

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Number of Households	26,459		17,553		
Diapers - Household Used in Past 6 Months	1,156	4.37%	580	3.31%	76
Diapers - # Diapers Used Past Week					
1-9 (L)	31	0.12%	24	0.14%	117
10-24 (L)	463	1.75%	156	0.89%	51
25-49 (M)	501	1.89%	243	1.38%	73
50+ (H)	4	0.01%	2	0.01%	100
Diapers - Type Used Past Week					
Cloth	96	0.36%	64	0.37%	103
Disposable	808	3.05%	348	1.98%	65
Training Pants - Household Used in Past 6 Months	521	1.97%	349	1.99%	101
Baby Wipes - Household Used in Past 6 Months	2,284	8.63%	1,130	6.44%	75
Bought Clothing/Shoes for Children Past Year					
Baby Under 1 Year	1,319	4.98%	545	3.10%	62
Children 1-5 Years	2,044	7.73%	1,226	6.99%	90
Children 6-12 Years	2,505	9.47%	1,743	9.93%	105
Bought Clothing/Shoes for Children Past Year - Clothing					
Baby Under 1 Year	1,496	5.66%	518	2.95%	52
Children 1-5 Years	1,804	6.82%	1,137	6.48%	95
Children 6-12 Years	2,249	8.50%	1,436	8.18%	96
Bought Clothing/Shoes for Children Past Year - Shoes					
Baby Under 1 Year	406	1.54%	208	1.19%	77
Children 1-5 Years	1,593	6.02%	1,000	5.70%	95
Children 6-12 Years	2,149	8.12%	1,013	5.77%	71
\$ Spent on Clothing/Shoes for Children Past Year					
Less than \$50	1,076	4.07%	464	2.65%	65
\$51-\$100	1,531	5.79%	982	5.60%	97
\$101-\$150	1,550	5.86%	896	5.10%	87
\$151-\$500	1,427	5.39%	954	5.43%	101
\$501-\$1000	409	1.55%	369	2.10%	135
\$1001+	58	0.22%	49	0.28%	127
\$ Spent on Clothing/Shoes for Children Past Year - Clothing					
Less than \$50	1,262	4.77%	522	2.97%	62
\$51-\$100	741	2.80%	471	2.68%	96
\$101-\$150	627	2.37%	197	1.12%	47
\$151-\$500	901	3.40%	639	3.64%	107
\$501-\$1000	355	1.34%	366	2.08%	155
\$1001+	39	0.15%	34	0.19%	127
\$ Spent on Clothing/Shoes for Children Past Year - Shoes					
Less than \$50	847	3.20%	382	2.18%	68
\$51-\$100	952	3.60%	472	2.69%	75
\$101-\$150	844	3.19%	640	3.65%	114
\$151-\$500	740	2.80%	429	2.45%	88
\$501-\$1000	54	0.20%	29	0.17%	85

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Where Bought for Children Past Year					
Babies R Us	250	0.94%	158	0.90%	96
GapKids/babyGap	650	2.46%	437	2.49%	101
Giant Tiger	0	0.00%	0	0.00%	
Gymboree	170	0.64%	150	0.86%	134
H&M	800	3.03%	823	4.69%	155
Hudson's Bay	468	1.77%	340	1.94%	110
Joe Fresh	1,343	5.07%	697	3.97%	78
Le Chateau	0	0.00%	0	0.00%	
Old Navy	1,463	5.53%	847	4.82%	87
Panda Stores	0	0.00%	0	0.00%	
Roots	262	0.99%	247	1.41%	142
The Children's Place	1,274	4.81%	678	3.86%	80
Walmart	1,453	5.49%	880	5.02%	91
Winners	1,094	4.13%	668	3.81%	92
Other Stores	2,398	9.06%	1,517	8.64%	95

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.