

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426		39,463		
Toothpaste - Used in Past 6 Months					
Toothpaste - Yes	48,455	94.22%	37,082	93.97%	100
Toothpaste - # Times Used in Past 7 Days					
Toothpaste - Less Than Once A Day (L)	1,192	2.32%	746	1.89%	81
Toothpaste - Once A Day (L)	15,581	30.30%	10,649	26.99%	89
Toothpaste - Twice A Day (M)	25,661	49.90%	21,294	53.96%	108
Toothpaste - Three Times A Day (H)	4,975	9.68%	3,580	9.07%	94
Toothpaste - More Than Three Times A Day (H)	985	1.92%	791	2.00%	104
Toothpaste - Kind Use - Any					
Toothpaste Any - Acid Wear/Enamel Care	5,063	9.84%	3,281	8.31%	84
Toothpaste Any - All in One (Multi Benefit)	15,710	30.55%	12,239	31.01%	102
Toothpaste Any - Basic/Cavity Protection	18,916	36.78%	13,625	34.53%	94
Toothpaste Any - Breath Freshening	5,064	9.85%	3,812	9.66%	98
Toothpaste Any - Gum Health	2,628	5.11%	1,972	5.00%	98
Toothpaste Any - Natural	4,972	9.67%	3,213	8.14%	84
Toothpaste Any - Sensitive	20,370	39.61%	16,239	41.15%	104
Toothpaste Any - Whitening	11,392	22.15%	9,516	24.12%	109
Toothpaste - Kind Use - Most Often					
Toothpaste Most Often - Acid Wear/Enamel Care	2,140	4.16%	1,389	3.52%	85
Toothpaste Most Often - All in One (Multi Benefit)	10,313	20.05%	7,991	20.25%	101
Toothpaste Most Often - Basic/Cavity Protection	13,891	27.01%	9,808	24.85%	92
Toothpaste Most Often - Breath Freshening	535	1.04%	462	1.17%	113
Toothpaste Most Often - Gum Health	1,445	2.81%	1,061	2.69%	96
Toothpaste Most Often - Natural	2,504	4.87%	1,632	4.14%	85
Toothpaste Most Often - Sensitive	13,142	25.56%	11,042	27.98%	109
Toothpaste Most Often - Whitening	4,486	8.72%	3,698	9.37%	107
Toothpaste - Kind Use - Sometimes					
Toothpaste Sometimes - Acid Wear/Enamel Care	2,917	5.67%	1,877	4.76%	84
Toothpaste Sometimes - All in One (Multi Benefit)	5,378	10.46%	4,205	10.66%	102
Toothpaste Sometimes - Basic/Cavity Protection	4,986	9.70%	3,763	9.54%	98
Toothpaste Sometimes - Breath Freshening	4,529	8.81%	3,349	8.49%	96
Toothpaste Sometimes - Gum Health	1,161	2.26%	892	2.26%	100
Toothpaste Sometimes - Natural	2,463	4.79%	1,568	3.97%	83
Toothpaste Sometimes - Sensitive	7,211	14.02%	5,137	13.02%	93
Toothpaste Sometimes - Whitening	6,900	13.42%	5,805	14.71%	110
Toothbrushes - Bought/Received in Past 6 Months					
Toothbrushes - Yes	33,084	64.33%	26,410	66.92%	104
Toothbrushes - # Bought/Received in Past 6 Months					
# Toothbrushes - 1 (L)	14,323	27.85%	10,447	26.47%	95
# Toothbrushes - 2 (M)	12,190	23.70%	10,596	26.85%	113
# Toothbrushes - 3 (H)	4,351	8.46%	3,323	8.42%	100
# Toothbrushes - 4 (H)	731	1.42%	501	1.27%	89
# Toothbrushes - 5+ (H)	1,490	2.90%	1,542	3.91%	135

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Tooth Whitening Systems - Used/Past 6 Months					
Tooth Whitening - Yes	3,566	6.94%	2,884	7.31%	105
Tooth Whitening Systems - # of Times Used in Past 7 Days					
Tooth Whitening - 1-2 Times (L)	649	1.26%	404	1.02%	81
Tooth Whitening - 3-5 Times (M)	291	0.57%	201	0.51%	89
Tooth Whitening - 6+ Times (H)	567	1.10%	531	1.35%	123
Mouthwash/Dental Rinse - Used/Past 6 Months					
Mouthwash - Yes	19,811	38.52%	15,181	38.47%	100
Mouthwash/Dental Rinse - # Times Used/Past 7 Days					
Mouthwash - 1-2 Times (L)	6,137	11.93%	5,290	13.40%	112
Mouthwash - 3-5 Times (L)	4,335	8.43%	3,287	8.33%	99
Mouthwash - 6-9 Times (M)	4,490	8.73%	2,879	7.30%	84
Mouthwash - 10-14 Times (H)	2,854	5.55%	1,906	4.83%	87
Mouthwash - 15+ Times (H)	226	0.44%	145	0.37%	84
Mouthwash/Dental Rinse - Type Use - Any					
Mouthwash Any - Dental Rinse	4,626	9.00%	2,810	7.12%	79
Mouthwash Any - Fluoride Dental Rinse	3,094	6.02%	3,140	7.96%	132
Mouthwash Any - Mouthwash	16,680	32.44%	11,720	29.70%	92
Mouthwash Any - Pre-Brushing Rinse	642	1.25%	424	1.08%	86
Mouthwash/Dental Rinse - Type Use - Most Often					
Mouthwash Most Often - Dental Rinse	2,588	5.03%	1,724	4.37%	87
Mouthwash Most Often - Fluoride Dental Rinse	1,619	3.15%	1,810	4.59%	146
Mouthwash Most Often - Mouthwash	15,504	30.15%	11,541	29.25%	97
Mouthwash Most Often - Pre-Brushing Rinse	99	0.19%	105	0.27%	142
Mouthwash/Dental Rinse - Type Use - Sometimes					
Mouthwash Sometimes - Dental Rinse	1,946	3.78%	1,164	2.95%	78
Mouthwash Sometimes - Fluoride Dental Rinse	1,412	2.75%	1,429	3.62%	132
Mouthwash Sometimes - Mouthwash	592	1.15%	603	1.53%	133
Mouthwash Sometimes - Pre-Brushing Rinse	538	1.05%	323	0.82%	78
Dentures - Have					
Have Dentures - Yes	5,925	11.52%	3,647	9.24%	80
Dentures - Type Have					
Dentures - Full	2,007	3.90%	1,411	3.58%	92
Dentures - Partial	2,720	5.29%	1,547	3.92%	74
Dentures - Both full and partial	1,198	2.33%	690	1.75%	75
Denture Cleansers - Used in Past 6 Months					
Denture Cleansers - Yes	4,499	8.75%	2,929	7.42%	85
Denture Cleansers - # Times Used in Past 7 Days					
Denture Cleansers - 1-5 Times (L)	2,058	4.00%	1,496	3.79%	95
Denture Cleansers - 6-7 Times (M)	1,927	3.75%	1,083	2.74%	73
Denture Cleansers - 8+ Times (H)	405	0.79%	139	0.35%	44
Denture Cleansers - Type Use - Any					
Denture Cleansers Any - Powder	598	1.16%	615	1.56%	134
Denture Cleansers Any - Paste	401	0.78%	161	0.41%	53

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Denture Cleansers Any - Effervescent Tablet	3,813	7.42%	2,194	5.56%	75
Denture Cleansers Any - Foam	289	0.56%	151	0.38%	68
Denture Cleansers - Type Use - Most Often					
Denture Cleansers Most Often - Powder	348	0.68%	524	1.33%	196
Denture Cleansers Most Often - Paste	275	0.53%	111	0.28%	53
Denture Cleansers Most Often - Effervescent Tablet	3,655	7.11%	2,170	5.50%	77
Denture Cleansers Most Often - Foam	221	0.43%	124	0.31%	72
Denture Cleansers - Type Use - Sometimes					
Denture Cleansers Sometimes - Powder	257	0.50%	116	0.30%	60
Denture Cleansers Sometimes - Paste	133	0.26%	57	0.14%	54
Denture Cleansers Sometimes - Effervescent Tablet	217	0.42%	156	0.40%	95
Denture Cleansers Sometimes - Foam	73	0.14%	38	0.10%	71
Denture Adhesive - Used in Past 6 Months					
Denture Adhesive - Yes	1,215	2.36%	504	1.28%	54
Denture Adhesive - # Times Used in Past 7 Days					
Denture Adhesive - 1-2 Times (L)	395	0.77%	147	0.37%	48
Denture Adhesive - 3-5 Times (M)	0	0.00%	0	0.00%	
Denture Adhesive - 6+ Times (H)	775	1.51%	346	0.88%	58
Lip Care - Used in Past 6 Months					
Lip Care - Yes	21,293	41.41%	14,948	37.88%	91
Lip Care - # Times Used in Past 7 Days					
Lip Care - 1-2 Times (L)	4,552	8.85%	2,644	6.70%	76
Lip Care - 3-5 Times (M)	4,275	8.31%	3,770	9.55%	115
Lip Care - 6-9 Times (M)	5,667	11.02%	3,868	9.80%	89
Lip Care - 10-14 Times (H)	2,750	5.35%	2,292	5.81%	109
Lip Care - 15+ Times (H)	2,021	3.93%	1,147	2.91%	74
Lip Care - Kind Used - Any					
Lip Care Any - Lip Balm	21,055	40.94%	15,371	38.95%	95
Lip Care Any - Cold Sore Remedies	2,083	4.05%	2,088	5.29%	131
Lip Care - Kind Used - Most Often					
Lip Care Most Often - Lip Balm	20,885	40.61%	15,200	38.52%	95
Lip Care Most Often - Cold Sore Remedies	129	0.25%	199	0.50%	200
Lip Care - Kind Used - Sometimes					
Lip Care Sometimes - Lip Balm	181	0.35%	174	0.44%	126
Lip Care Sometimes - Cold Sore Remedies	2,094	4.07%	1,957	4.96%	122
Deodorants/Antiperspirants - Used/Past 6 Months					
Deodorants - Yes	36,366	70.72%	28,336	71.80%	102
Deodorants/Antiperspirants - # Times Used/Past 7 Days					
Deodorants - 1-2 Times (L)	3,305	6.43%	2,007	5.09%	79
Deodorants - 3-5 Times (L)	7,227	14.05%	4,949	12.54%	89
Deodorants - 6-9 Times (M)	21,890	42.57%	17,484	44.31%	104
Deodorants - 10-14 Times (H)	1,371	2.67%	1,213	3.08%	115
Deodorants - 15+ Times (H)	1,242	2.41%	873	2.21%	92
Deodorants/Antiperspirants - Kind Use - Any					
Deodorants Any - Anti Perspirant/Deodorant	23,623	45.94%	19,475	49.35%	107

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Deodorants Any - Deodorant Only	24,085	46.84%	18,383	46.58%	99
Deodorants/Antiperspirants - Kind Use - Most Often					
Deodorants Most Often - Anti Perspirant/Deodorant	19,234	37.40%	16,589	42.04%	112
Deodorants Most Often - Deodorant Only	18,095	35.19%	13,550	34.34%	98
Deodorants/Antiperspirants - Kind Use - Sometimes					
Deodorants Sometimes - Anti Perspirant/Deodorant	4,234	8.23%	2,663	6.75%	82
Deodorants Sometimes - Deodorant Only	5,803	11.28%	4,497	11.40%	101
Deodorants/Antiperspirants - Form Use - Any					
Deodorants Any - Aerosol	3,639	7.08%	2,635	6.68%	94
Deodorants Any - Body Sprays	2,800	5.45%	1,804	4.57%	84
Deodorants Any - Clear Gel	5,356	10.42%	3,784	9.59%	92
Deodorants Any - Clear Stick	6,833	13.29%	6,163	15.62%	118
Deodorants Any - Invisible White Stick	7,349	14.29%	5,456	13.83%	97
Deodorants Any - Roll-On	5,509	10.71%	4,664	11.82%	110
Deodorants Any - Soft Solid	7,014	13.64%	4,812	12.19%	89
Deodorants Any - Stick	12,387	24.09%	10,030	25.42%	106
Deodorants Any - Other	1,507	2.93%	1,213	3.07%	105
Deodorants/Antiperspirants - Form Use - Most Often					
Deodorants Most Often - Aerosol	3,403	6.62%	2,455	6.22%	94
Deodorants Most Often - Body Sprays	1,214	2.36%	794	2.01%	85
Deodorants Most Often - Clear Gel	4,209	8.18%	2,996	7.59%	93
Deodorants Most Often - Clear Stick	3,577	6.96%	2,653	6.72%	97
Deodorants Most Often - Invisible White Stick	5,228	10.17%	3,929	9.96%	98
Deodorants Most Often - Roll-On	3,574	6.95%	3,106	7.87%	113
Deodorants Most Often - Soft Solid	4,932	9.59%	3,599	9.12%	95
Deodorants Most Often - Stick	8,934	17.37%	7,628	19.33%	111
Deodorants Most Often - Other	1,294	2.52%	1,175	2.98%	118
Deodorants/Antiperspirants - Form Use - Sometimes					
Deodorants Sometimes - Aerosol	199	0.39%	155	0.39%	100
Deodorants Sometimes - Body Sprays	1,561	3.04%	996	2.52%	83
Deodorants Sometimes - Clear Gel	1,096	2.13%	771	1.96%	92
Deodorants Sometimes - Clear Stick	3,227	6.27%	3,503	8.88%	142
Deodorants Sometimes - Invisible White Stick	2,058	4.00%	1,520	3.85%	96
Deodorants Sometimes - Roll-On	1,879	3.65%	1,492	3.78%	104
Deodorants Sometimes - Soft Solid	2,026	3.94%	1,184	3.00%	76
Deodorants Sometimes - Stick	3,349	6.51%	2,323	5.89%	90
Deodorants Sometimes - Other	203	0.39%	38	0.10%	26
Perfume & Cologne - Used/Past 6 Months					
Perfume & Cologne - Yes	14,996	29.16%	11,546	29.26%	100
Perfume & Cologne - \$ Spent/Past 12 Months - For Self					
Perfume for Self - \$1-\$9	1,791	3.48%	1,824	4.62%	133
Perfume for Self - \$10-\$19	964	1.87%	683	1.73%	93
Perfume for Self - \$20-\$49	2,267	4.41%	1,445	3.66%	83
Perfume for Self - \$50-\$99	1,519	2.95%	919	2.33%	79

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Perfume for Self - \$100+	2,941	5.72%	2,137	5.42%	95
Perfume & Cologne - \$ Spent/Past 12 Months - As Gift for Women					
Perfume Gift for Women - \$1-\$9	622	1.21%	387	0.98%	81
Perfume Gift for Women - \$10-\$19	611	1.19%	468	1.19%	100
Perfume Gift for Women - \$20-\$49	1,289	2.51%	781	1.98%	79
Perfume Gift for Women - \$50-\$99	304	0.59%	297	0.75%	127
Perfume Gift for Women - \$100+	586	1.14%	643	1.63%	143
Perfume & Cologne - \$ Spent/Past 12 Months - As Gift for Men					
Perfume Gift for Men - \$1-\$9	532	1.03%	483	1.22%	118
Perfume Gift for Men - \$10-\$19	327	0.64%	127	0.32%	50
Perfume Gift for Men - \$20-\$49	167	0.33%	144	0.36%	109
Perfume Gift for Men - \$50-\$99	795	1.55%	732	1.86%	120
Perfume Gift for Men - \$100+	1,478	2.87%	1,387	3.51%	122
Body Wash - Used in Past 6 Months					
Body Wash - Yes	21,433	41.68%	15,397	39.02%	94
Body Wash - # Times Used in Past 7 Days					
Body Wash - 1-2 Times (L)	5,229	10.17%	3,378	8.56%	84
Body Wash - 3-5 Times (L)	6,388	12.42%	4,717	11.95%	96
Body Wash - 6-9 Times (M)	7,351	14.30%	6,020	15.26%	107
Body Wash - 10-14 Times (H)	302	0.59%	163	0.41%	69
Body Wash - 15+ Times (H)	897	1.74%	583	1.48%	85
Body Wash - Type Use - Any					
Body Wash Any - Deodorant	2,227	4.33%	1,473	3.73%	86
Body Wash Any - Exfoliating	3,758	7.31%	2,020	5.12%	70
Body Wash Any - Moisturizing	10,331	20.09%	6,471	16.40%	82
Body Wash Any - Regular	10,644	20.70%	7,514	19.04%	92
Body Wash Any - Sensitive Skin	2,655	5.16%	2,026	5.13%	99
Body Wash Any - Unscented	3,187	6.20%	2,419	6.13%	99
Body Wash - Type Use - Most Often					
Body Wash Most Often - Deodorant	894	1.74%	759	1.92%	110
Body Wash Most Often - Exfoliating	1,448	2.82%	951	2.41%	85
Body Wash Most Often - Moisturizing	8,428	16.39%	5,238	13.27%	81
Body Wash Most Often - Regular	8,122	15.79%	6,303	15.97%	101
Body Wash Most Often - Sensitive Skin	959	1.87%	681	1.73%	93
Body Wash Most Often - Unscented	1,582	3.08%	1,466	3.71%	120
Body Wash - Type Use - Sometimes					
Body Wash Sometimes - Deodorant	1,357	2.64%	802	2.03%	77
Body Wash Sometimes - Exfoliating	2,331	4.53%	1,163	2.95%	65
Body Wash Sometimes - Moisturizing	2,128	4.14%	1,780	4.51%	109
Body Wash Sometimes - Regular	2,716	5.28%	1,904	4.83%	91
Body Wash Sometimes - Sensitive Skin	1,723	3.35%	1,424	3.61%	108
Body Wash Sometimes - Unscented	1,643	3.20%	1,093	2.77%	87
Shampoo - Used in Past 6 Months					
Shampoo - Yes	43,839	85.25%	32,654	82.75%	97

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Shampoo - # Times Used in Past 7 Days					
Shampoo - 1-2 Times (L)	13,385	26.03%	8,196	20.77%	80
Shampoo - 3-5 Times (M)	14,933	29.04%	11,058	28.02%	96
Shampoo - 6-7 Times (H)	13,864	26.96%	12,051	30.54%	113
Shampoo - 8+ Times (H)	1,031	2.00%	600	1.52%	76
Shampoo - Kind Use					
Shampoo - Anti-Frizz	2,598	5.05%	1,855	4.70%	93
Shampoo - Baby Shampoo	664	1.29%	394	1.00%	78
Shampoo - Children's Shampoo	756	1.47%	500	1.27%	86
Shampoo - Colour Retention	5,370	10.44%	4,536	11.50%	110
Shampoo - Colour Specific	524	1.02%	562	1.43%	140
Shampoo - Combination Shampoo/Conditioner	4,179	8.13%	2,983	7.56%	93
Shampoo - Curly Hair	1,905	3.70%	1,340	3.40%	92
Shampoo - Dry Hair	2,453	4.77%	1,722	4.36%	91
Shampoo - Medicated/Anti-Dandruff	6,089	11.84%	4,366	11.06%	93
Shampoo - Moisturizing	7,342	14.28%	5,225	13.24%	93
Shampoo - Naturals/Organic	4,705	9.15%	3,518	8.92%	97
Shampoo - Regular Shampoo	20,983	40.80%	16,543	41.92%	103
Shampoo - Other	4,981	9.69%	3,601	9.13%	94
Hair Conditioners - Used in Past 6 Months					
Hair Conditioners - Yes	26,970	52.44%	19,290	48.88%	93
Hair Conditioners - # Times Used in Past 7 Days					
Hair Conditioners - 1-2 Times (L)	11,734	22.82%	8,072	20.45%	90
Hair Conditioners - 3-5 Times (M)	7,538	14.66%	5,766	14.61%	100
Hair Conditioners - 6-7 Times (H)	6,376	12.40%	4,285	10.86%	88
Hair Conditioners - 8+ Times (H)	245	0.48%	164	0.41%	85
Hair Conditioners - Kind Use					
Hair Conditioners - Anti-Frizz	2,380	4.63%	1,708	4.33%	94
Hair Conditioners - Colour Retention	3,829	7.45%	3,073	7.79%	105
Hair Conditioners - Colour Specific	1,180	2.30%	935	2.37%	103
Hair Conditioners - Curl	2,113	4.11%	1,598	4.05%	99
Hair Conditioners - Hot Oil	386	0.75%	207	0.53%	71
Hair Conditioners - Leave-In	3,346	6.51%	2,549	6.46%	99
Hair Conditioners - Moisturizing	9,805	19.07%	7,115	18.03%	95
Hair Conditioners - Naturals/Organic	2,067	4.02%	1,504	3.81%	95
Hair Conditioners - Regular/Instant	8,602	16.73%	6,494	16.46%	98
Hair Conditioners - Other	3,432	6.68%	2,856	7.24%	108
Hair Mousses/Gels/Sprays - Personally Used In Past 6 Months					
Hair Mousses/Gels/Sprays - Yes	13,981	27.19%	10,574	26.80%	99
Hair Mousses/Gels/Sprays - # of Times Personally Used In Past 7 Days					
Hair Mousses/Gels/Sprays - 1-2 (L)	3,409	6.63%	2,918	7.39%	111
Hair Mousses/Gels/Sprays - 3-5 (M)	4,016	7.81%	3,092	7.84%	100
Hair Mousses/Gels/Sprays - 6-7 (H)	2,970	5.78%	2,563	6.50%	112
Hair Mousses/Gels/Sprays - 8+ (H)	2,371	4.61%	1,791	4.54%	98

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
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Hair Colouring Products - Used/Past 6 Months					
Hair Colouring - Yes	8,935	17.38%	6,301	15.97%	92
Hair Colouring Products - # Times Used/Past 6 Months					
Hair Colouring - 1-2 Times (L)	4,521	8.79%	2,655	6.73%	77
Hair Colouring - 3-4 Times (M)	3,635	7.07%	2,671	6.77%	96
Hair Colouring - 5-6 Times (H)	453	0.88%	237	0.60%	68
Hair Colouring - 7+ Times (H)	326	0.63%	738	1.87%	297
Hair Colouring Products - Type Use - Any					
Hair Colouring Any - Highlighting	1,467	2.85%	1,186	3.01%	106
Hair Colouring Any - Permanent	5,036	9.79%	3,804	9.64%	98
Hair Colouring Any - Root Touch-Up	2,957	5.75%	2,473	6.27%	109
Hair Colouring Any - Semi-Permanent	2,197	4.27%	1,186	3.01%	70
Hair Colouring Any - Temporary	1,439	2.80%	1,203	3.05%	109
Hair Colouring Products - Type Use - Most Often					
Hair Colouring Most Often - Highlighting	908	1.77%	809	2.05%	116
Hair Colouring Most Often - Permanent	4,532	8.81%	3,210	8.13%	92
Hair Colouring Most Often - Root Touch-Up	1,128	2.19%	1,159	2.94%	134
Hair Colouring Most Often - Semi-Permanent	1,630	3.17%	864	2.19%	69
Hair Colouring Most Often - Temporary	721	1.40%	588	1.49%	106
Hair Colouring Products - Type Use - Sometimes					
Hair Colouring Sometimes - Highlighting	559	1.09%	377	0.96%	88
Hair Colouring Sometimes - Permanent	504	0.98%	594	1.51%	154
Hair Colouring Sometimes - Root Touch-Up	1,829	3.56%	1,314	3.33%	94
Hair Colouring Sometimes - Semi-Permanent	567	1.10%	322	0.82%	75
Hair Colouring Sometimes - Temporary	719	1.40%	614	1.56%	111
Hair Removal - Used in Past 6 Months					
Hair Removal - Yes	3,417	6.64%	2,419	6.13%	92
Hair Salon - Used in Past 6 Months					
Hair Salon - Yes	21,356	41.53%	17,549	44.47%	107
Hair Salon - # Times Used in Past 6 Months					
# Hair Salon - 1-2	11,322	22.02%	8,849	22.42%	102
# Hair Salon - 3-4	6,710	13.05%	6,232	15.79%	121
# Hair Salon - 5-6	3,118	6.06%	2,323	5.89%	97
# Hair Salon - 7+	207	0.40%	145	0.37%	93
Nail Salon - Used in Past 6 Months					
Nail Salon - Yes	9,466	18.41%	7,296	18.49%	100
Nail Salon - # Times Used in Past 6 Months					
# Nail Salon - 1-2	6,170	12.00%	4,404	11.16%	93
# Nail Salon - 3-4	1,457	2.83%	1,269	3.22%	114
# Nail Salon - 5-6	1,195	2.32%	1,029	2.61%	113
# Nail Salon - 7+	643	1.25%	595	1.51%	121
Face & Body Skincare - Bought in Past 30 Days					
Skincare - Yes	14,427	28.05%	10,655	27.00%	96
Face & Body Skincare - \$ Spent in Past 30 Days					
Skincare - \$1-\$4	850	1.65%	908	2.30%	139

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Skincare - \$5-\$9	3,670	7.14%	3,092	7.84%	110
Skincare - \$10-\$19	4,416	8.59%	2,708	6.86%	80
Skincare - \$20-\$49	2,153	4.19%	1,465	3.71%	89
Skincare - \$50-\$99	2,133	4.15%	1,691	4.29%	103
Skincare - \$100+	1,205	2.34%	791	2.00%	85
Face & Body Skincare - Where Bought in Past 30 Days					
Skincare - Costco	2,063	4.01%	1,670	4.23%	105
Skincare - Hudson's Bay	379	0.74%	349	0.88%	119
Skincare - Walmart	2,516	4.89%	1,632	4.14%	85
Skincare - Bath & Body Works	1,118	2.17%	834	2.11%	97
Skincare - Brunet	50	0.10%	26	0.07%	70
Skincare - Crabtree & Evelyn	233	0.45%	577	1.46%	324
Skincare - Familiprix	35	0.07%	32	0.08%	114
Skincare - Jean Coutu	0	0.00%	0	0.00%	
Skincare - London Drugs	2,948	5.73%	2,366	6.00%	105
Skincare - PharmaSave	192	0.37%	185	0.47%	127
Skincare - Rexall/Pharma Plus	9	0.02%	9	0.02%	100
Skincare - Shoppers Drug Mart/Pharmaprix	4,507	8.77%	2,967	7.52%	86
Skincare - Other Drug Store	317	0.62%	213	0.54%	87
Skincare - Uniprix	389	0.76%	87	0.22%	29
Skincare - Sephora	57	0.11%	157	0.40%	364
Skincare - The Body Shop	1,340	2.61%	919	2.33%	89
Skincare - Yves Rocher	289	0.56%	264	0.67%	120
Skincare - Other Specialty Store	1,651	3.21%	1,405	3.56%	111
Skincare - Loblaws/Loblaws Superstore	1,151	2.24%	884	2.24%	100
Skincare - Maxi Et Cie	409	0.80%	154	0.39%	49
Skincare - Real Canadian Superstore	1,849	3.60%	1,282	3.25%	90
Skincare - Other Grocery Stores/Supermarkets	1,191	2.32%	939	2.38%	103
Skincare - Other Stores	1,479	2.88%	1,210	3.07%	107
Hand & Body Cream/Lotion - Used/Past 6 Months					
Hand & Body Lotion - Yes	26,608	51.74%	19,487	49.38%	95
Hand & Body Cream/Lotion - # Times Used/Past 7 Days					
Hand & Body Lotion - 1-2 Times (L)	7,409	14.41%	5,461	13.84%	96
Hand & Body Lotion - 3-5 Times (L)	3,572	6.95%	2,681	6.79%	98
Hand & Body Lotion - 6-9 Times (M)	6,848	13.32%	5,733	14.53%	109
Hand & Body Lotion - 10-14 Times (H)	5,096	9.91%	3,263	8.27%	83
Hand & Body Lotion - 15+ Times (H)	2,197	4.27%	1,499	3.80%	89
Hand & Body Cream/Lotion - Type Use - Any					
Hand & Body Lotion Any - Aloe	7,264	14.13%	5,543	14.05%	99
Hand & Body Lotion Any - Anti-Age/Wrinkle	4,549	8.85%	3,609	9.15%	103
Hand & Body Lotion Any - Body Butter	4,408	8.57%	3,295	8.35%	97
Hand & Body Lotion Any - Medicated	2,756	5.36%	1,918	4.86%	91
Hand & Body Lotion Any - Regular	16,835	32.74%	14,006	35.49%	108
Hand & Body Lotion Any - Self-Tanning	359	0.70%	239	0.61%	87

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Hand & Body Lotion Any - Skin Firming	1,195	2.33%	1,275	3.23%	139
Hand & Body Lotion Any - With Sunscreen	3,980	7.74%	2,981	7.56%	98
Hand & Body Cream/Lotion - Type Use - Most Often					
Hand & Body Lotion Most Often - Aloe	3,696	7.19%	2,624	6.65%	92
Hand & Body Lotion Most Often - Anti-Age/Wrinkle	2,592	5.04%	2,057	5.21%	103
Hand & Body Lotion Most Often - Body Butter	1,840	3.58%	1,153	2.92%	82
Hand & Body Lotion Most Often - Medicated	1,383	2.69%	1,228	3.11%	116
Hand & Body Lotion Most Often - Regular	14,525	28.25%	12,190	30.89%	109
Hand & Body Lotion Most Often - Self-Tanning	192	0.37%	101	0.26%	70
Hand & Body Lotion Most Often - Skin Firming	314	0.61%	695	1.76%	289
Hand & Body Lotion Most Often - With Sunscreen	2,378	4.62%	1,606	4.07%	88
Hand & Body Cream/Lotion - Type Use - Sometimes					
Hand & Body Lotion Sometimes - Aloe	3,568	6.94%	2,919	7.40%	107
Hand & Body Lotion Sometimes - Anti-Age/Wrinkle	1,958	3.81%	1,552	3.93%	103
Hand & Body Lotion Sometimes - Body Butter	2,568	4.99%	2,142	5.43%	109
Hand & Body Lotion Sometimes - Medicated	1,373	2.67%	690	1.75%	66
Hand & Body Lotion Sometimes - Regular	2,310	4.49%	1,817	4.60%	102
Hand & Body Lotion Sometimes - Self-Tanning	167	0.32%	137	0.35%	109
Hand & Body Lotion Sometimes - Skin Firming	881	1.71%	580	1.47%	86
Hand & Body Lotion Sometimes - With Sunscreen	1,603	3.12%	1,376	3.49%	112
Hand & Body Cream/Lotion - Kind Use - Any					
Hand & Body Lotion Any - Scented	7,542	14.67%	5,990	15.18%	103
Hand & Body Lotion Any - Unscented	16,236	31.57%	12,369	31.35%	99
Hand & Body Lotion Any - Sensitive Skin	4,546	8.84%	3,007	7.62%	86
Hand & Body Lotion Any - Extra Strength	5,371	10.45%	3,900	9.88%	95
Hand & Body Cream/Lotion - Kind Use - Most Often					
Hand & Body Lotion Most Often - Scented	6,358	12.36%	5,182	13.13%	106
Hand & Body Lotion Most Often - Unscented	14,396	27.99%	10,625	26.92%	96
Hand & Body Lotion Most Often - Sensitive Skin	1,601	3.11%	1,069	2.71%	87
Hand & Body Lotion Most Often - Extra Strength	1,729	3.36%	1,317	3.34%	99
Hand & Body Cream/Lotion - Kind Use - Sometimes					
Hand & Body Lotion Sometimes - Scented	1,184	2.30%	808	2.05%	89
Hand & Body Lotion Sometimes - Unscented	1,840	3.58%	1,744	4.42%	123
Hand & Body Lotion Sometimes - Sensitive Skin	2,945	5.73%	1,937	4.91%	86
Hand & Body Lotion Sometimes - Extra Strength	3,642	7.08%	2,584	6.55%	93
Facial Cleansers - Used in Past 6 Months					
Facial Cleansers - Yes	10,808	21.02%	8,161	20.68%	98
Facial Cleansers - # Times Used in Past 7 Days					
Facial Cleansers - 1-2 Times (L)	1,195	2.32%	810	2.05%	88
Facial Cleansers - 3-5 Times (L)	3,019	5.87%	2,093	5.30%	90
Facial Cleansers - 6-9 Times (M)	3,630	7.06%	2,934	7.43%	105
Facial Cleansers - 10-14 Times (H)	2,324	4.52%	1,848	4.68%	104
Facial Cleansers - 15+ Times (H)	207	0.40%	163	0.41%	103
Facial Cleansers - Kind Use - Any					
Facial Cleansers Any - Bar	1,065	2.07%	902	2.29%	111

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Facial Cleansers Any - Cream	4,468	8.69%	2,996	7.59%	87
Facial Cleansers Any - Cleansing Wipes	3,608	7.02%	2,839	7.19%	102
Facial Cleansers Any - Foaming Cleansers	2,082	4.05%	1,684	4.27%	105
Facial Cleansers Any - Gel	1,837	3.57%	1,293	3.28%	92
Facial Cleansers Any - Scrub	2,674	5.20%	1,663	4.21%	81
Facial Cleansers Any - Toner	2,506	4.87%	1,936	4.91%	101
Facial Cleansers Any - Other	1,545	3.01%	1,146	2.90%	96
Facial Cleansers - Kind Use - Most Often					
Facial Cleansers Most Often - Bar	363	0.71%	338	0.86%	121
Facial Cleansers Most Often - Cream	3,560	6.92%	2,646	6.70%	97
Facial Cleansers Most Often - Cleansing Wipes	2,432	4.73%	1,863	4.72%	100
Facial Cleansers Most Often - Foaming Cleansers	958	1.86%	631	1.60%	86
Facial Cleansers Most Often - Gel	866	1.68%	584	1.48%	88
Facial Cleansers Most Often - Scrub	1,296	2.52%	762	1.93%	77
Facial Cleansers Most Often - Toner	594	1.16%	569	1.44%	124
Facial Cleansers Most Often - Other	740	1.44%	768	1.95%	135
Facial Cleansers - Kind Use - Sometimes					
Facial Cleansers Sometimes - Bar	702	1.36%	634	1.61%	118
Facial Cleansers Sometimes - Cream	1,032	2.01%	645	1.63%	81
Facial Cleansers Sometimes - Cleansing Wipes	1,260	2.45%	1,169	2.96%	121
Facial Cleansers Sometimes - Foaming Cleansers	1,159	2.25%	1,158	2.93%	130
Facial Cleansers Sometimes - Gel	990	1.93%	774	1.96%	102
Facial Cleansers Sometimes - Scrub	1,429	2.78%	983	2.49%	90
Facial Cleansers Sometimes - Toner	1,933	3.76%	1,459	3.70%	98
Facial Cleansers Sometimes - Other	832	1.62%	523	1.33%	82
Facial Moisturizers - Used in Past 6 Months					
Facial Moisturizers - Yes	18,608	36.18%	14,055	35.62%	98
Facial Moisturizers - # Times Used in Past 7 Days					
# Facial Moisturizers - 1-2 (L)	1,787	3.48%	1,380	3.50%	101
# Facial Moisturizers - 3-5 (L)	2,888	5.62%	1,971	4.99%	89
# Facial Moisturizers - 6-7 (M)	9,425	18.33%	7,219	18.29%	100
# Facial Moisturizers - 8-9 (M)	1,322	2.57%	1,058	2.68%	104
# Facial Moisturizers - 10+ (H)	2,943	5.72%	2,203	5.58%	98
Facial Moisturizers - Kind Use - Any					
Facial Cleansers Any - Fragrance Free	5,651	10.99%	4,179	10.59%	96
Facial Cleansers Any - Hypoallergenic	3,098	6.02%	2,333	5.91%	98
Facial Cleansers Any - Oil Free	698	1.36%	327	0.83%	61
Facial Cleansers Any - Regular	7,055	13.72%	5,164	13.09%	95
Facial Cleansers Any - Sensitive Skin	4,912	9.55%	3,958	10.03%	105
Facial Cleansers Any - With Sunscreen (SPF)	5,683	11.05%	4,849	12.29%	111
Facial Moisturizers - Kind Use - Most Often					
Facial Cleansers Most Often - Fragrance Free	5,253	10.22%	3,580	9.07%	89
Facial Cleansers Most Often - Hypoallergenic	2,204	4.29%	1,773	4.49%	105
Facial Cleansers Most Often - Oil Free	170	0.33%	67	0.17%	52

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Facial Cleansers Most Often - Regular	5,950	11.57%	4,053	10.27%	89
Facial Cleansers Most Often - Sensitive Skin	2,813	5.47%	2,404	6.09%	111
Facial Cleansers Most Often - With Sunscreen (SPF)	2,217	4.31%	2,178	5.52%	128
Facial Moisturizers - Kind Use - Sometimes					
Facial Cleansers Sometimes - Fragrance Free	665	1.29%	626	1.59%	123
Facial Cleansers Sometimes - Hypoallergenic	992	1.93%	547	1.39%	72
Facial Cleansers Sometimes - Oil Free	537	1.04%	261	0.66%	63
Facial Cleansers Sometimes - Regular	1,188	2.31%	1,007	2.55%	110
Facial Cleansers Sometimes - Sensitive Skin	2,235	4.35%	1,531	3.88%	89
Facial Cleansers Sometimes - With Sunscreen (SPF)	3,567	6.94%	2,610	6.61%	95
Acne Products - Used in Past 6 Months					
Acne Products - Yes	1,566	3.05%	1,337	3.39%	111

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

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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.