

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		
Shopping - Categories Shop Most Often - In-Store					
In-Store - Automotive Services/Supplies/Products	27,927	54.31%	23,540	59.65%	110
In-Store - Building/Home Improvement Items/Tools	29,884	58.11%	24,825	62.91%	108
In-Store - Children's Clothing/Shoes	11,169	21.72%	10,503	26.61%	123
In-Store - Electronics	21,672	42.14%	17,909	45.38%	108
In-Store - Footwear	38,397	74.67%	31,384	79.53%	107
In-Store - Furniture/Home Accessories	33,116	64.40%	25,724	65.18%	101
In-Store - Gardening Supplies	28,500	55.42%	25,169	63.78%	115
In-Store - Groceries	42,758	83.15%	33,008	83.64%	101
In-Store - Household Appliances	26,470	51.47%	23,262	58.95%	115
In-Store - Jewellery	23,414	45.53%	18,876	47.83%	105
In-Store - Men's Clothing	28,346	55.12%	24,715	62.63%	114
In-Store - Personal Care	36,203	70.40%	28,560	72.37%	103
In-Store - Pet Food/Care	21,367	41.55%	19,609	49.69%	120
In-Store - Sporting Goods/Athletic Wear	24,214	47.09%	23,050	58.41%	124
In-Store - Toys/Games/Learning	13,926	27.08%	11,291	28.61%	106
In-Store - Women's Clothing	24,230	47.12%	20,461	51.85%	110
In-Store - Other	15,237	29.63%	12,887	32.66%	110
Shopping - Categories Shop Most Often - Online					
Online - Automotive Services/Supplies/Products	1,351	2.63%	1,044	2.65%	101
Online - Building/Home Improvement Items/Tools	1,093	2.13%	805	2.04%	96
Online - Children's Clothing/Shoes	1,841	3.58%	1,334	3.38%	94
Online - Electronics	7,612	14.80%	4,939	12.52%	85
Online - Footwear	1,545	3.00%	927	2.35%	78
Online - Furniture/Home Accessories	2,240	4.36%	1,323	3.35%	77
Online - Gardening Supplies	1,251	2.43%	1,112	2.82%	116
Online - Groceries	934	1.82%	461	1.17%	64
Online - Household Appliances	2,171	4.22%	1,245	3.15%	75
Online - Jewellery	1,814	3.53%	1,059	2.69%	76
Online - Men's Clothing	1,472	2.86%	937	2.38%	83
Online - Personal Care	1,057	2.06%	687	1.74%	84
Online - Pet Food/Care	619	1.20%	355	0.90%	75
Online - Sporting Goods/Athletic Wear	1,548	3.01%	1,046	2.65%	88
Online - Toys/Games/Learning	4,519	8.79%	2,755	6.98%	79
Online - Women's Clothing	2,074	4.03%	1,245	3.15%	78
Online - Other	2,977	5.79%	2,097	5.31%	92
Shopping - Categories Shop Most Often - Both Equally					
Both Equally - Automotive Services/Supplies/Products	5,818	11.31%	4,440	11.25%	99
Both Equally - Building/Home Improvement Items/Tools	6,226	12.11%	5,211	13.21%	109
Both Equally - Children's Clothing/Shoes	4,014	7.81%	3,078	7.80%	100
Both Equally - Electronics	17,131	33.31%	14,831	37.58%	113
Both Equally - Footwear	7,845	15.25%	5,843	14.81%	97
Both Equally - Furniture/Home Accessories	8,689	16.90%	5,669	14.37%	85

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Both Equally - Gardening Supplies	3,377	6.57%	2,774	7.03%	107
Both Equally - Groceries	4,070	7.92%	3,440	8.72%	110
Both Equally - Household Appliances	12,969	25.22%	9,897	25.08%	99
Both Equally - Jewellery	4,977	9.68%	3,007	7.62%	79
Both Equally - Men's Clothing	7,690	14.95%	5,348	13.55%	91
Both Equally - Personal Care	6,775	13.17%	4,978	12.62%	96
Both Equally - Pet Food/Care	3,520	6.84%	3,052	7.73%	113
Both Equally - Sporting Goods/Athletic Wear	6,972	13.56%	5,737	14.54%	107
Both Equally - Toys/Games/Learning	10,797	21.00%	7,701	19.52%	93
Both Equally - Women's Clothing	8,727	16.97%	6,784	17.19%	101
Both Equally - Other	11,734	22.82%	8,192	20.76%	91
Shopping - When Shop In-Store (Employed only) - Before Work					
Before Work - Frequently	415	0.81%	198	0.50%	62
Before Work - Sometimes	1,670	3.25%	1,145	2.90%	89
Before Work - Rarely	3,591	6.98%	2,103	5.33%	76
Shopping - When Shop In-Store (Employed only) - During Lunch Break					
Lunch Break - Frequently	656	1.28%	384	0.97%	76
Lunch Break - Sometimes	3,581	6.96%	2,244	5.69%	82
Lunch Break - Rarely	4,767	9.27%	3,268	8.28%	89
Shopping - When Shop In-Store (Employed only) - After Work					
After Work - Frequently	4,305	8.37%	2,194	5.56%	66
After Work - Sometimes	5,583	10.86%	3,501	8.87%	82
After Work - Rarely	3,404	6.62%	2,571	6.52%	98
Shopping - When Shop In-Store (Employed only) - On Weekend Days					
Weekend - Frequently	10,946	21.29%	6,177	15.65%	74
Weekend - Sometimes	4,767	9.27%	2,899	7.35%	79
Weekend - Rarely	672	1.31%	1,005	2.55%	195
Shopping - How Often Shop Online - At Home					
Shopping Online at Home - Frequently	15,421	29.99%	12,077	30.60%	102
Shopping Online at Home - Sometimes	15,201	29.56%	10,523	26.67%	90
Shopping Online at Home - Rarely	4,051	7.88%	3,258	8.26%	105
Shopping - How Often Shop Online - At Work					
Shopping Online at Work - Frequently	1,834	3.57%	1,350	3.42%	96
Shopping Online at Work - Sometimes	5,053	9.83%	3,843	9.74%	99
Shopping Online at Work - Rarely	4,708	9.15%	2,999	7.60%	83
Shopping - How Often Shop Online - Somewhere Else					
Shopping Online Somewhere Else - Frequently	1,164	2.26%	796	2.02%	89
Shopping Online Somewhere Else - Sometimes	7,320	14.23%	4,567	11.57%	81
Shopping Online Somewhere Else - Rarely	7,867	15.30%	6,386	16.18%	106
Shopping - Events Personally Participate in					
Shopping Events - Back To School	4,002	7.78%	3,287	8.33%	107
Shopping Events - Black Friday	10,476	20.37%	8,434	21.37%	105
Shopping Events - Boxing Week	12,626	24.55%	9,223	23.37%	95
Shopping Events - Christmas Shopping	22,712	44.17%	20,091	50.91%	115

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Shopping Events - Other Holiday Shopping	7,499	14.58%	6,488	16.44%	113
Convenience Stores - Personally Shopped at in Past 6 Months					
Convenience Stores - Yes	26,833	52.18%	18,759	47.54%	91
Convenience Stores - # Times Shopped at in Past 30 Days					
# Convenience Stores - 1-5 (L)	20,683	40.22%	15,655	39.67%	99
# Convenience Stores - 6-10 (M)	3,699	7.19%	1,260	3.19%	44
# Convenience Stores - 11-15 (H)	165	0.32%	88	0.22%	69
# Convenience Stores - 16+ (H)	509	0.99%	490	1.24%	125
Convenience Stores - Where Shopped at in Past 30 Days					
Convenience Stores - 7 Eleven Food Stores	12,900	25.09%	8,316	21.07%	84
Convenience Stores - Beckers	459	0.89%	406	1.03%	116
Convenience Stores - Boni-Soir	720	1.40%	222	0.56%	40
Convenience Stores - Couche-Tard	90	0.17%	63	0.16%	94
Convenience Stores - Great Canadian News	335	0.65%	511	1.30%	200
Convenience Stores - Hasty Market	364	0.71%	283	0.72%	101
Convenience Stores - Mac's Convenience Stores/Circle K	2,529	4.92%	1,636	4.15%	84
Convenience Stores - Mainway	0	0.00%	0	0.00%	
Convenience Stores - Needs	928	1.81%	313	0.79%	44
Convenience Stores - Provi-Soir	996	1.94%	319	0.81%	42
Convenience Stores - Quickie Convenience Stores	965	1.88%	542	1.37%	73
Convenience Stores - Town Pantry	3,039	5.91%	3,169	8.03%	136
Convenience Stores - Convenience Stores at Gas Stations	8,395	16.32%	7,440	18.85%	116
Convenience Stores - Other	6,824	13.27%	5,169	13.10%	99
Drug Stores - Personally Shopped at in Past 6 Months					
Drug Stores - Yes	40,543	78.84%	31,310	79.34%	101
Drug Stores - # Times Shopped at in Past 30 Days					
# Drug Stores - 1-2 (L)	22,580	43.91%	17,102	43.34%	99
# Drug Stores - 3-4 (M)	22,580	43.91%	17,102	43.34%	99
# Drug Stores - 5+ (H)	22,580	43.91%	17,102	43.34%	99
Drug Stores - Where Shopped at in Past 30 Days					
Drug Stores - Brunet	1,058	2.06%	387	0.98%	48
Drug Stores - Costco	6,420	12.48%	5,649	14.32%	115
Drug Stores - Familiprix	0	0.00%	0	0.00%	
Drug Stores - Guardian Drug	0	0.00%	0	0.00%	
Drug Stores - IDA	453	0.88%	268	0.68%	77
Drug Stores - Jean Coutu	16	0.03%	15	0.04%	133
Drug Stores - Lawton's	0	0.00%	0	0.00%	
Drug Stores - London Drugs	27,944	54.34%	20,795	52.69%	97
Drug Stores - The Medicine Shoppe Pharmacy	55	0.11%	70	0.18%	164
Drug Stores - People's Drug Mart	1,043	2.03%	382	0.97%	48
Drug Stores - Pharma Plus/Rexall	2,291	4.46%	1,531	3.88%	87
Drug Stores - PharmaSave	5,538	10.77%	3,447	8.73%	81
Drug Stores - Proxim	52	0.10%	19	0.05%	50
Drug Stores - Shoppers Drug Mart/Pharmaprix	27,331	53.15%	23,257	58.93%	111

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	Value	Percent	Value	Percent	Index
Drug Stores - Uniprix	1,318	2.56%	394	1.00%	39
Drug Stores - Walmart	4,811	9.36%	3,416	8.66%	93
Drug Stores - Grocery Stores	6,404	12.45%	5,889	14.92%	120
Drug Stores - Other	2,310	4.49%	1,943	4.92%	110
Shopping Malls, Centres or Districts - # Times Visited in Past Week					
# Shopping Malls Past Week - 1	15,787	30.70%	12,087	30.63%	100
# Shopping Malls Past Week - 2	8,323	16.18%	6,458	16.36%	101
# Shopping Malls Past Week - 3	4,470	8.69%	3,415	8.65%	100
# Shopping Malls Past Week - 4	3,402	6.62%	2,587	6.56%	99
# Shopping Malls Past Week - 5	980	1.91%	523	1.33%	70
# Shopping Malls Past Week - 6+	1,619	3.15%	1,355	3.43%	109
Shopping Malls, Centres or Districts - # Times Visited in Past Month					
# Shopping Malls Past Month - 1	7,992	15.54%	6,008	15.23%	98
# Shopping Malls Past Month - 2	8,304	16.15%	6,417	16.26%	101
# Shopping Malls Past Month - 3	5,605	10.90%	4,445	11.26%	103
# Shopping Malls Past Month - 4	5,662	11.01%	5,151	13.05%	119
# Shopping Malls Past Month - 5	3,192	6.21%	2,140	5.42%	87
# Shopping Malls Past Month - 6+	14,179	27.57%	10,564	26.77%	97
Customer Reward Programs - Currently Belong to					
Reward Programs - Yes	44,535	86.60%	35,239	89.30%	103
Customer Reward Programs - Type - Personally Used Past 12 mos.					
Reward Past 12 Months - Airlines	18,076	35.15%	16,133	40.88%	116
Reward Past 12 Months - Book Stores	8,807	17.13%	7,589	19.23%	112
Reward Past 12 Months - Car Rental	3,224	6.27%	3,978	10.08%	161
Reward Past 12 Months - Coffee Shops	11,577	22.51%	9,913	25.12%	112
Reward Past 12 Months - Credit Card	27,682	53.83%	24,330	61.65%	115
Reward Past 12 Months - Department Stores	10,690	20.79%	9,407	23.84%	115
Reward Past 12 Months - Drug Stores	21,745	42.28%	18,767	47.56%	112
Reward Past 12 Months - Gasoline Stations	15,885	30.89%	13,958	35.37%	115
Reward Past 12 Months - Grocery Stores	26,047	50.65%	22,035	55.84%	110
Reward Past 12 Months - Hotel	7,528	14.64%	7,367	18.67%	128
Reward Past 12 Months - Train	1,464	2.85%	1,221	3.09%	108
Reward Past 12 Months - Other	5,382	10.47%	4,331	10.97%	105
Customer Reward Programs - Type - Personally Used in Past 7 Days					
Reward Past 7 Days - Airlines	5,089	9.90%	4,695	11.90%	120
Reward Past 7 Days - Book Stores	2,297	4.47%	2,007	5.09%	114
Reward Past 7 Days - Car Rental	904	1.76%	991	2.51%	143
Reward Past 7 Days - Coffee Shops	5,602	10.89%	4,193	10.63%	98
Reward Past 7 Days - Credit Card	17,810	34.63%	16,255	41.19%	119
Reward Past 7 Days - Department Stores	2,870	5.58%	2,736	6.93%	124
Reward Past 7 Days - Drug Stores	10,937	21.27%	8,877	22.49%	106
Reward Past 7 Days - Gasoline Stations	8,758	17.03%	7,980	20.22%	119
Reward Past 7 Days - Grocery Stores	16,539	32.16%	15,350	38.90%	121
Reward Past 7 Days - Hotel	1,037	2.02%	1,391	3.53%	175

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Reward Past 7 Days - Train	268	0.52%	153	0.39%	75
Reward Past 7 Days - Other	3,117	6.06%	2,100	5.32%	88
Frequent Flyer Programs - Belong to					
Frequent Flyer Programs - Yes	17,410	33.86%	16,965	42.99%	127
Pre-Paid Gift Cards - When Last Time Bought					
Pre-Paid Gift Cards - Past Month	8,958	17.42%	7,525	19.07%	109
Pre-Paid Gift Cards - Past 6 Months	2,845	5.53%	2,571	6.52%	118
Pre-Paid Gift Cards - Longer Ago	21,633	42.07%	15,448	39.15%	93
Men's Clothing - Personally Bought/Past 12 Months					
Men's Clothing - Yes	21,542	41.89%	17,778	45.05%	108
Men's Clothing - \$ Personally Spent/Past 12 Months					
Men's Clothing - \$100 Or Less	5,048	9.82%	3,677	9.32%	95
Men's Clothing - \$101-\$500	14,139	27.49%	11,944	30.27%	110
Men's Clothing - \$501-\$1,000	1,830	3.56%	1,703	4.32%	121
Men's Clothing - More Than \$1,000	525	1.02%	453	1.15%	113
Men's Clothing - Where Personally Bought/Past 12 Months					
Men's Clothing - American Apparel	11	0.02%	4	0.01%	50
Men's Clothing - American Eagle	909	1.77%	901	2.28%	129
Men's Clothing - Banana Republic	2,313	4.50%	999	2.53%	56
Men's Clothing - Eddie Bauer	1,874	3.64%	2,054	5.20%	143
Men's Clothing - Ernest	0	0.00%	0	0.00%	
Men's Clothing - Gap	1,199	2.33%	1,034	2.62%	112
Men's Clothing - George Richards Big and Tall	628	1.22%	785	1.99%	163
Men's Clothing - Geox	334	0.65%	185	0.47%	72
Men's Clothing - H&M	1,651	3.21%	1,331	3.37%	105
Men's Clothing - Harry Rosen	915	1.78%	1,400	3.55%	199
Men's Clothing - Holt Renfrew	65	0.13%	145	0.37%	285
Men's Clothing - Hudson's Bay	9,019	17.54%	7,638	19.36%	110
Men's Clothing - J.Crew	525	1.02%	731	1.85%	181
Men's Clothing - Jack Fraser	110	0.21%	159	0.40%	190
Men's Clothing - Joe Fresh	759	1.48%	690	1.75%	118
Men's Clothing - L'Aubainerie	0	0.00%	0	0.00%	
Men's Clothing - Mark's/L'Equipeur	3,581	6.96%	3,014	7.64%	110
Men's Clothing - Marshalls	238	0.46%	285	0.72%	157
Men's Clothing - Moore's	1,784	3.47%	1,948	4.94%	142
Men's Clothing - Nordstrom	797	1.55%	786	1.99%	128
Men's Clothing - Old Navy	1,470	2.86%	1,069	2.71%	95
Men's Clothing - Original Levi's Store	471	0.92%	272	0.69%	75
Men's Clothing - Roots	412	0.80%	281	0.71%	89
Men's Clothing - RW & Co.	325	0.63%	474	1.20%	190
Men's Clothing - Saks Fifth Avenue	869	1.69%	829	2.10%	124
Men's Clothing - Simons	1,511	2.94%	1,999	5.07%	172
Men's Clothing - Sport Chek/Sports Experts	2,225	4.33%	2,223	5.63%	130
Men's Clothing - Tilley Endurables	121	0.24%	78	0.20%	83

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Men's Clothing - Tip Top Tailors	122	0.24%	95	0.24%	100
Men's Clothing - Tristan	455	0.88%	495	1.26%	143
Men's Clothing - Uniqlo	328	0.64%	300	0.76%	119
Men's Clothing - Walmart	4,777	9.29%	3,621	9.18%	99
Men's Clothing - Warehouse One	0	0.00%	0	0.00%	
Men's Clothing - Winners	2,881	5.60%	3,263	8.27%	148
Men's Clothing - Zara	303	0.59%	313	0.79%	134
Men's Clothing - Other Stores	12,454	24.22%	10,012	25.37%	105
Women's Clothing - Personally Bought/Past 12 Months					
Women's Clothing - Yes	25,487	49.56%	18,465	46.79%	94
Women's Clothing - \$ Spent Personally/Past 12 Months					
Women's Clothing - \$100 Or Less	6,782	13.19%	4,632	11.74%	89
Women's Clothing - \$101-\$500	11,550	22.46%	8,265	20.94%	93
Women's Clothing - \$501-\$1,000	5,054	9.83%	3,517	8.91%	91
Women's Clothing - \$1,001-\$2,000	1,423	2.77%	1,312	3.32%	120
Women's Clothing - More than \$2,000	678	1.32%	740	1.88%	142
Women's Clothing - Where Personally Bought/Past 12 Months					
Women's Clothing - Addition-Elle	1,511	2.94%	680	1.72%	59
Women's Clothing - American Apparel	433	0.84%	404	1.02%	121
Women's Clothing - American Eagle	878	1.71%	837	2.12%	124
Women's Clothing - Aritzia	2,317	4.51%	2,931	7.43%	165
Women's Clothing - Banana Republic	1,200	2.33%	1,205	3.05%	131
Women's Clothing - Bootlegger	5	0.01%	5	0.01%	100
Women's Clothing - Chico's	332	0.65%	122	0.31%	48
Women's Clothing - Cleo	475	0.92%	588	1.49%	162
Women's Clothing - Club Monaco	58	0.11%	49	0.12%	109
Women's Clothing - Dynamite	610	1.19%	721	1.83%	154
Women's Clothing - Eddie Bauer	2,588	5.03%	1,480	3.75%	75
Women's Clothing - Fairweather	509	0.99%	362	0.92%	93
Women's Clothing - Gap	2,055	4.00%	1,590	4.03%	101
Women's Clothing - Garage	104	0.20%	153	0.39%	195
Women's Clothing - Geox	155	0.30%	192	0.49%	163
Women's Clothing - H&M	2,806	5.46%	2,301	5.83%	107
Women's Clothing - Holt Renfrew	292	0.57%	103	0.26%	46
Women's Clothing - Hudson's Bay	6,761	13.15%	5,762	14.60%	111
Women's Clothing - J.Crew	284	0.55%	156	0.40%	73
Women's Clothing - Joe Fresh	2,723	5.29%	2,303	5.84%	110
Women's Clothing - La Senza	693	1.35%	431	1.09%	81
Women's Clothing - La Vie en Rose	1,113	2.17%	933	2.36%	109
Women's Clothing - L'Aubainerie	0	0.00%	0	0.00%	
Women's Clothing - Laura/Laura Petites	1,026	1.99%	663	1.68%	84
Women's Clothing - Le Chateau	436	0.85%	371	0.94%	111
Women's Clothing - LOLE	184	0.36%	112	0.28%	78
Women's Clothing - Lululemon	3,482	6.77%	3,604	9.13%	135

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Women's Clothing - Mark's/L'Equipeur	1,359	2.64%	1,139	2.89%	109
Women's Clothing - Marshalls	969	1.88%	3,114	7.89%	420
Women's Clothing - Melanie Lyne	608	1.18%	487	1.23%	104
Women's Clothing - Nordstrom	511	0.99%	642	1.63%	165
Women's Clothing - Northern Reflections	1,269	2.47%	1,216	3.08%	125
Women's Clothing - Old Navy	2,699	5.25%	2,333	5.91%	113
Women's Clothing - Olsen	56	0.11%	72	0.18%	164
Women's Clothing - Penningtons	2,153	4.19%	1,482	3.76%	90
Women's Clothing - Reitmans	2,259	4.39%	1,876	4.75%	108
Women's Clothing - Ricki's	412	0.80%	338	0.86%	108
Women's Clothing - Roots	72	0.14%	68	0.17%	121
Women's Clothing - RW & Co.	406	0.79%	345	0.88%	111
Women's Clothing - Saks Fifth Avenue	377	0.73%	300	0.76%	104
Women's Clothing - Simons	382	0.74%	300	0.76%	103
Women's Clothing - Sport Chek/Sports Experts	1,952	3.80%	1,734	4.39%	116
Women's Clothing - Stitches	322	0.63%	147	0.37%	59
Women's Clothing - Thyme Maternity	160	0.31%	90	0.23%	74
Women's Clothing - Tristan	0	0.00%	0	0.00%	
Women's Clothing - Uniqlo	463	0.90%	779	1.97%	219
Women's Clothing - Victoria's Secret	585	1.14%	419	1.06%	93
Women's Clothing - Walmart	6,442	12.53%	3,995	10.12%	81
Women's Clothing - Warehouse One	206	0.40%	103	0.26%	65
Women's Clothing - Winners	6,052	11.77%	4,610	11.68%	99
Women's Clothing - Zara	657	1.28%	758	1.92%	150
Women's Clothing - Other Stores	13,708	26.66%	10,408	26.37%	99
Footwear - Personally Bought in Past 12 Months					
Footwear - Yes	32,368	62.94%	26,550	67.28%	107
Footwear - \$ Personally Spent in Past 12 Months					
Footwear - Under \$50	3,001	5.84%	2,502	6.34%	109
Footwear - \$51-\$100	8,467	16.46%	5,996	15.19%	92
Footwear - \$101-\$250	16,040	31.19%	13,542	34.32%	110
Footwear - \$251-\$500	3,300	6.42%	2,696	6.83%	106
Footwear - \$501-\$1,000	1,183	2.30%	1,183	3.00%	130
Footwear - \$1,001+	377	0.73%	631	1.60%	219
Footwear - Where Personally Bought in Past 12 Months					
Footwear - Aldo	1,116	2.17%	956	2.42%	112
Footwear - Brown's	376	0.73%	401	1.02%	140
Footwear - Ecco	656	1.28%	756	1.92%	150
Footwear - Foot Locker	1,282	2.49%	1,042	2.64%	106
Footwear - Geox	361	0.70%	406	1.03%	147
Footwear - Globo	0	0.00%	0	0.00%	
Footwear - Hudson's Bay	3,506	6.82%	2,646	6.70%	98
Footwear - Mark's	2,184	4.25%	1,739	4.41%	104
Footwear - Marshalls	319	0.62%	244	0.62%	100

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Footwear - Naturalizer	818	1.59%	680	1.72%	108
Footwear - Nordstrom	814	1.58%	1,075	2.72%	172
Footwear - Quarks	96	0.19%	146	0.37%	195
Footwear - Roots	120	0.23%	106	0.27%	117
Footwear - Saks Fifth Avenue	162	0.31%	290	0.73%	235
Footwear - Soft Moc	1,944	3.78%	1,684	4.27%	113
Footwear - Sport Chek/Sports Experts	3,621	7.04%	3,983	10.09%	143
Footwear - Spring/Boutique Spring	279	0.54%	214	0.54%	100
Footwear - The Shoe Company/Town Shoes/The Shoe Warehouse	3,292	6.40%	2,804	7.11%	111
Footwear - Walmart	2,891	5.62%	2,050	5.20%	93
Footwear - Winners	3,575	6.95%	3,168	8.03%	116
Footwear - Work Authority	0	0.00%	0	0.00%	
Footwear - Other Stores	18,347	35.68%	15,771	39.96%	112
Jewellery - Personally Bought in Past 12 Months					
Jewellery - Yes	8,586	16.70%	6,766	17.15%	103
Jewellery - \$ Personally Spent Past 12 Months					
Jewellery - Under \$100	3,355	6.52%	2,598	6.58%	101
Jewellery - \$100-\$499	3,337	6.49%	2,571	6.52%	100
Jewellery - \$500-\$999	1,541	3.00%	1,030	2.61%	87
Jewellery - \$1,000-\$2,499	44	0.09%	46	0.12%	133
Jewellery - \$2500 or More	309	0.60%	521	1.32%	220
Jewellery - Kind Bought in Past 12 Months					
Jewellery - Bracelet	1,005	1.96%	790	2.00%	102
Jewellery - Earrings	5,794	11.27%	4,790	12.14%	108
Jewellery - Necklace	4,710	9.16%	3,777	9.57%	104
Jewellery - Engagement Ring	249	0.49%	503	1.28%	261
Jewellery - Watch	2,004	3.90%	1,456	3.69%	95
Jewellery - Other Ring	2,645	5.14%	1,678	4.25%	83
Jewellery - Other Jewellery	1,045	2.03%	832	2.11%	104
Jewellery - Ardene	110	0.22%	87	0.22%	100
Jewellery - Birks	54	0.11%	59	0.15%	136
Jewellery - Charm	37	0.07%	19	0.05%	71
Jewellery - Costco	330	0.64%	194	0.49%	77
Jewellery - Hudson's Bay	1,893	3.68%	2,237	5.67%	154
Jewellery - Independent Jewellers	1,017	1.98%	851	2.16%	109
Jewellery - Mappins	78	0.15%	116	0.29%	193
Jewellery - Michael Hill	903	1.76%	1,073	2.72%	155
Jewellery - Michael Kors	368	0.72%	697	1.77%	246
Jewellery - Where Bought in Past 12 Months					
Jewellery - Pandora	773	1.50%	429	1.09%	73
Jewellery - People's	570	1.11%	431	1.09%	98
Jewellery - Tiffany & Company	255	0.50%	258	0.66%	132
Jewellery - Walmart	811	1.58%	527	1.34%	85

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Jewellery - Winners	622	1.21%	830	2.10%	174
Jewellery - Other Stores	6,428	12.50%	5,560	14.09%	113
Toys & Games - Personally Bought in Past 12 Months					
Toys & Games - Yes	13,258	25.78%	9,856	24.98%	97
Toys & Games - \$ Spent in Past 12 Months					
Toys & Games - \$1-\$49	3,260	6.34%	2,334	5.91%	93
Toys & Games - \$50-\$99	3,983	7.74%	2,942	7.45%	96
Toys & Games - \$100-\$199	2,895	5.63%	2,133	5.41%	96
Toys & Games - \$200-\$499	2,233	4.34%	1,742	4.42%	102
Toys & Games - \$500+	887	1.73%	705	1.79%	103
Toys & Games - Where Bought in Past 12 Months					
Toys & Games - Canadian Tire	1,372	2.67%	1,148	2.91%	109
Toys & Games - Costco	3,042	5.92%	2,855	7.23%	122
Toys & Games - Master-Mind	647	1.26%	581	1.47%	117
Toys & Games - Toys R Us	2,960	5.76%	1,953	4.95%	86
Toys & Games - Walmart	4,380	8.52%	2,992	7.58%	89
Toys & Games - Other Stores	8,721	16.96%	7,630	19.34%	114
Greeting Cards - Personally Bought in Past 6 Months					
Greeting Cards - Yes	20,677	40.21%	16,594	42.05%	105
Greeting Cards - # Cards Bought in Past 6 Months					
# Greeting Cards - Less Than 5 (L)	12,797	24.89%	10,835	27.46%	110
# Greeting Cards - 5-10 (M)	5,161	10.04%	3,525	8.93%	89
# Greeting Cards - 11-14 (H)	934	1.82%	791	2.00%	110
# Greeting Cards - 15 or More (H)	1,785	3.47%	1,443	3.66%	105
Boxed Chocolates - Personally Bought in Past 12 Months					
Boxed Chocolates - Yes	12,556	24.42%	10,113	25.63%	105
Boxed Chocolates - # Boxes Bought for Personal Use in Past 12 Months					
# Boxes Chocolates - 1-2 (L)	5,229	10.17%	4,542	11.51%	113
# Boxes Chocolates - 3-5 (M)	822	1.60%	758	1.92%	120
# Boxes Chocolates - 6+ (H)	779	1.52%	641	1.62%	107
Boxed Chocolates - # Boxes Bought for Gifts in Past 12 Months					
# Boxes Chocolates for Gifts - 1-2 (L)	6,398	12.44%	5,353	13.56%	109
# Boxes Chocolates for Gifts - 3-5 (M)	2,270	4.41%	1,740	4.41%	100
# Boxes Chocolates for Gifts - 6+ (H)	789	1.53%	751	1.90%	124
Books - Personally Bought in Past 12 Months					
Books - Yes	26,132	50.82%	20,879	52.91%	104
Books - \$ Spent in Past 12 Months					
Books - \$1-\$49	10,793	20.99%	8,366	21.20%	101
Books - \$50-\$99	10,223	19.88%	8,380	21.23%	107
Books - \$100+	5,116	9.95%	4,134	10.48%	105
Books - # Books Bought in Past 12 Months - Paper					
# Books - 1-2 (L)	11,543	22.45%	8,410	21.31%	95
# Books - 3-4 (M)	5,299	10.30%	4,672	11.84%	115
# Books - 5-9 (H)	4,254	8.27%	4,232	10.72%	130

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
# Books - 10+ (H)	3,329	6.47%	2,465	6.25%	97
Books - # Books Bought in Past 12 Months - eBook					
# eBook - 1-2 (L)	4,280	8.32%	2,997	7.59%	91
# eBook - 3-4 (M)	1,244	2.42%	984	2.49%	103
# eBook - 5-9 (H)	169	0.33%	185	0.47%	142
# eBook - 10+ (H)	673	1.31%	505	1.28%	98
Books - Where Bought Past 12 Months - Paper					
Books - Retail Location	21,010	40.86%	16,538	41.91%	103
Books - Online	8,555	16.64%	6,777	17.17%	103
Books - Where Bought Past 12 Months - eBook					
eBook - Retail Location	142	0.28%	104	0.26%	93
eBook - Online	5,886	11.45%	5,084	12.88%	112

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

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