

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Weight - Population Aged 18 Years and Over	58,363		40,777		
Shopping In-Store - Categories Shopped in Past 12 Months					
Automotive Services/Supplies/Products	14,062	23.34%	9,422	21.98%	94
Books	8,717	14.47%	6,194	14.45%	100
Building/Home Improvement Items/Tools	11,954	19.84%	8,163	19.04%	96
Children's Clothing/Shoes	7,736	12.84%	5,705	13.31%	104
Cosmetics/Skin Care	14,458	24.00%	12,302	28.70%	120
Electronics	7,791	12.93%	6,087	14.20%	110
Footwear	14,282	23.71%	9,847	22.97%	97
Furniture/Home Accessories	9,124	15.15%	6,904	16.10%	106
Gardening Supplies	15,254	25.32%	11,813	27.56%	109
Groceries	42,347	70.30%	30,980	72.27%	103
Household Appliances	9,287	15.42%	6,156	14.36%	93
Jewellery	3,977	6.60%	2,870	6.70%	102
Men's Clothing	16,563	27.50%	11,341	26.45%	96
Movies	2,879	4.78%	2,070	4.83%	101
Music	1,508	2.50%	909	2.12%	85
Personal Care	29,319	48.67%	22,405	52.27%	107
Pet Food/Care	15,385	25.54%	10,734	25.04%	98
Sporting Goods/Athletic Wear	8,074	13.40%	5,691	13.28%	99
Tickets - Concert	635	1.05%	292	0.68%	65
Tickets - Movie	4,909	8.15%	3,219	7.51%	92
Tickets - Sporting Events	553	0.92%	265	0.62%	67
Tickets - Theatre	799	1.33%	656	1.53%	115
Toys/Games/Learning	8,656	14.37%	7,577	17.68%	123
Travel	1,500	2.49%	1,024	2.39%	96
Video Games	2,202	3.66%	1,770	4.13%	113
Women's Clothing	15,815	26.25%	11,652	27.18%	104
Shopping Online - Categories Shopped in Past 12 Months					
Automotive Services/Supplies/Products	3,808	6.32%	2,520	5.88%	93
Books	11,015	18.29%	7,958	18.56%	101
Building/Home Improvement Items/Tools	2,957	4.91%	1,823	4.25%	87
Children's Clothing/Shoes	5,328	8.85%	3,790	8.84%	100
Cosmetics/Skin Care	9,613	15.96%	7,070	16.49%	103
Electronics	11,882	19.73%	8,830	20.60%	104
Footwear	10,591	17.58%	6,864	16.01%	91
Furniture/Home Accessories	6,780	11.26%	4,532	10.57%	94
Gardening Supplies	2,823	4.69%	1,394	3.25%	69
Groceries	10,495	17.42%	7,917	18.47%	106
Household Appliances	5,990	9.94%	4,780	11.15%	112
Jewellery	4,621	7.67%	4,284	9.99%	130
Men's Clothing	10,765	17.87%	6,871	16.03%	90
Movies	6,413	10.65%	4,671	10.90%	102
Music	7,045	11.70%	4,829	11.26%	96

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	Value	Percent	Value	Percent	Index
Personal Care	10,658	17.69%	7,980	18.61%	105
Pet Food/Care	6,140	10.19%	4,582	10.69%	105
Sporting Goods/Athletic Wear	7,042	11.69%	4,911	11.46%	98
Tickets - Concert	9,585	15.91%	6,678	15.58%	98
Tickets - Movie	9,225	15.31%	6,881	16.05%	105
Tickets - Sporting Events	5,383	8.94%	4,372	10.20%	114
Tickets - Theatre	4,589	7.62%	3,856	8.99%	118
Toys/Games/Learning	7,303	12.12%	5,645	13.17%	109
Travel	12,641	20.99%	8,537	19.91%	95
Video Games	6,064	10.07%	4,052	9.45%	94
Women's Clothing	15,013	24.92%	11,593	27.04%	109
Shopping In-Store - Categories Shop Most Often					
Automotive Services/Supplies/Products	13,223	21.95%	8,893	20.74%	94
Books	6,816	11.32%	5,256	12.26%	108
Building/Home Improvement Items/Tools	10,491	17.42%	7,690	17.94%	103
Children's Clothing/Shoes	6,191	10.28%	4,793	11.18%	109
Cosmetics/Skin Care	12,271	20.37%	10,206	23.81%	117
Electronics	6,075	10.08%	4,533	10.58%	105
Footwear	12,782	21.22%	9,356	21.82%	103
Furniture/Home Accessories	8,226	13.66%	6,013	14.03%	103
Gardening Supplies	14,546	24.15%	11,519	26.87%	111
Groceries	39,224	65.11%	28,198	65.78%	101
Household Appliances	8,473	14.07%	5,634	13.14%	93
Jewellery	3,144	5.22%	2,244	5.24%	100
Men's Clothing	13,464	22.35%	9,182	21.42%	96
Movies	2,157	3.58%	1,351	3.15%	88
Music	1,128	1.87%	720	1.68%	90
Personal Care	26,317	43.69%	19,011	44.35%	102
Pet Food/Care	14,383	23.88%	10,749	25.07%	105
Sporting Goods/Athletic Wear	6,966	11.56%	4,845	11.30%	98
Tickets - Concert	441	0.73%	352	0.82%	112
Tickets - Movie	4,273	7.09%	2,832	6.61%	93
Tickets - Sporting Events	401	0.67%	219	0.51%	76
Tickets - Theatre	643	1.07%	521	1.21%	113
Toys/Games/Learning	5,814	9.65%	4,683	10.93%	113
Travel	913	1.52%	582	1.36%	89
Video Games	1,489	2.47%	1,071	2.50%	101
Women's Clothing	11,709	19.44%	8,480	19.78%	102
Shopping Online - Categories Shop Most Often					
Automotive Services/Supplies/Products	2,366	3.93%	1,546	3.61%	92
Books	10,174	16.89%	7,895	18.42%	109
Building/Home Improvement Items/Tools	1,537	2.55%	815	1.90%	75
Children's Clothing/Shoes	2,755	4.57%	1,970	4.60%	101
Cosmetics/Skin Care	7,138	11.85%	6,779	15.81%	133

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Electronics	10,606	17.61%	8,871	20.69%	117
Footwear	8,386	13.92%	6,318	14.74%	106
Furniture/Home Accessories	4,729	7.85%	3,045	7.10%	90
Gardening Supplies	1,460	2.42%	893	2.08%	86
Groceries	3,710	6.16%	2,848	6.64%	108
Household Appliances	4,270	7.09%	3,226	7.53%	106
Jewellery	4,161	6.91%	3,837	8.95%	130
Men's Clothing	7,785	12.92%	4,918	11.47%	89
Movies	5,648	9.38%	3,923	9.15%	98
Music	6,520	10.82%	4,569	10.66%	99
Personal Care	5,572	9.25%	4,522	10.55%	114
Pet Food/Care	3,292	5.47%	2,612	6.09%	111
Sporting Goods/Athletic Wear	4,881	8.10%	3,777	8.81%	109
Tickets - Concert	9,493	15.76%	7,116	16.60%	105
Tickets - Movie	8,478	14.07%	6,544	15.27%	109
Tickets - Sporting Events	5,358	8.90%	4,447	10.37%	117
Tickets - Theatre	4,355	7.23%	3,397	7.92%	110
Toys/Games/Learning	5,043	8.37%	3,930	9.17%	110
Travel	13,436	22.30%	8,973	20.93%	94
Video Games	5,859	9.73%	4,102	9.57%	98
Women's Clothing	10,853	18.02%	8,522	19.88%	110
Researched Online Prior to Purchasing					
Automotive Services/Supplies/Products	5,488	9.11%	3,638	8.49%	93
Books	7,527	12.49%	5,794	13.51%	108
Building/Home Improvement Items/Tools	5,749	9.54%	4,027	9.39%	98
Children's Clothing/Shoes	2,985	4.96%	2,410	5.62%	113
Cosmetics/Skin Care	8,450	14.03%	8,219	19.17%	137
Electronics	12,553	20.84%	9,290	21.67%	104
Footwear	9,252	15.36%	6,090	14.21%	93
Furniture/Home Accessories	7,282	12.09%	5,169	12.06%	100
Gardening Supplies	3,849	6.39%	2,340	5.46%	85
Groceries	7,733	12.84%	5,152	12.02%	94
Household Appliances	7,899	13.11%	5,524	12.89%	98
Jewellery	2,564	4.26%	2,275	5.31%	125
Men's Clothing	7,928	13.16%	5,508	12.85%	98
Movies	3,074	5.10%	2,172	5.07%	99
Music	2,523	4.19%	1,515	3.54%	84
Personal Care	6,161	10.23%	4,684	10.93%	107
Pet Food/Care	3,930	6.52%	3,158	7.37%	113
Sporting Goods/Athletic Wear	4,574	7.59%	3,291	7.68%	101
Tickets - Concert	4,042	6.71%	2,426	5.66%	84
Tickets - Movie	4,201	6.97%	3,056	7.13%	102
Tickets - Sporting Events	2,652	4.40%	1,724	4.02%	91
Tickets - Theatre	1,925	3.20%	1,503	3.51%	110

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Toys/Games/Learning	5,240	8.70%	4,045	9.44%	109
Travel	10,881	18.06%	7,993	18.65%	103
Video Games	4,137	6.87%	2,834	6.61%	96
Women's Clothing	8,853	14.70%	6,826	15.92%	108
Other	3,168	5.26%	2,485	5.80%	110
Do not research online prior to purchasing anything	10,839	17.99%	8,294	19.35%	108
How Often Shop Online					
Daily	1,374	2.28%	545	1.27%	56
A couple of times per week	9,316	15.46%	6,793	15.85%	103
Once a week	7,544	12.52%	5,669	13.22%	106
A couple of times per month	14,922	24.77%	11,084	25.86%	104
Once per month	7,080	11.75%	5,193	12.11%	103
Less often	10,502	17.43%	6,964	16.25%	93
\$ Spent Online Past Month					
\$1-100	13,248	21.99%	10,354	24.15%	110
\$101-250	12,534	20.81%	9,320	21.74%	104
\$251-400	7,097	11.78%	4,352	10.15%	86
\$401-1,000	5,277	8.76%	3,650	8.52%	97
\$1,001+	2,758	4.58%	1,899	4.43%	97
Purchase Method Personally Used					
Credit Card	34,647	57.52%	25,262	58.93%	102
Debit Card	5,468	9.08%	3,615	8.43%	93
E-Transfer	995	1.65%	1,550	3.62%	219
Mobile Payment	300	0.50%	179	0.42%	84
Web Payment (e.g. PayPal)	5,611	9.31%	3,029	7.07%	76
Other	1,680	2.79%	1,022	2.38%	85
Kinds Purchased Online in Past Month					
Automotive Services/Supplies/Products	1,283	2.13%	699	1.63%	77
Books	4,910	8.15%	3,878	9.05%	111
Building/Home Improvement Items/Tools	1,099	1.82%	612	1.43%	79
Children's Clothing/Shoes	2,552	4.24%	1,702	3.97%	94
Cosmetics/Skin Care	5,476	9.09%	3,802	8.87%	98
Electronics	4,394	7.30%	3,196	7.46%	102
Footwear	3,104	5.15%	1,781	4.16%	81
Furniture/Home Accessories	2,177	3.61%	1,315	3.07%	85
Gardening Supplies	772	1.28%	523	1.22%	95
Groceries	7,407	12.30%	5,360	12.50%	102
Household Appliances	1,689	2.80%	1,465	3.42%	122
Jewellery	1,344	2.23%	1,080	2.52%	113
Men's Clothing	4,722	7.84%	3,152	7.35%	94
Movies	1,759	2.92%	1,123	2.62%	90
Music	2,368	3.93%	1,684	3.93%	100
Personal Care	4,236	7.03%	3,158	7.37%	105
Pet Food/Care	3,494	5.80%	3,179	7.42%	128

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Sporting Goods/Athletic Wear	1,766	2.93%	1,115	2.60%	89
Tickets - Concert	2,583	4.29%	1,711	3.99%	93
Tickets - Movie	4,252	7.06%	4,590	10.71%	152
Tickets - Sporting Events	1,699	2.82%	1,348	3.15%	112
Tickets - Theatre	965	1.60%	746	1.74%	109
Toys/Games/Learning	3,704	6.15%	2,943	6.87%	112
Travel	5,299	8.80%	3,658	8.53%	97
Video Games	2,836	4.71%	2,255	5.26%	112
Women's Clothing	6,451	10.71%	5,783	13.49%	126
Other	10,462	17.37%	8,558	19.96%	115
Shopping Events Participate in					
Back To School	9,884	16.41%	6,910	16.12%	98
Black Friday	22,704	37.69%	16,636	38.81%	103
Boxing Week	18,857	31.30%	13,401	31.26%	100
Christmas Shopping	31,629	52.51%	23,788	55.49%	106
Cyber Monday	14,019	23.27%	10,049	23.44%	101
Prime Day	9,509	15.79%	6,676	15.57%	99
Valentine's Day	12,961	21.52%	9,819	22.91%	106
Women's/Father's/Mother's Day	11,501	19.09%	8,587	20.03%	105
Other Holiday Shopping	12,849	21.33%	10,009	23.35%	109
Do not participate	11,593	19.24%	7,910	18.45%	96
Use Online Shipping Services - Any					
Free Shipping	46,568	77.31%	33,322	77.73%	101
Express Shipping	5,347	8.88%	3,110	7.26%	82
Other Paid Shipping	7,449	12.37%	4,454	10.39%	84
Click-and-collect/curbside pickup	7,257	12.05%	5,882	13.72%	114
Use Online Shipping Services - Most Often					
Free Shipping	44,686	74.18%	31,854	74.31%	100
Express Shipping	1,873	3.11%	932	2.17%	70
Other Paid Shipping	2,046	3.40%	1,155	2.69%	79
Click-and-collect/curbside pickup	2,322	3.86%	1,616	3.77%	98
Use Online Shipping Services - Sometimes					
Free Shipping	1,883	3.13%	1,467	3.42%	109
Express Shipping	3,474	5.77%	2,178	5.08%	88
Other Paid Shipping	5,403	8.97%	3,299	7.70%	86
Click-and-collect/curbside pickup	4,935	8.19%	4,266	9.95%	121
Online Shipping Services - How Likely Are You to Use - Very Unlikely					
Avoid shopping with a retailer that charges extra for shipment	752	1.25%	522	1.22%	98
Spend requested amount of dollars in order to get products shipped for free	2,642	4.39%	1,571	3.67%	84
Become a Member/VIP in order to get products shipped for free	4,883	8.11%	3,645	8.50%	105
Pay extra in order to get products the same day or on day after	17,806	29.56%	12,132	28.30%	96
Shop online but pick up at the location (store, warehouse, etc.)	5,105	8.48%	3,304	7.71%	91

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Stop shopping with an online retailer due to a bad shipping experience	1,169	1.94%	732	1.71%	88
Make an online purchase from a retailer specifically because they offer free and fast shipping	1,942	3.22%	1,165	2.72%	84
Online Shipping Services - How Likely Are You to Use - Somewhat Unlikely					
Avoid shopping with a retailer that charges extra for shipment	3,655	6.07%	2,518	5.87%	97
Spend requested amount of dollars in order to get products shipped for free	6,564	10.90%	4,512	10.53%	97
Become a Member/VIP in order to get products shipped for free	9,348	15.52%	6,141	14.32%	92
Pay extra in order to get products the same day or on day after	16,647	27.64%	11,866	27.68%	100
Shop online but pick up at the location (store, warehouse, etc.)	10,664	17.70%	7,461	17.41%	98
Stop shopping with an online retailer due to a bad shipping experience	5,654	9.39%	3,620	8.44%	90
Make an online purchase from a retailer specifically because they offer free and fast shipping	2,936	4.87%	2,016	4.70%	97
Online Shipping Services - How Likely Are You to Use - Undecided					
Avoid shopping with a retailer that charges extra for shipment	8,301	13.78%	5,519	12.88%	93
Spend requested amount of dollars in order to get products shipped for free	9,454	15.69%	6,568	15.32%	98
Become a Member/VIP in order to get products shipped for free	13,972	23.19%	10,565	24.64%	106
Pay extra in order to get products the same day or on day after	8,142	13.52%	5,762	13.44%	99
Shop online but pick up at the location (store, warehouse, etc.)	9,516	15.80%	6,483	15.12%	96
Stop shopping with an online retailer due to a bad shipping experience	12,129	20.13%	8,653	20.19%	100
Make an online purchase from a retailer specifically because they offer free and fast shipping	7,176	11.91%	4,958	11.57%	97
Online Shipping Services - How Likely Are You to Use - Somewhat Likely					
Avoid shopping with a retailer that charges extra for shipment	22,416	37.21%	16,754	39.08%	105
Spend requested amount of dollars in order to get products shipped for free	22,642	37.59%	17,614	41.09%	109
Become a Member/VIP in order to get products shipped for free	17,172	28.51%	12,561	29.30%	103
Pay extra in order to get products the same day or on day after	6,799	11.29%	4,945	11.54%	102
Shop online but pick up at the location (store, warehouse, etc.)	20,637	34.26%	14,296	33.35%	97
Stop shopping with an online retailer due to a bad shipping experience	20,834	34.59%	14,703	34.30%	99
Make an online purchase from a retailer specifically because they offer free and fast shipping	24,294	40.33%	17,409	40.61%	101
Online Shipping Services - How Likely Are You to Use - Very Likely					
Avoid shopping with a retailer that charges extra for shipment	15,621	25.93%	10,754	25.09%	97
Spend requested amount of dollars in order to get products shipped for free	9,487	15.75%	6,903	16.10%	102
Become a Member/VIP in order to get products shipped for free	5,181	8.60%	4,789	11.17%	130
Pay extra in order to get products the same day or on day after	1,106	1.84%	908	2.12%	115
Shop online but pick up at the location (store, warehouse, etc.)	4,677	7.76%	3,176	7.41%	95

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Stop shopping with an online retailer due to a bad shipping experience	11,037	18.32%	7,474	17.43%	95
Make an online purchase from a retailer specifically because they offer free and fast shipping	13,308	22.09%	9,622	22.45%	102
Convenience Stores - Personally Shopped at in Past 6 Months					
Yes	28,660	47.58%	20,443	47.69%	100
Convenience Stores - # Times Shopped at in Past 30 Days					
1-5 (L)	20,545	34.11%	14,707	34.31%	101
6-10 (M)	4,651	7.72%	3,349	7.81%	101
11-15 (H)	1,119	1.86%	670	1.56%	84
16+ (H)	1,146	1.90%	908	2.12%	112
Convenience Stores - Where Shopped at in Past 30 Days					
7 Eleven Food Stores	8,709	14.46%	5,622	13.11%	91
Beckers	630	1.05%	397	0.93%	89
Boni-Soir	1,274	2.11%	848	1.98%	94
Couche-Tard/Circle K	5,002	8.30%	4,019	9.37%	113
Hasty Market	1,104	1.83%	849	1.98%	108
Mac's Convenience Stores/Circle K	4,263	7.08%	3,011	7.02%	99
Mike's Market	411	0.68%	714	1.67%	246
Needs	611	1.01%	796	1.86%	184
Provi-Soir	783	1.30%	424	0.99%	76
Quickie Convenience Stores	492	0.82%	448	1.05%	128
Town Pantry	541	0.90%	304	0.71%	79
Convenience Stores at Gas Stations	6,176	10.25%	4,435	10.35%	101
Other	7,144	11.86%	4,923	11.49%	97
Drug Stores - Shopped at in Past 6 Months					
Yes	43,714	72.57%	31,355	73.14%	101
Drug Stores - # Times Shopped at in Past 30 Days					
1-2 (L)	28,003	46.49%	19,387	45.22%	97
3-4 (M)	9,712	16.12%	6,704	15.64%	97
5+ (H)	3,964	6.58%	2,838	6.62%	101
Drug Stores - Where Shopped at in Past 30 Days					
Brunet	878	1.46%	574	1.34%	92
Costco	5,414	8.99%	3,852	8.99%	100
Familiprix	1,559	2.59%	1,054	2.46%	95
Guardian Drug	1,090	1.81%	769	1.79%	99
IDA	782	1.30%	459	1.07%	82
Jean Coutu	6,536	10.85%	4,930	11.50%	106
Lawton's	334	0.56%	268	0.62%	111
London Drugs	4,881	8.10%	3,128	7.30%	90
The Medicine Shoppe Pharmacy	291	0.48%	186	0.43%	90
People's Drug Mart	462	0.77%	191	0.45%	58
Pharma Plus/Rexall	2,632	4.37%	1,556	3.63%	83
PharmaSave	2,513	4.17%	1,682	3.92%	94

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Proxim	269	0.45%	174	0.41%	91
Shoppers Drug Mart/Pharmaprix	25,538	42.39%	17,915	41.79%	99
Uniprix	1,243	2.06%	973	2.27%	110
Walmart	7,499	12.45%	5,803	13.54%	109
Grocery Stores	2,779	4.61%	2,012	4.69%	102
Other	2,728	4.53%	1,782	4.16%	92
Shopping Malls, Centres or Districts - Visited Past Month					
Yes	41,400	68.73%	29,984	69.94%	102
Shopping Malls, Centres or Districts - # of Times Visited in Past Week					
1	17,032	28.27%	12,251	28.58%	101
2	4,568	7.58%	3,110	7.25%	96
3	1,189	1.97%	1,118	2.61%	132
4	652	1.08%	372	0.87%	81
5	388	0.64%	276	0.64%	100
6+	998	1.66%	743	1.73%	104
Shopping Malls, Centres or Districts - # of Times Visited in Past Month					
1	17,077	28.35%	12,270	28.62%	101
2	11,617	19.29%	8,680	20.25%	105
3	5,533	9.18%	4,125	9.62%	105
4	2,454	4.07%	1,855	4.33%	106
5	1,413	2.35%	681	1.59%	68
6+	2,924	4.85%	2,117	4.94%	102
Customer Reward Programs - Currently Belong to					
Yes	49,836	82.73%	36,376	84.85%	103
Customer Reward Programs - Type - Personally Used Past 12 Months					
Airlines	14,744	24.48%	11,470	26.76%	109
Book Stores	12,041	19.99%	8,202	19.13%	96
Car Rental	6,546	10.87%	3,849	8.98%	83
Coffee Shops	19,332	32.09%	13,686	31.92%	99
Credit Card	31,079	51.59%	23,164	54.04%	105
Department Stores	14,399	23.90%	12,610	29.42%	123
Drug Stores	22,063	36.63%	15,675	36.57%	100
Gasoline Stations	22,203	36.86%	15,847	36.97%	100
Grocery Stores	30,635	50.86%	22,133	51.63%	102
Hotel	9,203	15.28%	6,615	15.43%	101
Train	4,471	7.42%	2,982	6.96%	94
Other	4,500	7.47%	3,025	7.06%	95
Customer Reward Programs - Type - Personally Used in Past 7 Days					
Airlines	3,870	6.42%	2,229	5.20%	81
Book Stores	3,179	5.28%	2,242	5.23%	99
Car Rental	1,339	2.22%	699	1.63%	73
Coffee Shops	12,231	20.30%	9,260	21.60%	106
Credit Card	20,998	34.86%	14,565	33.98%	97
Department Stores	7,400	12.29%	6,239	14.55%	118

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Drug Stores	13,741	22.81%	9,524	22.22%	97
Gasoline Stations	13,670	22.69%	9,534	22.24%	98
Grocery Stores	21,015	34.89%	15,213	35.49%	102
Hotel	2,370	3.94%	1,582	3.69%	94
Train	1,106	1.84%	626	1.46%	79
Other	1,607	2.67%	1,103	2.57%	96
Frequent Flyer Programs - Belong to					
Yes	20,644	34.27%	15,707	36.64%	107
Pre-Paid Gift Cards - When Last Time Bought					
Past Month	8,251	13.70%	6,263	14.61%	107
Past 6 Months	12,237	20.31%	8,416	19.63%	97
Longer Ago	23,498	39.01%	16,983	39.62%	102
Men's Clothing - Bought/Past 12 Months					
Yes	32,984	54.76%	23,924	55.81%	102
Men's Clothing - \$ Spent/Past 12 Months					
\$100 Or Less	10,671	17.72%	6,747	15.74%	89
\$101-\$500	17,392	28.87%	13,509	31.51%	109
\$501-\$1,000	3,620	6.01%	2,894	6.75%	112
More Than \$1,000	1,300	2.16%	774	1.81%	84
Men's Clothing - Where Bought/Past 12 Months					
Adidas	6,658	11.05%	4,861	11.34%	103
American Eagle	3,364	5.58%	2,655	6.19%	111
Banana Republic	2,242	3.72%	1,614	3.77%	101
Costco	8,310	13.80%	6,643	15.50%	112
Decathlon	1,054	1.75%	536	1.25%	71
Eddie Bauer	2,373	3.94%	1,938	4.52%	115
Ernest	1,518	2.52%	797	1.86%	74
Gap	3,143	5.22%	2,679	6.25%	120
George Richards Big and Tall	882	1.47%	1,004	2.34%	159
Geox	359	0.60%	182	0.42%	70
Giant Tiger	3,667	6.09%	1,682	3.92%	64
H&M	3,421	5.68%	2,180	5.09%	90
Harry Rosen	440	0.73%	472	1.10%	151
Holt Renfrew	248	0.41%	183	0.43%	105
Hudson's Bay	3,145	5.22%	2,128	4.97%	95
Joe Fresh	1,536	2.55%	1,020	2.38%	93
L'Aubainerie	1,010	1.68%	992	2.31%	138
Les Ailes de la Mode	623	1.04%	574	1.34%	129
Mark's/L'Equipeur	3,634	6.03%	2,148	5.01%	83
Marshalls	2,300	3.82%	1,872	4.37%	114
Moore's	1,591	2.64%	1,377	3.21%	122
Nike	5,247	8.71%	3,627	8.46%	97
October's Very Own (OVO)	543	0.90%	372	0.87%	97
Old Navy	3,650	6.06%	3,018	7.04%	116

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Original Levi's Store	614	1.02%	471	1.10%	108
Roots	554	0.92%	478	1.11%	121
RW & Co.	451	0.75%	268	0.63%	84
Saks Fifth Avenue	234	0.39%	87	0.20%	51
Simons	1,451	2.41%	1,177	2.75%	114
Sport Chek/Sports Experts	3,552	5.90%	2,409	5.62%	95
Tip Top Tailors	241	0.40%	194	0.45%	113
Tristan	816	1.36%	589	1.37%	101
Under Armour	2,891	4.80%	1,957	4.57%	95
Uniqlo	1,431	2.38%	1,040	2.43%	102
Walmart	10,009	16.62%	7,706	17.98%	108
Warehouse One	858	1.42%	571	1.33%	94
Winners	6,216	10.32%	4,993	11.65%	113
Zara	448	0.74%	590	1.38%	186
Other Stores	7,574	12.57%	5,713	13.33%	106
Women's Clothing - Bought/Past 12 Months					
Yes	29,139	48.37%	20,237	47.21%	98
Women's Clothing - \$ Spent/Past 12 Months					
\$100 Or Less	6,626	11.00%	4,061	9.47%	86
\$101-\$500	12,914	21.44%	8,671	20.23%	94
\$501-\$1,000	7,084	11.76%	5,092	11.88%	101
\$1,001-\$2,000	1,836	3.05%	1,660	3.87%	127
More than \$2,000	679	1.13%	753	1.76%	156
Women's Clothing - Where Bought/Past 12 Months					
Adidas	2,205	3.66%	1,384	3.23%	88
American Eagle	2,692	4.47%	1,895	4.42%	99
Aritzia	1,884	3.13%	1,281	2.99%	96
Banana Republic	2,262	3.76%	1,839	4.29%	114
Bootlegger	1,125	1.87%	854	1.99%	106
Chico's	439	0.73%	424	0.99%	136
Cleo	1,073	1.78%	657	1.53%	86
Club Monaco	326	0.54%	215	0.50%	93
Costco	6,819	11.32%	4,572	10.67%	94
Decathlon	554	0.92%	350	0.82%	89
Dynamite	2,010	3.34%	1,475	3.44%	103
Eddie Bauer	1,303	2.16%	914	2.13%	99
Fairweather	476	0.79%	200	0.47%	59
Gap	2,441	4.05%	1,807	4.21%	104
Garage	1,049	1.74%	920	2.15%	124
Geox	396	0.66%	443	1.03%	156
Giant Tiger	3,337	5.54%	2,368	5.52%	100
H&M	4,208	6.99%	2,545	5.94%	85
Holt Renfrew	387	0.64%	285	0.66%	103
Hudson's Bay	3,712	6.16%	2,956	6.90%	112

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Joe Fresh	2,617	4.34%	1,546	3.61%	83
La Senza	2,566	4.26%	1,625	3.79%	89
La Vie en Rose	2,497	4.14%	1,437	3.35%	81
L'Aubainerie	1,431	2.38%	1,069	2.49%	105
Laura/Laura Petites	1,062	1.76%	501	1.17%	66
Le Chateau	833	1.38%	805	1.88%	136
Les Ailes de la Mode	619	1.03%	519	1.21%	117
LOLE	339	0.56%	411	0.96%	171
Lululemon	3,549	5.89%	2,446	5.71%	97
Mark's/L'Equipeur	1,768	2.94%	1,269	2.96%	101
Marshalls	2,375	3.94%	2,369	5.53%	140
Melanie Lyne	396	0.66%	348	0.81%	123
Nike	1,923	3.19%	1,067	2.49%	78
Northern Reflections	786	1.31%	771	1.80%	137
October's Very Own (OVO)	298	0.50%	187	0.44%	88
Old Navy	4,989	8.28%	3,255	7.59%	92
Olsen	128	0.21%	131	0.31%	148
Penningtons	933	1.55%	614	1.43%	92
Reitmans	3,244	5.39%	2,796	6.52%	121
Ricki's	1,053	1.75%	768	1.79%	102
Roots	1,093	1.82%	802	1.87%	103
RW & Co.	991	1.65%	838	1.96%	119
Saks Fifth Avenue	192	0.32%	164	0.38%	119
Simons	2,225	3.69%	1,750	4.08%	111
Sport Chek/Sports Experts	2,207	3.66%	1,372	3.20%	87
Stitches	868	1.44%	658	1.54%	107
Tristan	403	0.67%	316	0.74%	110
Under Armour	1,096	1.82%	788	1.84%	101
Uniqlo	1,328	2.20%	848	1.98%	90
Victoria's Secret	1,422	2.36%	972	2.27%	96
Walmart	8,648	14.36%	5,629	13.13%	91
Warehouse One	1,121	1.86%	717	1.67%	90
Winners	7,307	12.13%	6,261	14.60%	120
Zara	2,158	3.58%	1,522	3.55%	99
Other Stores	5,941	9.86%	4,108	9.58%	97
Footwear - Bought in Past 12 Months					
Yes	32,456	53.88%	23,713	55.32%	103
Footwear - \$ Spent in Past 12 Months					
Under \$50	5,159	8.56%	3,664	8.55%	100
\$51-\$100	9,528	15.82%	6,473	15.10%	95
\$101-\$250	11,600	19.26%	8,754	20.42%	106
\$251-\$500	4,062	6.74%	2,924	6.82%	101
\$501-\$1,000	1,712	2.84%	1,717	4.01%	141
\$1,001+	395	0.66%	182	0.42%	64

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Footwear - Where Bought in Past 12 Months					
Adidas	3,235	5.37%	2,329	5.43%	101
Aldo	1,927	3.20%	1,398	3.26%	102
Brown's	1,205	2.00%	966	2.25%	113
Call It Spring/Boutique Spring	1,037	1.72%	980	2.29%	133
Costco	3,179	5.28%	1,575	3.68%	70
Decathlon	421	0.70%	261	0.61%	87
Ecco	655	1.09%	861	2.01%	184
Foot Locker	2,757	4.58%	1,920	4.48%	98
Geox	902	1.50%	578	1.35%	90
Giant Tiger	782	1.30%	490	1.14%	88
Globo	391	0.65%	274	0.64%	98
Holt Renfrew	272	0.45%	165	0.39%	87
Hudson's Bay	1,872	3.11%	1,061	2.47%	79
Mark's/L'Equipeur	2,041	3.39%	1,367	3.19%	94
Marshalls	871	1.45%	711	1.66%	114
Nike	4,039	6.71%	2,589	6.04%	90
Quarks	544	0.90%	590	1.38%	153
Roots	983	1.63%	614	1.43%	88
Saks Fifth Avenue	972	1.61%	1,261	2.94%	183
SoftMoc	1,902	3.16%	1,248	2.91%	92
Sport Chek/Sports Experts	3,249	5.39%	2,246	5.24%	97
The Shoe Company/Shoe Warehouse	2,358	3.91%	1,652	3.85%	98
Under Armour	703	1.17%	539	1.26%	108
Walmart	5,944	9.87%	4,259	9.94%	101
Winners	2,398	3.98%	1,667	3.89%	98
Work Authority	282	0.47%	175	0.41%	87
Other Stores	10,808	17.94%	8,242	19.23%	107
Jewellery - Bought in Past 12 Months					
Yes	10,720	17.80%	6,978	16.28%	91
Jewellery - \$ Spent Past 12 Months					
Under \$100	4,365	7.25%	2,420	5.64%	78
\$100-\$499	2,861	4.75%	2,017	4.70%	99
\$500-\$999	2,038	3.38%	1,448	3.38%	100
\$1,000-\$2,499	828	1.37%	627	1.46%	107
\$2500 or More	628	1.04%	467	1.09%	105
Jewellery - Kind Bought in Past 12 Months					
Bracelet	2,685	4.46%	1,598	3.73%	84
Earrings	4,905	8.14%	3,324	7.75%	95
Necklace	5,009	8.32%	3,312	7.73%	93
Engagement Ring	528	0.88%	356	0.83%	94
Watch	1,662	2.76%	976	2.28%	83
Other Ring	2,591	4.30%	2,012	4.69%	109
Other Jewellery	795	1.32%	643	1.50%	114

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Ardene	548	0.91%	258	0.60%	66
Birks	397	0.66%	378	0.88%	133
Jewellery - Where Bought in Past 12 Months					
Charm Diamonds	622	1.03%	436	1.02%	99
Costco	971	1.61%	525	1.23%	76
Fossil	567	0.94%	365	0.85%	90
Giant Tiger	214	0.36%	74	0.17%	47
Hudson's Bay	677	1.13%	422	0.99%	88
Michael Hill	662	1.10%	539	1.26%	115
Michael Kors	361	0.60%	180	0.42%	70
Pandora	856	1.42%	486	1.14%	80
People's	574	0.95%	364	0.85%	89
Tiffany & Co.	532	0.88%	251	0.59%	67
Walmart	743	1.23%	386	0.90%	73
Winners	670	1.11%	305	0.71%	64
Independent Jewellers	1,272	2.11%	1,024	2.39%	113
Other Stores	4,921	8.17%	4,027	9.39%	115
Toys & Games - Bought in Past 12 Months					
Yes	21,503	35.70%	15,903	37.10%	104
Toys & Games - \$ Spent in Past 12 Months					
\$1-\$49	2,852	4.73%	2,318	5.41%	114
\$50-\$99	7,569	12.56%	5,538	12.92%	103
\$100-\$199	5,770	9.58%	4,072	9.50%	99
\$200-\$499	3,452	5.73%	2,514	5.86%	102
\$500+	1,860	3.09%	1,462	3.41%	110
Toys & Games - Where Bought in Past 12 Months					
Canadian Tire	3,809	6.32%	2,844	6.63%	105
Costco	4,882	8.11%	4,228	9.86%	122
Giant Tiger	2,480	4.12%	1,771	4.13%	100
Mastermind Toys	2,746	4.56%	1,756	4.10%	90
Toys R Us	5,831	9.68%	3,917	9.14%	94
Walmart	9,716	16.13%	7,137	16.65%	103
Other Stores	7,660	12.72%	5,692	13.28%	104
Greeting Cards - Bought in Past 6 Months					
Yes	32,358	53.71%	23,370	54.52%	102
Greeting Cards - # Cards Bought in Past 6 Months					
Less Than 5 (L)	21,046	34.94%	15,307	35.71%	102
5-10 (M)	8,078	13.41%	5,832	13.61%	101
11-14 (H)	1,523	2.53%	1,064	2.48%	98
15 or More (H)	1,711	2.84%	1,167	2.72%	96
Boxed Chocolates - Bought in Past 12 Months					
Yes	25,511	42.35%	17,855	41.65%	98
Boxed Chocolates - # Boxes Bought for Personal Use in Past 12 Months					
1-2 (L)	13,107	21.76%	9,022	21.05%	97

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
3-5 (M)	5,716	9.49%	4,307	10.05%	106
6+ (H)	2,220	3.69%	1,648	3.85%	104
Boxed Chocolates - # Boxes Bought for Gifts in Past 12 Months					
1-2 (L)	11,675	19.38%	8,201	19.13%	99
3-5 (M)	6,331	10.51%	4,859	11.33%	108
6+ (H)	2,497	4.15%	1,634	3.81%	92
Books - Personally Bought in Past 12 Months					
Yes	21,397	35.52%	14,900	34.76%	98
Books - \$ Spent in Past 12 Months					
\$1-\$49	8,306	13.79%	4,791	11.18%	81
\$50-\$99	8,287	13.76%	6,343	14.80%	108
\$100+	4,803	7.97%	3,766	8.78%	110
Books - # Books Bought in Past 12 Months - Paper					
1-2 (L)	8,349	13.86%	6,089	14.20%	102
3-4 (M)	5,478	9.09%	3,695	8.62%	95
5-9 (H)	2,972	4.93%	1,963	4.58%	93
10+ (H)	2,994	4.97%	2,270	5.30%	107
Books - # Books Bought in Past 12 Months - eBook					
1-2 (L)	4,312	7.16%	3,143	7.33%	102
3-4 (M)	1,485	2.47%	901	2.10%	85
5-9 (H)	1,328	2.21%	812	1.89%	86
10+ (H)	1,101	1.83%	712	1.66%	91
Books - Where Bought Past 12 Months - Paper					
Retail Location	12,959	21.51%	9,217	21.50%	100
Online	10,882	18.06%	7,717	18.00%	100
Books - Where Bought Past 12 Months - eBook					
Retail Location	2,116	3.51%	1,420	3.31%	94
Online	6,870	11.40%	4,837	11.28%	99

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

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Data Source: Manifold Data Mining Inc.

This report is based on consumer demographic and behaviour data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.

Data Vintage: 2024/2025