

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		
Toothpaste - Personally Used in Past 6 Months	45,406	93.72%	34,436	95.66%	102
Toothpaste - # Times Used Past Week					
Less Than Once A Day (L)	1,325	2.74%	1,016	2.82%	103
Once A Day (L)	11,939	24.64%	9,044	25.12%	102
Twice A Day (M)	27,304	56.36%	21,019	58.39%	104
Three Times A Day (H)	4,189	8.65%	3,026	8.41%	97
More Than Three Times A Day (H)	544	1.12%	254	0.71%	63
Toothpaste - Kind					
Acid Wear/Enamel Care	4,230	8.73%	3,057	8.49%	97
All in One (Multi Benefit)	15,995	33.02%	13,118	36.44%	110
Basic/Cavity Protection	12,787	26.39%	10,253	28.48%	108
Breath Freshening	6,854	14.15%	4,573	12.70%	90
Gum Health	4,122	8.51%	3,187	8.85%	104
Natural	6,512	13.44%	5,751	15.98%	119
Sensitive	15,975	32.97%	11,475	31.88%	97
Whitening	15,763	32.54%	10,681	29.67%	91
Toothpaste - Kind - Most Often					
Acid Wear/Enamel Care	1,571	3.24%	1,338	3.72%	115
All in One (Multi Benefit)	12,337	25.47%	10,383	28.84%	113
Basic/Cavity Protection	8,488	17.52%	6,212	17.26%	99
Breath Freshening	2,070	4.27%	933	2.59%	61
Gum Health	459	0.95%	364	1.01%	106
Natural	4,117	8.50%	3,071	8.53%	100
Sensitive	9,666	19.95%	7,610	21.14%	106
Whitening	6,698	13.83%	4,525	12.57%	91
Toothpaste - Kind - Sometimes					
Acid Wear/Enamel Care	2,665	5.50%	1,725	4.79%	87
All in One (Multi Benefit)	3,726	7.69%	2,739	7.61%	99
Basic/Cavity Protection	4,370	9.02%	4,045	11.24%	125
Breath Freshening	4,817	9.94%	3,647	10.13%	102
Gum Health	3,669	7.57%	2,825	7.85%	104
Natural	2,363	4.88%	2,663	7.40%	152
Sensitive	6,375	13.16%	3,861	10.73%	82
Whitening	9,067	18.72%	6,178	17.16%	92
Toothbrushes - Personally Acquired in Past 6 Months	32,055	66.17%	25,621	71.17%	108
Toothbrushes - # Bought Past 6 Months					
1 (L)	16,017	33.06%	11,978	33.28%	101
2 (M)	10,206	21.07%	9,040	25.11%	119
3 (H)	2,917	6.02%	2,337	6.49%	108
4 (H)	616	1.27%	351	0.97%	76
5+ (H)	2,298	4.74%	1,915	5.32%	112
Tooth Whitening Systems - Used in Past 6 Months	4,957	10.23%	3,789	10.53%	103
Tooth Whitening Systems - # of Times Used Past Week					
1-2 Times (L)	2,585	5.34%	1,935	5.38%	101

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	Value	Percent	Value	Percent	Index
3-5 Times (M)	832	1.72%	546	1.52%	88
6+ Times (H)	122	0.25%	104	0.29%	116
Mouthwash/Dental Rinse - Used in Past 6 Months	20,063	41.41%	14,313	39.76%	96
Mouthwash/Dental Rinse - # Times Used Week					
1-2 Times (L)	6,650	13.73%	4,518	12.55%	91
3-5 Times (L)	3,449	7.12%	3,092	8.59%	121
6-9 Times (M)	5,433	11.21%	2,958	8.22%	73
10-14 Times (H)	2,375	4.90%	2,109	5.86%	120
15+ Times (H)	678	1.40%	479	1.33%	95
Mouthwash/Dental Rinse - Type					
Dental Rinse	5,152	10.64%	4,170	11.59%	109
Fluoride Dental Rinse	4,372	9.03%	3,710	10.31%	114
Mouthwash	15,050	31.07%	10,002	27.79%	89
Pre-Brushing Rinse	990	2.04%	587	1.63%	80
Mouthwash/Dental Rinse - Type - Most Often					
Dental Rinse	3,189	6.58%	2,737	7.60%	116
Fluoride Dental Rinse	2,154	4.45%	2,459	6.83%	153
Mouthwash	14,570	30.08%	9,095	25.27%	84
Pre-Brushing Rinse	150	0.31%	21	0.06%	19
Mouthwash/Dental Rinse - Type - Sometimes					
Dental Rinse	1,893	3.91%	1,173	3.26%	83
Fluoride Dental Rinse	2,186	4.51%	1,085	3.02%	67
Mouthwash	529	1.09%	464	1.29%	118
Pre-Brushing Rinse	849	1.75%	564	1.57%	90
Toothache Pain Relievers - Personally Used in Past 6 Months	1,293	2.67%	536	1.49%	56
Toothache Pain Relievers - # Times Used Past 6 Months					
1 Time (L)	523	1.08%	146	0.41%	38
2 Times (M)	183	0.38%	59	0.17%	45
3+ Times (H)	587	1.21%	332	0.92%	76
Dentures - Personally Have	4,837	9.99%	3,105	8.63%	86
Dentures - Type					
Full	1,755	3.62%	883	2.45%	68
Partial	2,547	5.26%	1,992	5.54%	105
Both full and partial	536	1.11%	229	0.64%	58
Denture Cleansers - Personally Used in Past 6 Months	4,405	9.09%	2,590	7.19%	79
Denture Cleansers - # Times Used Past Week					
1-5 Times (L)	1,787	3.69%	868	2.41%	65
6-7 Times (M)	1,673	3.45%	1,118	3.11%	90
8+ Times (H)	454	0.94%	352	0.98%	104
Denture Cleansers - Type					
Powder	760	1.57%	604	1.68%	107
Paste	618	1.28%	303	0.84%	66
Effervescent Tablet	3,999	8.26%	2,082	5.78%	70

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	Value	Percent	Value	Percent	Index
Foam	285	0.59%	96	0.27%	46
Denture Cleansers - Type - Most Often					
Powder	344	0.71%	370	1.03%	145
Paste	398	0.82%	243	0.68%	83
Effervescent Tablet	3,517	7.26%	1,899	5.28%	73
Foam	145	0.30%	77	0.21%	70
Denture Cleansers - Type - Sometimes					
Powder	360	0.74%	101	0.28%	38
Paste	163	0.34%	59	0.17%	50
Effervescent Tablet	16	0.03%	9	0.03%	100
Foam	122	0.25%	13	0.04%	16
Denture Adhesive - Personally Used in Past 6 Months					
	588	1.21%	235	0.65%	54
Denture Adhesive - # Times Used Past Week					
1-2 Times (L)	138	0.28%	49	0.14%	50
3-5 Times (M)	23	0.05%	7	0.02%	40
6+ Times (H)	343	0.71%	153	0.42%	59
Lip Care - Personally Used in Past 6 Months					
	17,439	36.00%	13,925	38.68%	107
Lip Care - # Times Used Past Week					
1-2 Times (L)	4,470	9.23%	3,025	8.40%	91
3-5 Times (M)	3,452	7.13%	2,766	7.68%	108
6-9 Times (M)	4,600	9.49%	3,916	10.88%	115
10-14 Times (H)	1,794	3.70%	2,163	6.01%	162
15+ Times (H)	1,024	2.11%	505	1.40%	66
Lip Care - Kind					
Lip Balm	16,693	34.46%	13,464	37.40%	109
Cold Sore Remedies	4,359	9.00%	2,781	7.73%	86
Lip Care - Kind - Most Often					
Lip Balm	16,672	34.41%	13,442	37.34%	109
Cold Sore Remedies	400	0.83%	389	1.08%	130
Lip Care - Kind - Sometimes					
Lip Balm	21	0.04%	23	0.06%	150
Cold Sore Remedies	3,987	8.23%	2,476	6.88%	84
Deodorants/Antiperspirants - Used in Past 6 Months					
	37,121	76.62%	26,883	74.68%	97
Deodorants/Antiperspirants - # Times Used Past Week					
1-2 Times (L)	4,298	8.87%	3,319	9.22%	104
3-5 Times (L)	6,222	12.84%	3,870	10.75%	84
6-9 Times (M)	23,612	48.74%	17,789	49.42%	101
10-14 Times (H)	1,498	3.09%	1,098	3.05%	99
15+ Times (H)	1,253	2.59%	576	1.60%	62
Deodorants/Antiperspirants - Kind					
Anti Perspirant/Deodorant	25,293	52.21%	20,399	56.67%	109
Deodorant Only	24,018	49.58%	17,428	48.42%	98
Deodorants/Antiperspirants - Kind - Most Often					
Anti Perspirant/Deodorant	18,499	38.19%	14,794	41.10%	108

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	Value	Percent	Value	Percent	Index
Deodorant Only	18,726	38.65%	12,483	34.68%	90
Deodorants/Antiperspirants - Kind - Sometimes					
Anti Perspirant/Deodorant	6,787	14.01%	5,292	14.70%	105
Deodorant Only	5,320	10.98%	4,741	13.17%	120
Deodorants/Antiperspirants - Form					
Aerosol	2,381	4.92%	2,402	6.67%	136
Body Sprays	2,232	4.61%	1,401	3.89%	84
Clear Gel	4,704	9.71%	4,041	11.23%	116
Clear Stick	7,945	16.40%	6,026	16.74%	102
invisible White Stick	8,566	17.68%	6,300	17.50%	99
Roll-On	5,199	10.73%	4,172	11.59%	108
Soft Solid	7,106	14.67%	5,288	14.69%	100
Stick	9,750	20.13%	6,703	18.62%	92
Other	2,471	5.10%	1,458	4.05%	79
Deodorants/Antiperspirants - Form - Most Often					
Aerosol	1,580	3.26%	1,689	4.69%	144
Body Sprays	1,258	2.60%	683	1.90%	73
Clear Gel	3,785	7.81%	3,496	9.71%	124
Clear Stick	5,677	11.72%	3,721	10.34%	88
invisible White Stick	6,263	12.93%	3,935	10.93%	85
Roll-On	3,539	7.31%	2,885	8.02%	110
Soft Solid	5,937	12.26%	4,454	12.37%	101
Stick	7,275	15.02%	4,851	13.48%	90
Other	1,807	3.73%	1,169	3.25%	87
Deodorants/Antiperspirants - Form - Sometimes					
Aerosol	800	1.65%	557	1.55%	94
Body Sprays	957	1.98%	663	1.84%	93
Clear Gel	906	1.87%	354	0.98%	52
Clear Stick	2,239	4.62%	2,161	6.00%	130
invisible White Stick	2,276	4.70%	2,216	6.16%	131
Roll-On	1,620	3.34%	1,140	3.17%	95
Soft Solid	1,109	2.29%	629	1.75%	76
Stick	2,465	5.09%	1,730	4.81%	94
Other	636	1.31%	216	0.60%	46
Perfume & Cologne - Women's or Men's - Used in Past 6 Months	17,298	35.71%	11,942	33.17%	93
Perfume & Cologne - Women's or Men's - \$ Spent Past Year - For Self					
\$1-\$9	535	1.11%	416	1.16%	105
\$10-\$19	1,596	3.30%	737	2.05%	62
\$20-\$49	4,091	8.44%	1,790	4.97%	59
\$50-\$99	3,815	7.88%	3,441	9.56%	121
\$100+	1,996	4.12%	1,989	5.53%	134
Perfume & Cologne - Women's or Men's - \$ Spent/Past Year - As Gift For Women					
\$1-\$9	742	1.53%	95	0.27%	18

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	Value	Percent	Value	Percent	Index
\$10-\$19	156	0.32%	187	0.52%	163
\$20-\$49	177	0.37%	91	0.25%	68
\$50-\$99	2,989	6.17%	1,632	4.53%	73
\$100+	403	0.83%	194	0.54%	65
Perfume & Cologne - Women's or Men's - \$ Spent/Past Year - As Gift For Men					
\$1-\$9	601	1.24%	82	0.23%	19
\$10-\$19	302	0.62%	135	0.38%	61
\$20-\$49	1,001	2.07%	1,121	3.11%	150
\$50-\$99	943	1.95%	497	1.38%	71
\$100+	381	0.79%	364	1.01%	128
Body Wash - Used in Past 6 Months					
	20,328	41.96%	12,405	34.46%	82
Body Wash - # Times Used Past Week					
1-2 Times (L)	2,864	5.91%	1,663	4.62%	78
3-5 Times (L)	7,033	14.52%	4,643	12.90%	89
6-9 Times (M)	7,467	15.41%	4,523	12.57%	82
10-14 Times (H)	1,095	2.26%	683	1.90%	84
15+ Times (H)	770	1.59%	373	1.04%	65
Body Wash - Type					
Deodorant	2,577	5.32%	1,451	4.03%	76
Exfoliating	1,279	2.64%	709	1.97%	75
Moisturizing	10,114	20.88%	7,002	19.45%	93
Regular	10,481	21.63%	6,773	18.82%	87
Sensitive Skin	4,471	9.23%	2,865	7.96%	86
Unscented	2,168	4.48%	1,102	3.06%	68
Body Wash - Type - Most Often					
Deodorant	1,135	2.34%	459	1.27%	54
Exfoliating	468	0.97%	269	0.75%	77
Moisturizing	7,503	15.49%	4,802	13.34%	86
Regular	8,091	16.70%	5,123	14.23%	85
Sensitive Skin	2,081	4.30%	1,040	2.89%	67
Unscented	1,050	2.17%	712	1.98%	91
Body Wash - Type - Sometimes					
Deodorant	1,431	2.95%	970	2.70%	92
Exfoliating	805	1.66%	427	1.19%	72
Moisturizing	2,449	5.06%	1,823	5.07%	100
Regular	2,231	4.61%	1,296	3.60%	78
Sensitive Skin	2,364	4.88%	1,762	4.90%	100
Unscented	1,115	2.30%	357	0.99%	43
Hand Soaps - Personally Used Past 6 Months					
	38,363	79.19%	28,955	80.44%	102
Hand Soaps - Type					
Bar Soaps	25,162	51.94%	21,210	58.92%	113
Liquid Soaps	28,480	58.79%	22,141	61.51%	105
Hand Soaps - Type - Most Often					
Bar Soaps	16,559	34.18%	14,656	40.72%	119

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	Value	Percent	Value	Percent	Index
Liquid Soaps	21,804	45.01%	14,298	39.72%	88
Hand Soaps - Type - Sometimes					
Bar Soaps	8,385	17.31%	5,716	15.88%	92
Liquid Soaps	6,578	13.58%	6,981	19.39%	143
Shampoo - Personally Used in Past 6 Months	42,133	86.97%	31,538	87.61%	101
Shampoo - # Times Used Past Week					
1-2 Times (L)	9,624	19.87%	6,640	18.45%	93
3-5 Times (M)	14,917	30.79%	12,816	35.60%	116
6-7 Times (H)	16,311	33.67%	11,163	31.01%	92
8+ Times (H)	1,089	2.25%	830	2.31%	103
Shampoo - Kind					
Anti-Frizz	1,292	2.67%	640	1.78%	67
Baby Shampoo	1,154	2.38%	711	1.98%	83
Children's Shampoo	287	0.59%	86	0.24%	41
Colour Retention	2,359	4.87%	1,481	4.11%	84
Colour Specific	951	1.96%	367	1.02%	52
Combination Shampoo/Conditioner	3,308	6.83%	5,043	14.01%	205
Curly Hair	2,074	4.28%	1,952	5.42%	127
Dry Hair	2,034	4.20%	1,331	3.70%	88
Medicated/Anti-Dandruff	5,232	10.80%	4,085	11.35%	105
Moisturizing	6,478	13.37%	3,419	9.50%	71
Naturals/Organic	5,836	12.05%	3,730	10.36%	86
Regular Shampoo	15,571	32.14%	12,361	34.34%	107
Other	3,712	7.66%	2,773	7.70%	101
Hair Conditioners - Personally Used in Past 6 Months	22,875	47.22%	15,181	42.17%	89
Hair Conditioners - # Times Used Past Week					
1-2 Times (L)	8,942	18.46%	5,507	15.30%	83
3-5 Times (M)	9,345	19.29%	6,294	17.48%	91
6-7 Times (H)	4,015	8.29%	2,679	7.44%	90
8+ Times (H)	249	0.51%	102	0.28%	55
Hair Conditioners - Kind					
Anti-Frizz	2,219	4.58%	979	2.72%	59
Colour Retention	2,491	5.14%	1,508	4.19%	82
Colour Specific	1,834	3.79%	799	2.22%	59
Curl	886	1.83%	882	2.45%	134
Hot Oil	160	0.33%	156	0.43%	130
Leave-in	1,293	2.67%	994	2.76%	103
Moisturizing	10,968	22.64%	6,948	19.30%	85
Naturals/Organic	3,617	7.47%	2,095	5.82%	78
Regular/instant	4,625	9.55%	3,158	8.77%	92
Other	3,791	7.83%	2,381	6.62%	85
Hair Sprays - Personally Used in Past 6 Months	6,477	13.37%	5,129	14.25%	107
Hair Sprays - # Times Used Past Week					
1-2 Times (L)	1,941	4.01%	1,394	3.87%	97

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3-5 Times (M)	2,264	4.67%	1,582	4.40%	94
6-7 Times (H)	1,204	2.49%	1,432	3.98%	160
8+ Times (H)	413	0.85%	307	0.85%	100
Hair Styling Mousses - Used in Past 6 Months	4,697	9.70%	3,088	8.58%	88
Hair Styling Mousses - # Times Used Past Week					
1-2 Times (L)	1,292	2.67%	778	2.16%	81
3-5 Times (M)	1,775	3.66%	1,326	3.68%	101
6-7 Times (H)	1,152	2.38%	644	1.79%	75
8+ Times (H)	132	0.27%	183	0.51%	189
Hair Styling Gels - Personally Used in Past 6 Months	4,181	8.63%	2,850	7.92%	92
Hair Styling Gels - # Times Used Past Week					
1-2 Times (L)	1,276	2.63%	955	2.65%	101
3-5 Times (M)	1,530	3.16%	911	2.53%	80
6-7 Times (H)	757	1.56%	592	1.65%	106
8+ Times (H)	36	0.07%	13	0.04%	57
Hair Styling Gels - Kind					
Creams	1,096	2.26%	1,280	3.56%	158
Pomades	691	1.43%	569	1.58%	110
Regular	2,592	5.35%	1,690	4.70%	88
Straightening	126	0.26%	50	0.14%	54
Waxes	426	0.88%	231	0.64%	73
Hair Colouring Products - Personally Used in Past 6 Months	7,271	15.01%	5,167	14.36%	96
Hair Colouring Products - # Times Used Past 6 Months					
1-2 Times (L)	4,029	8.32%	3,043	8.45%	102
3-4 Times (M)	2,351	4.85%	1,540	4.28%	88
5-6 Times (H)	789	1.63%	437	1.21%	74
7+ Times (H)	103	0.21%	148	0.41%	195
Hair Colouring Products - Type					
Highlighting	1,339	2.76%	983	2.73%	99
Permanent	4,657	9.61%	3,424	9.51%	99
Root Touch-Up	1,279	2.64%	931	2.59%	98
Semi-Permanent	1,716	3.54%	1,527	4.24%	120
Temporary	294	0.61%	175	0.49%	80
Hair Colouring Products - Type - Most Often					
Highlighting	702	1.45%	616	1.71%	118
Permanent	4,376	9.03%	3,088	8.58%	95
Root Touch-Up	815	1.68%	624	1.73%	103
Semi-Permanent	1,225	2.53%	1,290	3.58%	142
Temporary	184	0.38%	108	0.30%	79
Hair Colouring Products - Type - Sometimes					
Highlighting	637	1.32%	368	1.02%	77
Permanent	281	0.58%	336	0.93%	160
Root Touch-Up	463	0.96%	307	0.85%	89
Semi-Permanent	491	1.01%	238	0.66%	65

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Temporary	110	0.23%	68	0.19%	83
Face & Body Skincare - Personally Bought in Past Month	15,727	32.46%	11,458	31.83%	98
Face & Body Skincare - \$ Spent Past Month					
\$1-\$4	1,365	2.82%	1,414	3.93%	139
\$5-\$9	2,175	4.49%	1,102	3.06%	68
\$10-\$19	5,631	11.62%	3,660	10.17%	88
\$20-\$49	4,126	8.52%	3,396	9.43%	111
\$50-\$99	1,263	2.61%	827	2.30%	88
\$100+	1,166	2.41%	1,059	2.94%	122
Face & Body Skincare - Where Bought Past Month					
Costco	1,461	3.02%	914	2.54%	84
Hudson's Bay	1,042	2.15%	818	2.27%	106
Walmart	3,986	8.23%	2,661	7.39%	90
Bath & Body Works	1,269	2.62%	826	2.30%	88
Brunet	68	0.14%	33	0.09%	64
Familiprix	9	0.02%	0	0.00%	0
Jean Coutu	0	0.00%	0	0.00%	
London Drugs	3,642	7.52%	3,203	8.90%	118
PharmaSave	583	1.20%	410	1.14%	95
Rexall/Pharma Plus	82	0.17%	42	0.12%	71
Shoppers Drug Mart/Pharmaprix	4,276	8.83%	3,299	9.16%	104
Uniprix	0	0.00%	0	0.00%	
Sephora	865	1.79%	615	1.71%	96
The Body Shop	1,834	3.79%	1,187	3.30%	87
Yves Rocher	0	0.00%	0	0.00%	
Other Specialty Store	2,491	5.14%	969	2.69%	52
Loblaws/Loblaws Superstore	496	1.02%	342	0.95%	93
Maxi Et Cie	0	0.00%	0	0.00%	
Real Canadian Superstore	3,075	6.35%	1,446	4.02%	63
Grocery Stores	1,317	2.72%	780	2.17%	80
Other Stores	1,800	3.72%	1,945	5.40%	145
Hand & Body Cream/Lotion - Used in Past 6 Months	24,719	51.02%	16,993	47.21%	93
Hand & Body Cream/Lotion - # Times Used Past Week					
1-2 Times (L)	7,142	14.74%	5,087	14.13%	96
3-5 Times (L)	4,947	10.21%	4,494	12.48%	122
6-9 Times (M)	7,260	14.99%	4,658	12.94%	86
10-14 Times (H)	2,263	4.67%	1,189	3.30%	71
15+ Times (H)	1,764	3.64%	959	2.66%	73
Hand & Body Cream/Lotion - Type					
Aloe	4,704	9.71%	3,454	9.60%	99
Anti-Age/Wrinkle	3,776	7.79%	3,085	8.57%	110
Body Butter	4,420	9.12%	3,004	8.35%	92
Medicated	1,300	2.68%	949	2.64%	99
Regular	16,605	34.27%	12,287	34.13%	100

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Self-Tanning	421	0.87%	165	0.46%	53
Skin Firming	497	1.03%	266	0.74%	72
With Sunscreen	5,074	10.47%	3,207	8.91%	85
Hand & Body Cream/Lotion - Type - Most Often					
Aloe	2,472	5.10%	1,781	4.95%	97
Anti-Age/Wrinkle	1,571	3.24%	1,053	2.93%	90
Body Butter	2,963	6.12%	2,134	5.93%	97
Medicated	501	1.03%	521	1.45%	141
Regular	14,588	30.11%	11,132	30.93%	103
Self-Tanning	3	0.01%	1	0.00%	0
Skin Firming	153	0.32%	91	0.25%	78
With Sunscreen	1,507	3.11%	904	2.51%	81
Hand & Body Cream/Lotion - Type - Sometimes					
Aloe	2,231	4.61%	1,673	4.65%	101
Anti-Age/Wrinkle	2,205	4.55%	2,032	5.65%	124
Body Butter	1,457	3.01%	870	2.42%	80
Medicated	799	1.65%	428	1.19%	72
Regular	2,016	4.16%	1,155	3.21%	77
Self-Tanning	419	0.86%	164	0.46%	53
Skin Firming	344	0.71%	175	0.49%	69
With Sunscreen	3,567	7.36%	2,303	6.40%	87
Hand & Body Cream/Lotion - Kind					
Scented	9,074	18.73%	5,681	15.78%	84
Unscented	15,220	31.42%	15,019	41.72%	133
Sensitive Skin	6,859	14.16%	4,669	12.97%	92
Extra Strength	3,900	8.05%	2,543	7.06%	88
Hand & Body Cream/Lotion - Kind - Most Often					
Scented	6,565	13.55%	3,366	9.35%	69
Unscented	13,017	26.87%	13,172	36.59%	136
Sensitive Skin	3,152	6.51%	2,324	6.46%	99
Extra Strength	1,935	3.99%	1,147	3.19%	80
Hand & Body Cream/Lotion - Kind - Sometimes					
Scented	2,509	5.18%	2,315	6.43%	124
Unscented	2,203	4.55%	1,847	5.13%	113
Sensitive Skin	3,707	7.65%	2,344	6.51%	85
Extra Strength	1,965	4.06%	1,396	3.88%	96
Facial Cleansers - Personally Used in Past 6 Months					
	15,598	32.20%	10,856	30.16%	94
Facial Cleansers - # Times Used Past Week					
1-2 Times (L)	3,059	6.32%	2,956	8.21%	130
3-5 Times (L)	1,790	3.69%	1,251	3.47%	94
6-9 Times (M)	7,700	15.89%	4,686	13.02%	82
10-14 Times (H)	2,032	4.20%	1,180	3.28%	78
15+ Times (H)	319	0.66%	350	0.97%	147
Facial Cleansers - Kind					
Bar	2,132	4.40%	1,273	3.54%	80

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Cream	4,651	9.60%	3,281	9.11%	95
Cleansing Wipes	4,329	8.94%	3,274	9.10%	102
Foaming Cleansers	5,852	12.08%	4,788	13.30%	110
Gel	4,629	9.56%	3,672	10.20%	107
Scrub	3,457	7.14%	2,460	6.83%	96
Toner	3,856	7.96%	3,264	9.07%	114
Other	1,375	2.84%	1,253	3.48%	123
Facial Cleansers - Kind - Most Often					
Bar	760	1.57%	346	0.96%	61
Cream	3,266	6.74%	2,058	5.72%	85
Cleansing Wipes	1,741	3.59%	1,155	3.21%	89
Foaming Cleansers	4,494	9.28%	3,426	9.52%	103
Gel	2,686	5.55%	2,053	5.70%	103
Scrub	1,055	2.18%	728	2.02%	93
Toner	624	1.29%	454	1.26%	98
Other	971	2.01%	636	1.77%	88
Facial Cleansers - Kind - Sometimes					
Bar	1,349	2.79%	878	2.44%	87
Cream	1,258	2.60%	870	2.42%	93
Cleansing Wipes	2,546	5.26%	1,920	5.33%	101
Foaming Cleansers	1,189	2.45%	758	2.11%	86
Gel	1,803	3.72%	1,225	3.40%	91
Scrub	2,389	4.93%	1,617	4.49%	91
Toner	3,207	6.62%	2,737	7.60%	115
Other	357	0.74%	511	1.42%	192
Facial Moisturizers - Personally Used in Past 6 Months					
	19,597	40.45%	13,745	38.18%	94
Facial Moisturizers - # Times Used Past Week					
1-2 (L)	2,477	5.11%	1,615	4.49%	88
3-5 (L)	3,456	7.13%	1,798	5.00%	70
6-7 (M)	8,917	18.41%	6,871	19.09%	104
8-9 (M)	1,986	4.10%	1,521	4.23%	103
10+ (H)	2,342	4.83%	1,407	3.91%	81
Facial Moisturizers - Kind					
Fragrance Free	7,475	15.43%	5,401	15.01%	97
Hypoallergenic	3,208	6.62%	2,095	5.82%	88
Oil Free	1,918	3.96%	1,258	3.50%	88
Regular	4,413	9.11%	2,744	7.62%	84
Sensitive Skin	5,491	11.33%	3,573	9.93%	88
With Sunscreen (SPF)	7,155	14.77%	4,374	12.15%	82
Facial Moisturizers - Kind - Most Often					
Fragrance Free	5,648	11.66%	4,592	12.76%	109
Hypoallergenic	1,755	3.62%	1,125	3.13%	86
Oil Free	629	1.30%	617	1.71%	132
Regular	4,378	9.04%	2,735	7.60%	84

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Sensitive Skin	3,795	7.83%	2,531	7.03%	90
With Sunscreen (SPF)	3,393	7.00%	2,144	5.96%	85
Facial Moisturizers - Kind - Sometimes					
Fragrance Free	2,086	4.31%	919	2.55%	59
Hypoallergenic	1,562	3.22%	997	2.77%	86
Oil Free	1,336	2.76%	667	1.85%	67
Regular	306	0.63%	99	0.28%	44
Sensitive Skin	1,923	3.97%	1,091	3.03%	76
With Sunscreen (SPF)	3,961	8.18%	2,306	6.41%	78
Acne Products - Personally Used in Past 6 Months	854	1.76%	263	0.73%	41
Hair Removal - Personally Used in Past 6 Months	5,725	11.82%	3,996	11.10%	94
Cough Drops - Personally Used in Past 6 Months	11,237	23.20%	7,541	20.95%	90
Cough Drops - # Times Used Past Month					
1-2 Times (L)	3,929	8.11%	2,904	8.07%	100
3-5 Times (M)	1,423	2.94%	1,275	3.54%	120
6-9 Times (H)	2,064	4.26%	1,079	3.00%	70
10+ Times (H)	451	0.93%	312	0.87%	94
Cough Drops - Used for					
Allergy	997	2.06%	562	1.56%	76
Cough	5,006	10.33%	3,662	10.17%	98
Preventing A Cold	832	1.72%	534	1.48%	86
Sore Throat	3,968	8.19%	3,082	8.56%	105
Stuffy Nose	208	0.43%	120	0.33%	77
Other	284	0.59%	187	0.52%	88
Cough Drops - Used for - Most Often					
Allergy	943	1.95%	452	1.26%	65
Cough	3,182	6.57%	2,594	7.21%	110
Preventing A Cold	66	0.14%	37	0.10%	71
Sore Throat	2,543	5.25%	1,702	4.73%	90
Stuffy Nose	39	0.08%	13	0.04%	50
Other	191	0.40%	90	0.25%	63
Cough Drops - Used for - Sometimes					
Allergy	97	0.20%	110	0.31%	155
Cough	2,019	4.17%	1,116	3.10%	74
Preventing A Cold	771	1.59%	500	1.39%	87
Sore Throat	1,572	3.25%	1,489	4.14%	127
Stuffy Nose	166	0.34%	107	0.30%	88
Other	106	0.22%	103	0.29%	132
Cough Syrup - Personally Used in Past 6 Months	7,547	15.58%	5,458	15.16%	97
Cough Syrup - # Times Used Past Month					
1-2 Times (L)	1,071	2.21%	1,051	2.92%	132
3-5 Times (M)	1,788	3.69%	987	2.74%	74
6-9 Times (H)	529	1.09%	342	0.95%	87
10+ Times (H)	714	1.47%	468	1.30%	88

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Sore Throat Remedies - Used in Past 6 Months	4,647	9.59%	3,196	8.88%	93
Sore Throat Remedies - # Times Used Past Month					
1-2 Times (L)	1,918	3.96%	1,309	3.64%	92
3-5 Times (M)	611	1.26%	704	1.96%	156
6-9 Times (H)	232	0.48%	144	0.40%	83
10+ Times (H)	18	0.04%	9	0.03%	75
Sore Throat Remedies - Kind					
Spray	1,056	2.18%	583	1.62%	74
Lozenges	2,189	4.52%	2,043	5.68%	126
Sore Throat Remedies - Kind - Most Often					
Spray	464	0.96%	170	0.47%	49
Lozenges	2,063	4.26%	1,996	5.54%	130
Sore Throat Remedies - Kind - Sometimes					
Spray	593	1.22%	413	1.15%	94
Lozenges	126	0.26%	47	0.13%	50
Cold Remedies - Personally Used in Past 6 Months	8,175	16.87%	5,561	15.45%	92
Cold Remedies - # Times Used Past Month					
1-2 Times (L)	1,453	3.00%	1,005	2.79%	93
3-5 Times (M)	1,227	2.53%	598	1.66%	66
6-9 Times (H)	584	1.21%	378	1.05%	87
10+ Times (H)	473	0.98%	268	0.75%	77
Cold Remedies - Kind					
Caplets/Capsules	2,256	4.66%	1,183	3.29%	71
Gelcaps	1,380	2.85%	704	1.96%	69
Liquid	1,583	3.27%	888	2.47%	76
Powders	321	0.66%	200	0.56%	85
Cold Remedies - Kind - Most Often					
Caplets/Capsules	1,899	3.92%	1,037	2.88%	73
Gelcaps	482	0.99%	289	0.80%	81
Liquid	1,193	2.46%	670	1.86%	76
Powders	16	0.03%	7	0.02%	67
Cold Remedies - Kind - Sometimes					
Caplets/Capsules	218	0.45%	96	0.27%	60
Gelcaps	848	1.75%	398	1.11%	63
Liquid	249	0.51%	117	0.33%	65
Powders	304	0.63%	192	0.53%	84
Children's Cough & Cold Remedies - Used in the past 6 months	1,879	3.88%	1,127	3.13%	81
Eye Drops - Personally Used in Past 6 Months	10,647	21.98%	9,941	27.62%	126
Eye Drops - # Times Used In Past Month					
1-2 Times (L)	1,431	2.95%	1,194	3.32%	113
3-5 Times (M)	1,855	3.83%	1,980	5.50%	144
6-9 Times (H)	1,037	2.14%	1,036	2.88%	135
10-14 Times (H)	1,034	2.14%	836	2.32%	108

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
15+ Times (H)	3,642	7.52%	3,248	9.02%	120
Eye Drops - Type					
Non-Prescription	7,841	16.19%	7,323	20.34%	126
Prescription	3,636	7.51%	3,738	10.38%	138
Eye Drops - Type - Most Often					
Non-Prescription	6,967	14.38%	6,734	18.71%	130
Prescription	2,413	4.98%	2,434	6.76%	136
Eye Drops - Type - Sometimes					
Non-Prescription	874	1.80%	589	1.64%	91
Prescription	1,223	2.53%	1,304	3.62%	143
Eyewear - Personally Wear					
	31,650	65.33%	24,171	67.15%	103
Eyewear - Type Bought Past Year					
Prescription Eyeglasses	23,003	47.48%	17,932	49.81%	105
Bi-Focals	2,868	5.92%	2,364	6.57%	111
Contact Lenses	4,124	8.51%	2,771	7.70%	90
Disposable Contact Lenses	1,986	4.10%	1,434	3.98%	97
Prescription Sunglasses	2,786	5.75%	2,409	6.69%	116
Non-Prescription Sunglasses	2,826	5.83%	2,094	5.82%	100
Eyewear - \$ Spent Last Pair Past Year					
Under \$50	12,573	25.95%	9,120	25.34%	98
\$51-99	1,317	2.72%	515	1.43%	53
\$100-199	4,413	9.11%	2,965	8.24%	90
\$200-399	6,833	14.10%	5,303	14.73%	104
\$400+	6,513	13.44%	6,267	17.41%	130
Topical Pain Relievers - Used in Past 6 Months					
	5,830	12.03%	3,084	8.57%	71
Topical Pain Relievers - # Times Used Past Month					
1-2 Times (L)	2,208	4.56%	987	2.74%	60
3-5 Times (M)	1,213	2.50%	636	1.77%	71
6-9 Times (H)	494	1.02%	240	0.67%	66
10-14 Times (H)	845	1.74%	453	1.26%	72
15+ Times (H)	705	1.46%	228	0.63%	43
Topical Pain Relievers - Form					
Cream	3,551	7.33%	1,922	5.34%	73
Patch	408	0.84%	193	0.54%	64
Rubs	3,045	6.29%	1,416	3.93%	62
Wraps	468	0.97%	370	1.03%	106
Topical Pain Relievers - Form - Most Often					
Cream	3,142	6.49%	1,742	4.84%	75
Patch	131	0.27%	85	0.24%	89
Rubs	2,547	5.26%	1,256	3.49%	66
Wraps	9	0.02%	1	0.00%	0
Topical Pain Relievers - Form - Sometimes					
Cream	638	1.32%	325	0.90%	68
Patch	292	0.60%	120	0.33%	55

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Rubs	784	1.62%	329	0.92%	57
Wraps	460	0.95%	369	1.03%	108
Pain Relievers for Arthritis/Rheumatism - Used in Past 6 Months	6,239	12.88%	3,602	10.01%	78
Pain Relievers for Arthritis/Rheumatism - # Times Used Past Month					
1-2 Times (L)	429	0.89%	406	1.13%	127
3-5 Times (M)	1,140	2.35%	785	2.18%	93
6-9 Times (H)	1,634	3.37%	478	1.33%	39
10-14 Times (H)	725	1.50%	734	2.04%	136
15+ Times (H)	2,208	4.56%	1,129	3.14%	69
Pain Relievers for Back Pain - Used in Past 6 Months	9,283	19.16%	5,124	14.23%	74
Pain Relievers for Back Pain - # Times Used Past Month					
1-2 Times (L)	2,765	5.71%	1,023	2.84%	50
3-5 Times (M)	2,992	6.18%	1,895	5.27%	85
6-9 Times (H)	916	1.89%	518	1.44%	76
10-14 Times (H)	520	1.07%	319	0.89%	83
15+ Times (H)	884	1.82%	343	0.95%	52
Pain Relievers for Headaches - Used in Past 6 Months	18,386	37.95%	12,602	35.01%	92
Pain Relievers for Headaches - # Times Used Past Month					
1-2 Times (L)	6,816	14.07%	6,008	16.69%	119
3-5 Times (M)	6,581	13.58%	3,379	9.39%	69
6-9 Times (H)	2,623	5.42%	1,946	5.41%	100
10-14 Times (H)	335	0.69%	189	0.53%	77
15+ Times (H)	446	0.92%	202	0.56%	61
Pain Relievers for Headaches - Type					
Caplets	6,712	13.86%	3,742	10.39%	75
Capsules	3,430	7.08%	1,851	5.14%	73
Gelcaps	3,719	7.68%	2,404	6.68%	87
Liquigels	2,955	6.10%	1,783	4.95%	81
Tablets	9,962	20.56%	7,205	20.02%	97
Pain Relievers for Headaches - Type - Most Often					
Caplets	5,637	11.64%	3,358	9.33%	80
Capsules	1,401	2.89%	1,080	3.00%	104
Gelcaps	1,550	3.20%	1,332	3.70%	116
Liquigels	1,791	3.70%	1,132	3.14%	85
Tablets	8,007	16.53%	5,700	15.83%	96
Pain Relievers for Headaches - Type - Sometimes					
Caplets	982	2.03%	365	1.01%	50
Capsules	1,991	4.11%	785	2.18%	53
Gelcaps	2,155	4.45%	1,110	3.08%	69
Liquigels	1,149	2.37%	682	1.89%	80
Tablets	1,834	3.79%	1,603	4.45%	117
Pain Relievers for Headaches - Kind					
With Codeine	6,061	12.51%	4,266	11.85%	95

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Without Codeine	16,088	33.21%	10,470	29.09%	88
Pain Relievers for Headaches - Kind - Most Often					
With Codeine	3,260	6.73%	2,585	7.18%	107
Without Codeine	15,852	32.72%	10,228	28.41%	87
Pain Relievers for Headaches - Kind - Sometimes					
With Codeine	2,800	5.78%	1,681	4.67%	81
Without Codeine	236	0.49%	242	0.67%	137
Pain Relievers for Muscle/Body Pain - Used in Past 6 Months					
Pain Relievers for Muscle/Body Pain - # Times Used Past Month					
1-2 Times (L)	4,241	8.75%	3,245	9.01%	103
3-5 Times (M)	6,284	12.97%	4,626	12.85%	99
6-9 Times (H)	1,653	3.41%	774	2.15%	63
10-14 Times (H)	682	1.41%	524	1.46%	104
15+ Times (H)	1,517	3.13%	929	2.58%	82
Non-Prescription Products for Preventing Heart Attack/Stroke - Personally Use					
Non-Prescription for Preventing Heart Attack/Stroke - Carry Emerg. Treatment					
Allergy & Sinus Remedies - Used in Past 6 Months					
Allergy & Sinus Remedies - # Times Used Past Month					
1-2 Times (L)	1,475	3.05%	1,725	4.79%	157
3-5 Times (M)	2,064	4.26%	949	2.64%	62
6-9 Times (H)	1,276	2.63%	1,057	2.94%	112
10-14 Times (H)	666	1.38%	715	1.99%	144
15+ Times (H)	1,820	3.76%	1,480	4.11%	109
Allergy & Sinus Remedies - Kind					
Caplets	3,800	7.84%	3,144	8.74%	111
Capsules	775	1.60%	472	1.31%	82
Gelcaps	871	1.80%	581	1.61%	89
Liquid	471	0.97%	268	0.75%	77
Medicated Nasal Sprays	1,244	2.57%	928	2.58%	100
Nasal Saline Sprays	1,036	2.14%	1,173	3.26%	152
Nasal Strip	175	0.36%	176	0.49%	136
Tablets	3,706	7.65%	2,571	7.14%	93
Allergy & Sinus Remedies - Kind - Most Often					
Caplets	3,340	6.89%	2,779	7.72%	112
Capsules	300	0.62%	285	0.79%	127
Gelcaps	398	0.82%	229	0.64%	78
Liquid	162	0.34%	140	0.39%	115
Medicated Nasal Sprays	718	1.48%	606	1.68%	114
Nasal Saline Sprays	562	1.16%	789	2.19%	189
Tablets	2,825	5.83%	1,761	4.89%	84
Allergy & Sinus Remedies - Kind - Sometimes					
Caplets	265	0.55%	170	0.47%	85

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Capsules	472	0.97%	185	0.51%	53
Gelcaps	454	0.94%	340	0.95%	101
Liquid	300	0.62%	120	0.33%	53
Medicated Nasal Sprays	499	1.03%	275	0.77%	75
Nasal Saline Sprays	437	0.90%	228	0.63%	70
Nasal Strip	175	0.36%	176	0.49%	136
Tablets	676	1.40%	625	1.74%	124
Upset Stomach Remedies - Used in Past 6 Months	6,318	13.04%	4,876	13.55%	104
Upset Stomach Remedies - # Times Used Past Month					
1-3 Times (L)	2,889	5.96%	2,044	5.68%	95
4-6 Times (M)	1,031	2.13%	1,041	2.89%	136
7+ Times (H)	1,396	2.88%	940	2.61%	91
Upset Stomach Remedies - Type					
Chewable Tablet	3,060	6.32%	3,263	9.06%	143
Effervescent	269	0.56%	152	0.42%	75
Liquid	1,626	3.36%	1,017	2.83%	84
Pill/Caplet	2,094	4.32%	1,163	3.23%	75
Softgel Capsules	178	0.37%	86	0.24%	65
Soft Chews	667	1.38%	483	1.34%	97
Upset Stomach Remedies - Type - Most Often					
Chewable Tablet	2,371	4.89%	2,851	7.92%	162
Effervescent	51	0.11%	35	0.10%	91
Liquid	1,164	2.40%	794	2.21%	92
Pill/Caplet	1,915	3.95%	1,073	2.98%	75
Softgel Capsules	130	0.27%	75	0.21%	78
Soft Chews	193	0.40%	162	0.45%	113
Upset Stomach Remedies - Type - Sometimes					
Chewable Tablet	689	1.42%	412	1.14%	80
Effervescent	219	0.45%	117	0.33%	73
Liquid	462	0.95%	223	0.62%	65
Pill/Caplet	180	0.37%	89	0.25%	68
Softgel Capsules	47	0.10%	11	0.03%	30
Soft Chews	474	0.98%	321	0.89%	91
Laxatives - Personally Used Past 6 Months	1,854	3.83%	1,345	3.74%	98
Laxatives - How Often Taken Past 6 Months					
Once a week	295	0.61%	219	0.61%	100
2-3 times a week	282	0.58%	322	0.90%	155
2-3 times a month	148	0.31%	99	0.28%	90
Every 2-3 months	452	0.93%	251	0.70%	75
Less often	676	1.40%	453	1.26%	90
insoles/inserts/Orthotics - Personally Bought in Past 12 Months	5,536	11.43%	3,624	10.07%	88
Insoles/Inserts/Orthotics - Types Bought Past Year					
Prescribed Orthotics (From Doctor)	877	1.81%	666	1.85%	102

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Store Bought	3,803	7.85%	2,789	7.75%	99
Insoles/Inserts/Orthotics - Use For					
Comfort Through the Day	2,459	5.08%	1,474	4.10%	81
Improved Shoe Fit	783	1.62%	553	1.54%	95
Shoe/Foot Deodorizer	363	0.75%	261	0.72%	96
Foot Pain	2,229	4.60%	1,234	3.43%	75
Knee Pain	1,072	2.21%	564	1.57%	71
Back Pain	770	1.59%	281	0.78%	49
Medical reasons (Prescribed by Doctor)	1,179	2.43%	904	2.51%	103
Foot Grooming - Personally Bought Past 6 Months	4,057	8.38%	1,820	5.06%	60
Foot Odour/Wetness - Personally Used Past 6 Months	1,576	3.25%	1,152	3.20%	98
Antifungal Products - for Athletes Foot, Jock Itch, Nail Fungus etc. Past 6 Months	4,547	9.39%	2,963	8.23%	88
Blister/Corn/Callus - Personally Used Past 6 Months	2,057	4.25%	1,358	3.77%	89
Wart Treatments - Used in Household in Past 6 Months	1,033	2.13%	920	2.56%	120
Laser Eye Surgery - Personally Had Done in Past 2 Years	1,089	2.25%	1,548	4.30%	191
Skin Tag Remover - Personally Bought Past 6 Months	721	1.49%	331	0.92%	62
Diet Control/Weight Management - Control Diet	11,802	24.36%	9,290	25.81%	106
Reasons for Controlling Diet					
Blood Sugar Level	3,733	7.71%	2,512	6.98%	91
Cholesterol Level	3,004	6.20%	1,891	5.25%	85
Weight Management	8,461	17.46%	6,407	17.80%	102
Physical Fitness	3,828	7.90%	3,350	9.31%	118
Personal Health	6,402	13.21%	5,377	14.94%	113
Other	556	1.15%	264	0.73%	63
Treatments for Controlling Diet					
Diet Pills	354	0.73%	223	0.62%	85
Exercise	8,231	16.99%	6,864	19.07%	112
Meal Replacements	1,048	2.16%	641	1.78%	82
Nutritionist	1,071	2.21%	458	1.27%	57
Weight Control Centre	930	1.92%	1,279	3.55%	185
Other	3,879	8.01%	2,343	6.51%	81
Medical Conditions/Prescription Remedies Used in Household Past 6 Months					
Yes - Myself	25,916	53.49%	21,814	60.60%	113
Yes - Other Hhld Member	13,833	28.55%	13,504	37.51%	131
Medical Conditions - Personally Have					
Arthritis	7,135	14.73%	4,996	13.88%	94
Asthma	1,583	3.27%	1,265	3.51%	107
Bacterial Vaginosis	178	0.37%	131	0.36%	97
Bleeding Gums	1,530	3.16%	927	2.57%	81
Cold Sores/Fever Blisters	1,232	2.54%	1,373	3.81%	150
Depression	5,311	10.96%	2,922	8.12%	74
Diabetes	2,842	5.87%	2,436	6.77%	115
Dry Mouth	1,541	3.18%	1,479	4.11%	129

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Erectile Difficulties	349	0.72%	469	1.30%	181
Fibromyalgia	1,114	2.30%	482	1.34%	58
Food Allergies	2,277	4.70%	1,020	2.83%	60
Gum Disease/Gingivitis	1,130	2.33%	666	1.85%	79
Hair Loss	1,418	2.93%	2,080	5.78%	197
High Blood Pressure	5,439	11.23%	4,792	13.31%	119
High Cholesterol	3,913	8.08%	3,763	10.45%	129
incontinence	1,118	2.31%	399	1.11%	48
insomnia	1,075	2.22%	874	2.43%	109
Irritable Bowel Syndrome	1,352	2.79%	1,221	3.39%	122
Migraine	1,867	3.85%	1,275	3.54%	92
Nighttime Nasal Congestion	604	1.25%	348	0.97%	78
Osteoporosis	1,638	3.38%	1,076	2.99%	88
Overactive Bladder	1,843	3.80%	1,256	3.49%	92
Psoriasis	1,533	3.16%	844	2.35%	74
Ulcer	5	0.01%	3	0.01%	100
Ulcerative Colitis	0	0.00%	0	0.00%	
Other	6,585	13.59%	5,359	14.89%	110
Prescription Remedies - Type Personally Used					
Original Brand Name	10,732	22.15%	7,463	20.73%	94
Generic	14,483	29.89%	13,680	38.00%	127
Hair Growth Products - Personally Used Past 6 Months					
	72	0.15%	96	0.27%	180
Hair Growth Products - Forms of Treatment					
Topical Solution	136	0.28%	222	0.62%	221
Nutritional Supplement	32	0.07%	54	0.15%	214
Thickening Shampoo/Conditioner	114	0.24%	132	0.37%	154
Cosmetic Treatments - Had Done/Past 12 Months					
	1,058	2.18%	1,065	2.96%	136
Multi-Vitamins - Personally Used in Past Month					
	15,206	31.39%	10,882	30.23%	96
Multi-Vitamins - How Often Used					
Daily	11,607	23.96%	8,284	23.01%	96
Every Other Day	1,852	3.82%	1,391	3.86%	101
Once A Week	751	1.55%	717	1.99%	128
Less Often	996	2.06%	490	1.36%	66
Multi-Vitamins - Type Used					
Adults	3,097	6.39%	3,100	8.61%	135
Adults 50+	2,446	5.05%	2,941	8.17%	162
Women's	2,441	5.04%	1,167	3.24%	64
Women's 50+	1,818	3.75%	1,573	4.37%	117
Men's	101	0.21%	21	0.06%	29
Men's 50+	1,534	3.17%	1,599	4.44%	140
Prenatal	432	0.89%	319	0.89%	100
Immunity	69	0.14%	59	0.17%	121
Max Strength	161	0.33%	155	0.43%	130
Other	1,903	3.93%	1,466	4.07%	104

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Multi-Vitamins - Form Used					
Tablets	12,263	25.31%	9,483	26.34%	104
Gummies	1,885	3.89%	1,088	3.02%	78
Liquid	118	0.24%	87	0.24%	100
Chewable	267	0.55%	259	0.72%	131
Other	1,202	2.48%	334	0.93%	38
Vitamins, Minerals, Herbal Supplements - Used in Past 6 Months	21,568	44.52%	16,929	47.03%	106
Vitamins, Minerals, Herbal Supplements Used Past Month					
Daily	15,889	32.80%	13,523	37.57%	115
Weekly	3,988	8.23%	2,341	6.50%	79
Monthly	429	0.89%	297	0.83%	93
Less Often	1,264	2.61%	767	2.13%	82
Vitamins & Minerals Use					
Vitamin A	1,647	3.40%	979	2.72%	80
Vitamin D	10,183	21.02%	9,241	25.67%	122
B Vitamins	7,167	14.79%	5,909	16.42%	111
Vitamin C	9,037	18.65%	7,612	21.15%	113
Vitamin E	2,423	5.00%	2,096	5.82%	116
Folic Acid	2,386	4.93%	2,758	7.66%	155
Calcium	6,644	13.71%	4,739	13.17%	96
Iron + Other Minerals (Excluding Calcium)	2,478	5.11%	2,869	7.97%	156
Other	5,425	11.20%	3,828	10.64%	95
Herbal Supplements Use					
Circumin/Turmeric	2,783	5.75%	2,174	6.04%	105
Coenzyme Q10 (CoQ10)	2,002	4.13%	1,972	5.48%	133
Cranberry	1,158	2.39%	492	1.37%	57
Echinacea	3,634	7.50%	1,532	4.26%	57
Evening Primrose Oil	537	1.11%	555	1.54%	139
Fibre	1,300	2.68%	709	1.97%	74
Flax Seed Oil	1,948	4.02%	916	2.55%	63
Garlic	1,400	2.89%	693	1.93%	67
Ginkgo Biloba	575	1.19%	513	1.43%	120
Ginseng	662	1.37%	250	0.70%	51
Glucosamine/Chondroitin Sulfate	2,375	4.90%	2,454	6.82%	139
Joint Health	2,563	5.29%	1,878	5.22%	99
Krill Oil	1,134	2.34%	1,294	3.60%	154
Lutein	814	1.68%	717	1.99%	118
Melatonin	1,954	4.03%	1,469	4.08%	101
Omega 3/Fish Oil	7,129	14.72%	5,318	14.77%	100
Probiotics	3,269	6.75%	3,279	9.11%	135
Saw Palmetto	498	1.03%	260	0.72%	70
St. John's Wort	96	0.20%	54	0.15%	75
Other	5,063	10.45%	3,481	9.67%	93

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Health Care - Practitioners Visited Past 6 Months					
Acupuncturist	2,552	5.27%	1,893	5.26%	100
Aromatherapist	367	0.76%	285	0.79%	104
Chiropractor	7,770	16.04%	5,830	16.20%	101
Cosmetic Surgeon	340	0.70%	418	1.16%	166
Dentist	23,529	48.57%	19,569	54.36%	112
Dietician/Nutritionist	357	0.74%	71	0.20%	27
GP/Family Physician	24,687	50.96%	19,776	54.94%	108
Homeopath	982	2.03%	391	1.09%	54
Massage Therapist	8,589	17.73%	5,685	15.79%	89
Naturopath	1,115	2.30%	627	1.74%	76
Optometrist	8,538	17.62%	6,762	18.79%	107
Osteopath	202	0.42%	80	0.22%	52
Physiotherapist	6,681	13.79%	5,298	14.72%	107
Health Care - Practitioners Intend to Visit Next 12 Months					
Acupuncturist	2,698	5.57%	1,381	3.84%	69
Aromatherapist	235	0.49%	91	0.25%	51
Chiropractor	4,832	9.97%	3,757	10.44%	105
Cosmetic Surgeon	251	0.52%	90	0.25%	48
Dentist	17,629	36.39%	13,979	38.83%	107
Dietician/Nutritionist	374	0.77%	194	0.54%	70
GP/Family Physician	12,900	26.63%	10,277	28.55%	107
Homeopath	201	0.42%	109	0.30%	71
Massage Therapist	4,980	10.28%	4,045	11.24%	109
Naturopath	1,081	2.23%	951	2.64%	118
Optometrist	5,882	12.14%	5,176	14.38%	118
Osteopath	431	0.89%	303	0.84%	94
Physiotherapist	2,284	4.72%	1,422	3.95%	84
Suntan & Sunscreen Products - Bought in Past Year	17,797	36.74%	11,841	32.89%	90
Suntan & Sunscreen Products - # Containers Bought Past Year					
1-2 (L)	13,150	27.14%	7,405	20.57%	76
3-5 (M)	3,793	7.83%	3,282	9.12%	116
6+ (H)	854	1.76%	1,154	3.21%	182
Suntan & Sunscreen Products - Type					
SPF 1-14	432	0.89%	257	0.71%	80
SPF 15	4,508	9.31%	3,480	9.67%	104
SPF 16-35	11,409	23.55%	8,096	22.49%	95
SPF 36+	9,873	20.38%	6,610	18.36%	90
Suntan & Sunscreen Products - Type - Most Often					
SPF 1-14	265	0.55%	141	0.39%	71
SPF 15	2,407	4.97%	1,649	4.58%	92
SPF 16-35	7,198	14.86%	5,135	14.27%	96
SPF 36+	7,054	14.56%	4,685	13.02%	89
Suntan & Sunscreen Products - Type - Sometimes					
SPF 1-14	166	0.34%	116	0.32%	94

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
SPF 15	2,101	4.34%	1,830	5.09%	117
SPF 16-35	4,211	8.69%	2,960	8.22%	95
SPF 36+	2,819	5.82%	1,926	5.35%	92

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.