

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Make-Up/Cosmetics - Bought/Past 30 Days</b>					
Cosmetics - Yes	13,299	25.86%	10,958	27.77%	107
<b>Make-Up/Cosmetics - \$ Spent/Past 30 Days</b>					
Cosmetics - \$1-\$9	1,965	3.82%	1,551	3.93%	103
Cosmetics - \$10-\$19	3,121	6.07%	2,366	5.99%	99
Cosmetics - \$20-\$49	5,177	10.07%	4,552	11.54%	115
Cosmetics - \$50-\$99	1,914	3.72%	1,267	3.21%	86
Cosmetics - \$100+	1,123	2.18%	1,222	3.10%	142
<b>Make-Up/Cosmetics - Where Bought/Past 30 Days</b>					
Cosmetics - Costco	440	0.86%	544	1.38%	160
Cosmetics - Familiprix	0	0.00%	0	0.00%	
Cosmetics - Hudson's Bay	815	1.59%	822	2.08%	131
Cosmetics - Jean Coutu	145	0.28%	202	0.51%	182
Cosmetics - Loblaws/Loblaws Superstore	582	1.13%	437	1.11%	98
Cosmetics - London Drugs	2,460	4.78%	2,046	5.18%	108
Cosmetics - M.A.C. Cosmetics	977	1.90%	748	1.89%	99
Cosmetics - Pharmasave	502	0.98%	371	0.94%	96
Cosmetics - Real Canadian Superstore	1,602	3.11%	1,193	3.02%	97
Cosmetics - Rexall/Pharma Plus	85	0.16%	82	0.21%	131
Cosmetics - Sephora	2,501	4.86%	2,054	5.21%	107
Cosmetics - Shoppers Drug Mart/Pharmaprix	4,455	8.66%	4,261	10.80%	125
Cosmetics - The Body Shop	488	0.95%	333	0.85%	89
Cosmetics - Uniprix	0	0.00%	0	0.00%	
Cosmetics - Walmart	1,163	2.26%	1,230	3.12%	138
Cosmetics - Yves Rocher	142	0.28%	122	0.31%	111
Cosmetics - Other Drug Store	337	0.65%	202	0.51%	78
Cosmetics - Other Grocery Stores/Supermarkets	194	0.38%	130	0.33%	87
Cosmetics - Other Specialty Store	490	0.95%	353	0.89%	94
Cosmetics - Other Stores	1,466	2.85%	1,152	2.92%	102
<b>Foundation Make-Up - Used/Past 6 Months</b>					
Foundation - Yes	11,176	21.73%	9,060	22.96%	106
<b>Foundation Make-Up - # Times Used/Past 7 Days</b>					
Foundation - 1-2 Times (L)	3,242	6.30%	2,938	7.45%	118
Foundation - 3-5 Times (L)	2,408	4.68%	2,283	5.78%	124
Foundation - 6-7 Times (M)	3,196	6.22%	2,161	5.48%	88
Foundation - 8-9 Times (M)	273	0.53%	342	0.87%	164
<b>Foundation Make-Up - Type Use - Any</b>					
Foundation Any - Cream	3,635	7.07%	2,652	6.72%	95
Foundation Any - Cream Compact	1,298	2.52%	1,087	2.76%	110
Foundation Any - Liquid	9,075	17.65%	8,058	20.42%	116
Foundation Any - Powder Compact	5,588	10.87%	4,450	11.28%	104
Foundation Any - Stick Foundation	1,165	2.27%	1,553	3.94%	174
<b>Foundation Make-Up - Type Use - Most Often</b>					
Foundation Most Often - Cream	2,059	4.00%	1,645	4.17%	104

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Foundation Most Often - Cream Compact	250	0.49%	251	0.64%	131
Foundation Most Often - Liquid	6,201	12.06%	5,564	14.10%	117
Foundation Most Often - Powder Compact	2,666	5.18%	1,600	4.05%	78
Foundation Most Often - Stick Foundation	0	0.00%	0	0.00%	
<b>Foundation Make-Up - Type Use - Sometimes</b>					
Foundation Sometimes - Cream	1,396	2.71%	862	2.19%	81
Foundation Sometimes - Cream Compact	1,022	1.99%	816	2.07%	104
Foundation Sometimes - Liquid	2,219	4.32%	2,076	5.26%	122
Foundation Sometimes - Powder Compact	2,611	5.08%	2,698	6.84%	135
Foundation Sometimes - Stick Foundation	1,165	2.27%	1,553	3.94%	174
<b>Foundation Make-Up - Kind Use - Any</b>					
Foundation Any - Anti-Aging	2,265	4.40%	2,896	7.34%	167
Foundation Any - Long Wear	2,682	5.22%	2,040	5.17%	99
Foundation Any - With Sunscreen	5,549	10.79%	4,816	12.20%	113
Foundation Any - Regular	5,840	11.36%	5,356	13.57%	119
<b>Foundation Make-Up - Kind Use - Most Often</b>					
Foundation Most Often - Anti-Aging	1,356	2.64%	1,187	3.01%	114
Foundation Most Often - Long Wear	1,849	3.60%	1,276	3.24%	90
Foundation Most Often - With Sunscreen	3,259	6.34%	2,483	6.29%	99
Foundation Most Often - Regular	4,712	9.16%	4,113	10.42%	114
<b>Foundation Make-Up - Kind Use - Sometimes</b>					
Foundation Sometimes - Anti-Aging	902	1.75%	1,535	3.89%	222
Foundation Sometimes - Long Wear	808	1.57%	595	1.51%	96
Foundation Sometimes - With Sunscreen	2,254	4.38%	1,965	4.98%	114
Foundation Sometimes - Regular	1,074	2.09%	672	1.70%	81
<b>Blush - Used/Past 6 Months</b>					
Blush - Yes	10,193	19.82%	9,018	22.85%	115
<b>Lipstick/Lipliner/Lipgloss - Used/Past 6 Months</b>					
Lipstick - Yes	17,870	34.75%	13,856	35.11%	101
<b>Lipstick/Lipliner/Lipgloss - # Times Used/Past 7 Days</b>					
Lipstick - 1-2 Times (L)	4,870	9.47%	2,908	7.37%	78
Lipstick - 3-5 Times (L)	4,499	8.75%	2,942	7.46%	85
Lipstick - 6-9 Times (M)	4,396	8.55%	4,505	11.42%	134
Lipstick - 10-14 Times (H)	1,306	2.54%	1,265	3.21%	126
Lipstick - 15+ Times (H)	558	1.09%	542	1.38%	127
<b>Lipstick/Lipliner/Lipgloss - Type Used/Past 7 Days</b>					
Lipstick - Lacquer	193	0.38%	208	0.53%	139
Lipstick - Lipstick	10,489	20.40%	8,858	22.45%	110
Lipstick - Lip Gloss	6,204	12.06%	4,318	10.94%	91
Lipstick - Lipstick With SPF	960	1.87%	881	2.23%	119
Lipstick - Lipliner	2,155	4.19%	2,388	6.05%	144
<b>Mascara - Used/Past 6 Months</b>					
Mascara - Yes	15,424	29.99%	12,827	32.50%	108
<b>Mascara - # Times Used/Past 7 Days</b>					
Mascara - 1-2 Times (L)	3,431	6.67%	2,594	6.57%	99

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Mascara - 3-5 Times (L)	3,508	6.82%	3,400	8.62%	126
Mascara - 6-7 Times (M)	5,926	11.52%	4,325	10.96%	95
Mascara - 8-9 Times (M)	414	0.81%	604	1.53%	189
Mascara - 10+ Times (H)	107	0.21%	163	0.41%	195
<b>Brow and Eye Liner - Used/Past 6 Months</b>					
Brow and Eye Liner - Yes	10,131	19.70%	9,128	23.13%	117
<b>Nail Care Products &amp; Polish - Used/Past 6 Months</b>					
Nail Care - Yes	13,003	25.28%	10,000	25.34%	100
<b>Nail Care Products &amp; Polish - # Times Used/Past 7 Days</b>					
Nail Care - 1-2 Times (L)	6,155	11.97%	4,935	12.51%	105
Nail Care - 3-5 Times (M)	391	0.76%	283	0.72%	95
Nail Care - 6+ Times (H)	425	0.83%	306	0.78%	94
<b>Nail Care Products &amp; Polish - Type Used/Past 7 Days</b>					
Nail Care - Basecoat	1,844	3.59%	1,892	4.79%	133
Nail Care - Polish	4,894	9.52%	4,548	11.53%	121
Nail Care - Strengtheners/Hardener	2,486	4.83%	2,766	7.01%	145
Nail Care - Topcoat	1,411	2.74%	1,091	2.76%	101
Nail Care - Remover	2,421	4.71%	1,758	4.45%	94
Nail Care - False Nails	92	0.18%	68	0.17%	94
<b>In - Home Pregnancy Test - Used/Past 12 Months</b>					
Home Pregnancy Test - Yes	374	0.73%	209	0.53%	73
<b>Pre-Menstrual/Period Pain Remedies - Used/Past 6 Months</b>					
Pre-Menstrual - Yes	2,131	4.14%	1,049	2.66%	64
<b>Pre-Menstrual/Period Pain Remedies - # Times Used/Past 30 Days</b>					
Pre-Menstrual - 1-2 (L)	1,674	3.26%	654	1.66%	51
Pre-Menstrual - 3-5 (M)	71	0.14%	61	0.16%	114
Pre-Menstrual - 6+ (H)	0	0.00%	0	0.00%	
<b>Menopause Remedies - Used Past 6 Months</b>					
Menopause Remedies - Yes	1,109	2.16%	1,221	3.09%	143
<b>Yeast Infection Products - Used/Past 6 Months</b>					
Yeast Infection - Yes	944	1.84%	732	1.86%	101
<b>Yeast Infection Products - # Times Used/Past 30 Days</b>					
Yeast Infection - 1 Time (L)	203	0.40%	183	0.47%	118
Yeast Infection - 2-4 Times (M)	167	0.32%	117	0.30%	94
<b>Yeast Infection Products - Kind Use - Any</b>					
Yeast Infection Any - External Cream	402	0.78%	174	0.44%	56
Yeast Infection Any - Internal Cream	434	0.84%	287	0.73%	87
Yeast Infection Any - Oral Pill	640	1.25%	426	1.08%	86
Yeast Infection Any - Ovule	356	0.69%	184	0.47%	68
Yeast Infection Any - Vaginal Tablet	141	0.27%	96	0.24%	89
<b>Yeast Infection Products - Kind Use - Most Often</b>					
Yeast Infection Most Often - External Cream	70	0.14%	39	0.10%	71
Yeast Infection Most Often - Internal Cream	75	0.15%	60	0.15%	100
Yeast Infection Most Often - Oral Pill	540	1.05%	291	0.74%	70

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Yeast Infection Products - Kind Use - Sometimes</b>					
Yeast Infection Sometimes - External Cream	310	0.60%	164	0.42%	70
Yeast Infection Sometimes - Internal Cream	275	0.54%	221	0.56%	104
Yeast Infection Sometimes - Oral Pill	60	0.12%	42	0.11%	92

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.