

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Number of Households	27,275		17,566		
Toilet Paper - Household Used in Past 6 Months					
Toilet Paper - Yes	26,533	97.28%	16,959	96.54%	99
Toilet Paper - # Rolls Used in Household in Past 30 Days					
# Toilet Paper - Less Than 1 (L)	792	2.90%	411	2.34%	81
# Toilet Paper - 1-4 (L)	10,336	37.89%	6,178	35.17%	93
# Toilet Paper - 5-9 (L)	8,444	30.96%	5,635	32.08%	104
# Toilet Paper - 10-14 (M)	4,894	17.94%	3,430	19.53%	109
# Toilet Paper - 15 or More (H)	2,068	7.58%	1,304	7.43%	98
Toilet Paper - Roll Size - Any					
Toilet Paper Any - Regular	11,406	41.82%	7,521	42.81%	102
Toilet Paper Any - Double	19,684	72.17%	12,873	73.29%	102
Toilet Paper Any - Plus	4,018	14.73%	2,713	15.45%	105
Toilet Paper Any - Big/Jumbo/Giant	4,547	16.67%	3,306	18.82%	113
Toilet Paper Any - Mega	1,884	6.91%	1,287	7.33%	106
Toilet Paper Any - Triple	3,643	13.36%	2,295	13.07%	98
Toilet Paper - Roll Size - Most Often					
Toilet Paper Most Often - Regular	6,148	22.54%	3,939	22.42%	99
Toilet Paper Most Often - Double	15,351	56.28%	9,794	55.75%	99
Toilet Paper Most Often - Plus	1,316	4.83%	822	4.68%	97
Toilet Paper Most Often - Big/Jumbo/Giant	1,923	7.05%	1,259	7.17%	102
Toilet Paper Most Often - Mega	686	2.52%	448	2.55%	101
Toilet Paper Most Often - Triple	1,109	4.07%	697	3.97%	98
Toilet Paper - Roll Size - Sometimes					
Toilet Paper Sometimes - Regular	5,375	19.71%	3,470	19.75%	100
Toilet Paper Sometimes - Double	4,592	16.84%	2,759	15.71%	93
Toilet Paper Sometimes - Plus	2,726	10.00%	1,869	10.64%	106
Toilet Paper Sometimes - Big/Jumbo/Giant	2,662	9.76%	2,008	11.43%	117
Toilet Paper Sometimes - Mega	1,211	4.44%	826	4.70%	106
Toilet Paper Sometimes - Triple	2,557	9.37%	1,581	9.00%	96
Facial Tissues - Household Used in Past 6 Months					
Facial Tissues - Yes	18,503	67.84%	12,664	72.09%	106
Facial Tissues - # Boxes Used in Past 30 Days					
# Facial Tissues - Less Than 1 (L)	6,953	25.49%	4,863	27.68%	109
# Facial Tissues - 1-2 (M)	8,348	30.61%	5,730	32.62%	107
# Facial Tissues - 3-4 (H)	2,254	8.27%	1,525	8.68%	105
# Facial Tissues - 5 or More (H)	572	2.10%	430	2.45%	117
Paper Towels - Household Used in Past 6 Months					
Paper Towels - Yes	23,200	85.06%	15,532	88.42%	104
Paper Towels - # Rolls Used in Past 30 Days					
# Paper Towels - Less Than 1 (L)	6,957	25.51%	4,561	25.97%	102
# Paper Towels - 1-2 (M)	10,384	38.07%	6,580	37.46%	98
# Paper Towels - 3-4 (H)	4,667	17.11%	3,526	20.07%	117
# Paper Towels - 5 or More (H)	1,087	3.99%	826	4.70%	118

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Paper Napkins - Household Used in Past 6 Months					
Paper Napkins - Yes	9,654	35.40%	8,087	46.04%	130
Paper Napkins - # Napkins Used in Past 30 Days					
# Paper Napkins - Less Than 50 (L)	7,784	28.54%	6,364	36.23%	127
# Paper Napkins - 50-100 (M)	1,405	5.15%	1,373	7.82%	152
# Paper Napkins - 101 or More (H)	195	0.72%	159	0.90%	125
Plastic Storage Bags - Household Used in Past 6 Months					
Plastic Storage Bags - Yes	16,047	58.83%	11,249	64.04%	109
Plastic Storage Bags - # Bags Used Past 7 Days					
# Plastic Storage Bags - 1-4 (L)	11,141	40.85%	7,495	42.67%	104
# Plastic Storage Bags - 5-9 (M)	2,750	10.08%	2,247	12.79%	127
# Plastic Storage Bags - 10+ (H)	1,215	4.46%	877	4.99%	112
Plastic Food Containers - Household Used in Past 6 Months					
Plastic Food Containers - Yes	17,409	63.83%	11,891	67.69%	106
Dishwashing Liquid - Household Used in Past 6 Months					
Dishwashing Liquid - Yes	22,778	83.51%	15,181	86.42%	103
Dishwashing Liquid - # Times Used Past 7 Days					
# Dishwashing Liquid - 1-4 (L)	8,048	29.51%	4,963	28.25%	96
# Dishwashing Liquid - 5-9 (M)	7,979	29.25%	5,711	32.51%	111
# Dishwashing Liquid - 10-20 (H)	5,485	20.11%	3,646	20.76%	103
# Dishwashing Liquid - 21 or More (H)	792	2.91%	521	2.96%	102
Dishwashing Liquid - Type Used in Past 7 Days					
Dishwashing Liquid - Ultra/Concentrate	6,213	22.78%	4,040	23.00%	101
Dishwashing Liquid - Regular	15,709	57.59%	12,829	73.04%	127
Dishwashing Liquid - Moisturizing	1,082	3.97%	684	3.90%	98
Dishwasher Detergent - Household Used in Past 6 Months					
Dishwasher Detergent - Yes	17,041	62.48%	12,549	71.44%	114
Dishwasher Detergent - # Loads Used Past 7 Days					
# Dishwasher Detergent - 1-2 (L)	7,863	28.83%	4,926	28.04%	97
# Dishwasher Detergent - 3-4 (L)	5,280	19.36%	4,324	24.62%	127
# Dishwasher Detergent - 5-9 (M)	3,160	11.59%	2,701	15.38%	133
# Dishwasher Detergent - 10+ (H)	292	1.07%	273	1.55%	145
Dishwasher Detergent - Type - Any					
Dishwasher Detergent Any - Powder	5,049	18.51%	3,267	18.60%	100
Dishwasher Detergent Any - Gel/Liquid	5,750	21.08%	4,364	24.85%	118
Dishwasher Detergent Any - Tabs/Singles/Pacs	11,354	41.63%	8,424	47.96%	115
Dishwasher Detergent - Type - Most Often					
Dishwasher Detergent Most Often - Powder	3,827	14.03%	2,629	14.97%	107
Dishwasher Detergent Most Often - Gel/Liquid	2,604	9.55%	1,893	10.78%	113
Dishwasher Detergent Most Often - Tabs/Singles/Pacs	10,610	38.90%	8,027	45.70%	117
Dishwasher Detergent - Type - Sometimes					
Dishwasher Detergent Sometimes - Powder	1,306	4.79%	762	4.34%	91
Dishwasher Detergent Sometimes - Gel/Liquid	3,208	11.76%	2,564	14.60%	124
Dishwasher Detergent Sometimes - Tabs/Singles/Pacs	983	3.60%	767	4.36%	121

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Dishwasher Detergent - Additives - Any					
Dishwasher Detergent Additives Any - Dishwashing Boosters	1,494	5.48%	739	4.21%	77
Dishwasher Detergent Additives Any - Drying Agents	3,051	11.19%	2,416	13.76%	123
Dishwasher Detergent Additives Any - Machine Cleaner	1,997	7.32%	1,343	7.64%	104
Dishwasher Detergent Additives Any - Rinse Agents	7,027	25.76%	5,412	30.81%	120
Dishwasher Detergent Additives Any - None	13,838	50.74%	10,015	57.01%	112
Dishwasher Detergent - Additives - Most Often					
Dishwasher Detergent Additives Most Often - Dishwashing Boosters	1,304	4.78%	590	3.36%	70
Dishwasher Detergent Additives Most Often - Drying Agents	1,359	4.98%	1,237	7.04%	141
Dishwasher Detergent Additives Most Often - Machine Cleaner	341	1.25%	223	1.27%	102
Dishwasher Detergent Additives Most Often - Rinse Agents	6,238	22.87%	4,693	26.72%	117
Dishwasher Detergent Additives Most Often - None	7,801	28.60%	5,806	33.06%	116
Dishwasher Detergent - Additives - Sometimes					
Dishwasher Detergent Additives Sometimes - Dishwashing Boosters	184	0.68%	132	0.75%	110
Dishwasher Detergent Additives Sometimes - Drying Agents	1,694	6.21%	1,150	6.55%	105
Dishwasher Detergent Additives Sometimes - Machine Cleaner	1,656	6.07%	1,115	6.35%	105
Dishwasher Detergent Additives Sometimes - Rinse Agents	801	2.94%	609	3.47%	118
Dishwasher Detergent Additives Sometimes - None	6,037	22.14%	4,062	23.12%	104
Household Cleaners - Household Used in Past 6 Months					
Household Cleaners - Yes	20,240	74.21%	13,737	78.20%	105
Household Cleaners - # Times Used Past 7 Days					
# Household Cleaners - 1-2 (L)	12,495	45.81%	8,556	48.71%	106
# Household Cleaners - 3-5 (M)	4,575	16.78%	3,132	17.83%	106
# Household Cleaners - 6+ (H)	1,735	6.36%	1,186	6.75%	106
Household Cleaners - Form - Any					
Household Cleaners Any - Aerosols	2,171	7.96%	1,511	8.60%	108
Household Cleaners Any - Creams/Gels	4,637	17.00%	3,311	18.85%	111
Household Cleaners Any - Liquid Dilutable	7,120	26.10%	4,957	28.22%	108
Household Cleaners Any - Liquid Spray Trigger	14,505	53.18%	10,115	57.58%	108
Household Cleaners Any - Powder	2,942	10.79%	1,873	10.67%	99
Household Cleaners Any - Wipes	6,144	22.53%	4,365	24.85%	110
Household Cleaners - Form - Most Often					
Household Cleaners Most Often - Aerosols	744	2.73%	441	2.51%	92
Household Cleaners Most Often - Creams/Gels	1,308	4.80%	940	5.35%	111
Household Cleaners Most Often - Liquid Dilutable	4,704	17.25%	3,375	19.21%	111
Household Cleaners Most Often - Liquid Spray Trigger	11,706	42.92%	7,812	44.47%	104
Household Cleaners Most Often - Powder	448	1.64%	385	2.19%	134
Household Cleaners Most Often - Wipes	1,329	4.87%	783	4.46%	92
Household Cleaners - Form - Sometimes					
Household Cleaners Sometimes - Aerosols	1,442	5.29%	1,060	6.04%	114
Household Cleaners Sometimes - Creams/Gels	3,355	12.30%	2,349	13.37%	109
Household Cleaners Sometimes - Liquid Dilutable	2,502	9.17%	1,502	8.55%	93

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Household Cleaners Sometimes - Liquid Spray Trigger	3,015	11.05%	2,090	11.90%	108
Household Cleaners Sometimes - Powder	2,503	9.18%	1,480	8.42%	92
Household Cleaners Sometimes - Wipes	4,844	17.76%	3,567	20.31%	114
Household Cleaners - Spray Bottle - Household Used in Past 6 Months					
Spray Bottle - Yes	16,842	61.75%	11,181	63.65%	103
Household Cleaners - Spray Bottle - # Times Used Past 7 Days					
# Spray Bottle - 1-2 (L)	10,052	36.85%	6,592	37.53%	102
# Spray Bottle - 3-5 (M)	4,445	16.30%	3,132	17.83%	109
# Spray Bottle - 6+ (H)	947	3.47%	632	3.60%	104
Household Cleaners - Spray Bottle - Where Used - Any					
Spray Bottle Any - Bathroom	15,800	57.93%	9,887	56.28%	97
Spray Bottle Any - Kitchen	15,071	55.26%	10,070	57.33%	104
Spray Bottle Any - Other Areas	9,053	33.19%	6,072	34.57%	104
Household Cleaners - Spray Bottle - Where Used - Most Often					
Spray Bottle Most Often - Bathroom	9,609	35.23%	5,608	31.93%	91
Spray Bottle Most Often - Kitchen	6,251	22.92%	5,025	28.61%	125
Spray Bottle Most Often - Other Areas	982	3.60%	548	3.12%	87
Household Cleaners - Spray Bottle - Where Used - Sometimes					
Spray Bottle Sometimes - Bathroom	5,865	21.51%	4,272	24.32%	113
Spray Bottle Sometimes - Kitchen	8,590	31.49%	5,071	28.87%	92
Spray Bottle Sometimes - Other Areas	8,037	29.47%	5,524	31.45%	107
Bathroom Cleaners - Household Used in Past 6 Months					
Bathroom Cleaners - Yes	19,376	71.04%	12,965	73.81%	104
Dust/Dirt Cleaning System - Household Used in Past 6 Months					
Dust/Dirt Cleaning - Yes	13,243	48.55%	8,453	48.12%	99
Dust/Dirt Cleaning System - Type - Any					
Dust/Dirt Cleaning Any - Dusters	10,206	37.42%	6,218	35.40%	95
Dust/Dirt Cleaning Any - Dry	4,239	15.54%	2,756	15.69%	101
Dust/Dirt Cleaning Any - Mitt	1,801	6.60%	1,183	6.74%	102
Dust/Dirt Cleaning Any - Wet - Powered	1,388	5.09%	977	5.56%	109
Dust/Dirt Cleaning Any - Wet - Manual	3,890	14.26%	2,769	15.76%	111
Dust/Dirt Cleaning Any - Other	2,425	8.89%	1,537	8.75%	98
Dust/Dirt Cleaning System - Type - Most Often					
Dust/Dirt Cleaning Most Often - Dusters	7,448	27.31%	4,652	26.48%	97
Dust/Dirt Cleaning Most Often - Dry	2,444	8.96%	1,634	9.30%	104
Dust/Dirt Cleaning Most Often - Mitt	646	2.37%	460	2.62%	111
Dust/Dirt Cleaning Most Often - Wet - Powered	488	1.79%	358	2.04%	114
Dust/Dirt Cleaning Most Often - Wet - Manual	1,234	4.52%	767	4.37%	97
Dust/Dirt Cleaning Most Often - Other	984	3.61%	582	3.31%	92
Dust/Dirt Cleaning System - Type - Sometimes					
Dust/Dirt Cleaning Sometimes - Dusters	2,466	9.04%	1,400	7.97%	88
Dust/Dirt Cleaning Sometimes - Dry	1,701	6.24%	1,074	6.11%	98
Dust/Dirt Cleaning Sometimes - Mitt	1,130	4.15%	711	4.05%	98
Dust/Dirt Cleaning Sometimes - Wet - Powered	882	3.23%	607	3.45%	107

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Dust/Dirt Cleaning Sometimes - Wet - Manual	2,612	9.58%	1,982	11.28%	118
Dust/Dirt Cleaning Sometimes - Other	1,404	5.15%	940	5.35%	104
Carpet & Rug Cleaners - Household Used in Past 12 Months					
Carpet & Rug Cleaners - Yes	5,749	21.08%	3,853	21.94%	104
Carpet & Rug Cleaners - # Times Used in Past 12 Months					
Carpet & Rug Cleaners - Weekly	949	3.48%	387	2.21%	64
Carpet & Rug Cleaners - Monthly	1,368	5.02%	842	4.79%	95
Carpet & Rug Cleaners - Twice A Year	2,248	8.24%	1,708	9.72%	118
Carpet & Rug Cleaners - Once A Year	1,184	4.34%	916	5.21%	120
Fabric Refreshers - Household Used in Past 6 Months					
Fabric Refreshers - Yes	6,911	25.34%	4,723	26.89%	106
Fabric Refreshers - # Times Used Past 30 Days					
# Fabric Refreshers - 1-2 (L)	3,268	11.98%	2,065	11.75%	98
# Fabric Refreshers - 3-4 (M)	2,043	7.49%	1,396	7.95%	106
# Fabric Refreshers - 5-7 (M)	1,207	4.43%	961	5.47%	123
# Fabric Refreshers - 8+ (H)	217	0.80%	146	0.83%	104
Air Fresheners, Carpet & Room Deodorizers - Household Used in Past 3 Months					
Air Fresheners, Carpet & Room Deodorizers - Yes	8,351	30.62%	5,426	30.89%	101
Air Fresheners, Carpet & Room Deodorizers - # Times Purchased in Past 3 Months					
# Air Fresheners - 1 (L)	3,217	11.80%	2,113	12.03%	102
# Air Fresheners - 2 (M)	2,099	7.70%	1,323	7.53%	98
# Air Fresheners - 3-6 (H)	1,591	5.84%	1,026	5.84%	100
# Air Fresheners - 7+ (H)	521	1.91%	331	1.88%	98
Air Fresheners, Carpet & Room Deodorizers - Type - Any					
Air Fresheners Any - Spray	6,987	25.62%	4,456	25.37%	99
Air Fresheners Any - Candles	3,590	13.16%	2,268	12.91%	98
Air Fresheners Any - Car Air Fresheners	2,959	10.85%	1,666	9.49%	87
Air Fresheners Any - Carpet Powder	1,125	4.12%	651	3.71%	90
Air Fresheners Any - Electrical Oil/Plug In	3,629	13.31%	2,580	14.69%	110
Air Fresheners Any - Wax Melt	1,038	3.81%	667	3.80%	100
Air Fresheners, Carpet & Room Deodorizers - Type - Most Often					
Air Fresheners Most Often - Spray	5,683	20.84%	3,742	21.30%	102
Air Fresheners Most Often - Candles	246	0.90%	156	0.89%	99
Air Fresheners Most Often - Car Air Fresheners	217	0.80%	147	0.83%	104
Air Fresheners Most Often - Carpet Powder	262	0.96%	141	0.80%	83
Air Fresheners Most Often - Electrical Oil/Plug In	1,696	6.22%	1,086	6.19%	100
Air Fresheners Most Often - Wax Melt	246	0.90%	154	0.88%	98
Air Fresheners, Carpet & Room Deodorizers - Type - Sometimes					
Air Fresheners Sometimes - Spray	1,321	4.84%	653	3.72%	77
Air Fresheners Sometimes - Candles	3,344	12.26%	2,110	12.01%	98
Air Fresheners Sometimes - Car Air Fresheners	2,743	10.06%	1,518	8.64%	86
Air Fresheners Sometimes - Carpet Powder	863	3.17%	509	2.90%	91
Air Fresheners Sometimes - Electrical Oil/Plug In	1,937	7.10%	1,479	8.42%	119
Air Fresheners Sometimes - Wax Melt	793	2.91%	511	2.91%	100

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Disinfectant Sprays - Household Used in Past 6 Months					
Disinfectant Sprays - Yes	7,029	25.77%	4,729	26.92%	104
Disinfectant Sprays - # Times Used in Past 7 Days					
# Disinfectant Sprays - 1-2 (L)	4,308	15.79%	2,903	16.52%	105
# Disinfectant Sprays - 3-5 (M)	1,154	4.23%	734	4.18%	99
# Disinfectant Sprays - 6+ (H)	467	1.71%	382	2.17%	127
Detergents for Regular Laundry - Household Used in Past 6 Months					
Detergents for Laundry - Yes	24,593	90.17%	16,016	91.18%	101
Detergents for Regular Laundry - # Loads Used Past 7 Days					
# Detergents for Laundry - 1-4 (L)	18,139	66.50%	11,123	63.32%	95
# Detergents for Laundry - 5-9 (M)	4,299	15.76%	3,502	19.93%	126
# Detergents for Laundry - 10+ (H)	660	2.42%	438	2.50%	103
Detergents for Regular Laundry - Form - Any					
Detergents for Laundry Any - Liquid	19,523	71.58%	13,409	76.33%	107
Detergents for Laundry Any - Powder	6,938	25.44%	4,479	25.50%	100
Detergents for Laundry Any - Single Use Pacs/Tabs	7,463	27.36%	4,313	24.55%	90
Detergents for Regular Laundry - Form - Most Often					
Detergents for Laundry Most Often - Liquid	16,827	61.69%	11,613	66.11%	107
Detergents for Laundry Most Often - Powder	3,767	13.81%	2,236	12.73%	92
Detergents for Laundry Most Often - Single Use Pacs/Tabs	3,999	14.66%	2,167	12.34%	84
Detergents for Regular Laundry - Form - Sometimes					
Detergents for Laundry Sometimes - Liquid	2,736	10.03%	1,558	8.87%	88
Detergents for Laundry Sometimes - Powder	3,190	11.70%	2,250	12.81%	109
Detergents for Laundry Sometimes - Single Use Pacs/Tabs	3,489	12.79%	2,155	12.27%	96
Detergents for Fine Fabrics - Household Used in Past 6 Months					
Detergents for Fine Fabrics - Yes	5,267	19.31%	3,827	21.79%	113
Detergents for Fine Fabrics - # Times Used in Past 7 Days					
# Detergents for Fine Fabrics - 1-2 (L)	3,276	12.01%	2,336	13.30%	111
# Detergents for Fine Fabrics - 3-4 (M)	516	1.89%	359	2.05%	108
# Detergents for Fine Fabrics - 5+ (H)	127	0.47%	75	0.43%	91
Laundry Stain Removers - Household Used in Past 6 Months					
Laundry Stain Removers - Yes	13,650	50.05%	9,857	56.11%	112
Laundry Stain Removers - # Loads Past 7 Days					
# Laundry Stain Removers - 1-4 (L)	9,437	34.60%	6,897	39.26%	113
# Laundry Stain Removers - 5-9 (M)	486	1.78%	351	2.00%	112
# Laundry Stain Removers - 10+ (H)	100	0.37%	70	0.40%	108
Laundry Stain Removers - Type - Any					
Laundry Stain Removers Any - In-Wash	5,864	21.50%	4,369	24.87%	116
Laundry Stain Removers Any - Pre-Treatment	12,654	46.40%	9,645	54.91%	118
Laundry Stain Removers - Type - Most Often					
Laundry Stain Removers Most Often - In-Wash	3,069	11.25%	1,982	11.28%	100
Laundry Stain Removers Most Often - Pre-Treatment	10,581	38.79%	7,875	44.83%	116
Laundry Stain Removers - Type - Sometimes					
Laundry Stain Removers Sometimes - In-Wash	2,758	10.11%	2,320	13.21%	131

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Laundry Stain Removers Sometimes - Pre-Treatment	1,933	7.09%	1,352	7.70%	109
Pet Ownership - # Cats in Household					
# Cats - 1 (L)	4,296	15.75%	2,290	13.04%	83
# Cats - 2 (M)	2,270	8.32%	1,483	8.44%	101
# Cats - 3+ (H)	439	1.61%	300	1.71%	106
Pet Ownership - # Dogs in Household					
# Dogs - 1 (L)	4,589	16.83%	3,645	20.75%	123
# Dogs - 2 (M)	1,509	5.53%	1,042	5.93%	107
# Dogs - 3+ (H)	487	1.79%	342	1.95%	109
Dog Food - Packaged Dry - Household Used in Past 6 Months					
Dog Food Packaged Dry - Yes	6,111	22.40%	4,152	23.64%	106
Dog Food - Packaged Dry - # Kilograms Used Past 7 Days					
Dog Food - 1 kg or less (L)	1,827	6.70%	1,281	7.30%	109
Dog Food - 1.1-2 kg (M)	1,675	6.14%	1,211	6.89%	112
Dog Food - 2.1-4 kg (M)	1,018	3.73%	637	3.63%	97
Dog Food - 4.1-7 kg (H)	698	2.56%	462	2.63%	103
Dog Food - 7.1-10 kg (H)	284	1.04%	204	1.16%	112
Dog Food - 10+ kg (H)	460	1.69%	287	1.63%	96
Dog Food - Packaged Dry - Type - Any					
Dog Food Any - Premium	4,150	15.22%	3,277	18.66%	123
Dog Food Any - Regular	2,148	7.88%	1,540	8.77%	111
Dog Food Any - Store Brand/No-Name	1,423	5.22%	969	5.52%	106
Dog Food - Packaged Dry - Type - Most Often					
Dog Food Most Often - Premium	3,708	13.60%	2,585	14.71%	108
Dog Food Most Often - Regular	1,579	5.79%	962	5.48%	95
Dog Food Most Often - Store Brand/No-Name	824	3.02%	605	3.45%	114
Dog Food - Packaged Dry - Type - Sometimes					
Dog Food Sometimes - Premium	504	1.85%	364	2.07%	112
Dog Food Sometimes - Regular	618	2.27%	457	2.60%	115
Dog Food Sometimes - Store Brand/No-Name	616	2.26%	289	1.64%	73
Dog Biscuits or Treats - Household Used in Past 6 Months					
Dog Biscuits or Treats - Yes	5,289	19.39%	3,615	20.58%	106
Dog Biscuits or Treats - # Times in Past 7 Days					
# Dog Biscuits or Treats - 1-4 (L)	1,542	5.65%	1,031	5.87%	104
# Dog Biscuits or Treats - 5-9 (M)	2,159	7.92%	1,467	8.35%	105
# Dog Biscuits or Treats - 10+ (H)	1,330	4.88%	963	5.48%	112
Dog Biscuits or Treats - Typed in Past 7 Days					
Dog Biscuits or Treats - Biscuits	3,777	13.85%	2,649	15.08%	109
Dog Biscuits or Treats - Rawhide	702	2.58%	508	2.89%	112
Dog Biscuits or Treats - Soft Treats	2,785	10.21%	2,120	12.07%	118
Cat Food - Wet - Household Used in Past 6 Months					
Cat Food Wet - Yes	4,690	17.20%	2,762	15.72%	91
Cat Food - Wet - # Cans/Pouches/Tubs Used Past 7 Days					
# Cat Food Wet - 1-4 (L)	2,180	7.99%	1,217	6.93%	87

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
# Cat Food Wet - 5-9 (M)	1,640	6.01%	949	5.40%	90
# Cat Food Wet - 10+ (H)	445	1.63%	318	1.81%	111
Cat Food - Packaged Dry - Household Used in Past 6 Months					
Cat Food Packaged Dry - Yes	6,042	22.15%	3,514	20.00%	90
Cat Food - Packaged Dry - # Kilograms Used Past 7 Days					
Cat Food Packaged - Less Than 500 g (L)	2,579	9.46%	1,423	8.10%	86
Cat Food Packaged - 501 g - 1 kg (M)	2,136	7.83%	1,472	8.38%	107
Cat Food Packaged - 1.1-2 kg (M)	907	3.33%	393	2.24%	67
Cat Food Packaged - 2.1-3 kg (H)	122	0.45%	65	0.37%	82
Cat Food Packaged - More Than 3 kg (H)	229	0.84%	131	0.74%	88
Cat Food - Packaged Dry - Type - Any					
Cat Food Packaged Any - Premium	4,743	17.39%	2,840	16.17%	93
Cat Food Packaged Any - Regular	2,620	9.61%	1,487	8.46%	88
Cat Food Packaged Any - Store Brand/No-Name	991	3.63%	548	3.12%	86
Cat Food - Packaged Dry - Type - Most Often					
Cat Food Packaged Most Often - Premium	3,999	14.66%	2,338	13.31%	91
Cat Food Packaged Most Often - Regular	1,498	5.49%	853	4.86%	89
Cat Food Packaged Most Often - Store Brand/No-Name	545	2.00%	322	1.83%	92
Cat Food - Packaged Dry - Type - Sometimes					
Cat Food Packaged Sometimes - Premium	556	2.04%	316	1.80%	88
Cat Food Packaged Sometimes - Regular	1,053	3.86%	569	3.24%	84
Cat Food Packaged Sometimes - Store Brand/No-Name	420	1.54%	199	1.14%	74
Pet Food Where Bought in Past 30 Days					
Pet Food from - Global Pet Foods	18	0.07%	12	0.07%	100
Pet Food from - J.E. Mondou	6	0.02%	3	0.02%	100
Pet Food from - PetSmart	2,042	7.49%	1,321	7.52%	100
Pet Food from - Pet Valu	526	1.93%	346	1.97%	102
Pet Food from - Other Pet Store	3,599	13.20%	2,902	16.52%	125
Pet Food from - Canadian Tire	495	1.81%	313	1.78%	98
Pet Food from - Walmart	1,708	6.26%	980	5.58%	89
Pet Food from - Drug Store	262	0.96%	160	0.91%	95
Pet Food from - Supermarket/Grocery	1,554	5.70%	1,028	5.85%	103
Pet Food from - Other Grocery Store	627	2.30%	340	1.94%	84
Pet Food from - From The Vet	1,790	6.56%	1,313	7.48%	114
Pet Food from - Warehouse/Club Stores	578	2.12%	405	2.31%	109
Pet Food from - Other	1,517	5.56%	1,049	5.97%	107

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

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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.