

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Number of Households</b>	27,275		17,566		
<b>Diapers - Household Used in Past 6 Months</b>					
Diapers - Yes	1,017	3.73%	550	3.13%	84
<b>Diapers - # Diapers Used Past 7 Days</b>					
# Diapers - 1-9 (L)	337	1.24%	183	1.04%	84
# Diapers - 10-24 (L)	251	0.92%	110	0.63%	68
# Diapers - 25-49 (M)	257	0.94%	110	0.63%	67
# Diapers - 50+ (H)	81	0.30%	83	0.47%	157
<b>Diapers - Type Used Past 7 Days</b>					
Diapers - Cloth	61	0.22%	39	0.22%	100
Diapers - Disposable	898	3.29%	473	2.69%	82
<b>Training Pants - Household Used in Past 6 Months</b>					
Pants - Yes	493	1.81%	302	1.72%	95
<b>Baby Wipes - Household Used in Past 6 Months</b>					
Baby Wipes - Yes	2,457	9.01%	1,463	8.33%	92
<b>Bought Clothing/Shoes for Child in Past 12 Months - Any</b>					
Clothing/Shoes for - Baby Under 1 Year	987	3.62%	659	3.75%	104
Clothing/Shoes for - Children 1-5 Years	2,011	7.37%	1,624	9.25%	126
Clothing/Shoes for - Children 6-12 Years	2,556	9.37%	1,824	10.38%	111
<b>Bought Clothing/Shoes for Child in Past 12 Months - Clothing</b>					
Clothing for - Baby Under 1 Year	928	3.40%	611	3.48%	102
Clothing for - Children 1-5 Years	2,310	8.47%	1,556	8.86%	105
Clothing for - Children 6-12 Years	2,335	8.56%	1,858	10.58%	124
<b>Bought Clothing/Shoes for Child in Past 12 Months - Shoes</b>					
Shoes for - Baby Under 1 Year	344	1.26%	215	1.22%	97
Shoes for - Children 1-5 Years	1,229	4.51%	783	4.46%	99
Shoes for - Children 6-12 Years	1,788	6.55%	1,372	7.81%	119
<b>\$ Spent on Clothing/Shoes in Past 12 Months - Any</b>					
Children's Clothing/Shoe - Less than \$50	1,272	4.66%	731	4.16%	89
Children's Clothing/Shoe - \$51-\$100	1,674	6.14%	1,061	6.04%	98
Children's Clothing/Shoe - \$101-\$150	1,344	4.93%	1,000	5.70%	116
Children's Clothing/Shoe - \$151-\$500	2,054	7.53%	1,256	7.15%	95
Children's Clothing/Shoe - \$501-\$1000	363	1.33%	295	1.68%	126
Children's Clothing/Shoe - \$1001+	104	0.38%	84	0.48%	126
<b>\$ Spent on Clothing/Shoes in Past 12 Months - Clothing</b>					
Children's Clothing - Less than \$50	662	2.43%	370	2.11%	87
Children's Clothing - \$51-\$100	1,152	4.22%	754	4.29%	102
Children's Clothing - \$101-\$150	616	2.26%	491	2.80%	124
Children's Clothing - \$151-\$500	1,797	6.59%	1,190	6.77%	103
Children's Clothing - \$501-\$1000	301	1.10%	315	1.79%	163
Children's Clothing - \$1001+	104	0.38%	85	0.48%	126
<b>\$ Spent on Clothing/Shoes in Past 12 Months - Shoes</b>					
Children's Shoes - Less than \$50	685	2.51%	523	2.98%	119
Children's Shoes - \$51-\$100	756	2.77%	528	3.01%	109

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Children's Shoes - \$101-\$150	835	3.06%	524	2.98%	97
Children's Shoes - \$151-\$500	645	2.37%	624	3.55%	150
Children's Shoes - \$501-\$1000	94	0.34%	42	0.24%	71
<b>Where Bought Children's Clothing/Shoes in Past 12 Months</b>					
Children's Clothing/Shoes - Babies R Us	363	1.33%	232	1.32%	99
Children's Clothing/Shoes - Carter's OshKosh	958	3.51%	743	4.23%	121
Children's Clothing/Shoes - Costco	1,466	5.38%	1,243	7.08%	132
Children's Clothing/Shoes - GapKids/babyGap	1,183	4.34%	866	4.93%	114
Children's Clothing/Shoes - Geox	40	0.15%	57	0.32%	213
Children's Clothing/Shoes - Giant Tiger	409	1.50%	273	1.55%	103
Children's Clothing/Shoes - H&M	838	3.07%	505	2.88%	94
Children's Clothing/Shoes - Hudson's Bay	459	1.68%	448	2.55%	152
Children's Clothing/Shoes - Joe Fresh	1,247	4.57%	875	4.98%	109
Children's Clothing/Shoes - Justice	172	0.63%	58	0.33%	52
Children's Clothing/Shoes - Loblaws/Loblaws Superstore	730	2.68%	465	2.65%	99
Children's Clothing/Shoes - Panda Stores	15	0.06%	19	0.11%	183
Children's Clothing/Shoes - Roots	456	1.67%	343	1.95%	117
Children's Clothing/Shoes - The Children's Place	1,418	5.20%	937	5.33%	103
Children's Clothing/Shoes - Walmart	1,854	6.80%	1,224	6.97%	103
Children's Clothing/Shoes - Winners	1,067	3.91%	740	4.21%	108
Children's Clothing/Shoes - Other Stores	2,006	7.36%	1,615	9.19%	125

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

**Powered By:** PolarisIntelligence.com

**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.