

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	48,447		35,998		
Convenience Stores - Personally Shopped at in Past 6 Months	25,460	52.55%	19,113	53.10%	101
Convenience Stores - # Times Shopped Past Month					
1-5 (L)	17,440	36.00%	14,228	39.52%	110
6-10 (M)	3,395	7.01%	2,097	5.83%	83
11-15 (H)	598	1.23%	326	0.91%	74
16+ (H)	473	0.98%	178	0.50%	51
Convenience Stores - Where Shopped Past Month					
7 Eleven Food Stores	10,350	21.36%	8,377	23.27%	109
Beckers	54	0.11%	46	0.13%	118
Boni-Soir	3	0.01%	7	0.02%	200
Couche-Tard	22	0.05%	22	0.06%	120
Great Canadian News	37	0.08%	30	0.08%	100
Hasty Market	20	0.04%	13	0.04%	100
Mac's Convenience Stores	2,426	5.01%	1,881	5.23%	104
Mainway	0	0.00%	0	0.00%	
Mike's Market	59	0.12%	64	0.18%	150
Needs	0	0.00%	0	0.00%	
Provi-Soir	1	0.00%	3	0.01%	
Quickie Convenience Stores	183	0.38%	97	0.27%	71
Town Pantry	3,348	6.91%	2,479	6.89%	100
Convenience Stores at Gas Stations	6,207	12.81%	4,887	13.58%	106
Other	6,024	12.44%	3,594	9.98%	80
Drug Stores - Personally Shopped at in Past 6 Months	38,412	79.29%	28,195	78.33%	99
Drug Stores - # Times Shopped Past Month					
1-2 (L)	24,797	51.18%	17,474	48.54%	95
3-4 (M)	8,284	17.10%	6,686	18.57%	109
5+ (H)	4,151	8.57%	2,824	7.85%	92
Drug Stores - Where Shopped Past Month					
Costco	7,577	15.64%	7,690	21.36%	137
Walmart	6,967	14.38%	4,765	13.24%	92
Brunet	30	0.06%	0	0.00%	0
Familiprix	21	0.04%	13	0.04%	100
Guardian Drug	128	0.27%	65	0.18%	67
IDA	245	0.51%	150	0.42%	82
Jean Coutu	18	0.04%	16	0.05%	125
Lawton's	0	0.00%	0	0.00%	
London Drugs	22,652	46.76%	16,918	47.00%	101
People's Drug Mart	1,078	2.23%	487	1.35%	61
PharmaSave	4,790	9.89%	3,395	9.43%	95
Proxim	0	0.00%	0	0.00%	
Rexall/Pharma Plus	3,969	8.19%	2,924	8.12%	99
Shoppers Drug Mart/Pharmaprix	23,035	47.55%	16,045	44.57%	94

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	Value	Percent	Value	Percent	Index
Uniprix	0	0.00%	0	0.00%	
Grocery Stores	4,472	9.23%	2,782	7.73%	84
Other	2,671	5.51%	1,539	4.27%	77
Shopping Malls, Centres or Districts - # of Times Visited Past Week					
1	14,262	29.44%	10,488	29.13%	99
2	9,136	18.86%	7,680	21.34%	113
3	6,184	12.77%	4,383	12.18%	95
4	2,997	6.19%	1,843	5.12%	83
5	1,123	2.32%	972	2.70%	116
6+	1,898	3.92%	1,343	3.73%	95
Shopping Malls, Centres or Districts - # of Times Visited Past Month					
1	8,567	17.68%	5,843	16.23%	92
2	6,735	13.90%	5,522	15.34%	110
3	6,553	13.53%	4,254	11.82%	87
4	5,747	11.86%	4,580	12.72%	107
5	3,548	7.32%	2,720	7.56%	103
6+	13,121	27.08%	10,790	29.97%	111
Customer Reward Programs - Currently Belong to	39,452	81.43%	30,267	84.08%	103
Customer Reward Programs - Type Used Past Year					
Airlines	15,298	31.58%	14,024	38.96%	123
Book Stores	10,030	20.70%	8,534	23.71%	115
Car Rental	2,051	4.23%	1,851	5.14%	122
Coffee Shops	11,405	23.54%	9,022	25.06%	106
Credit Card	23,841	49.21%	19,344	53.74%	109
Department Stores	10,520	21.71%	8,794	24.43%	113
Drug Stores	19,424	40.09%	15,302	42.51%	106
Gasoline Stations	14,613	30.16%	11,251	31.25%	104
Grocery Stores	22,470	46.38%	15,780	43.84%	95
Hotel	6,108	12.61%	6,040	16.78%	133
Train	1,049	2.17%	1,013	2.81%	129
Other	3,685	7.61%	2,364	6.57%	86
Customer Reward Programs - Type Used Past Week					
Airlines	4,663	9.63%	3,625	10.07%	105
Book Stores	1,141	2.36%	1,662	4.62%	196
Car Rental	171	0.35%	76	0.21%	60
Coffee Shops	7,145	14.75%	4,843	13.45%	91
Credit Card	17,525	36.17%	14,095	39.16%	108
Department Stores	4,186	8.64%	3,996	11.10%	128
Drug Stores	10,500	21.67%	8,401	23.34%	108
Gasoline Stations	9,098	18.78%	6,739	18.72%	100
Grocery Stores	18,147	37.46%	13,555	37.66%	101
Hotel	376	0.78%	390	1.08%	138
Train	15	0.03%	13	0.04%	133
Other	1,753	3.62%	794	2.21%	61

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Frequent Flyer Programs - Belong to Any	17,052	35.20%	15,254	42.38%	120
Pre-Paid Gift Cards - Personally Bought Past 6 Months	10,652	21.99%	7,827	21.74%	99
Pre-Paid Gift Cards - \$ Spent Past 6 Months					
Less Than \$49	2,561	5.29%	1,993	5.54%	105
\$50-\$99	4,594	9.48%	3,045	8.46%	89
\$100-\$199	1,444	2.98%	1,018	2.83%	95
\$200-\$249	332	0.69%	667	1.85%	268
\$250 Or More	1,722	3.55%	1,104	3.07%	86
Pre-Paid Gift Cards - # Purchased Past Month					
None	5,417	11.18%	4,512	12.53%	112
1-4 (L)	4,745	9.79%	2,768	7.69%	79
5-9 (M)	292	0.60%	326	0.91%	152
10+ (H)	199	0.41%	221	0.62%	151
Men's Clothing - Personally Bought in Past Year	21,888	45.18%	18,354	50.99%	113
Men's Clothing - \$ Spent Past Year					
\$100 Or Less	7,154	14.77%	4,578	12.72%	86
\$101-\$500	11,421	23.57%	11,268	31.30%	133
\$501-\$1,000	3,080	6.36%	2,332	6.48%	102
More Than \$1,000	233	0.48%	177	0.49%	102
Men's Clothing - Where Bought Past Year					
American Apparel	343	0.71%	278	0.77%	108
American Eagle	2,220	4.58%	2,986	8.29%	181
Banana Republic	1,029	2.13%	986	2.74%	129
Eddie Bauer	1,141	2.36%	1,412	3.92%	166
Ernest	0	0.00%	0	0.00%	
Gap	2,220	4.58%	2,171	6.03%	132
H&M	2,698	5.57%	2,016	5.60%	101
Harry Rosen	329	0.68%	460	1.28%	188
Holt Renfrew	114	0.24%	139	0.39%	163
Hudson's Bay	5,337	11.02%	4,614	12.82%	116
J.Crew	127	0.26%	128	0.36%	138
Joe Fresh	1,505	3.11%	2,031	5.64%	181
Les Ailes de la Mode	0	0.00%	0	0.00%	
Mark's	6,002	12.39%	5,977	16.60%	134
Moore's	1,294	2.67%	1,303	3.62%	136
Nordstrom	322	0.67%	268	0.74%	110
Old Navy	5,926	12.23%	4,592	12.76%	104
Original Levi's Store	420	0.87%	296	0.82%	94
Roots	1,723	3.56%	1,344	3.73%	105
RW & Co.	125	0.26%	140	0.39%	150
Simons	432	0.89%	572	1.59%	179
Tilley Endurables	108	0.22%	101	0.28%	127
Tip Top Tailors	236	0.49%	279	0.78%	159
Walmart	5,353	11.05%	3,699	10.28%	93

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Warehouse One	275	0.57%	241	0.67%	118
Winners	2,971	6.13%	3,066	8.52%	139
Zara	830	1.71%	1,068	2.97%	174
Other Stores	10,221	21.10%	7,903	21.96%	104
Women's Clothing - Personally Bought in Past Year	22,021	45.46%	15,520	43.12%	95
Women's Clothing - \$ Spent Past Year					
\$100 Or Less	4,200	8.67%	2,385	6.63%	76
\$101-\$500	10,575	21.83%	7,158	19.88%	91
\$501-\$1,000	5,153	10.64%	4,118	11.44%	108
\$1,001-\$2,000	1,543	3.19%	1,300	3.61%	113
Women's Clothing - Where Bought Past Year					
Addition-Elle	2,114	4.36%	1,018	2.83%	65
American Apparel	393	0.81%	294	0.82%	101
American Eagle	845	1.74%	440	1.22%	70
Aritzia	735	1.52%	464	1.29%	85
Banana Republic	842	1.74%	591	1.64%	94
Bootlegger	311	0.64%	209	0.58%	91
Club Monaco	155	0.32%	150	0.42%	131
Dynamite	563	1.16%	309	0.86%	74
Eddie Bauer	768	1.59%	701	1.95%	123
Fairweather	0	0.00%	0	0.00%	
Gap	1,255	2.59%	1,095	3.04%	117
Garage	700	1.44%	705	1.96%	136
H&M	4,349	8.98%	3,130	8.69%	97
Holt Renfrew	268	0.55%	572	1.59%	289
Hudson's Bay	7,690	15.87%	7,850	21.81%	137
J.Crew	460	0.95%	419	1.16%	122
Joe Fresh	2,639	5.45%	2,001	5.56%	102
La Senza	2,077	4.29%	1,315	3.65%	85
La Vie en Rose	2,048	4.23%	1,194	3.32%	78
Laura/Laura Petites	275	0.57%	224	0.62%	109
LEquipeur	0	0.00%	0	0.00%	
Lululemon	2,132	4.40%	1,598	4.44%	101
Mark's	2,785	5.75%	967	2.69%	47
Melanie Lyne	6	0.01%	5	0.01%	100
Nordstrom	535	1.11%	517	1.44%	130
Northern Reflections	316	0.65%	226	0.63%	97
Old Navy	5,082	10.49%	3,545	9.85%	94
Penningtons	2,147	4.43%	939	2.61%	59
Reitmans	4,049	8.36%	2,848	7.91%	95
Roots	765	1.58%	410	1.14%	72
RW & Co.	147	0.30%	131	0.36%	120
Saks Fifth Avenue	408	0.84%	288	0.80%	95
Simons	616	1.27%	573	1.59%	125

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	Value	Percent	Value	Percent	Index
Stitches	75	0.16%	21	0.06%	38
Thyme Maternity	0	0.00%	0	0.00%	
Tristan	0	0.00%	0	0.00%	
Victoria's Secret	1,709	3.53%	1,739	4.83%	137
Walmart	5,611	11.58%	3,184	8.85%	76
Warehouse One	226	0.47%	297	0.83%	177
Winners	7,100	14.66%	5,738	15.94%	109
Zara	1,597	3.30%	1,402	3.89%	118
Other Stores	7,761	16.02%	5,520	15.34%	96
Footwear - Personally Bought in Past Year	26,727	55.17%	19,608	54.47%	99
Footwear - \$ Spent Past Year					
Under \$50	2,938	6.07%	1,715	4.76%	78
\$51-\$100	6,005	12.40%	4,104	11.40%	92
\$101-\$250	12,207	25.20%	9,691	26.92%	107
\$251-\$500	3,055	6.31%	2,090	5.81%	92
\$501-\$1,000	1,473	3.04%	1,082	3.01%	99
\$1,001+	1,048	2.16%	926	2.57%	119
Footwear - Where Bought Past Year					
Aldo	3,289	6.79%	2,441	6.78%	100
Brown's	575	1.19%	329	0.92%	77
Ecco	295	0.61%	235	0.65%	107
Foot Locker	62	0.13%	30	0.08%	62
Globo	0	0.00%	0	0.00%	
Hudson's Bay	3,768	7.78%	2,927	8.13%	104
Mark's	2,466	5.09%	1,923	5.34%	105
Naturalizer	692	1.43%	583	1.62%	113
Nine West	350	0.72%	142	0.39%	54
Nordstrom	1,116	2.30%	842	2.34%	102
Roots	65	0.13%	24	0.07%	54
Soft Moc	613	1.27%	270	0.75%	59
Sport Chek/Sports Experts	2,673	5.52%	1,790	4.97%	90
The Shoe Company/Town Shoes/The Shoe Warehouse	2,848	5.88%	2,305	6.40%	109
Walmart	3,275	6.76%	2,483	6.90%	102
Winners	2,611	5.39%	2,363	6.57%	122
Other Stores	15,432	31.85%	11,591	32.20%	101
Jewellery - Personally Bought in Past Year	10,977	22.66%	7,626	21.19%	94
Jewellery - \$ Spent Past Year					
Under \$100	6,614	13.65%	4,491	12.48%	91
\$100-\$499	3,143	6.49%	2,423	6.73%	104
\$500-\$999	690	1.42%	309	0.86%	61
\$1,000-\$2,499	523	1.08%	398	1.11%	103
\$2500 or More	7	0.02%	5	0.01%	50
Jewellery - Kind Bought Past Year					
Bracelet	2,754	5.69%	2,041	5.67%	100

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	Value	Percent	Value	Percent	Index
Earrings	5,697	11.76%	3,869	10.75%	91
Necklace	5,502	11.36%	3,766	10.46%	92
Engagement Ring	85	0.18%	58	0.16%	89
Watch	1,335	2.76%	1,500	4.17%	151
Other Ring	1,796	3.71%	1,058	2.94%	79
Other Jewellery	1,648	3.40%	810	2.25%	66
Jewellery - Where Bought Past Year					
Charm	0	0.00%	0	0.00%	
Costco	402	0.83%	304	0.85%	102
Hudson's Bay	1,382	2.85%	960	2.67%	94
Mappin's	74	0.15%	59	0.16%	107
Michael Hill	327	0.68%	338	0.94%	138
Pandora	484	1.00%	154	0.43%	43
People's	276	0.57%	179	0.50%	88
Tiffany & Company	67	0.14%	24	0.07%	50
Walmart	150	0.31%	186	0.52%	168
Winners	493	1.02%	541	1.50%	147
Other Stores	9,856	20.35%	6,443	17.90%	88
Toys & Games - Personally Bought in Past Year	15,202	31.38%	9,929	27.58%	88
Toys & Games - \$ Spent Past Year					
\$1-\$49	2,634	5.44%	1,476	4.10%	75
\$50-\$99	3,495	7.21%	1,857	5.16%	72
\$100-\$199	5,539	11.43%	3,474	9.65%	84
\$200-\$499	2,765	5.71%	2,260	6.28%	110
\$500+	769	1.59%	861	2.39%	150
Toys & Games - Where Bought Past Year					
Canadian Tire	974	2.01%	481	1.34%	67
Costco	3,178	6.56%	2,929	8.14%	124
Master-Mind	194	0.40%	82	0.23%	58
Walmart	6,321	13.05%	3,900	10.83%	83
Other Stores	8,736	18.03%	6,092	16.92%	94
Greeting Cards - Personally Bought in Past 6 Months	22,039	45.49%	17,101	47.51%	104
Greeting Cards - # Cards Bought Past 6 Months					
Less Than 5 (L)	13,480	27.82%	10,531	29.25%	105
5-10 (M)	6,448	13.31%	5,038	14.00%	105
11-14 (H)	546	1.13%	391	1.09%	96
15 or More (H)	1,565	3.23%	1,141	3.17%	98
Boxed Chocolates - Personally Bought in Past Year	13,913	28.72%	10,584	29.40%	102
Boxed Chocolates - # Boxes Bought for Personal Use Past Year					
1-2 (L)	5,895	12.17%	4,851	13.48%	111
3-5 (M)	801	1.65%	603	1.68%	102
6+ (H)	285	0.59%	117	0.33%	56
Boxed Chocolates - # Boxes Bought for Gifts Past Year					
1-2 (L)	7,092	14.64%	4,321	12.00%	82

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3-5 (M)	4,317	8.91%	4,145	11.52%	129
6+ (H)	1,064	2.20%	923	2.56%	116
Books - Personally Bought in Past Year	23,952	49.44%	16,642	46.23%	94
Books - \$ Spent Past Year					
\$1-\$49	9,080	18.74%	6,450	17.92%	96
\$50-\$99	8,200	16.93%	4,931	13.70%	81
\$100+	6,671	13.77%	5,260	14.61%	106
Books - # Books Bought Past Year - Paper					
1-2 (L)	6,057	12.50%	4,401	12.23%	98
3-4 (M)	6,111	12.61%	3,655	10.15%	80
5-9 (H)	6,832	14.10%	4,865	13.51%	96
10+ (H)	3,593	7.42%	2,788	7.74%	104
Books - # Books Bought Past Year - E-Book					
1-2 (L)	5,218	10.77%	2,657	7.38%	69
3-4 (M)	2,240	4.62%	1,469	4.08%	88
5-9 (H)	898	1.85%	920	2.56%	138
10+ (H)	1,252	2.58%	1,035	2.88%	112
Books - Where Bought Past Year - Paper					
Retail Location	18,456	38.10%	13,048	36.25%	95
Online	8,217	16.96%	5,797	16.11%	95
Books - Where Bought Past Year - E-Book					
Retail Location	686	1.42%	226	0.63%	44
Online	8,776	18.11%	5,764	16.01%	88

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

Data Source: Manifold Data Mining Inc. 2018

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