

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Number of Households	26,459		17,553		
Toilet Paper - Household Used in Past 6 Months	20,720	78.31%	12,570	71.61%	91
Toilet Paper - # Rolls Used Past Month					
Less Than 1 (L)	530	2.00%	481	2.74%	137
1-4 (L)	7,578	28.64%	3,954	22.53%	79
5-9 (L)	7,092	26.80%	4,452	25.37%	95
10-14 (M)	3,681	13.91%	2,241	12.77%	92
15 or More (H)	1,840	6.95%	1,442	8.22%	118
Toilet Paper - Roll Size					
Regular	9,556	36.12%	5,121	29.17%	81
Double	13,519	51.10%	9,025	51.42%	101
Big/Jumbo/Giant	3,729	14.09%	2,175	12.39%	88
Mega	620	2.34%	251	1.43%	61
Triple	1,651	6.24%	938	5.34%	86
Toilet Paper - Roll Size - Most Often					
Regular	5,831	22.04%	3,016	17.18%	78
Double	11,818	44.67%	7,986	45.49%	102
Big/Jumbo/Giant	2,219	8.39%	1,192	6.79%	81
Mega	109	0.41%	55	0.31%	76
Triple	743	2.81%	322	1.83%	65
Toilet Paper - Roll Size - Sometimes					
Regular	3,781	14.29%	2,123	12.10%	85
Double	1,890	7.14%	1,184	6.75%	95
Big/Jumbo/Giant	1,525	5.76%	1,007	5.74%	100
Mega	515	1.95%	198	1.13%	58
Triple	915	3.46%	616	3.51%	101
Facial Tissues - Household Used in Past 6 Months	14,811	55.98%	9,394	53.52%	96
Facial Tissues - # Boxes Used Past Month					
Less Than 1 (L)	4,234	16.00%	2,878	16.40%	103
1-2 (M)	7,339	27.74%	4,476	25.50%	92
3-4 (H)	2,171	8.21%	1,202	6.85%	83
5 or More (H)	716	2.71%	624	3.56%	131
Paper Towels - Household Used in Past 6 Months	18,008	68.06%	11,053	62.97%	93
Paper Towels - # Rolls Used Past Month					
Less Than 1 (L)	4,726	17.86%	2,898	16.51%	92
1-2 (M)	9,051	34.21%	5,102	29.07%	85
3-4 (H)	2,837	10.72%	1,509	8.60%	80
5 or More (H)	1,285	4.86%	1,496	8.53%	176
Paper Napkins - Household Used in Past 6 Months	7,696	29.09%	5,575	31.76%	109
Paper Napkins - # Napkins Used Past Month					
Less Than 50 (L)	5,895	22.28%	4,238	24.14%	108
50-100 (M)	1,011	3.82%	856	4.88%	128
101 or More (H)	156	0.59%	99	0.57%	97
Plastic Storage Bags - Household Used in Past 6 Months	13,530	51.14%	7,998	45.56%	89

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Plastic Storage Bags - # Bags Used Past Week					
1-4 (L)	8,993	33.99%	5,121	29.18%	86
5-9 (M)	2,946	11.13%	1,842	10.50%	94
10+ (H)	1,045	3.95%	795	4.53%	115
Plastic Storage Bags - Type Used Past Week					
Cooking/Steam Bags	31	0.12%	10	0.06%	50
Open Top	2,009	7.59%	1,183	6.74%	89
Zipper	11,655	44.05%	7,255	41.33%	94
Plastic Food Containers - Household Used in Past 6 Months					
	13,935	52.67%	8,144	46.40%	88
in Tank Toilet Bowl Cleaners - Household Used in Past 6 Months					
	4,944	18.69%	2,664	15.18%	81
In Tank Toilet Bowl Cleaners - Type Used Past 6 Month					
Liquid Automatic	3,847	14.54%	2,143	12.21%	84
Pucks	1,253	4.74%	571	3.25%	69
in Bowl Toilet Cleaners - Household Used in Past 6 Months					
	9,156	34.61%	5,254	29.93%	86
In Bowl Toilet Cleaners - # Times Used Past Week					
1-2 (L)	7,213	27.26%	3,939	22.44%	82
3-4 (M)	568	2.15%	457	2.61%	121
5+ (H)	214	0.81%	227	1.29%	159
Dishwashing Liquid - Household Used in Past 6 Months					
	18,490	69.88%	11,354	64.68%	93
Dishwashing Liquid - # Times Used Past Week					
1-4 (L)	7,395	27.95%	3,929	22.39%	80
5-9 (M)	5,565	21.03%	3,030	17.26%	82
10-20 (H)	3,200	12.10%	2,358	13.43%	111
21 or More (H)	1,870	7.07%	1,702	9.70%	137
Dishwashing Liquid - Type Used In Past Week					
Ultra/Concentrate	4,430	16.74%	2,705	15.41%	92
Regular	13,175	49.80%	7,824	44.57%	89
Moisturizing	488	1.84%	278	1.58%	86
Automatic Dishwasher Detergent - Household Used in Past 6 Months					
	12,690	47.96%	9,200	52.41%	109
Automatic Dishwasher Detergent - # Loads Used Past Week					
1-2 (L)	4,630	17.50%	3,247	18.50%	106
3-4 (L)	3,613	13.66%	2,542	14.48%	106
5-9 (M)	3,758	14.20%	2,993	17.05%	120
10+ (H)	300	1.13%	286	1.63%	144
Automatic Dishwasher Detergent - Type					
Powder	2,835	10.72%	1,694	9.65%	90
Gel/Liquid	3,656	13.82%	2,037	11.61%	84
Tabs/Singles/Pacs	8,069	30.50%	6,284	35.80%	117
Automatic Dishwasher Detergent - Type - Most Often					
Powder	2,448	9.25%	1,480	8.43%	91
Gel/Liquid	2,469	9.33%	1,352	7.71%	83
Tabs/Singles/Pacs	7,774	29.38%	6,367	36.27%	123

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	Value	Percent	Value	Percent	Index
Automatic Dishwasher Detergent - Type - Sometimes					
Powder	528	2.00%	295	1.68%	84
Gel/Liquid	1,350	5.10%	803	4.57%	90
Tabs/Singles/Pacs	876	3.31%	444	2.53%	76
Automatic Dishwasher Additives					
Dishwashing Boosters	693	2.62%	348	1.99%	76
Drying Agents	1,938	7.32%	1,405	8.00%	109
Machine Cleaner	805	3.04%	537	3.06%	101
Rinse Agents	5,339	20.18%	3,609	20.56%	102
None	6,826	25.80%	5,238	29.84%	116
Automatic Dishwasher Additives - Most Often					
Dishwashing Boosters	591	2.23%	297	1.69%	76
Drying Agents	1,239	4.68%	828	4.72%	101
Machine Cleaner	112	0.42%	51	0.29%	69
Rinse Agents	4,453	16.83%	3,105	17.69%	105
None	6,296	23.80%	4,920	28.03%	118
Automatic Dishwasher Additives - Sometimes					
Dishwashing Boosters	85	0.32%	42	0.24%	75
Drying Agents	664	2.51%	548	3.12%	124
Machine Cleaner	691	2.61%	485	2.76%	106
Rinse Agents	787	2.97%	402	2.29%	77
None	320	1.21%	153	0.87%	72
All Purpose Household Cleaners - Household Used in Past 6 Months					
	14,805	55.96%	9,318	53.09%	95
All Purpose Household Cleaners - # Times Used Past Week					
1-2 (L)	9,400	35.53%	5,373	30.61%	86
3-5 (M)	3,041	11.50%	2,408	13.72%	119
6+ (H)	1,124	4.25%	1,082	6.16%	145
All Purpose Household Cleaners - Form					
Aerosols	1,269	4.80%	858	4.89%	102
Creams/Gels	3,495	13.21%	2,582	14.71%	111
Liquid Dilutable	4,880	18.44%	3,053	17.39%	94
Liquid Spray Trigger	10,001	37.80%	5,907	33.66%	89
Powder	2,030	7.67%	1,132	6.45%	84
Wipes	3,940	14.89%	2,474	14.09%	95
All Purpose Household Cleaners - Form - Most Often					
Aerosols	709	2.68%	523	2.98%	111
Creams/Gels	1,203	4.55%	832	4.74%	104
Liquid Dilutable	3,222	12.18%	2,117	12.06%	99
Liquid Spray Trigger	7,616	28.78%	4,660	26.55%	92
Powder	724	2.74%	452	2.58%	94
Wipes	1,331	5.03%	734	4.18%	83
All Purpose Household Cleaners - Form - Sometimes					
Aerosols	562	2.12%	323	1.84%	87

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	Value	Percent	Value	Percent	Index
Creams/Gels	2,304	8.71%	1,752	9.98%	115
Liquid Dilutable	1,686	6.37%	932	5.31%	83
Liquid Spray Trigger	2,429	9.18%	1,207	6.88%	75
Powder	1,311	4.95%	676	3.85%	78
Wipes	2,627	9.93%	1,732	9.87%	99
Household Cleaners-Spray Bottle - Household Used in Past 6 Months	12,212	46.15%	7,414	42.24%	92
Household Cleaners - Spray Bottle - # Times Used Past Week					
1-2 (L)	8,261	31.22%	4,678	26.65%	85
3-5 (M)	1,506	5.69%	1,127	6.42%	113
6+ (H)	817	3.09%	618	3.52%	114
Household Cleaners - Spray Bottle - Where Used					
Bathroom	10,633	40.19%	6,694	38.14%	95
Kitchen	9,525	36.00%	6,043	34.43%	96
Other Areas	4,810	18.18%	3,297	18.78%	103
Household Cleaners - Spray Bottle - Where Used - Most Often					
Bathroom	6,984	26.40%	4,368	24.89%	94
Kitchen	4,593	17.36%	2,787	15.88%	91
Other Areas	635	2.40%	258	1.47%	61
Household Cleaners - Spray Bottle - Where Used - Sometimes					
Bathroom	3,925	14.83%	2,329	13.27%	89
Kitchen	5,100	19.28%	3,260	18.57%	96
Other Areas	4,196	15.86%	3,035	17.29%	109
Bathroom Cleaners - Household Used in Past 6 Months	13,844	52.32%	8,175	46.58%	89
Bathroom Cleaners - # Times Used Past Week					
1-2 (L)	10,023	37.88%	5,793	33.00%	87
3-4 (M)	1,676	6.34%	1,107	6.31%	100
5+ (H)	572	2.16%	474	2.70%	125
Dust/Dirt Cleaning System - Household Used in Past 6 Months	9,487	35.86%	5,651	32.20%	90
Dust/Dirt Cleaning System - Type					
Dusters	6,109	23.09%	3,661	20.86%	90
Dry	2,305	8.71%	1,321	7.53%	86
Mitt	1,003	3.79%	747	4.26%	112
Wet - Powered	578	2.19%	236	1.35%	62
Wet - Manual	2,831	10.70%	1,520	8.66%	81
Other	1,674	6.33%	929	5.29%	84
Dust/Dirt Cleaning System - Type - Most Often					
Dusters	4,930	18.63%	2,846	16.22%	87
Dry	1,479	5.59%	951	5.42%	97
Mitt	357	1.35%	401	2.29%	170
Wet - Powered	252	0.95%	99	0.57%	60
Wet - Manual	1,356	5.12%	669	3.81%	74
Other	1,113	4.21%	684	3.90%	93

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	Value	Percent	Value	Percent	Index
Dust/Dirt Cleaning System - Type - Sometimes					
Dusters	1,629	6.16%	1,032	5.88%	95
Dry	956	3.61%	424	2.42%	67
Mitt	673	2.54%	353	2.01%	79
Wet - Powered	345	1.31%	146	0.83%	63
Wet - Manual	1,613	6.10%	903	5.15%	84
Other	660	2.49%	297	1.69%	68
Carpet & Rug Cleaners - Household Used in Past 12 Months	3,910	14.78%	2,108	12.01%	81
Carpet & Rug Cleaners - # Times Used Past Year					
Weekly	507	1.92%	284	1.62%	84
Monthly	1,500	5.67%	616	3.51%	62
Twice A Year	1,236	4.67%	730	4.16%	89
Once A Year	667	2.52%	479	2.73%	108
Fabric Refreshers - Household Used in Past 6 Months	4,369	16.51%	2,352	13.40%	81
Fabric Refreshers - # Times Used Past Month					
1-2 (L)	2,502	9.46%	1,273	7.25%	77
3-4 (M)	1,072	4.05%	598	3.41%	84
5-7 (M)	361	1.37%	249	1.42%	104
8+ (H)	241	0.91%	126	0.72%	79
Air Fresheners, Carpet & Room Deodorizers - Household Used in Past 3 Months	5,465	20.65%	2,804	15.97%	77
Air Fresheners, Carpet & Room Deodorizers - # Times Purchased Past 3 Months					
1 (L)	2,095	7.92%	1,121	6.39%	81
2 (M)	1,477	5.58%	730	4.16%	75
3-6 (H)	805	3.04%	311	1.77%	58
7+ (H)	355	1.34%	277	1.58%	118
Air Fresheners, Carpet & Room Deodorizers - Type					
Spray	3,744	14.15%	2,000	11.39%	80
Candles	1,352	5.11%	575	3.27%	64
Car Air Fresheners	1,122	4.24%	701	4.00%	94
Carpet Powder	620	2.34%	191	1.09%	47
Electrical Oil/Plug in	1,657	6.26%	636	3.62%	58
Wax Melt	480	1.82%	239	1.36%	75
Air Fresheners, Carpet & Room Deodorizers - Type - Most Often					
Spray	3,889	14.70%	1,988	11.33%	77
Candles	250	0.94%	185	1.05%	112
Car Air Fresheners	223	0.84%	105	0.60%	71
Carpet Powder	171	0.65%	72	0.41%	63
Electrical Oil/Plug in	807	3.05%	368	2.10%	69
Wax Melt	125	0.47%	86	0.49%	104
Air Fresheners, Carpet & Room Deodorizers - Type - Sometimes					
Spray	330	1.25%	225	1.28%	102
Candles	1,137	4.30%	414	2.36%	55
Car Air Fresheners	929	3.51%	607	3.46%	99

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Carpet Powder	474	1.79%	129	0.74%	41
Electrical Oil/Plug in	927	3.51%	309	1.76%	50
Wax Melt	376	1.42%	165	0.94%	66
Disinfectant Sprays - Household Used in Past 6 Months	5,090	19.24%	3,100	17.66%	92
Disinfectant Sprays - # Times Used In Past Week					
1-2 (L)	2,646	10.00%	1,592	9.07%	91
3-5 (M)	1,116	4.22%	724	4.12%	98
6+ (H)	182	0.69%	84	0.48%	70
Soap & Detergents For Regular Laundry - Household Used in Past 6 Months	19,043	71.97%	11,833	67.41%	94
Soap & Detergents for Regular Laundry - # Loads Past Week					
1-4 (L)	13,534	51.15%	8,090	46.09%	90
5-9 (M)	4,062	15.35%	2,920	16.64%	108
10+ (H)	658	2.49%	454	2.59%	104
Soap & Detergents for Regular Laundry - Form					
Liquid	15,664	59.20%	9,327	53.14%	90
Powder	5,335	20.17%	3,156	17.98%	89
Single Use Pacs/Tabs	5,526	20.89%	3,603	20.53%	98
Soap & Detergents for Regular Laundry - Form - Most Often					
Liquid	13,084	49.45%	7,809	44.49%	90
Powder	3,074	11.62%	1,953	11.13%	96
Single Use Pacs/Tabs	2,885	10.90%	2,071	11.80%	108
Soap & Detergents for Regular Laundry - Form - Sometimes					
Liquid	1,917	7.24%	984	5.60%	77
Powder	2,040	7.71%	1,044	5.95%	77
Single Use Pacs/Tabs	2,471	9.34%	1,337	7.62%	82
Soap & Detergents For Fine Fabrics - Household Used in Past 6 Months	5,547	20.96%	3,293	18.76%	90
Soap & Detergents for Fine Fabrics - # Times Used Past Week					
1-2 (L)	3,362	12.71%	1,794	10.22%	80
3-4 (M)	366	1.38%	330	1.88%	136
5+ (H)	144	0.55%	74	0.42%	76
Laundry Stain Removers - Household Used in Past 6 Months	10,256	38.76%	6,817	38.84%	100
Laundry Stain Removers - # Loads Past Week					
1-4 (L)	7,640	28.88%	5,602	31.92%	111
5-9 (M)	777	2.94%	239	1.36%	46
10+ (H)	41	0.15%	25	0.14%	93
Laundry Stain Removers - Type					
in- Wash	4,383	16.57%	2,706	15.41%	93
Pre-Treatment	8,819	33.33%	5,752	32.77%	98
Laundry Stain Removers - Type - Most Often					
in- Wash	2,844	10.75%	1,776	10.12%	94
Pre-Treatment	7,413	28.02%	5,041	28.72%	102
Laundry Stain Removers - Type - Sometimes					
in- Wash	1,540	5.82%	930	5.30%	91

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Pre-Treatment	1,406	5.32%	711	4.05%	76
Pet Ownership - # Cats					
1	4,496	16.99%	2,583	14.71%	87
2	1,376	5.20%	629	3.59%	69
3+	397	1.50%	147	0.84%	56
Pet Ownership - # Dogs					
1	3,234	12.22%	2,233	12.72%	104
2	786	2.97%	453	2.58%	87
3+	255	0.96%	129	0.74%	77
Dog Food -Packaged Dry - Household Used in Past 6 Months	3,739	14.13%	2,440	13.90%	98
Dog Food - Packaged Dry - # Kilograms Used Past Week					
1 kg or less (L)	1,688	6.38%	960	5.47%	86
1.1-2 kg (M)	700	2.65%	381	2.17%	82
2.1-4 kg (M)	572	2.16%	544	3.10%	144
4.1-7 kg (H)	175	0.66%	72	0.41%	62
7.1-10 kg (H)	161	0.61%	130	0.74%	121
10+ kg (H)	390	1.47%	308	1.76%	120
Dog Food - Packaged Dry - Type					
Premium	2,668	10.08%	1,741	9.92%	98
Regular	1,079	4.08%	862	4.91%	120
Store Brand/No-Name	573	2.17%	350	2.00%	92
Dog Food - Packaged Dry - Type - Most Often					
Premium	2,630	9.94%	1,580	9.00%	91
Regular	772	2.92%	656	3.74%	128
Store Brand/No-Name	337	1.28%	204	1.16%	91
Dog Food - Packaged Dry - Type - Sometimes					
Premium	95	0.36%	104	0.59%	164
Regular	376	1.42%	195	1.11%	78
Store Brand/No-Name	262	0.99%	136	0.78%	79
Dog Biscuits Or Treats - Household Used in Past 6 Months	3,234	12.22%	2,294	13.07%	107
Dog Biscuits or Treats - # Times Used Past Week					
1-4 (L)	962	3.64%	592	3.37%	93
5-9 (M)	1,342	5.07%	1,107	6.30%	124
10+ (H)	790	2.99%	479	2.73%	91
Dog Biscuits or Treats - Type Used Past Week					
Biscuits	2,507	9.47%	1,710	9.74%	103
Rawhide	574	2.17%	358	2.04%	94
Soft Treats	1,246	4.71%	724	4.12%	87
Cat Food -Wet - Household Used in Past 6 Months	3,980	15.04%	2,071	11.80%	78
Cat Food - Wet - # Cans/Pouches/Tubs Used Past Week					
1-4 (L)	2,898	10.95%	1,584	9.03%	82
5-9 (M)	742	2.80%	316	1.80%	64
10+ (H)	215	0.81%	75	0.43%	53
Cat Food - Packaged Dry - Household Used in Past 6 Months	5,288	19.99%	3,293	18.76%	94

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Cat Food - Packaged Dry - # Kilograms Used Past Week					
Less Than 500 g (L)	2,962	11.20%	1,716	9.78%	87
501 g - 1 kg (M)	1,506	5.69%	1,040	5.93%	104
1.1-2 kg (M)	614	2.32%	402	2.29%	99
2.1-3 kg (H)	61	0.23%	19	0.11%	48
More Than 3 kg (H)	96	0.36%	66	0.37%	103
Cat Food - Packaged Dry - Type					
Premium	2,991	11.31%	1,732	9.87%	87
Regular	2,172	8.21%	874	4.98%	61
Store Brand/No-Name	823	3.11%	381	2.17%	70
Cat Food - Packaged Dry - Type - Most Often					
Premium	3,038	11.48%	2,103	11.98%	104
Regular	1,672	6.32%	865	4.93%	78
Store Brand/No-Name	578	2.18%	325	1.85%	85
Cat Food - Packaged Dry - Type - Sometimes					
Premium	23	0.09%	13	0.08%	89
Regular	570	2.16%	186	1.06%	49
Store Brand/No-Name	265	1.00%	108	0.62%	62
Pet Food - Where Bought Past Month					
Global Pet Foods	0	0.00%	0	0.00%	
J.E. Mondou	27	0.10%	14	0.08%	80
PetSmart	1,846	6.98%	1,418	8.08%	116
Pet Valu	238	0.90%	107	0.61%	68
Other Pet Store	2,435	9.20%	1,220	6.95%	76
Canadian Tire	51	0.19%	26	0.15%	79
Walmart	1,331	5.03%	534	3.04%	60
Drug Store	56	0.21%	35	0.20%	95
Supermarket/Grocery	1,235	4.67%	362	2.06%	44
Other Grocery Store	413	1.56%	292	1.66%	106
From The Vet	1,057	3.99%	1,009	5.75%	144
Warehouse/Club Stores	542	2.05%	324	1.84%	90
Other	1,557	5.89%	980	5.58%	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.