

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		
Shopped Past Month (Type of Store)					
Type of store past month: Bulk food stores	10,228	20.29%	7,583	19.98%	98
Type of store past month: Camera stores and photo/digital finishing	2,250	4.46%	1,874	4.94%	111
Type of store past month: Carpet/floor covering stores	1,687	3.35%	1,498	3.95%	118
Type of store past month: Cosmetics/skin care stores (e.g. The Body Shop)	6,233	12.36%	4,600	12.12%	98
Type of store past month: Craft supply stores (e.g. Michaels)	10,628	21.08%	8,155	21.48%	102
Type of store past month: Dollar stores	32,337	64.14%	23,183	61.07%	95
Type of store past month: Factory outlet stores/malls	9,101	18.05%	6,740	17.75%	98
Type of store past month: Fashion accessories stores (e.g. Ardene)	3,056	6.06%	2,023	5.33%	88
Type of store past month: Garden stores	13,225	26.23%	10,586	27.89%	106
Type of store past month: Home health care stores (e.g. Shoppers Home Health Care)	7,294	14.47%	5,109	13.46%	93
Type of store past month: Kitchen stores (e.g. Stokes)	3,720	7.38%	2,888	7.61%	103
Type of store past month: Music stores (selling musical instruments/sheet music)	2,498	4.95%	1,819	4.79%	97
Type of store past month: Natural/health food stores	9,340	18.53%	6,050	15.94%	86
Type of store past month: Online classified websites (e.g. Kijiji)	4,573	9.07%	3,028	7.98%	88
Type of store past month: Online music/movie download stores (e.g. iTunes)	5,359	10.63%	3,634	9.57%	90
Type of store past month: Shopping mall stores	24,584	48.76%	18,384	48.43%	99
Type of store past month: Small local fruits & vegetables stores/farmers' markets	27,933	55.41%	21,352	56.25%	102
Type of store past month: Online/internet stores	11,762	23.33%	8,019	21.12%	91

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.