

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	48,447		35,998		
Make-Up/Cosmetics - Bought in Past Month	10,267	21.19%	7,527	20.91%	99
Make-Up/Cosmetics - \$ Spent Past Month					
\$1-\$9	505	1.04%	378	1.05%	101
\$10-\$19	1,725	3.56%	1,092	3.03%	85
\$20-\$49	4,964	10.25%	4,130	11.47%	112
\$50-\$99	1,844	3.81%	1,350	3.75%	98
\$100+	1,228	2.54%	577	1.60%	63
Make-Up/Cosmetics - Where Bought Past Month					
Costco	295	0.61%	182	0.51%	84
Hudson's Bay	1,747	3.61%	1,409	3.92%	109
Walmart	2,434	5.03%	1,494	4.15%	83
Brunet	21	0.04%	11	0.03%	75
Familiprix	21	0.04%	10	0.03%	75
Jean Coutu	0	0.00%	0	0.00%	
London Drugs	1,918	3.96%	1,586	4.41%	111
Pharmasave	322	0.66%	239	0.67%	102
Rexall/Pharma Plus	44	0.09%	33	0.09%	100
Shoppers Drug Mart/Pharmaprix	3,762	7.77%	2,622	7.28%	94
Uniprix	4	0.01%	5	0.01%	100
Other Drug Store	25	0.05%	15	0.04%	80
Sephora	2,075	4.28%	1,045	2.90%	68
The Body Shop	308	0.64%	278	0.77%	120
Yves Rocher	239	0.49%	132	0.37%	76
Other Specialty Store	1,357	2.80%	1,395	3.87%	138
Loblaws/Loblaws Superstore	103	0.21%	58	0.16%	76
Real Canadian Superstore	821	1.69%	422	1.17%	69
Grocery Stores/Supermarkets	1,247	2.57%	577	1.60%	62
Other Stores	1,089	2.25%	566	1.57%	70
Mail Order	770	1.59%	811	2.25%	142
Foundation Make-Up - Personally Used in Past 6 Months	9,525	19.66%	5,001	13.89%	71
Foundation Make-Up - # Times Used Past Week					
1-2 Times (L)	1,376	2.84%	476	1.32%	46
3-5 Times (L)	2,773	5.72%	1,805	5.01%	88
6-7 Times (M)	4,278	8.83%	2,051	5.70%	65
8-9 Times (M)	200	0.41%	215	0.60%	146
Foundation Make-Up - Type					
Cream	2,960	6.11%	1,564	4.35%	71
Cream Compact	198	0.41%	169	0.47%	115
Liquid	5,960	12.30%	3,384	9.40%	76
Powder Compact	2,280	4.71%	1,695	4.71%	100
Stick Foundation	767	1.58%	173	0.48%	30
Foundation Make-Up - Type - Most Often					
Cream	2,510	5.18%	1,118	3.11%	60

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Cream Compact	225	0.47%	314	0.87%	185
Liquid	5,077	10.48%	2,843	7.90%	75
Powder Compact	1,714	3.54%	726	2.02%	57
Foundation Make-Up - Type - Sometimes					
Cream	555	1.15%	411	1.14%	99
Cream Compact	25	0.05%	11	0.03%	60
Liquid	823	1.70%	560	1.56%	92
Powder Compact	978	2.02%	1,024	2.85%	141
Stick Foundation	507	1.05%	130	0.36%	34
Foundation Make-Up - Kind					
Anti-Aging	1,720	3.55%	705	1.96%	55
Long Wear	965	1.99%	793	2.20%	111
With Sunscreen	4,261	8.80%	2,419	6.72%	76
Regular	5,619	11.60%	3,331	9.25%	80
Foundation Make-Up - Kind - Most Often					
Anti-Aging	927	1.91%	423	1.17%	61
Long Wear	737	1.52%	711	1.97%	130
With Sunscreen	2,752	5.68%	1,507	4.19%	74
Regular	5,108	10.54%	2,360	6.56%	62
Foundation Make-Up - Kind - Sometimes					
Anti-Aging	531	1.10%	350	0.97%	88
Long Wear	449	0.93%	148	0.41%	44
With Sunscreen	1,385	2.86%	915	2.54%	89
Regular	459	0.95%	678	1.88%	198
Blush - Used in Past 6 Months	9,493	19.59%	7,245	20.13%	103
Lipstick/Lipliner/Lipgloss - Personally Used in Past 6 Months	14,607	30.15%	10,586	29.41%	98
Lipstick/Lipliner/Lipgloss - # Times Used Past Week					
1-2 Times (L)	3,494	7.21%	2,223	6.18%	86
3-5 Times (L)	2,563	5.29%	2,211	6.14%	116
6-9 Times (M)	4,620	9.54%	3,729	10.36%	109
10-14 Times (H)	1,275	2.63%	813	2.26%	86
15+ Times (H)	1,076	2.22%	609	1.69%	76
Lipstick/Lipliner/Lipgloss - Type(s) Used Past Week					
Lacquer	141	0.29%	61	0.17%	59
Lipstick	8,406	17.35%	7,768	21.58%	124
Lip Gloss	6,799	14.04%	4,333	12.04%	86
Lipstick With SPF	362	0.75%	241	0.67%	89
Lipliner	2,529	5.22%	2,382	6.62%	127
Mascara - Personally Used/Past 6 Months	12,235	25.25%	8,107	22.52%	89
Mascara - # Times Used Past Week					
1-2 Times (L)	3,249	6.71%	2,099	5.83%	87
3-5 Times (L)	1,248	2.58%	706	1.96%	76
6-7 Times (M)	5,380	11.10%	3,760	10.45%	94
8-9 Times (M)	488	1.01%	266	0.74%	73

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10+ Times (H)	265	0.55%	229	0.64%	116
Brow and Eye Liner - Personally Used in Past 6 Months	10,212	21.08%	7,820	21.72%	103
Nail Care Products & Polish - Personally Used in Past 6 Months	8,671	17.90%	6,402	17.79%	99
Nail Care Products & Polish - # Times Used Past Week					
1-2 Times (L)	4,956	10.23%	2,845	7.90%	77
3-5 Times (M)	836	1.73%	1,116	3.10%	179
6+ Times (H)	21	0.04%	24	0.07%	175
Nail Care Products & Polish - Type Used Past Week					
Basecoat	1,548	3.20%	1,235	3.43%	107
Polish	4,490	9.27%	2,914	8.10%	87
Strengtheners/Hardener	1,552	3.20%	850	2.36%	74
Topcoat	1,700	3.51%	1,801	5.00%	142
Remover	4,290	8.86%	3,425	9.51%	107
False Nails	174	0.36%	27	0.08%	22
In-Home Pregnancy Test - Used in Past Year	646	1.33%	147	0.41%	31
Pre-Menstrual/Period Pain Remedies - Used in Past 6 Months	1,720	3.55%	810	2.25%	63
Pre-Menstrual/Period Pain Remedies - # Times Used Past Month					
1-2 (L)	1,092	2.25%	476	1.32%	59
3-5 (M)	447	0.92%	273	0.76%	83
6+ (H)	16	0.03%	9	0.03%	100
Menopause Remedies - Personally Used in Past 6 Months	364	0.75%	185	0.51%	68
Yeast Infection Products - Used in Past 6 Months	1,287	2.66%	968	2.69%	101
Yeast Infection Products - # Times Used Past Month					
1 Time (L)	223	0.46%	296	0.82%	178
2-4 Times (M)	483	1.00%	237	0.66%	66
Yeast Infection Products - Kind					
External Cream	253	0.52%	293	0.82%	158
Internal Cream	128	0.27%	66	0.18%	67
Oral Pill	159	0.33%	83	0.23%	70
Vaginal Tablet	121	0.25%	194	0.54%	216
Yeast Infection Products - Kind - Most Often					
External Cream	247	0.51%	120	0.33%	65
Internal Cream	81	0.17%	29	0.08%	47
Oral Pill	155	0.32%	85	0.24%	75
Vaginal Tablet	70	0.15%	118	0.33%	220
Yeast Infection Products - Kind - Sometimes					
External Cream	71	0.15%	104	0.29%	193

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.