

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	60,240		42,869		
<b>Sporting Goods Stores In-Store Shopped Past Year</b>					
Sporting goods in-store: Atmosphere	5,496	9.12%	3,391	7.91%	87
Sporting goods in-store: Foot Locker	4,064	6.75%	2,597	6.06%	90
Sporting goods in-store: Golf Town	2,983	4.95%	2,556	5.96%	120
Sporting goods in-store: Lululemon Athletica	9,294	15.43%	6,826	15.92%	103
Sporting goods in-store: Mountain Equipment Co-op	11,597	19.25%	9,447	22.04%	114
Sporting goods in-store: Play it Again Sports	943	1.57%	1,051	2.45%	156
Sporting goods in-store: Sport Chek	20,147	33.45%	15,924	37.15%	111
Sporting goods in-store: Sporting Life	1,382	2.30%	1,300	3.03%	132
Sporting goods in-store: Sports Experts	5,354	8.89%	3,965	9.25%	104
Sporting goods in-store: The Running Room	3,391	5.63%	2,891	6.74%	120
Sporting goods in-store: Big box/warehouses (e.g. Costco)	8,313	13.80%	6,282	14.65%	106
Sporting goods in-store: Department stores (any)	4,771	7.92%	3,525	8.22%	104
Sporting goods in-store: Other sporting goods & athletic wears	10,293	17.09%	7,300	17.03%	100
<b>Sporting Goods Stores Online Shopped Past Year</b>					
Sporting goods online: Atmosphere	1,303	2.16%	465	1.09%	50
Sporting goods online: Foot Locker	677	1.12%	320	0.75%	67
Sporting goods online: Golf Town	336	0.56%	443	1.03%	184
Sporting goods online: Lululemon Athletica	4,165	6.91%	2,005	4.68%	68
Sporting goods online: Mountain Equipment Co-op	3,728	6.19%	1,610	3.76%	61
Sporting goods online: Sport Chek	4,058	6.74%	2,768	6.46%	96
Sporting goods online: Sporting Life	316	0.53%	277	0.65%	123
Sporting goods online: Sports Experts	737	1.22%	538	1.25%	102
Sporting goods online: The Running Room	928	1.54%	619	1.45%	94
Sporting goods online: Big box/warehouses (e.g. Costco)	1,432	2.38%	859	2.00%	84
Sporting goods online: Department stores (any)	889	1.48%	886	2.07%	140
Sporting goods online: Other sporting goods & athletic wears	2,539	4.21%	1,745	4.07%	97
<b>Sporting Goods Stores Shopping Frequency</b>					
Sporting goods store: Atmosphere: Regularly	2,563	4.25%	1,394	3.25%	76
Sporting goods store: Foot Locker: Regularly	1,409	2.34%	720	1.68%	72
Sporting goods store: Golf Town: Regularly	1,550	2.57%	1,608	3.75%	146
Sporting goods store: Lululemon Athletica: Regularly	6,206	10.30%	4,235	9.88%	96
Sporting goods store: MEC: Regularly	7,312	12.14%	5,046	11.77%	97
Sporting goods store: Play it Again Sports: Regularly	328	0.55%	490	1.14%	207
Sporting goods store: SportChek: Regularly	11,957	19.85%	9,552	22.28%	112
Sporting goods store: Sporting Life: Regularly	627	1.04%	644	1.50%	144
Sporting goods store: Sports Experts: Regularly	3,387	5.62%	2,492	5.81%	103
Sporting goods store: The Running Room: Regularly	1,835	3.05%	1,589	3.71%	122
Sporting goods store: Big box/warehouse stores (e.g. Costco): Regularly	6,407	10.64%	4,853	11.32%	106
Sporting goods store: Department stores (any): Regularly	3,412	5.66%	2,560	5.97%	105
Sporting goods store: Other sporting goods & athletic wear stores: Regularly	6,590	10.94%	4,945	11.53%	105

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Sporting goods store: Atmosphere: Occasionally	2,933	4.87%	1,997	4.66%	96
Sporting goods store: Foot Locker: Occasionally	2,655	4.41%	1,877	4.38%	99
Sporting goods store: Golf Town: Occasionally	1,432	2.38%	948	2.21%	93
Sporting goods store: Lululemon Athletica: Occasionally	3,089	5.13%	2,590	6.04%	118
Sporting goods store: MEC: Occasionally	4,285	7.11%	4,400	10.26%	144
Sporting goods store: Play it Again Sports: Occasionally	614	1.02%	561	1.31%	128
Sporting goods store: Sport Chek: Occasionally	8,190	13.60%	6,372	14.86%	109
Sporting goods store: Sporting Life: Occasionally	755	1.25%	656	1.53%	122
Sporting goods store: Sports Experts: Occasionally	1,967	3.27%	1,472	3.44%	105
Sporting goods store: The Running Room: Occasionally	1,556	2.58%	1,302	3.04%	118
Sporting goods store: Big box/warehouse stores (e.g. Costco): Occasionally	1,906	3.16%	1,429	3.33%	105
Sporting goods store: Department stores (any): Occasionally	1,359	2.26%	965	2.25%	100
Sporting goods store: Other sporting goods & athletic wear stores: Occasionally	3,703	6.15%	2,356	5.50%	89

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.

**Data Vintage:** 2024/2025