

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Number of households	30,542		19,128		
Population of age 18 and over	55,507		39,681		
Number of Vehicles in Household					
Number of vehicles: None	440	1.44%	180	0.94%	65
Number of vehicles: 1	9,259	30.32%	5,663	29.61%	98
Number of vehicles: 2	8,308	27.20%	5,607	29.31%	108
Number of vehicles: 3	2,436	7.98%	1,813	9.48%	119
Number of vehicles: More than 3	1,521	4.98%	1,176	6.15%	123
Annual Kilometers Driven					
Kilometers: None	15,168	27.33%	9,940	25.05%	92
Kilometers: 1 to 9,999 Km (1 to 5,999 miles)	23,850	42.97%	17,885	45.07%	105
Kilometers: 10,000 to 19,999 Km (6,000 to 11,999 miles)	11,881	21.40%	8,539	21.52%	101
Kilometers: 20,000 to 29,999 Km (12,000 to 17,999 miles)	2,872	5.18%	1,860	4.69%	91
Kilometers: 30,000 or more Km (18,000 or more miles)	1,737	3.13%	1,457	3.67%	117
Are you a licensed driver: Yes	47,221	85.07%	33,960	85.58%	101
Make of Primary Vehicle					
Make: Buick	113	0.20%	253	0.64%	320
Make: Cadillac	71	0.13%	82	0.21%	162
Make: Chevrolet	1,442	2.60%	840	2.12%	82
Make: Chrysler	366	0.66%	249	0.63%	95
Make: Dodge	1,092	1.97%	1,007	2.54%	129
Make: Ford	2,754	4.96%	1,861	4.69%	95
Make: GMC	675	1.22%	300	0.76%	62
Make: Jeep/Eagle	565	1.02%	420	1.06%	104
Make: Lincoln	146	0.26%	98	0.25%	96
Make: Other Domestic	513	0.92%	474	1.20%	130
Make: Acura	428	0.77%	576	1.45%	188
Make: Audi	320	0.58%	535	1.35%	233
Make: BMW	987	1.78%	1,021	2.57%	144
Make: Honda	6,243	11.25%	4,448	11.21%	100
Make: Hyundai	3,375	6.08%	1,797	4.53%	75
Make: Infiniti	117	0.21%	228	0.58%	276
Make: Kia	1,377	2.48%	513	1.29%	52
Make: Lexus	521	0.94%	879	2.21%	235
Make: Mazda	2,266	4.08%	1,439	3.63%	89
Make: Mercedes-Benz	600	1.08%	660	1.66%	154
Make: Mitsubishi	822	1.48%	379	0.95%	64
Make: Nissan	1,834	3.30%	1,322	3.33%	101
Make: Subaru	2,241	4.04%	2,222	5.60%	139
Make: Suzuki	412	0.74%	156	0.39%	53
Make: Toyota	7,633	13.75%	5,461	13.76%	100
Make: Volkswagen	1,664	3.00%	1,333	3.36%	112
Make: Volvo	936	1.69%	744	1.88%	111

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Make: Other Foreign	666	1.20%	509	1.28%	107
Type of Primary Vehicle					
Vehicle type: Sedan	11,992	21.61%	7,959	20.06%	93
Vehicle type: Sub-compact	7,816	14.08%	5,740	14.47%	103
Vehicle type: Sports car	1,297	2.34%	1,200	3.03%	129
Vehicle type: Minivan/station wagon	3,214	5.79%	2,565	6.47%	112
Vehicle type: Sport utility vehicle	11,142	20.07%	9,847	24.82%	124
Vehicle type: Pickup truck	2,127	3.83%	1,227	3.09%	81
Vehicle type: Full-sized van	705	1.27%	338	0.85%	67
Vehicle type: Other	1,922	3.46%	1,079	2.72%	79
Age of Primary Vehicle					
Vehicle age: 1 year old	410	0.74%	350	0.88%	119
Vehicle age: 2 years old	3,055	5.50%	1,773	4.47%	81
Vehicle age: 3 years old	1,967	3.54%	1,736	4.37%	123
Vehicle age: 4 years old	1,992	3.59%	1,650	4.16%	116
Vehicle age: 5 years old	2,917	5.25%	2,343	5.91%	113
Vehicle age: 6 years old	3,051	5.50%	2,165	5.46%	99
Vehicle age: 7 years old	2,181	3.93%	1,779	4.48%	114
Vehicle age: 8 years old	1,847	3.33%	1,699	4.28%	129
Vehicle age: 9 years old	2,749	4.95%	1,826	4.60%	93
Vehicle age: 10 years old	1,745	3.14%	1,510	3.81%	121
Vehicle age: 11 years old	2,127	3.83%	1,166	2.94%	77
Vehicle age: 12 years or older	15,274	27.52%	11,053	27.86%	101
Vehicle age: Don't know/not sure	877	1.58%	499	1.26%	80
Purchase of Primary Vehicle					
Bought new	19,241	34.66%	15,838	39.91%	115
Bought used	17,647	31.79%	11,382	28.68%	90
Leased new	1,285	2.32%	1,150	2.90%	125
Leased used	251	0.45%	249	0.63%	140
Don't know/not sure	1,863	3.36%	1,120	2.82%	84
Purchase Decision of Primary Vehicle					
Purchase decision: I was not involved in the decision	6,116	11.02%	4,902	12.35%	112
Purchase decision: I made the decision alone	14,145	25.48%	9,009	22.70%	89
Purchase decision: I participated in the decision with someone else	19,795	35.66%	15,685	39.53%	111
Purchase or Lease of Vehicle in the Past 2 Years					
Purchase/lease: No	31,501	56.75%	23,832	60.06%	106
Purchase/lease: Yes, purchased new	3,582	6.45%	2,664	6.72%	104
Purchase/lease: Yes, purchased used	4,604	8.30%	2,920	7.36%	89
Purchase/lease: Yes, leased new	422	0.76%	285	0.72%	95
Value of Vehicle Purchase or Leased in the Past 2 Years					
Vehicle value: Less than \$10,000	1,638	2.95%	628	1.58%	54
Vehicle value: \$10,000 - \$14,999	229	0.41%	374	0.94%	229

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Vehicle value: \$15,000 - \$19,999	711	1.28%	444	1.12%	88
Vehicle value: \$20,000 - \$24,999	685	1.23%	556	1.40%	114
Vehicle value: \$25,000 - \$29,999	1,585	2.86%	938	2.36%	83
Vehicle value: \$30,000 - \$39,999	1,241	2.24%	879	2.21%	99
Vehicle value: \$40,000 or more	2,916	5.25%	2,423	6.11%	116
Action at End of Lease (If Leasing)					
Purchase the vehicle	581	1.05%	431	1.09%	104
Return the vehicle to the lessor	1,279	2.31%	1,168	2.94%	127
Likelihood of Purchase or Lease Vehicle in Next 12 Months					
Purchase or lease: Definitely will	1,630	2.94%	1,609	4.05%	138
Purchase or lease: Likely will	4,260	7.68%	2,879	7.26%	95
Purchase or lease: Likely will not	12,107	21.81%	9,408	23.71%	109
Purchase or lease: Definitely will not	22,175	39.95%	15,848	39.94%	100
Price Range (If Will Buy or Lease) of the Planned Vehicle					
Price range: Less than \$10,000	813	1.47%	456	1.15%	78
Price range: \$10,000 - \$14,999	216	0.39%	79	0.20%	51
Price range: \$15,000 - \$19,999	343	0.62%	233	0.59%	95
Price range: \$20,000 - \$24,999	564	1.02%	373	0.94%	92
Price range: \$25,000 - \$29,999	549	0.99%	440	1.11%	112
Price range: \$30,000 - \$39,999	1,341	2.42%	1,138	2.87%	119
Price range: \$40,000 or more	1,871	3.37%	1,904	4.80%	142
Type of Vehicle Intend to Buy or Lease					
Intend to buy or lease: Sedan	1,469	2.65%	1,150	2.90%	109
Intend to buy or lease: Sub-compact	1,504	2.71%	1,284	3.24%	120
Intend to buy or lease: Sports car	307	0.55%	244	0.61%	111
Intend to buy or lease: Minivan/station wagon	131	0.24%	89	0.23%	96
Intend to buy or lease: Sport utility vehicle	2,106	3.79%	1,792	4.52%	119
Intend to buy or lease: Pick-up truck	148	0.27%	79	0.20%	74
Intend to buy or lease: Other	393	0.71%	273	0.69%	97
Likelihood to Consider a Hybrid (Gas/Electric) Vehicle					
Hybrid vehicle: Definitely will	1,140	2.05%	879	2.22%	108
Hybrid vehicle: Likely will	3,163	5.70%	2,051	5.17%	91
Hybrid vehicle: Likely will not	1,365	2.46%	708	1.78%	72
Hybrid vehicle: Definitely will not	528	0.95%	490	1.23%	129
Likelihood to Consider Fully Electric Vehicle (e.g. Tesla)					
Fully electric vehicle: Definitely will	2,166	3.90%	1,963	4.95%	127
Fully electric vehicle: Likely will	1,431	2.58%	906	2.28%	88
Fully electric vehicle: Likely will not	1,237	2.23%	793	2.00%	90
Fully electric vehicle: Definitely will not	1,258	2.27%	1,014	2.56%	113
Likelihood to Consider Same Brand of Vehicle Currently Own/Drive Most Often					
Same brand: Definitely will	1,202	2.17%	1,275	3.21%	148
Same brand: Likely will	3,561	6.42%	2,115	5.33%	83
Same brand: Likely will not	812	1.46%	864	2.18%	149

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Same brand: Definitely will not	370	0.67%	330	0.83%	124
Auto Service Club Membership					
Auto club (e.g. CAA, TD Auto Club)	20,933	37.71%	17,005	42.86%	114
Manufacturer's roadside assistance program	7,567	13.63%	6,236	15.72%	115
OnStar or other direct communication service	1,262	2.27%	853	2.15%	95
Auto Insurance Selection Involvement					
Very involved	26,115	47.05%	19,753	49.78%	106
Somewhat involved	7,255	13.07%	4,859	12.25%	94
Not very involved	2,598	4.68%	1,865	4.70%	100
Not at all involved	4,157	7.49%	2,925	7.37%	98
Don't have access to a vehicle	246	0.44%	113	0.29%	66
Most Recent Maintenance					
Collision repair/body work: Never done	27,190	48.99%	19,553	49.28%	101
Collision repair/body work: Gas station/service centre	233	0.42%	208	0.53%	126
Collision repair/body work: Car dealer	1,609	2.90%	1,019	2.57%	89
Collision repair/body work: Specialty shop	8,991	16.20%	7,468	18.82%	116
Collision repair/body work: Yourself/family/friend	410	0.74%	208	0.53%	72
Collision repair/body work: Don't know/not sure	1,551	2.79%	1,138	2.87%	103
Oil change/lube: Never done	2,900	5.22%	2,035	5.13%	98
Oil change/lube: Gas station/service centre	6,312	11.37%	4,500	11.34%	100
Oil change/lube: Car dealer	15,932	28.70%	13,749	34.65%	121
Oil change/lube: Specialty shop	10,234	18.44%	6,799	17.13%	93
Oil change/lube: Yourself/family/friend	3,431	6.18%	1,969	4.96%	80
Oil change/lube: Don't know/not sure	1,483	2.67%	713	1.80%	67
Paint job: Never done	32,962	59.38%	24,232	61.07%	103
Paint job: Gas station/service centre	214	0.39%	153	0.39%	100
Paint job: Car dealer	657	1.18%	465	1.17%	99
Paint job: Specialty shop	4,383	7.90%	3,761	9.48%	120
Paint job: Yourself/family/friend	339	0.61%	207	0.52%	85
Paint job: Don't know/not sure	1,417	2.55%	911	2.30%	90
Performance enhancement: Never done	35,073	63.19%	26,145	65.89%	104
Performance enhancement: Gas station/service centre	315	0.57%	198	0.50%	88
Performance enhancement: Car dealer	1,600	2.88%	1,350	3.40%	118
Performance enhancement: Specialty shop	584	1.05%	327	0.83%	79
Performance enhancement: Yourself/family/friend	756	1.36%	478	1.20%	88
Performance enhancement: Don't know/not sure	1,796	3.24%	1,208	3.04%	94
Brake repair: Never done	17,355	31.27%	12,318	31.04%	99
Brake repair: Gas station/service centre	3,614	6.51%	2,486	6.27%	96
Brake repair: Car dealer	8,109	14.61%	6,975	17.58%	120
Brake repair: Specialty shop	7,499	13.51%	5,211	13.13%	97
Brake repair: Yourself/family/friend	2,077	3.74%	1,652	4.16%	111
Brake repair: Don't know/not sure	1,293	2.33%	1,095	2.76%	118
Transmission repair: Never done	31,591	56.91%	22,964	57.87%	102

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Transmission repair: Gas station/service centre	1,060	1.91%	542	1.37%	72
Transmission repair: Car dealer	3,155	5.68%	2,673	6.74%	119
Transmission repair: Specialty shop	2,164	3.90%	1,628	4.10%	105
Transmission repair: Yourself/family/friend	307	0.55%	245	0.62%	113
Transmission repair: Don't know/not sure	1,845	3.32%	1,295	3.26%	98
Muffler/shocks replacement: Never done	30,862	55.60%	22,723	57.26%	103
Muffler/shocks replacement: Gas station/service centre	1,247	2.25%	910	2.29%	102
Muffler/shocks replacement: Car dealer	2,774	5.00%	2,268	5.72%	114
Muffler/shocks replacement: Specialty shop	2,341	4.22%	1,810	4.56%	108
Muffler/shocks replacement: Yourself/family/friend	286	0.52%	600	1.51%	290
Muffler/shocks replacement: Don't know/not sure	2,223	4.01%	1,356	3.42%	85
Tire replacement: Never done	11,282	20.33%	8,353	21.05%	104
Tire replacement: Gas station/service centre	4,646	8.37%	3,351	8.44%	101
Tire replacement: Car dealer	5,891	10.61%	5,128	12.92%	122
Tire replacement: Specialty shop	14,705	26.49%	10,617	26.76%	101
Tire replacement: Yourself/family/friend	2,316	4.17%	1,399	3.53%	85
Tire replacement: Don't know/not sure	1,179	2.13%	684	1.72%	81
Windshield replacement: Gas station/service centre	645	1.16%	429	1.08%	93
Windshield replacement: Car dealer	758	1.37%	921	2.32%	169
Windshield replacement: Specialty shop	6,126	11.04%	4,609	11.62%	105
Windshield replacement: Yourself/family/friend	727	1.31%	208	0.53%	40
Windshield replacement: Don't know/not sure	1,334	2.40%	939	2.37%	99
Rust protection: Never done	32,852	59.19%	23,233	58.55%	99
Rust protection: Gas station/service centre	168	0.30%	116	0.29%	97
Rust protection: Car dealer	3,431	6.18%	2,699	6.80%	110
Rust protection: Specialty shop	924	1.66%	2,635	6.64%	400
Rust protection: Yourself/family/friend	239	0.43%	147	0.37%	86
Rust protection: Don't know/not sure	2,508	4.52%	1,338	3.37%	75
Tune up: Never done	10,807	19.47%	7,416	18.69%	96
Tune up: Gas station/service centre	3,806	6.86%	2,562	6.46%	94
Tune up: Car dealer	14,434	26.00%	12,609	31.78%	122
Tune up: Specialty shop	7,484	13.48%	4,896	12.34%	92
Tune up: Yourself/family/friend	1,007	1.81%	667	1.68%	93
Tune up: Don't know/not sure	2,393	4.31%	1,448	3.65%	85
Other major repair: Never done	20,508	36.95%	14,610	36.82%	100
Other major repair: Gas station/service centre	1,819	3.28%	1,042	2.63%	80
Other major repair: Car dealer	9,302	16.76%	7,898	19.90%	119
Other major repair: Specialty shop	5,382	9.70%	4,037	10.17%	105
Other major repair: Yourself/family/friend	838	1.51%	518	1.31%	87
Other major repair: Don't know/not sure	2,437	4.39%	1,414	3.56%	81
Most Recent Visited Service Centres					
Service centre: Active Green & Ross	413	0.75%	296	0.75%	100
Service centre: Apple Auto Glass	63	0.11%	131	0.33%	300

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Service centre: Bridgestone/Firestone	78	0.14%	99	0.25%	179
Service centre: Canadian Tire/Pit Stop	6,970	12.56%	3,987	10.05%	80
Service centre: Costco	3,583	6.45%	2,409	6.07%	94
Service centre: GM Certified Service	1,026	1.85%	537	1.35%	73
Service centre: Goodyear Select (Certified Auto Centre)	88	0.16%	77	0.19%	119
Service centre: Midas Auto Service Experts	927	1.67%	578	1.46%	87
Service centre: Mr. Lube	3,730	6.72%	2,367	5.96%	89
Service centre: NAPA Auto Parts	843	1.52%	605	1.52%	100
Service centre: OK Tire	1,284	2.31%	968	2.44%	106
Service centre: PartSource	186	0.34%	480	1.21%	356
Service centre: Speedy Auto Service	215	0.39%	139	0.35%	90
Service centre: Speedy Glass	1,007	1.81%	763	1.92%	106
Service centre: Walmart	684	1.23%	298	0.75%	61
Service centre: Auto recycling/junkyard (e.g. Kenny U-Pull)	336	0.61%	95	0.24%	39
Service centre: Car dealership (excluding GM Certified Service)	11,865	21.38%	8,636	21.76%	102
Service centre: Consumer-to-consumer website (e.g. Craigslist, Kijiji)	223	0.40%	155	0.39%	98
Service centre: Other parts/service shops	14,324	25.81%	9,879	24.90%	96
Visited Gas Stations					
Gas station: Canadian Tire	509	0.92%	339	0.85%	92
Gas station: Chevron	2,203	3.97%	1,692	4.26%	107
Gas station: Esso	11,815	21.29%	7,881	19.86%	93
Gas station: Husky/Mohawk	4,122	7.43%	2,262	5.70%	77
Gas station: Petro Canada	12,070	21.75%	8,156	20.56%	95
Gas station: Shell	10,485	18.89%	8,552	21.55%	114
Gas station: other gas stations	12,235	22.04%	7,581	19.10%	87
Frequency of Gas Station Visits					
Canadian Tire: Once a month	138	0.25%	87	0.22%	88
Canadian Tire: 2-3 times a month	279	0.50%	193	0.49%	98
Canadian Tire: Once a week or more	92	0.17%	58	0.15%	88
Chevron: Once a month	1,090	1.96%	836	2.11%	108
Chevron: 2-3 times a month	984	1.77%	750	1.89%	107
Chevron: Once a week or more	128	0.23%	107	0.27%	117
Esso: Once a month	7,389	13.31%	4,937	12.44%	93
Esso: 2-3 times a month	3,917	7.06%	2,635	6.64%	94
Esso: Once a week or more	509	0.92%	309	0.78%	85
Husky/Mohawk: Once a month	1,934	3.48%	1,100	2.77%	80
Husky/Mohawk: 2-3 times a month	1,745	3.14%	720	1.81%	58
Husky/Mohawk: Once a week or more	443	0.80%	443	1.12%	140
Petro Canada: Once a month	6,698	12.07%	4,064	10.24%	85
Petro Canada: 2-3 times a month	4,494	8.10%	3,396	8.56%	106
Petro Canada: Once a week or more	877	1.58%	697	1.76%	111
Shell: Once a month	5,276	9.50%	4,637	11.69%	123

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Shell: 2-3 times a month	4,383	7.90%	3,410	8.59%	109
Shell: Once a week or more	826	1.49%	505	1.27%	85
Other gas stations: Once a month	4,681	8.43%	2,922	7.36%	87
Other gas stations: 2-3 times a month	5,656	10.19%	3,573	9.01%	88
Other gas stations: Once a week or more	1,898	3.42%	1,085	2.74%	80
Car Rental in Past 12 Months					
Avis	533	0.96%	521	1.31%	136
Budget	343	0.62%	396	1.00%	161
Discount	272	0.49%	195	0.49%	100
Enterprise	1,461	2.63%	650	1.64%	62
Hertz	668	1.20%	474	1.19%	99
National Car Rental	240	0.43%	166	0.42%	98
Thrifty	374	0.67%	278	0.70%	104
U-Haul	1,431	2.58%	661	1.67%	65
Other car/truck/van rentals	496	0.89%	638	1.61%	181
Car sharing (any) (e.g. Zipcar, CommunAuto)	474	0.85%	640	1.61%	189
Purpose of Car Rental					
Avis: Personal	401	0.72%	389	0.98%	136
Avis: Business	132	0.24%	132	0.33%	138
Budget: Personal	343	0.62%	396	1.00%	161
Discount: Personal	272	0.49%	195	0.49%	100
Enterprise: Personal	1,340	2.41%	616	1.55%	64
Enterprise: Business	121	0.22%	35	0.09%	41
Hertz: Personal	668	1.20%	474	1.19%	99
National Car Rental: Personal	240	0.43%	166	0.42%	98
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Car rental Budget: 1-3	343	0.62%	396	1.00%	161
Car rental Discount: 1-3	272	0.49%	195	0.49%	100
Car rental Enterprise: 1-3	1,329	2.40%	555	1.40%	58
Car rental Enterprise: 4 or more	132	0.24%	95	0.24%	100
Car rental Hertz: 1-3	668	1.20%	474	1.19%	99
Car rental National Car Rental: 1-3	240	0.43%	166	0.42%	98
Car rental Thrifty: 1-3	374	0.67%	278	0.70%	104
Car rental U-Haul: 1-3	1,431	2.58%	661	1.67%	65
Car rental other car/truck/van rentals: 1-3	496	0.89%	638	1.61%	181
Car rental Car sharing (any) (e.g. Zipcar, CommunAuto): 4 or more	474	0.85%	640	1.61%	189
Visited or Shopped at Dealership in Person Past 12 Months					
Dealership in person: Buick/Cadillac/Chevrolet/GMC	1,167	2.10%	727	1.83%	87

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Dealership in person: Chrysler/Dodge/Jeep	1,055	1.90%	481	1.21%	64
Dealership in person: Ford/Lincoln	1,359	2.45%	1,028	2.59%	106
Dealership in person: Other domestic brands	464	0.84%	255	0.64%	76
Dealership in person: Honda	3,030	5.46%	1,907	4.81%	88
Dealership in person: Hyundai	2,508	4.52%	1,145	2.89%	64
Dealership in person: Kia	1,068	1.92%	621	1.57%	82
Dealership in person: Mazda	1,126	2.03%	848	2.14%	105
Dealership in person: Nissan/Infiniti	1,457	2.62%	996	2.51%	96
Dealership in person: Toyota/Lexus	2,982	5.37%	2,895	7.30%	136
Dealership in person: Other Asian brands	1,045	1.88%	934	2.35%	125
Dealership in person: BMW	987	1.78%	728	1.84%	103
Dealership in person: Mercedes-Benz	945	1.70%	613	1.54%	91
Dealership in person: Volkswagen	1,138	2.05%	600	1.51%	74
Dealership in person: Other European brands	1,461	2.63%	902	2.27%	86
Dealership in person: Other brands	565	1.02%	469	1.18%	116
Dealership in person: Independent used car dealerships	355	0.64%	185	0.47%	73
Visited or Shopped at Dealership via Website Past 12 Months					
Dealership on website: Buick/Cadillac/Chevrolet/GMC	688	1.24%	299	0.75%	60
Dealership on website: Chrysler/Dodge/Jeep	431	0.78%	275	0.69%	88
Dealership on website: Ford/Lincoln	694	1.25%	621	1.57%	126
Dealership on website: Other domestic brands	136	0.24%	96	0.24%	100
Dealership on website: Honda	1,063	1.92%	517	1.30%	68
Dealership on website: Hyundai	1,127	2.03%	470	1.19%	59
Dealership on website: Kia	924	1.67%	525	1.32%	79
Dealership on website: Mazda	696	1.25%	442	1.11%	89
Dealership on website: Nissan/Infiniti	1,014	1.83%	524	1.32%	72
Dealership on website: Toyota/Lexus	1,498	2.70%	1,183	2.98%	110
Dealership on website: Other Asian brands	553	1.00%	464	1.17%	117
Dealership on website: BMW	707	1.27%	420	1.06%	83
Dealership on website: Mercedes-Benz	521	0.94%	185	0.47%	50
Dealership on website: Volkswagen	770	1.39%	385	0.97%	70
Dealership on website: Other European brands	1,020	1.84%	549	1.38%	75
Dealership on website: Other brands	479	0.86%	215	0.54%	63
Dealership on website: Independent used car dealerships	105	0.19%	83	0.21%	111
Purchased or Leased a Vehicle at the Dealership Past 12 Months					
Purchased or leased at dealership: Buick/Cadillac/Chevrolet/GMC	101	0.18%	58	0.15%	83
Purchased or leased at dealership: Chrysler/Dodge/Jeep	121	0.22%	31	0.08%	36
Purchased or leased at dealership: Ford/Lincoln	32	0.06%	48	0.12%	200
Purchased or leased at dealership: Honda	297	0.54%	178	0.45%	83
Purchased or leased at dealership: Hyundai	479	0.86%	214	0.54%	63
Purchased or leased at dealership: Kia	306	0.55%	95	0.24%	44
Purchased or leased at dealership: Mazda	511	0.92%	360	0.91%	99

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Purchased or leased at dealership: Nissan/Infiniti	130	0.23%	82	0.21%	91
Purchased or leased at dealership: Toyota/Lexus	451	0.81%	240	0.60%	74
Purchased or leased at dealership: Other Asian brands	143	0.26%	86	0.22%	85
Purchased or leased at dealership: Volkswagen	302	0.54%	92	0.23%	43
Purchased or leased at dealership: Independent used car dealerships	124	0.22%	50	0.13%	59

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.