

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	50,884		39,095		
<b>Shopping - Categories Shop Most Often - In-Store</b>					
In-Store - Automotive Services/Supplies/Products	25,384	49.89%	21,534	55.08%	110
In-Store - Building/Home Improvement Items/Tools	26,842	52.75%	22,055	56.42%	107
In-Store - Children's Clothing/Shoes	11,204	22.02%	7,674	19.63%	89
In-Store - Electronics	23,843	46.86%	18,882	48.30%	103
In-Store - Footwear	40,536	79.66%	30,472	77.94%	98
In-Store - Furniture/Home Accessories	31,246	61.41%	24,720	63.23%	103
In-Store - Gardening Supplies	29,188	57.36%	25,366	64.88%	113
In-Store - Groceries	42,218	82.97%	33,106	84.68%	102
In-Store - Household Appliances	29,206	57.40%	22,372	57.22%	100
In-Store - Jewellery	24,537	48.22%	20,342	52.03%	108
In-Store - Men's Clothing	28,429	55.87%	24,383	62.37%	112
In-Store - Personal Care	37,676	74.04%	28,280	72.34%	98
In-Store - Pet Food/Care	20,313	39.92%	15,742	40.27%	101
In-Store - Sporting Goods/Athletic Wear	25,891	50.88%	21,207	54.25%	107
In-Store - Toys/Games/Learning	17,124	33.65%	12,776	32.68%	97
In-Store - Women's Clothing	25,090	49.31%	20,422	52.24%	106
In-Store - Other	16,667	32.75%	9,659	24.71%	75
<b>Shopping - Categories Shop Most Often - Online</b>					
Online - Automotive Services/Supplies/Products	2,262	4.45%	2,245	5.74%	129
Online - Building/Home Improvement Items/Tools	1,719	3.38%	1,602	4.10%	121
Online - Children's Clothing/Shoes	1,159	2.28%	966	2.47%	108
Online - Electronics	7,105	13.96%	4,905	12.55%	90
Online - Footwear	1,534	3.02%	1,255	3.21%	106
Online - Furniture/Home Accessories	1,713	3.37%	1,519	3.89%	115
Online - Gardening Supplies	1,060	2.08%	995	2.55%	123
Online - Groceries	983	1.93%	637	1.63%	84
Online - Household Appliances	1,526	3.00%	1,185	3.03%	101
Online - Jewellery	2,615	5.14%	2,386	6.10%	119
Online - Men's Clothing	1,453	2.86%	1,192	3.05%	107
Online - Personal Care	1,129	2.22%	855	2.19%	99
Online - Pet Food/Care	394	0.77%	397	1.01%	131
Online - Sporting Goods/Athletic Wear	2,113	4.15%	1,707	4.37%	105
Online - Toys/Games/Learning	3,093	6.08%	1,617	4.14%	68
Online - Women's Clothing	1,552	3.05%	1,595	4.08%	134
Online - Other	1,624	3.19%	1,174	3.00%	94
<b>Shopping - Categories Shop Most Often - Both Equally</b>					
Both Equally - Automotive Services/Supplies/Products	2,271	4.46%	1,529	3.91%	88
Both Equally - Building/Home Improvement Items/Tools	5,133	10.09%	4,264	10.91%	108
Both Equally - Children's Clothing/Shoes	3,388	6.66%	2,283	5.84%	88
Both Equally - Electronics	15,479	30.42%	13,751	35.17%	116
Both Equally - Footwear	4,952	9.73%	3,777	9.66%	99
Both Equally - Furniture/Home Accessories	7,304	14.36%	5,228	13.37%	93

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	Value	Percent	Value	Percent	Index
Both Equally - Gardening Supplies	2,121	4.17%	1,808	4.63%	111
Both Equally - Groceries	5,337	10.49%	3,689	9.44%	90
Both Equally - Household Appliances	8,505	16.71%	6,661	17.04%	102
Both Equally - Jewellery	3,615	7.10%	2,909	7.44%	105
Both Equally - Men's Clothing	5,176	10.17%	4,489	11.48%	113
Both Equally - Personal Care	6,756	13.28%	5,929	15.17%	114
Both Equally - Pet Food/Care	2,618	5.15%	2,443	6.25%	121
Both Equally - Sporting Goods/Athletic Wear	6,390	12.56%	5,585	14.29%	114
Both Equally - Toys/Games/Learning	9,076	17.84%	6,837	17.49%	98
Both Equally - Women's Clothing	7,283	14.31%	6,138	15.70%	110
Both Equally - Other	10,320	20.28%	8,928	22.84%	113
<b>Shopping - When Shop In-Store (Employed only) - Before Work</b>					
Before Work - Frequently	728	1.43%	429	1.10%	77
Before Work - Sometimes	2,023	3.98%	886	2.27%	57
Before Work - Rarely	3,895	7.66%	2,298	5.88%	77
<b>Shopping - When Shop In-Store (Employed only) - During Lunch Break</b>					
Lunch Break - Frequently	853	1.68%	697	1.78%	106
Lunch Break - Sometimes	3,613	7.10%	2,527	6.46%	91
Lunch Break - Rarely	2,980	5.86%	1,592	4.07%	69
<b>Shopping - When Shop In-Store (Employed only) - After Work</b>					
After Work - Frequently	3,826	7.52%	1,833	4.69%	62
After Work - Sometimes	9,495	18.66%	6,245	15.98%	86
After Work - Rarely	3,530	6.94%	2,002	5.12%	74
<b>Shopping - When Shop In-Store (Employed only) - On Weekend Days</b>					
Weekend - Frequently	11,338	22.28%	7,087	18.13%	81
Weekend - Sometimes	6,056	11.90%	3,932	10.06%	85
Weekend - Rarely	539	1.06%	378	0.97%	92
<b>Shopping - How Often Shop Online - At Home</b>					
Shopping Online at Home - Frequently	13,226	25.99%	9,735	24.90%	96
Shopping Online at Home - Sometimes	13,278	26.09%	9,885	25.29%	97
Shopping Online at Home - Rarely	3,412	6.71%	3,897	9.97%	149
<b>Shopping - How Often Shop Online - At Work</b>					
Shopping Online at Work - Frequently	1,386	2.72%	1,065	2.72%	100
Shopping Online at Work - Sometimes	2,663	5.23%	2,719	6.96%	133
Shopping Online at Work - Rarely	5,106	10.04%	3,595	9.20%	92
<b>Shopping - How Often Shop Online - Somewhere Else</b>					
Shopping Online Somewhere Else - Frequently	1,457	2.86%	1,206	3.08%	108
Shopping Online Somewhere Else - Sometimes	4,039	7.94%	2,552	6.53%	82
Shopping Online Somewhere Else - Rarely	7,624	14.98%	7,153	18.30%	122
<b>Shopping - Events Personally Participate in</b>					
Shopping Events - Back To School	4,963	9.75%	4,685	11.98%	123
Shopping Events - Black Friday	10,544	20.72%	8,625	22.06%	106
Shopping Events - Christmas Shopping	24,589	48.32%	22,646	57.93%	120
Shopping Events - Other Holiday Shopping	7,951	15.63%	7,251	18.55%	119

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<b>Convenience Stores - Personally Shopped at in Past 6 Months</b>					
Convenience Stores - Yes	23,844	46.86%	17,001	43.49%	93
<b>Convenience Stores - # Times Shopped at in Past 30 Days</b>					
# Convenience Stores - 1-5 (L)	19,817	38.95%	14,090	36.04%	93
# Convenience Stores - 6-10 (M)	1,752	3.44%	900	2.30%	67
# Convenience Stores - 11-15 (H)	257	0.51%	199	0.51%	100
# Convenience Stores - 16+ (H)	549	1.08%	223	0.57%	53
<b>Convenience Stores - Where Shopped at in Past 30 Days</b>					
Convenience Stores - 7 Eleven Food Stores	13,877	27.27%	9,285	23.75%	87
Convenience Stores - Beckers	0	0.00%	0	0.00%	
Convenience Stores - Boni-Soir	2	0.00%	3	0.01%	
Convenience Stores - Couche-Tard	103	0.20%	75	0.19%	95
Convenience Stores - Great Canadian News	0	0.00%	0	0.00%	
Convenience Stores - Hasty Market	445	0.87%	302	0.77%	89
Convenience Stores - Mac's Convenience Stores/Circle K	1,778	3.50%	1,430	3.66%	105
Convenience Stores - Mainway	8	0.02%	5	0.01%	50
Convenience Stores - Needs	0	0.00%	0	0.00%	
Convenience Stores - Provi-Soir	0	0.00%	0	0.00%	
Convenience Stores - Quickie Convenience Stores	0	0.00%	0	0.00%	
Convenience Stores - Town Pantry	3,780	7.43%	2,955	7.56%	102
Convenience Stores - Convenience Stores at Gas Stations	5,908	11.61%	4,570	11.69%	101
Convenience Stores - Other	6,361	12.50%	3,634	9.30%	74
<b>Drug Stores - Personally Shopped at in Past 6 Months</b>					
Drug Stores - Yes	38,573	75.81%	29,652	75.85%	100
<b>Drug Stores - # Times Shopped at in Past 30 Days</b>					
# Drug Stores - 1-2 (L)	19,773	38.86%	14,913	38.15%	98
# Drug Stores - 3-4 (M)	19,773	38.86%	14,913	38.15%	98
# Drug Stores - 5+ (H)	19,773	38.86%	14,913	38.15%	98
<b>Drug Stores - Where Shopped at in Past 30 Days</b>					
Drug Stores - Costco	7,636	15.01%	5,826	14.90%	99
Drug Stores - Walmart	7,489	14.72%	5,764	14.74%	100
Drug Stores - Brunet	1	0.00%	1	0.00%	
Drug Stores - Familiprix	29	0.06%	13	0.03%	50
Drug Stores - Guardian Drug	23	0.04%	10	0.03%	75
Drug Stores - IDA	425	0.84%	243	0.62%	74
Drug Stores - Jean Coutu	83	0.16%	141	0.36%	225
Drug Stores - Lawton's	0	0.00%	0	0.00%	
Drug Stores - London Drugs	22,865	44.94%	16,280	41.64%	93
Drug Stores - People's Drug Mart	797	1.57%	328	0.84%	54
Drug Stores - PharmaSave	5,728	11.26%	3,876	9.92%	88
Drug Stores - Proxim	0	0.00%	0	0.00%	
Drug Stores - Rexall/Pharma Plus	2,889	5.68%	1,824	4.67%	82
Drug Stores - Shoppers Drug Mart/Pharmaprix	21,485	42.22%	16,831	43.05%	102
Drug Stores - Uniprix	0	0.00%	0	0.00%	

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	Value	Percent	Value	Percent	Index
Drug Stores - Grocery Stores	6,790	13.34%	5,343	13.67%	102
Drug Stores - Other	2,607	5.12%	1,519	3.89%	76
<b>Shopping Malls, Centres or Districts - # Times Visited in Past Week</b>					
# Shopping Malls Past Week - 1	15,370	30.21%	11,301	28.91%	96
# Shopping Malls Past Week - 2	9,046	17.78%	6,734	17.23%	97
# Shopping Malls Past Week - 3	6,849	13.46%	4,826	12.34%	92
# Shopping Malls Past Week - 4	1,988	3.91%	1,665	4.26%	109
# Shopping Malls Past Week - 5	513	1.01%	395	1.01%	100
# Shopping Malls Past Week - 6+	2,642	5.19%	1,945	4.98%	96
<b>Shopping Malls, Centres or Districts - # Times Visited in Past Month</b>					
# Shopping Malls Past Month - 1	10,198	20.04%	7,104	18.17%	91
# Shopping Malls Past Month - 2	8,606	16.91%	5,913	15.13%	89
# Shopping Malls Past Month - 3	8,465	16.64%	6,362	16.27%	98
# Shopping Malls Past Month - 4	5,724	11.25%	4,414	11.29%	100
# Shopping Malls Past Month - 5	4,012	7.88%	3,040	7.78%	99
# Shopping Malls Past Month - 6+	11,438	22.48%	10,911	27.91%	124
<b>Customer Reward Programs - Currently Belong to</b>					
Reward Programs - Yes	39,541	77.71%	32,323	82.68%	106
<b>Customer Reward Programs - Type - Personally Used Past 12 mos.</b>					
Reward Past 12 Months - Airlines	14,739	28.97%	15,756	40.30%	139
Reward Past 12 Months - Book Stores	6,286	12.35%	5,575	14.26%	115
Reward Past 12 Months - Car Rental	2,338	4.60%	2,411	6.17%	134
Reward Past 12 Months - Coffee Shops	10,188	20.02%	7,717	19.74%	99
Reward Past 12 Months - Credit Card	26,016	51.13%	24,831	63.51%	124
Reward Past 12 Months - Department Stores	8,203	16.12%	7,636	19.53%	121
Reward Past 12 Months - Drug Stores	17,947	35.27%	14,510	37.11%	105
Reward Past 12 Months - Gasoline Stations	15,795	31.04%	13,360	34.17%	110
Reward Past 12 Months - Grocery Stores	25,092	49.31%	21,236	54.32%	110
Reward Past 12 Months - Hotel	5,335	10.48%	5,814	14.87%	142
Reward Past 12 Months - Train	972	1.91%	1,224	3.13%	164
Reward Past 12 Months - Other	3,249	6.39%	3,399	8.69%	136
<b>Customer Reward Programs - Type - Personally Used in Past 7 Days</b>					
Reward Past 7 Days - Airlines	3,334	6.55%	4,468	11.43%	175
Reward Past 7 Days - Book Stores	1,379	2.71%	1,659	4.24%	156
Reward Past 7 Days - Car Rental	634	1.25%	631	1.61%	129
Reward Past 7 Days - Coffee Shops	5,021	9.87%	3,821	9.77%	99
Reward Past 7 Days - Credit Card	17,282	33.96%	16,479	42.15%	124
Reward Past 7 Days - Department Stores	1,951	3.84%	2,507	6.41%	167
Reward Past 7 Days - Drug Stores	8,562	16.83%	7,343	18.78%	112
Reward Past 7 Days - Gasoline Stations	7,617	14.97%	6,925	17.71%	118
Reward Past 7 Days - Grocery Stores	15,670	30.80%	13,968	35.73%	116
Reward Past 7 Days - Hotel	3,712	7.30%	2,887	7.38%	101
Reward Past 7 Days - Train	1,047	2.06%	1,049	2.68%	130
Reward Past 7 Days - Other	1,745	3.43%	1,637	4.19%	122

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	<b>Frequent Flyer Programs - Belong to</b>				
Frequent Flyer Programs - Yes	14,992	29.46%	16,679	42.66%	145
<b>Pre-Paid Gift Cards - Personally Bought Past 6 Months</b>					
Pre-Paid Gift Cards - Yes	12,323	24.22%	12,234	31.29%	129
<b>Pre-Paid Gift Cards - \$ Spent Personally Past 6 Months</b>					
Pre-Paid Gift Cards - Less Than \$49	1,272	2.50%	1,085	2.78%	111
Pre-Paid Gift Cards - \$50-\$99	4,840	9.51%	4,549	11.64%	122
Pre-Paid Gift Cards - \$100-\$199	3,423	6.73%	3,018	7.72%	115
Pre-Paid Gift Cards - \$200-\$249	1,837	3.61%	2,968	7.59%	210
Pre-Paid Gift Cards - \$250 Or More	951	1.87%	614	1.57%	84
<b>Pre - Paid Gift Cards - # Personally Purchased Past 30 Days</b>					
# Pre-Paid Gift Cards - None	4,487	8.82%	5,456	13.96%	158
# Pre-Paid Gift Cards - 1-4 (L)	5,357	10.53%	4,832	12.36%	117
# Pre-Paid Gift Cards - 5-9 (M)	2,295	4.51%	1,664	4.26%	94
# Pre-Paid Gift Cards - 10+ (H)	184	0.36%	282	0.72%	200
<b>Men's Clothing - Personally Bought/Past 12 Months</b>					
Men's Clothing - Yes	24,217	47.59%	19,967	51.07%	107
<b>Men's Clothing - \$ Personally Spent/Past 12 Months</b>					
Men's Clothing - \$100 Or Less	9,120	17.92%	6,555	16.77%	94
Men's Clothing - \$101-\$500	12,759	25.08%	10,646	27.23%	109
Men's Clothing - \$501-\$1,000	1,609	3.16%	2,166	5.54%	175
Men's Clothing - More Than \$1,000	729	1.43%	600	1.54%	108
<b>Men's Clothing - Where Personally Bought/Past 12 Months</b>					
Men's Clothing - American Apparel	254	0.50%	240	0.61%	122
Men's Clothing - American Eagle	757	1.49%	583	1.49%	100
Men's Clothing - Banana Republic	1,281	2.52%	882	2.26%	90
Men's Clothing - Eddie Bauer	993	1.95%	954	2.44%	125
Men's Clothing - Ernest	0	0.00%	0	0.00%	
Men's Clothing - Gap	508	1.00%	513	1.31%	131
Men's Clothing - George Richards Big and Tall	1,006	1.98%	1,431	3.66%	185
Men's Clothing - H&M	1,125	2.21%	1,005	2.57%	116
Men's Clothing - Harry Rosen	514	1.01%	1,027	2.63%	260
Men's Clothing - Holt Renfrew	309	0.61%	427	1.09%	179
Men's Clothing - Hudson's Bay	6,312	12.41%	5,494	14.05%	113
Men's Clothing - J.Crew	202	0.40%	191	0.49%	123
Men's Clothing - Jack Fraser	76	0.15%	76	0.19%	127
Men's Clothing - Joe Fresh	1,664	3.27%	1,735	4.44%	136
Men's Clothing - L'Aubainerie	0	0.00%	0	0.00%	
Men's Clothing - Mark's/L'Equipeur	6,674	13.12%	4,915	12.57%	96
Men's Clothing - Marshalls	1,382	2.72%	967	2.47%	91
Men's Clothing - Moore's	2,324	4.57%	2,144	5.48%	120
Men's Clothing - Nordstrom	256	0.50%	299	0.77%	154
Men's Clothing - Old Navy	1,604	3.15%	1,288	3.29%	104
Men's Clothing - Original Levi's Store	618	1.22%	370	0.95%	78

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Men's Clothing - Roots	388	0.76%	390	1.00%	132
Men's Clothing - RW & Co.	337	0.66%	383	0.98%	148
Men's Clothing - Saks Fifth Avenue	493	0.97%	356	0.91%	94
Men's Clothing - Simons	1,654	3.25%	1,233	3.15%	97
Men's Clothing - Sport Chek/Sports Experts	2,522	4.96%	2,195	5.62%	113
Men's Clothing - Tilley Endurables	66	0.13%	78	0.20%	154
Men's Clothing - Tip Top Tailors	309	0.61%	258	0.66%	108
Men's Clothing - Walmart	7,539	14.82%	5,826	14.90%	101
Men's Clothing - Warehouse One	375	0.74%	262	0.67%	91
Men's Clothing - Winners	4,267	8.39%	3,130	8.01%	95
Men's Clothing - Zara	309	0.61%	157	0.40%	66
Men's Clothing - Other Stores	13,104	25.75%	10,265	26.26%	102
<b>Women's Clothing - Personally Bought/Past 12 Months</b>					
Women's Clothing - Yes	24,605	48.36%	19,840	50.75%	105
<b>Women's Clothing - \$ Spent Personally/Past 12 Months</b>					
Women's Clothing - \$100 Or Less	7,147	14.05%	5,725	14.65%	104
Women's Clothing - \$101-\$500	11,225	22.06%	8,122	20.77%	94
Women's Clothing - \$501-\$1,000	4,150	8.16%	3,629	9.28%	114
Women's Clothing - \$1,001-\$2,000	1,634	3.21%	1,817	4.65%	145
Women's Clothing - More than \$2,000	449	0.88%	547	1.40%	159
<b>Women's Clothing - Where Personally Bought/Past 12 Months</b>					
Women's Clothing - Addition-Elle	2,174	4.27%	1,985	5.08%	119
Women's Clothing - American Eagle	1,094	2.15%	937	2.40%	112
Women's Clothing - Aritzia	1,647	3.24%	1,056	2.70%	83
Women's Clothing - Banana Republic	820	1.61%	411	1.05%	65
Women's Clothing - Bootlegger	145	0.28%	112	0.29%	104
Women's Clothing - Chico's	418	0.82%	471	1.20%	146
Women's Clothing - Club Monaco	126	0.25%	164	0.42%	168
Women's Clothing - Dynamite	553	1.09%	602	1.54%	141
Women's Clothing - Eddie Bauer	2,395	4.71%	1,891	4.84%	103
Women's Clothing - Fairweather	179	0.35%	131	0.33%	94
Women's Clothing - Gap	2,323	4.57%	1,751	4.48%	98
Women's Clothing - Garage	765	1.50%	610	1.56%	104
Women's Clothing - H&M	2,179	4.28%	1,804	4.61%	108
Women's Clothing - Holt Renfrew	648	1.27%	778	1.99%	157
Women's Clothing - Hudson's Bay	8,606	16.91%	6,978	17.85%	106
Women's Clothing - J.Crew	459	0.90%	150	0.38%	42
Women's Clothing - Joe Fresh	5,060	9.94%	3,405	8.71%	88
Women's Clothing - La Senza	1,571	3.09%	1,505	3.85%	125
Women's Clothing - La Vie en Rose	2,010	3.95%	2,126	5.44%	138
Women's Clothing - Laura/Laura Petites	655	1.29%	484	1.24%	96
Women's Clothing - Le Chateau	755	1.49%	417	1.07%	72
Women's Clothing - L'Equipeur	7	0.02%	13	0.03%	150
Women's Clothing - Lululemon	3,220	6.33%	3,509	8.98%	142

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Women's Clothing - Mark's	2,626	5.16%	2,261	5.78%	112
Women's Clothing - Melanie Lyne	144	0.28%	141	0.36%	129
Women's Clothing - Nordstrom	680	1.34%	788	2.02%	151
Women's Clothing - Northern Reflections	1,558	3.06%	1,558	3.99%	130
Women's Clothing - Old Navy	3,702	7.28%	2,663	6.81%	94
Women's Clothing - Olsen	99	0.19%	60	0.15%	79
Women's Clothing - Penningtons	1,894	3.72%	1,536	3.93%	106
Women's Clothing - Reitmans	2,958	5.81%	2,098	5.37%	92
Women's Clothing - Roots	61	0.12%	57	0.15%	125
Women's Clothing - RW & Co.	406	0.80%	332	0.85%	106
Women's Clothing - Saks Fifth Avenue	408	0.80%	384	0.98%	123
Women's Clothing - Simons	423	0.83%	230	0.59%	71
Women's Clothing - Sport Chek/Sports Experts	974	1.92%	890	2.28%	119
Women's Clothing - Stitches	237	0.47%	164	0.42%	89
Women's Clothing - Thyme Maternity	111	0.22%	47	0.12%	55
Women's Clothing - Tristan	0	0.00%	0	0.00%	
Women's Clothing - Victoria's Secret	2,851	5.60%	1,728	4.42%	79
Women's Clothing - Walmart	8,591	16.88%	7,050	18.03%	107
Women's Clothing - Warehouse One	891	1.75%	348	0.89%	51
Women's Clothing - Winners	6,411	12.60%	6,427	16.44%	130
Women's Clothing - Zara	880	1.73%	932	2.38%	138
Women's Clothing - Other Stores	12,260	24.09%	9,675	24.75%	103
<b>Footwear - Personally Bought in Past 12 Months</b>					
Footwear - Yes	27,639	54.32%	23,770	60.80%	112
<b>Footwear - \$ Personally Spent in Past 12 Months</b>					
Footwear - Under \$50	2,043	4.02%	1,947	4.98%	124
Footwear - \$51-\$100	4,894	9.62%	4,023	10.29%	107
Footwear - \$101-\$250	15,148	29.77%	12,932	33.08%	111
Footwear - \$251-\$500	3,975	7.81%	2,890	7.39%	95
Footwear - \$501-\$1,000	1,230	2.42%	1,728	4.42%	183
Footwear - \$1,001+	349	0.69%	251	0.64%	93
<b>Footwear - Where Personally Bought in Past 12 Months</b>					
Footwear - Aldo	1,084	2.13%	907	2.32%	109
Footwear - Brown's	292	0.57%	181	0.46%	81
Footwear - Ecco	764	1.50%	702	1.80%	120
Footwear - Foot Locker	381	0.75%	211	0.54%	72
Footwear - Globo	0	0.00%	0	0.00%	
Footwear - Hudson's Bay	2,399	4.72%	2,486	6.36%	135
Footwear - Mark's	1,909	3.75%	1,532	3.92%	105
Footwear - Marshalls	434	0.85%	367	0.94%	111
Footwear - Naturalizer	349	0.69%	441	1.13%	164
Footwear - Nordstrom	858	1.69%	1,645	4.21%	249
Footwear - Roots	62	0.12%	41	0.11%	92
Footwear - Saks Fifth Avenue	41	0.08%	141	0.36%	450

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Footwear - Soft Moc	1,599	3.14%	926	2.37%	75
Footwear - Sport Chek/Sports Experts	2,629	5.17%	1,948	4.98%	96
Footwear - The Shoe Company/Town Shoes/The Shoe Warehouse	2,378	4.67%	1,996	5.11%	109
Footwear - Walmart	2,550	5.01%	1,675	4.29%	86
Footwear - Winners	3,195	6.28%	3,476	8.89%	142
Footwear - Other Stores	15,968	31.38%	13,376	34.22%	109
<b>Jewellery - Personally Bought in Past 12 Months</b>					
Jewellery - Yes	8,745	17.19%	7,292	18.65%	108
<b>Jewellery - \$ Personally Spent Past 12 Months</b>					
Jewellery - Under \$100	3,302	6.49%	2,101	5.38%	83
Jewellery - \$100-\$499	3,677	7.23%	3,611	9.24%	128
Jewellery - \$500-\$999	1,136	2.23%	1,013	2.59%	116
Jewellery - \$1,000-\$2,499	58	0.11%	62	0.16%	145
Jewellery - \$2500 or More	572	1.12%	504	1.29%	115
<b>Jewellery - Kind Bought in Past 12 Months</b>					
Jewellery - Bracelet	2,229	4.38%	2,133	5.46%	125
Jewellery - Earrings	5,293	10.40%	4,997	12.78%	123
Jewellery - Necklace	4,877	9.59%	5,559	14.22%	148
Jewellery - Engagement Ring	67	0.13%	58	0.15%	115
Jewellery - Watch	871	1.71%	904	2.31%	135
Jewellery - Other Ring	1,407	2.77%	918	2.35%	85
Jewellery - Other Jewellery	1,505	2.96%	1,162	2.97%	100
<b>Jewellery - Where Bought in Past 12 Months</b>					
Jewellery - Charm	135	0.27%	176	0.45%	167
Jewellery - Costco	211	0.42%	153	0.39%	93
Jewellery - Hudson's Bay	1,540	3.03%	1,180	3.02%	100
Jewellery - Mappins	65	0.13%	79	0.20%	154
Jewellery - Michael Hill	233	0.46%	245	0.63%	137
Jewellery - Pandora	527	1.04%	433	1.11%	107
Jewellery - People's	24	0.05%	35	0.09%	180
Jewellery - Tiffany & Company	22	0.04%	29	0.08%	200
Jewellery - Walmart	487	0.96%	610	1.56%	163
Jewellery - Winners	892	1.75%	648	1.66%	95
Jewellery - Other Stores	5,778	11.36%	4,339	11.10%	98
<b>Toys &amp; Games - Personally Bought in Past 12 Months</b>					
Toys & Games - Yes	12,310	24.19%	9,915	25.36%	105
<b>Toys &amp; Games - \$ Spent in Past 12 Months</b>					
Toys & Games - \$1-\$49	1,926	3.79%	2,479	6.34%	167
Toys & Games - \$50-\$99	3,619	7.11%	2,977	7.62%	107
Toys & Games - \$100-\$199	4,272	8.40%	3,278	8.39%	100
Toys & Games - \$200-\$499	1,211	2.38%	655	1.68%	71
Toys & Games - \$500+	1,281	2.52%	526	1.34%	53
<b>Toys &amp; Games - Where Bought in Past 12 Months</b>					
Toys & Games - Canadian Tire	861	1.69%	385	0.98%	58



Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Toys & Games - Costco	2,413	4.74%	1,905	4.87%	103
Toys & Games - Master-Mind	909	1.79%	605	1.55%	87
Toys & Games - Walmart	5,220	10.26%	4,397	11.25%	110
Toys & Games - Other Stores	7,574	14.88%	5,950	15.22%	102
<b>Greeting Cards - Personally Bought in Past 6 Months</b>					
Greeting Cards - Yes	22,962	45.13%	20,437	52.27%	116
<b>Greeting Cards - # Cards Bought in Past 6 Months</b>					
# Greeting Cards - Less Than 5 (L)	15,436	30.34%	13,204	33.78%	111
# Greeting Cards - 5-10 (M)	4,307	8.46%	3,828	9.79%	116
# Greeting Cards - 11-14 (H)	1,460	2.87%	1,296	3.32%	116
# Greeting Cards - 15 or More (H)	1,759	3.46%	2,108	5.39%	156
<b>Boxed Chocolates - Personally Bought in Past 12 Months</b>					
Boxed Chocolates - Yes	17,161	33.73%	15,092	38.60%	114
<b>Boxed Chocolates - # Boxes Bought For Personal Use in Past 12 Months</b>					
# Boxed Chocolates - 1-2 (L)	10,823	21.27%	9,175	23.47%	110
# Boxed Chocolates - 3-5 (M)	1,264	2.49%	1,238	3.17%	127
# Boxed Chocolates - 6+ (H)	628	1.23%	1,098	2.81%	228
<b>Boxed Chocolates - # Boxes Bought for Gifts in Past 12 Months</b>					
# Boxed Chocolates for Gifts - 1-2 (L)	9,054	17.79%	8,032	20.54%	115
# Boxed Chocolates for Gifts - 3-5 (M)	4,167	8.19%	3,950	10.10%	123
# Boxed Chocolates for Gifts - 6+ (H)	1,904	3.74%	1,533	3.92%	105
<b>Books - Personally Bought in Past 12 Months</b>					
Books - Yes	24,117	47.40%	19,668	50.31%	106
<b>Books - \$ Spent in Past 12 Months</b>					
Books - \$1-\$49	8,520	16.74%	6,600	16.88%	101
Books - \$50-\$99	10,200	20.05%	7,911	20.24%	101
Books - \$100+	5,397	10.61%	5,157	13.19%	124
<b>Books - # Books Bought in Past 12 Months - Paper</b>					
# Books - 1-2 (L)	8,678	17.05%	6,059	15.50%	91
# Books - 3-4 (M)	5,210	10.24%	4,365	11.17%	109
# Books - 5-9 (H)	3,894	7.65%	4,359	11.15%	146
# Books - 10+ (H)	4,775	9.38%	3,552	9.09%	97
<b>Books - # Books Bought in Past 12 Months - E-Book</b>					
# E-Book - 1-2 (L)	3,099	6.09%	2,323	5.94%	98
# E-Book - 3-4 (M)	1,438	2.83%	990	2.53%	89
# E-Book - 5-9 (H)	411	0.81%	455	1.16%	143
# E-Book - 10+ (H)	1,271	2.50%	1,222	3.13%	125
<b>Books - Where Bought Past 12 Months - Paper</b>					
Books - Retail Location	19,292	37.91%	16,024	40.99%	108
Books - Online	7,842	15.41%	5,724	14.64%	95
<b>Books - Where Bought Past 12 Months - E-Book</b>					
E-Book - Retail Location	148	0.29%	68	0.17%	59
E-Book - Online	5,930	11.65%	5,370	13.74%	118

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.

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.