1,463	3.86%	112
Shoe store past year: Payless ShoeSource	8,641	17.14%	4,960	13.07%	76
Shoe store past year: SHOEme.ca	827	1.64%	545	1.44%	88
Shoe store past year: SoftMoc	4,561	9.05%	2,789	7.35%	81
Shoe store past year: The Shoe Company	3,638	7.22%	2,662	7.01%	97
Shoe store past year: Town Shoes	1,572	3.12%	1,699	4.48%	144
Shoe store past year: Department stores (any)	12,521	24.84%	9,303	24.51%	99
Shoe store past year: Sports stores (any)	9,110	18.07%	6,644	17.50%	97
Shoe store past year: Other online/internet shoe stores	2,990	5.93%	2,380	6.27%	106
Shoe store past year: Other shoe stores	13,650	27.08%	10,177	26.81%	99
Shoe Stores Shopping Frequency					
Shoe store: Aldo: Regularly	2,590	5.14%	1,712	4.51%	88
Shoe store: Browns/B2: Regularly	1,154	2.29%	1,172	3.09%	135
Shoe store: Call It Spring/Boutique Spring: Regularly	1,350	2.68%	689	1.81%	68
Shoe store: Globo: Regularly	1,311	2.60%	1,076	2.84%	109
Shoe store: Little Burgundy: Regularly	213	0.42%	200	0.53%	126
Shoe store: Naturalizer: Regularly	841	1.67%	799	2.11%	126
Shoe store: Nine West (the store): Regularly	1,017	2.02%	802	2.11%	104
Shoe store: Payless ShoeSource: Regularly	4,818	9.56%	2,567	6.76%	71
Shoe store: SHOEme.ca: Regularly	321	0.64%	217	0.57%	89
Shoe store: SoftMoc: Regularly	1,657	3.29%	1,064	2.80%	85
Shoe store: The Shoe Company: Regularly	2,001	3.97%	1,264	3.33%	84
Shoe store: Town Shoes: Regularly	1,036	2.05%	1,237	3.26%	159
Shoe store: Department stores (any): Regularly	7,444	14.77%	5,369	14.14%	96
Shoe store: Sports stores (any): Regularly	4,945	9.81%	3,510	9.25%	94
Shoe store: Other online/internet shoe stores: Regularly	1,812	3.60%	1,548	4.08%	113
Shoe store: Other shoe stores: Regularly	7,033	13.95%	5,308	13.98%	100
Shoe store: Aldo: Occasionally	2,313	4.59%	1,479	3.90%	85
Shoe store: Browns/B2: Occasionally	1,012	2.01%	855	2.25%	112
Shoe store: Call It Spring/Boutique Spring: Occasionally	769	1.53%	377	0.99%	65
Shoe store: Globo: Occasionally	927	1.84%	847	2.23%	121
Shoe store: Little Burgundy: Occasionally	887	1.76%	612	1.61%	91
Shoe store: Naturalizer: Occasionally	1,811	3.59%	1,519	4.00%	111
Shoe store: Nine West (the store): Occasionally	728	1.45%	661	1.74%	120
Shoe store: Payless ShoeSource: Occasionally	3,823	7.58%	2,393	6.31%	83
Shoe store: SHOEme.ca: Occasionally	507	1.01%	328	0.87%	86

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	Value	Percent	Value	Percent	Index
Shoe store: SoftMoc: Occasionally	2,904	5.76%	1,726	4.55%	79
Shoe store: The Shoe Company: Occasionally	1,637	3.25%	1,398	3.68%	113
Shoe store: Town Shoes: Occasionally	536	1.06%	463	1.22%	115
Shoe store: Department stores (any): Occasionally	5,078	10.07%	3,934	10.36%	103
Shoe store: Sports stores (any): Occasionally	4,165	8.26%	3,135	8.26%	100
Shoe store: Other online/internet shoe stores: Occasionally	1,177	2.34%	832	2.19%	94
Shoe store: Other shoe stores: Occasionally	6,616	13.12%	4,869	12.83%	98

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.