

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	54,916		40,249		
<b>Toothpaste - Used in Past 6 Months</b>					
Toothpaste - Yes	53,044	96.59%	39,289	97.62%	101
<b>Toothpaste - # Times Used in Past 7 Days</b>					
Toothpaste - Less Than Once A Day (L)	1,957	3.56%	1,429	3.55%	100
Toothpaste - Once A Day (L)	14,456	26.32%	10,027	24.91%	95
Toothpaste - Twice A Day (M)	31,555	57.46%	24,164	60.04%	104
Toothpaste - Three Times A Day (H)	4,208	7.66%	3,143	7.81%	102
Toothpaste - More Than Three Times A Day (H)	563	1.03%	387	0.96%	93
<b>Toothpaste - Kind Use - Any</b>					
Toothpaste Any - Acid Wear/Enamel Care	7,865	14.32%	4,843	12.03%	84
Toothpaste Any - All in One (Multi Benefit)	19,137	34.85%	14,931	37.10%	106
Toothpaste Any - Basic/Cavity Protection	19,116	34.81%	14,131	35.11%	101
Toothpaste Any - Breath Freshening	9,947	18.11%	6,602	16.40%	91
Toothpaste Any - Gum Health	6,754	12.30%	4,943	12.28%	100
Toothpaste Any - Natural	5,517	10.05%	3,747	9.31%	93
Toothpaste Any - Sensitive	24,355	44.35%	18,432	45.79%	103
Toothpaste Any - Whitening	20,324	37.01%	14,989	37.24%	101
<b>Toothpaste - Kind Use - Most Often</b>					
Toothpaste Most Often - Acid Wear/Enamel Care	2,906	5.29%	1,494	3.71%	70
Toothpaste Most Often - All in One (Multi Benefit)	12,739	23.20%	10,067	25.01%	108
Toothpaste Most Often - Basic/Cavity Protection	11,146	20.30%	8,543	21.23%	105
Toothpaste Most Often - Breath Freshening	2,737	4.98%	1,933	4.80%	96
Toothpaste Most Often - Gum Health	1,437	2.62%	1,017	2.53%	97
Toothpaste Most Often - Natural	2,428	4.42%	1,693	4.21%	95
Toothpaste Most Often - Sensitive	12,735	23.19%	9,011	22.39%	97
Toothpaste Most Often - Whitening	6,917	12.60%	5,532	13.74%	109
<b>Toothpaste - Kind Use - Sometimes</b>					
Toothpaste Sometimes - Acid Wear/Enamel Care	4,960	9.03%	3,349	8.32%	92
Toothpaste Sometimes - All in One (Multi Benefit)	6,399	11.65%	4,865	12.09%	104
Toothpaste Sometimes - Basic/Cavity Protection	7,969	14.51%	5,588	13.88%	96
Toothpaste Sometimes - Breath Freshening	7,211	13.13%	4,669	11.60%	88
Toothpaste Sometimes - Gum Health	5,317	9.68%	3,926	9.75%	101
Toothpaste Sometimes - Natural	3,089	5.62%	2,053	5.10%	91
Toothpaste Sometimes - Sensitive	11,620	21.16%	9,421	23.41%	111
Toothpaste Sometimes - Whitening	13,408	24.42%	9,457	23.50%	96
<b>Toothbrushes - Bought/Received in Past 6 Months</b>					
Toothbrushes - Yes	33,814	61.57%	26,048	64.72%	105
<b>Toothbrushes - # Bought/Received in Past 6 Months</b>					
# Toothbrushes - 1 (L)	14,926	27.18%	10,563	26.24%	97
# Toothbrushes - 2 (M)	11,363	20.69%	10,057	24.99%	121
# Toothbrushes - 3 (H)	3,591	6.54%	2,383	5.92%	91
# Toothbrushes - 4 (H)	1,708	3.11%	1,426	3.54%	114

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# Toothbrushes - 5+ (H)	2,226	4.05%	1,618	4.02%	99
<b>Tooth Whitening Systems - Used/Past 6 Months</b>					
Tooth Whitening - Yes	3,850	7.01%	3,041	7.56%	108
<b>Tooth Whitening Systems - # of Times Used in Past 7 Days</b>					
Tooth Whitening - 1-2 Times (L)	1,149	2.09%	808	2.01%	96
Tooth Whitening - 3-5 Times (M)	405	0.74%	255	0.63%	85
Tooth Whitening - 6+ Times (H)	219	0.40%	163	0.41%	103
<b>Mouthwash/Dental Rinse - Used/Past 6 Months</b>					
Mouthwash - Yes	25,453	46.35%	18,337	45.56%	98
<b>Mouthwash/Dental Rinse - # Times Used/Past 7 Days</b>					
Mouthwash - 1-2 Times (L)	7,687	14.00%	5,703	14.17%	101
Mouthwash - 3-5 Times (L)	5,757	10.48%	4,293	10.67%	102
Mouthwash - 6-9 Times (M)	7,576	13.80%	4,866	12.09%	88
Mouthwash - 10-14 Times (H)	1,826	3.33%	1,636	4.07%	122
Mouthwash - 15+ Times (H)	387	0.71%	260	0.65%	92
<b>Mouthwash/Dental Rinse - Type Use - Any</b>					
Mouthwash Any - Dental Rinse	4,788	8.72%	3,374	8.38%	96
Mouthwash Any - Fluoride Dental Rinse	5,196	9.46%	3,968	9.86%	104
Mouthwash Any - Mouthwash	23,380	42.57%	16,844	41.85%	98
Mouthwash Any - Pre-Brushing Rinse	1,679	3.06%	1,277	3.17%	104
<b>Mouthwash/Dental Rinse - Type Use - Most Often</b>					
Mouthwash Most Often - Dental Rinse	2,018	3.68%	1,358	3.38%	92
Mouthwash Most Often - Fluoride Dental Rinse	2,607	4.75%	1,777	4.42%	93
Mouthwash Most Often - Mouthwash	20,622	37.55%	15,040	37.37%	100
Mouthwash Most Often - Pre-Brushing Rinse	205	0.37%	161	0.40%	108
<b>Mouthwash/Dental Rinse - Type Use - Sometimes</b>					
Mouthwash Sometimes - Dental Rinse	2,769	5.04%	2,016	5.01%	99
Mouthwash Sometimes - Fluoride Dental Rinse	2,589	4.71%	2,190	5.44%	115
Mouthwash Sometimes - Mouthwash	2,758	5.02%	1,804	4.48%	89
Mouthwash Sometimes - Pre-Brushing Rinse	1,473	2.68%	1,116	2.77%	103
<b>Dentures - Have</b>					
Have Dentures - Yes	5,380	9.80%	3,571	8.87%	91
<b>Dentures - Type Have</b>					
Dentures - Full	2,507	4.57%	1,160	2.88%	63
Dentures - Partial	2,500	4.55%	1,831	4.55%	100
Dentures - Both full and partial	373	0.68%	579	1.44%	212
<b>Denture Cleansers - Used in Past 6 Months</b>					
Denture Cleansers - Yes	3,874	7.06%	2,687	6.68%	95
<b>Denture Cleansers - # Times Used in Past 7 Days</b>					
Denture Cleansers - 1-5 Times (L)	1,892	3.44%	1,356	3.37%	98
Denture Cleansers - 6-7 Times (M)	1,742	3.17%	1,199	2.98%	94
Denture Cleansers - 8+ Times (H)	229	0.42%	123	0.31%	74
<b>Denture Cleansers - Type Use - Any</b>					
Denture Cleansers Any - Powder	713	1.30%	702	1.74%	134

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Denture Cleansers Any - Paste	771	1.40%	411	1.02%	73
Denture Cleansers Any - Effervescent Tablet	3,120	5.68%	1,995	4.96%	87
Denture Cleansers Any - Foam	271	0.49%	101	0.25%	51
<b>Denture Cleansers - Type Use - Most Often</b>					
Denture Cleansers Most Often - Powder	483	0.88%	561	1.39%	158
Denture Cleansers Most Often - Paste	298	0.54%	147	0.37%	69
Denture Cleansers Most Often - Effervescent Tablet	3,093	5.63%	1,979	4.92%	87
<b>Denture Cleansers - Type Use - Sometimes</b>					
Denture Cleansers Sometimes - Powder	230	0.42%	141	0.35%	83
Denture Cleansers Sometimes - Paste	472	0.86%	264	0.66%	77
Denture Cleansers Sometimes - Effervescent Tablet	27	0.05%	16	0.04%	80
Denture Cleansers Sometimes - Foam	271	0.49%	101	0.25%	51
<b>Denture Adhesive - Used in Past 6 Months</b>					
Denture Adhesive - Yes	1,273	2.32%	320	0.79%	34
<b>Denture Adhesive - # Times Used in Past 7 Days</b>					
Denture Adhesive - 1-2 Times (L)	195	0.35%	54	0.14%	40
Denture Adhesive - 3-5 Times (M)	187	0.34%	66	0.16%	47
Denture Adhesive - 6+ Times (H)	807	1.47%	179	0.44%	30
<b>Lip Care - Used in Past 6 Months</b>					
Lip Care - Yes	26,081	47.49%	19,236	47.79%	101
<b>Lip Care - # Times Used in Past 7 Days</b>					
Lip Care - 1-2 Times (L)	6,481	11.80%	4,120	10.24%	87
Lip Care - 3-5 Times (M)	5,028	9.16%	3,497	8.69%	95
Lip Care - 6-9 Times (M)	6,396	11.65%	5,659	14.06%	121
Lip Care - 10-14 Times (H)	2,282	4.16%	1,653	4.11%	99
Lip Care - 15+ Times (H)	2,868	5.22%	1,597	3.97%	76
<b>Lip Care - Kind Used - Any</b>					
Lip Care Any - Lip Balm	25,902	47.17%	19,020	47.26%	100
Lip Care Any - Cold Sore Remedies	4,991	9.09%	3,342	8.30%	91
<b>Lip Care - Kind Used - Most Often</b>					
Lip Care Most Often - Lip Balm	25,653	46.71%	18,819	46.76%	100
Lip Care Most Often - Cold Sore Remedies	350	0.64%	216	0.54%	84
<b>Lip Care - Kind Used - Sometimes</b>					
Lip Care Sometimes - Lip Balm	249	0.45%	202	0.50%	111
Lip Care Sometimes - Cold Sore Remedies	4,641	8.45%	3,126	7.77%	92
<b>Deodorants/Antiperspirants - Used/Past 6 Months</b>					
Deodorants - Yes	44,391	80.84%	31,517	78.30%	97
<b>Deodorants/Antiperspirants - # Times Used/Past 7 Days</b>					
Deodorants - 1-2 Times (L)	5,139	9.36%	3,387	8.41%	90
Deodorants - 3-5 Times (L)	6,760	12.31%	4,315	10.72%	87
Deodorants - 6-9 Times (M)	29,107	53.00%	21,901	54.41%	103
Deodorants - 10-14 Times (H)	1,666	3.03%	889	2.21%	73
Deodorants - 15+ Times (H)	712	1.30%	339	0.84%	65

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<b>Deodorants/Antiperspirants - Form Use - Any</b>					
Deodorants Any - Body Sprays	8,337	15.18%	6,104	15.17%	100
Deodorants Any - Clear Gel/Stick	17,455	31.79%	12,871	31.98%	101
Deodorants Any - Roll-On	11,677	21.26%	8,892	22.09%	104
Deodorants Any - Stick	28,238	51.42%	20,161	50.09%	97
Deodorants Any - Other	5,020	9.14%	2,435	6.05%	66
<b>Deodorants/Antiperspirants - Form Use - Most Often</b>					
Deodorants Most Often - Body Sprays	2,625	4.78%	1,757	4.37%	91
Deodorants Most Often - Clear Gel/Stick	11,083	20.18%	8,415	20.91%	104
Deodorants Most Often - Roll-On	6,381	11.62%	4,701	11.68%	101
Deodorants Most Often - Stick	22,176	40.38%	15,767	39.17%	97
Deodorants Most Often - Other	1,875	3.41%	822	2.04%	60
<b>Deodorants/Antiperspirants - Form Use - Sometimes</b>					
Deodorants Sometimes - Body Sprays	5,712	10.40%	4,347	10.80%	104
Deodorants Sometimes - Clear Gel/Stick	6,342	11.55%	4,101	10.19%	88
Deodorants Sometimes - Roll-On	5,296	9.64%	4,191	10.41%	108
Deodorants Sometimes - Stick	6,061	11.04%	4,394	10.92%	99
Deodorants Sometimes - Other	3,145	5.73%	1,613	4.01%	70
<b>Perfume &amp; Cologne - Used/Past 6 Months</b>					
Perfume & Cologne - Yes	20,119	36.64%	15,235	37.85%	103
<b>Perfume &amp; Cologne - \$ Spent/Past 12 Months - For Self</b>					
Perfume for Self - \$1-\$9	948	1.73%	512	1.27%	73
Perfume for Self - \$10-\$19	1,417	2.58%	1,184	2.94%	114
Perfume for Self - \$20-\$49	3,556	6.48%	2,703	6.72%	104
Perfume for Self - \$50-\$99	4,115	7.49%	3,779	9.39%	125
Perfume for Self - \$100+	3,021	5.50%	3,046	7.57%	138
<b>Perfume &amp; Cologne - \$ Spent/Past 12 Months - As Gift for Women</b>					
Perfume Gift for Women - \$1-\$9	191	0.35%	154	0.38%	109
Perfume Gift for Women - \$10-\$19	500	0.91%	324	0.81%	89
Perfume Gift for Women - \$20-\$49	1,676	3.05%	1,059	2.63%	86
Perfume Gift for Women - \$50-\$99	932	1.70%	806	2.00%	118
Perfume Gift for Women - \$100+	1,049	1.91%	962	2.39%	125
<b>Perfume &amp; Cologne - \$ Spent/Past 12 Months - As Gift for Men</b>					
Perfume Gift for Men - \$1-\$9	88	0.16%	80	0.20%	125
Perfume Gift for Men - \$10-\$19	539	0.98%	402	1.00%	102
Perfume Gift for Men - \$20-\$49	883	1.61%	473	1.17%	73
Perfume Gift for Men - \$50-\$99	641	1.17%	509	1.27%	109
Perfume Gift for Men - \$100+	268	0.49%	225	0.56%	114
<b>Body Wash - Used in Past 6 Months</b>					
Body Wash - Yes	30,682	55.87%	21,695	53.90%	96
<b>Body Wash - # Times Used in Past 7 Days</b>					
Body Wash - 1-2 Times (L)	5,791	10.55%	3,909	9.71%	92
Body Wash - 3-5 Times (L)	9,704	17.67%	6,229	15.48%	88

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Body Wash - 6-9 Times (M)	11,575	21.08%	9,309	23.13%	110
Body Wash - 10-14 Times (H)	1,220	2.22%	757	1.88%	85
Body Wash - 15+ Times (H)	770	1.40%	277	0.69%	49
<b>Body Wash - Type Use - Any</b>					
Body Wash Any - Deodorant	7,783	14.17%	5,996	14.90%	105
Body Wash Any - Exfoliating	8,063	14.68%	5,417	13.46%	92
Body Wash Any - Moisturizing	18,742	34.13%	12,480	31.01%	91
Body Wash Any - Regular	19,068	34.72%	13,756	34.18%	98
Body Wash Any - Sensitive Skin	8,415	15.32%	5,666	14.08%	92
Body Wash Any - Unscented	4,587	8.35%	3,526	8.76%	105
<b>Body Wash - Type Use - Most Often</b>					
Body Wash Most Often - Deodorant	2,689	4.90%	1,620	4.02%	82
Body Wash Most Often - Exfoliating	1,101	2.00%	830	2.06%	103
Body Wash Most Often - Moisturizing	10,503	19.13%	7,172	17.82%	93
Body Wash Most Often - Regular	12,344	22.48%	9,261	23.01%	102
Body Wash Most Often - Sensitive Skin	2,237	4.07%	1,438	3.57%	88
Body Wash Most Often - Unscented	1,808	3.29%	1,374	3.42%	104
<b>Body Wash - Type Use - Sometimes</b>					
Body Wash Sometimes - Deodorant	5,094	9.28%	4,376	10.87%	117
Body Wash Sometimes - Exfoliating	6,963	12.68%	4,587	11.40%	90
Body Wash Sometimes - Moisturizing	8,240	15.00%	5,307	13.19%	88
Body Wash Sometimes - Regular	6,724	12.24%	4,495	11.17%	91
Body Wash Sometimes - Sensitive Skin	6,178	11.25%	4,228	10.50%	93
Body Wash Sometimes - Unscented	2,779	5.06%	2,152	5.35%	106
<b>Shampoo - Used in Past 6 Months</b>					
Shampoo - Yes	50,906	92.70%	37,319	92.72%	100
<b>Shampoo - # Times Used in Past 7 Days</b>					
Shampoo - 1-2 Times (L)	16,530	30.10%	12,186	30.28%	101
Shampoo - 3-5 Times (M)	17,992	32.76%	12,704	31.56%	96
Shampoo - 6-7 Times (H)	13,959	25.42%	11,193	27.81%	109
Shampoo - 8+ Times (H)	1,876	3.42%	838	2.08%	61
<b>Shampoo - Kind Use</b>					
Shampoo - Anti-Frizz	1,687	3.07%	855	2.12%	69
Shampoo - Baby Shampoo	574	1.05%	428	1.06%	101
Shampoo - Children's Shampoo	101	0.18%	88	0.22%	122
Shampoo - Colour Retention	5,601	10.20%	4,495	11.17%	110
Shampoo - Colour Specific	1,967	3.58%	1,429	3.55%	99
Shampoo - Combination Shampoo/Conditioner	6,430	11.71%	4,928	12.24%	105
Shampoo - Curly Hair	3,005	5.47%	1,357	3.37%	62
Shampoo - Dry Hair	5,113	9.31%	4,468	11.10%	119
Shampoo - Medicated/Anti-Dandruff	8,342	15.19%	6,496	16.14%	106
Shampoo - Moisturizing	12,958	23.60%	7,584	18.84%	80
Shampoo - Naturals/Organic	9,037	16.46%	5,664	14.07%	85

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Shampoo - Regular Shampoo	22,495	40.96%	16,627	41.31%	101
Shampoo - Other	3,386	6.17%	2,131	5.30%	86
<b>Hair Conditioners - Used in Past 6 Months</b>					
Hair Conditioners - Yes	29,627	53.95%	22,358	55.55%	103
<b>Hair Conditioners - # Times Used in Past 7 Days</b>					
Hair Conditioners - 1-2 Times (L)	12,648	23.03%	9,816	24.39%	106
Hair Conditioners - 3-5 Times (M)	10,131	18.45%	7,181	17.84%	97
Hair Conditioners - 6-7 Times (H)	6,281	11.44%	4,965	12.34%	108
Hair Conditioners - 8+ Times (H)	295	0.54%	158	0.39%	72
<b>Hair Conditioners - Kind Use</b>					
Hair Conditioners - Anti-Frizz	3,242	5.90%	1,855	4.61%	78
Hair Conditioners - Colour Retention	4,312	7.85%	3,373	8.38%	107
Hair Conditioners - Colour Specific	1,922	3.50%	1,375	3.42%	98
Hair Conditioners - Curl	2,000	3.64%	1,316	3.27%	90
Hair Conditioners - Hot Oil	291	0.53%	109	0.27%	51
Hair Conditioners - Leave-In	3,801	6.92%	2,355	5.85%	85
Hair Conditioners - Moisturizing	15,699	28.59%	10,960	27.23%	95
Hair Conditioners - Naturals/Organic	4,355	7.93%	2,732	6.79%	86
Hair Conditioners - Regular/Instant	6,016	10.96%	4,650	11.55%	105
Hair Conditioners - Other	3,038	5.53%	2,316	5.75%	104
<b>Hair Mousses/Gels/Sprays - Personally Used In Past 6 Months</b>					
Hair Mousses/Gels/Sprays - Yes	16,293	29.67%	11,679	29.02%	98
<b>Hair Mousses/Gels/Sprays - # of Times Personally Used In Past 7 Days</b>					
Hair Mousses/Gels/Sprays - 1-2 (L)	6,828	12.43%	4,994	12.41%	100
Hair Mousses/Gels/Sprays - 3-5 (M)	3,541	6.45%	2,351	5.84%	91
Hair Mousses/Gels/Sprays - 6-7 (H)	2,907	5.29%	1,848	4.59%	87
Hair Mousses/Gels/Sprays - 8+ (H)	441	0.80%	243	0.60%	75
<b>Hair Colouring Products - Used/Past 6 Months</b>					
Hair Colouring - Yes	10,060	18.32%	7,359	18.28%	100
<b>Hair Colouring Products - # Times Used/Past 6 Months</b>					
Hair Colouring - 1-2 Times (L)	6,248	11.38%	4,496	11.17%	98
Hair Colouring - 3-4 Times (M)	2,972	5.41%	2,151	5.34%	99
Hair Colouring - 5-6 Times (H)	786	1.43%	670	1.67%	117
Hair Colouring - 7+ Times (H)	54	0.10%	42	0.10%	100
<b>Hair Colouring Products - Type Use - Any</b>					
Hair Colouring Any - Highlighting	2,745	5.00%	1,936	4.81%	96
Hair Colouring Any - Permanent	5,830	10.62%	4,318	10.73%	101
Hair Colouring Any - Root Touch-Up	3,264	5.94%	2,443	6.07%	102
Hair Colouring Any - Semi-Permanent	2,948	5.37%	2,025	5.03%	94
Hair Colouring Any - Temporary	1,338	2.44%	1,356	3.37%	138
<b>Hair Colouring Products - Type Use - Most Often</b>					
Hair Colouring Most Often - Highlighting	1,353	2.46%	1,160	2.88%	117
Hair Colouring Most Often - Permanent	4,719	8.59%	3,350	8.32%	97

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Hair Colouring Most Often - Root Touch-Up	1,244	2.27%	1,126	2.80%	123
Hair Colouring Most Often - Semi-Permanent	1,292	2.35%	986	2.45%	104
Hair Colouring Most Often - Temporary	714	1.30%	543	1.35%	104
<b>Hair Colouring Products - Type Use - Sometimes</b>					
Hair Colouring Sometimes - Highlighting	1,392	2.53%	776	1.93%	76
Hair Colouring Sometimes - Permanent	1,112	2.03%	968	2.40%	118
Hair Colouring Sometimes - Root Touch-Up	2,020	3.68%	1,316	3.27%	89
Hair Colouring Sometimes - Semi-Permanent	1,656	3.02%	1,040	2.58%	85
Hair Colouring Sometimes - Temporary	625	1.14%	813	2.02%	177
<b>Hair Removal - Used in Past 6 Months</b>					
Hair Removal - Yes	10,620	19.34%	7,734	19.22%	99
<b>Hair Salon - Used in Past 6 Months</b>					
Hair Salon - Yes	19,887	36.21%	16,661	41.39%	114
<b>Hair Salon - # Times Used in Past 6 Months</b>					
# Hair Salon - 1-2	13,963	25.43%	12,084	30.02%	118
# Hair Salon - 3-4	3,859	7.03%	2,976	7.40%	105
# Hair Salon - 5-6	1,699	3.09%	1,270	3.16%	102
# Hair Salon - 7+	367	0.67%	331	0.82%	122
<b>Nail Salon - Used in Past 6 Months</b>					
Nail Salon - Yes	5,785	10.53%	4,545	11.29%	107
<b>Nail Salon - # Times Used in Past 6 Months</b>					
# Nail Salon - 1-2	3,433	6.25%	2,673	6.64%	106
# Nail Salon - 3-4	1,652	3.01%	1,192	2.96%	98
# Nail Salon - 5-6	488	0.89%	290	0.72%	81
# Nail Salon - 7+	212	0.39%	389	0.97%	249
<b>Face &amp; Body Skincare - Bought in Past 30 Days</b>					
Skincare - Yes	22,226	40.47%	16,330	40.57%	100
<b>Face &amp; Body Skincare - \$ Spent in Past 30 Days</b>					
Skincare - \$1-\$4	1,823	3.32%	1,372	3.41%	103
Skincare - \$5-\$9	4,187	7.62%	2,564	6.37%	84
Skincare - \$10-\$19	5,254	9.57%	4,108	10.21%	107
Skincare - \$20-\$49	6,968	12.69%	5,588	13.88%	109
Skincare - \$50-\$99	2,908	5.30%	1,815	4.51%	85
Skincare - \$100+	1,087	1.98%	885	2.20%	111
<b>Face &amp; Body Skincare - Where Bought in Past 30 Days</b>					
Skincare - Bath & Body Works	1,249	2.28%	983	2.44%	107
Skincare - Costco	2,570	4.68%	1,283	3.19%	68
Skincare - Crabtree & Evelyn	439	0.80%	288	0.72%	90
Skincare - Familiprix	0	0.00%	0	0.00%	
Skincare - Hudson's Bay	935	1.70%	621	1.54%	91
Skincare - Jean Coutu	0	0.00%	0	0.00%	
Skincare - Loblaws/Loblaws Superstore	925	1.68%	964	2.40%	143
Skincare - London Drugs	2,244	4.09%	1,545	3.84%	94

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	Value	Percent	Value	Percent	Index
Skincare - Maxi Et Cie	0	0.00%	0	0.00%	
Skincare - PharmaSave	387	0.70%	193	0.48%	69
Skincare - Real Canadian Superstore	1,679	3.06%	1,060	2.64%	86
Skincare - Rexall/Pharma Plus	470	0.86%	410	1.02%	119
Skincare - Sephora	1,406	2.56%	705	1.75%	68
Skincare - Shoppers Drug Mart/Pharmaprix	8,065	14.69%	5,580	13.86%	94
Skincare - The Body Shop	951	1.73%	660	1.64%	95
Skincare - Uniprix	0	0.00%	0	0.00%	
Skincare - Walmart	4,801	8.74%	3,238	8.05%	92
Skincare - Yves Rocher	0	0.00%	0	0.00%	
Skincare - Other Drug Store	311	0.57%	195	0.49%	86
Skincare - Other Grocery Stores/Supermarkets	41	0.07%	20	0.05%	71
Skincare - Other Specialty Store	1,828	3.33%	2,566	6.38%	192
Skincare - Other Stores	3,700	6.74%	3,606	8.96%	133
<b>Hand &amp; Body Cream/Lotion - Used/Past 6 Months</b>					
Hand & Body Lotion - Yes	31,628	57.59%	23,411	58.17%	101
<b>Hand &amp; Body Cream/Lotion - # Times Used/Past 7 Days</b>					
Hand & Body Lotion - 1-2 Times (L)	6,184	11.26%	4,768	11.85%	105
Hand & Body Lotion - 3-5 Times (L)	8,002	14.57%	5,793	14.39%	99
Hand & Body Lotion - 6-9 Times (M)	9,170	16.70%	6,749	16.77%	100
Hand & Body Lotion - 10-14 Times (H)	2,998	5.46%	2,182	5.42%	99
Hand & Body Lotion - 15+ Times (H)	2,511	4.57%	1,814	4.51%	99
<b>Facial Cleansers - Used in Past 6 Months</b>					
Facial Cleansers - Yes	21,314	38.81%	15,763	39.16%	101
<b>Facial Cleansers - # Times Used in Past 7 Days</b>					
Facial Cleansers - 1-2 Times (L)	3,369	6.14%	2,007	4.99%	81
Facial Cleansers - 3-5 Times (L)	4,203	7.65%	3,151	7.83%	102
Facial Cleansers - 6-9 Times (M)	10,099	18.39%	7,624	18.94%	103
Facial Cleansers - 10-14 Times (H)	2,734	4.98%	2,138	5.31%	107
Facial Cleansers - 15+ Times (H)	220	0.40%	182	0.45%	113
<b>Facial Cleansers - Kind Use - Any</b>					
Facial Cleansers Any - Bar	3,252	5.92%	1,975	4.91%	83
Facial Cleansers Any - Cream	6,806	12.39%	5,722	14.22%	115
Facial Cleansers Any - Cleansing Wipes	5,435	9.90%	3,208	7.97%	81
Facial Cleansers Any - Foaming Cleansers	9,515	17.33%	6,679	16.59%	96
Facial Cleansers Any - Gel	6,520	11.87%	4,131	10.26%	86
Facial Cleansers Any - Scrub	7,520	13.69%	5,382	13.37%	98
Facial Cleansers Any - Toner	4,763	8.67%	3,658	9.09%	105
Facial Cleansers Any - Other	1,828	3.33%	1,587	3.94%	118
<b>Facial Cleansers - Kind Use - Most Often</b>					
Facial Cleansers Most Often - Bar	1,852	3.37%	1,198	2.98%	88
Facial Cleansers Most Often - Cream	4,301	7.83%	4,166	10.35%	132
Facial Cleansers Most Often - Cleansing Wipes	1,801	3.28%	936	2.33%	71

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Facial Cleansers Most Often - Foaming Cleansers	5,768	10.50%	3,933	9.77%	93
Facial Cleansers Most Often - Gel	3,718	6.77%	2,158	5.36%	79
Facial Cleansers Most Often - Scrub	2,238	4.08%	1,917	4.76%	117
Facial Cleansers Most Often - Toner	763	1.39%	735	1.83%	132
Facial Cleansers Most Often - Other	873	1.59%	721	1.79%	113
<b>Facial Cleansers - Kind Use - Sometimes</b>					
Facial Cleansers Sometimes - Bar	1,400	2.55%	778	1.93%	76
Facial Cleansers Sometimes - Cream	2,506	4.56%	1,556	3.87%	85
Facial Cleansers Sometimes - Cleansing Wipes	3,634	6.62%	2,272	5.65%	85
Facial Cleansers Sometimes - Foaming Cleansers	3,748	6.82%	2,746	6.82%	100
Facial Cleansers Sometimes - Gel	2,803	5.10%	1,973	4.90%	96
Facial Cleansers Sometimes - Scrub	5,282	9.62%	3,465	8.61%	90
Facial Cleansers Sometimes - Toner	4,000	7.29%	2,923	7.26%	100
Facial Cleansers Sometimes - Other	955	1.74%	866	2.15%	124
<b>Facial Moisturizers - Used in Past 6 Months</b>					
Facial Moisturizers - Yes	24,776	45.12%	19,281	47.90%	106
<b>Facial Moisturizers - # Times Used in Past 7 Days</b>					
# Facial Moisturizers - 1-2 (L)	4,175	7.60%	3,549	8.82%	116
# Facial Moisturizers - 3-5 (L)	4,237	7.72%	3,560	8.85%	115
# Facial Moisturizers - 6-7 (M)	8,953	16.30%	7,092	17.62%	108
# Facial Moisturizers - 8-9 (M)	2,830	5.15%	2,046	5.08%	99
# Facial Moisturizers - 10+ (H)	4,189	7.63%	2,699	6.71%	88
<b>Facial Moisturizers - Kind Use - Any</b>					
Facial Cleansers Any - Fragrance Free	8,386	15.27%	6,399	15.90%	104
Facial Cleansers Any - Hypoallergenic	5,142	9.36%	3,513	8.73%	93
Facial Cleansers Any - Oil Free	3,352	6.11%	2,426	6.03%	99
Facial Cleansers Any - Regular	11,690	21.29%	8,285	20.58%	97
Facial Cleansers Any - Sensitive Skin	9,268	16.88%	7,618	18.93%	112
Facial Cleansers Any - With Sunscreen (SPF)	9,969	18.15%	7,651	19.01%	105
<b>Facial Moisturizers - Kind Use - Most Often</b>					
Facial Cleansers Most Often - Fragrance Free	4,439	8.08%	3,685	9.16%	113
Facial Cleansers Most Often - Hypoallergenic	1,688	3.07%	1,243	3.09%	101
Facial Cleansers Most Often - Oil Free	1,729	3.15%	1,254	3.12%	99
Facial Cleansers Most Often - Regular	6,903	12.57%	5,364	13.33%	106
Facial Cleansers Most Often - Sensitive Skin	5,307	9.67%	4,416	10.97%	113
Facial Cleansers Most Often - With Sunscreen (SPF)	4,709	8.58%	3,320	8.25%	96
<b>Facial Moisturizers - Kind Use - Sometimes</b>					
Facial Cleansers Sometimes - Fragrance Free	3,947	7.19%	2,714	6.74%	94
Facial Cleansers Sometimes - Hypoallergenic	3,453	6.29%	2,270	5.64%	90
Facial Cleansers Sometimes - Oil Free	1,624	2.96%	1,172	2.91%	98
Facial Cleansers Sometimes - Regular	4,787	8.72%	2,921	7.26%	83
Facial Cleansers Sometimes - Sensitive Skin	3,961	7.21%	3,202	7.96%	110
Facial Cleansers Sometimes - With Sunscreen (SPF)	5,260	9.58%	4,331	10.76%	112

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Acne Products - Used in Past 6 Months					
Acne Products - Yes	3,828	6.97%	3,119	7.75%	111

Index	Description
$\geq 180$	Extremely High
$\geq 110$ and $< 180$	High
$\geq 90$ and $< 110$	Similar
$\geq 50$ and $< 90$	Low
$< 50$	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.

**Data Vintage:** Data Vintage: 2022/2023