



Shopping Patterns - Sporting Goods Stores Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
Sporting Goods Stores Shopped in the Past Year at					
Sporting Goods Shopped Past Year: Atmosphere	4,335	8.69%	3,660	9.70%	112
Sporting Goods Shopped Past Year: Foot Locker	3,187	6.39%	2,080	5.51%	86
Sporting Goods Shopped Past Year: Golf Town	3,039	6.09%	3,075	8.15%	134
Sporting Goods Shopped Past Year: Lululemon Athletica	4,429	8.88%	4,486	11.89%	134
Sporting Goods Shopped Past Year: Mountain Equipment Co-op	9,056	18.15%	8,678	22.99%	127
Sporting Goods Shopped Past Year: Play it Again Sports	503	1.01%	379	1.00%	99
Sporting Goods Shopped Past Year: Sport Chek	15,112	30.29%	11,288	29.90%	99
Sporting Goods Shopped Past Year: Sporting Life	284	0.57%	308	0.82%	144
Sporting Goods Shopped Past Year: Sports Experts	4,130	8.28%	3,460	9.17%	111
Sporting Goods Shopped Past Year: The Running Room	2,378	4.77%	2,356	6.24%	131
Sporting Goods Shopped Past Year: Big box/warehouse stores (e.g. Costco)	6,541	13.11%	6,127	16.23%	124
Sporting Goods Shopped Past Year: Department stores (any)	4,482	8.98%	3,379	8.95%	100
Sporting Goods Shopped Past Year: Online/Internet sporting goods & athletic wear stores	2,127	4.26%	1,528	4.05%	95
Sporting Goods Shopped Past Year: Other sporting goods & athletic wear stores	5,644	11.31%	4,187	11.09%	98
Sporting Goods Stores Shopping Frequency					
Sporting Goods Shopping: Atmosphere: Regularly	1,986	3.98%	1,958	5.19%	130
Sporting Goods Shopping: Foot Locker: Regularly	1,411	2.83%	897	2.38%	84
Sporting Goods Shopping: Golf Town: Regularly	1,770	3.55%	1,865	4.94%	139
Sporting Goods Shopping: Lululemon Athletica: Regularly	2,255	4.52%	2,487	6.59%	146
Sporting Goods Shopping: MEC: Regularly	5,628	11.28%	5,394	14.29%	127
Sporting Goods Shopping: Play it Again Sports: Regularly	210	0.42%	166	0.44%	105
Sporting Goods Shopping: Sport Chek: Regularly	8,967	17.97%	6,755	17.89%	100
Sporting Goods Shopping: Sporting Life: Regularly	81	0.16%	115	0.31%	194
Sporting Goods Shopping: Sports Experts: Regularly	2,727	5.47%	2,269	6.01%	110
Sporting Goods Shopping: The Running Room: Regularly	706	1.42%	757	2.01%	142
Sporting Goods Shopping: Big box/warehouse stores (e.g. Costco): Regularly	5,062	10.15%	4,710	12.48%	123
Sporting Goods Shopping: Department stores (any): Regularly	3,138	6.29%	2,320	6.15%	98
Sporting Goods Shopping: Online/Internet sporting goods & athletic wear stores: Regularly	1,459	2.93%	1,018	2.70%	92
Sporting Goods Shopping: Other sporting goods & athletic wear stores: Regularly	3,091	6.20%	2,290	6.07%	98
Sporting Goods Shopping: Atmosphere: Occasionally	2,349	4.71%	1,702	4.51%	96
Sporting Goods Shopping: Foot Locker: Occasionally	1,776	3.56%	1,183	3.13%	88
Sporting Goods Shopping: Golf Town: Occasionally	1,269	2.54%	1,210	3.21%	126
Sporting Goods Shopping: Lululemon Athletica: Occasionally	2,174	4.36%	2,000	5.30%	122
Sporting Goods Shopping: MEC: Occasionally	3,428	6.87%	3,284	8.70%	127
Sporting Goods Shopping: Play it Again Sports: Occasionally	294	0.59%	213	0.56%	95
Sporting Goods Shopping: Sport Chek: Occasionally	6,145	12.32%	4,534	12.01%	97



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Sporting Goods Shopping: Sporting Life: Occasionally	202	0.41%	193	0.51%	124
Sporting Goods Shopping: Sports Experts: Occasionally	1,402	2.81%	1,191	3.16%	112
Sporting Goods Shopping: The Running Room: Occasionally	1,672	3.35%	1,598	4.23%	126
Sporting Goods Shopping: Big box/warehouse stores (e.g. Costco): Occasionally	1,478	2.96%	1,417	3.75%	127
Sporting Goods Shopping: Department stores (any): Occasionally	1,345	2.70%	1,058	2.80%	104
Sporting Goods Shopping: Online/Internet sporting goods & athletic wear stores: Occasionally	668	1.34%	510	1.35%	101
Sporting Goods Shopping: Other sporting goods & athletic wear stores: Occasionally	2,553	5.12%	1,898	5.03%	98



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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. 2018

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.