

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		
Sporting Goods Stores Shopped in the Past Year at					
Sporting goods store past year: Atmosphere	4,386	8.70%	3,452	9.09%	104
Sporting goods store past year: Foot Locker	2,940	5.83%	2,046	5.39%	92
Sporting goods store past year: Golf Town	2,189	4.34%	2,515	6.63%	153
Sporting goods store past year: Lululemon Athletica	4,437	8.80%	4,200	11.06%	126
Sporting goods store past year: Mountain Equipment Co-op	10,979	21.78%	8,903	23.45%	108
Sporting goods store past year: Play it Again Sports	445	0.88%	325	0.86%	98
Sporting goods store past year: Sport Chek	15,720	31.18%	10,893	28.70%	92
Sporting goods store past year: Sporting Life	136	0.27%	155	0.41%	152
Sporting goods store past year: Sports Experts	4,586	9.10%	3,696	9.74%	107
Sporting goods store past year: The Running Room	2,475	4.91%	2,073	5.46%	111
Sporting goods store past year: Big box/warehouse stores (e.g. Costco)	5,748	11.40%	5,008	13.19%	116
Sporting goods store past year: Department stores (any)	4,747	9.42%	3,162	8.33%	88
Sporting goods store past year: Online/internet sporting goods & athletic wear stores	2,336	4.63%	1,717	4.52%	98
Sporting goods store past year: Other sporting goods & athletic wear stores	5,557	11.02%	4,744	12.50%	113
Sporting Goods Stores Shopping Frequency					
Sporting goods store: Atmosphere: Regularly	2,712	5.38%	2,188	5.76%	107
Sporting goods store: Foot Locker: Regularly	1,338	2.65%	881	2.32%	88
Sporting goods store: Golf Town: Regularly	1,419	2.82%	1,733	4.56%	162
Sporting goods store: Lululemon Athletica: Regularly	2,356	4.67%	2,456	6.47%	139
Sporting goods store: MEC: Regularly	8,113	16.09%	6,477	17.06%	106
Sporting goods store: Play it Again Sports: Regularly	194	0.38%	136	0.36%	95
Sporting goods store: SportChek: Regularly	9,864	19.57%	6,720	17.70%	90
Sporting goods store: Sporting Life: Regularly	102	0.20%	78	0.21%	105
Sporting goods store: Sports Experts: Regularly	3,190	6.33%	2,423	6.38%	101
Sporting goods store: The Running Room: Regularly	925	1.83%	641	1.69%	92
Sporting goods store: Big box/warehouse stores (e.g. Costco): Regularly	4,432	8.79%	4,008	10.56%	120
Sporting goods store: Department stores (any): Regularly	3,329	6.60%	2,191	5.77%	87
Sporting goods store: Online sporting goods & athletic wear stores: Regularly	1,488	2.95%	1,184	3.12%	106
Sporting goods store: Other sporting goods & athletic wear stores: Regularly	3,138	6.22%	2,841	7.48%	120
Sporting goods store: Atmosphere: Occasionally	1,674	3.32%	1,264	3.33%	100
Sporting goods store: Foot Locker: Occasionally	1,602	3.18%	1,166	3.07%	97
Sporting goods store: Golf Town: Occasionally	770	1.53%	783	2.06%	135
Sporting goods store: Lululemon Athletica: Occasionally	2,080	4.13%	1,744	4.59%	111
Sporting goods store: MEC: Occasionally	2,866	5.69%	2,425	6.39%	112
Sporting goods store: Play it Again Sports: Occasionally	252	0.50%	188	0.50%	100
Sporting goods store: Sport Chek: Occasionally	5,856	11.62%	4,173	10.99%	95

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Sporting goods store: Sporting Life: Occasionally	35	0.07%	77	0.20%	286
Sporting goods store: Sports Experts: Occasionally	1,397	2.77%	1,273	3.35%	121
Sporting goods store: The Running Room: Occasionally	1,551	3.08%	1,432	3.77%	122
Sporting goods store: Big box/warehouse stores (e.g. Costco): Occasionally	1,316	2.61%	1,000	2.64%	101
Sporting goods store: Department stores (any): Occasionally	1,418	2.81%	972	2.56%	91
Sporting goods store: Online sporting goods & athletic wear stores: Occasionally	849	1.68%	533	1.40%	83
Sporting goods store: Other sporting goods & athletic wear stores: Occasionally	2,419	4.80%	1,903	5.01%	104

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.