

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Number of households	26,850		17,526		
Population of age 18 and up	48,908		36,209		
Number of Vehicles in Household					
Number of vehicles in household: None	533	1.99%	205	1.17%	59
Number of vehicles in household: 1	8,976	33.43%	4,985	28.44%	85
Number of vehicles in household: 2	7,177	26.73%	5,514	31.46%	118
Number of vehicles in household: 3	2,162	8.05%	1,798	10.26%	127
Number of vehicles in household: More than 3	1,348	5.02%	1,350	7.71%	154
Annual Kilometers Driven					
Kilometers driven per year: None	11,790	24.11%	7,531	20.80%	86
Kilometers driven per year: 1 to 9,999 Km (1 to 5,999 miles)	18,274	37.36%	14,718	40.65%	109
Kilometers driven per year: 10,000 to 19,999 Km (6,000 to 11,999 miles)	12,335	25.22%	9,319	25.74%	102
Kilometers driven per year: 20,000 to 29,999 Km (12,000 to 17,999 miles)	4,775	9.76%	3,186	8.80%	90
Kilometers driven per year: 30,000 or more Km (18,000 or more miles)	1,735	3.55%	1,454	4.02%	113
Are you personally a licensed driver: Yes	41,576	85.01%	31,435	86.82%	102
Make of Primary Vehicle					
Make of primary vehicle: Buick	387	0.79%	373	1.03%	130
Make of primary vehicle: Cadillac	119	0.24%	149	0.41%	171
Make of primary vehicle: Chevrolet	2,269	4.64%	1,732	4.78%	103
Make of primary vehicle: Chrysler	828	1.69%	596	1.65%	98
Make of primary vehicle: Dodge	1,500	3.07%	645	1.78%	58
Make of primary vehicle: Ford	3,562	7.28%	2,432	6.72%	92
Make of primary vehicle: GMC	515	1.05%	390	1.08%	103
Make of primary vehicle: Jeep/Eagle	515	1.05%	389	1.07%	102
Make of primary vehicle: Lincoln	68	0.14%	53	0.15%	107
Make of primary vehicle: Other Domestic	790	1.62%	629	1.74%	107
Make of primary vehicle: Acura	885	1.81%	949	2.62%	145
Make of primary vehicle: Audi	341	0.70%	490	1.35%	193
Make of primary vehicle: BMW	1,029	2.10%	879	2.43%	116
Make of primary vehicle: Honda	4,873	9.96%	3,691	10.19%	102
Make of primary vehicle: Hyundai	1,946	3.98%	1,198	3.31%	83
Make of primary vehicle: Infiniti	208	0.43%	276	0.76%	177
Make of primary vehicle: Kia	966	1.98%	512	1.41%	71
Make of primary vehicle: Lexus	597	1.22%	389	1.08%	89
Make of primary vehicle: Mazda	2,632	5.38%	1,750	4.83%	90
Make of primary vehicle: Mercedes-Benz	465	0.95%	455	1.26%	133
Make of primary vehicle: Mitsubishi	202	0.41%	150	0.42%	102
Make of primary vehicle: Nissan	2,086	4.27%	1,567	4.33%	101
Make of primary vehicle: Subaru	1,416	2.90%	1,556	4.30%	148
Make of primary vehicle: Suzuki	389	0.80%	268	0.74%	93
Make of primary vehicle: Toyota	6,107	12.49%	4,848	13.39%	107

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Make of primary vehicle: Volkswagen	1,669	3.41%	1,362	3.76%	110
Make of primary vehicle: Volvo	375	0.77%	545	1.51%	196
Make of primary vehicle: Other Foreign	467	0.96%	395	1.09%	114
Type of Primary Vehicle					
Type of primary vehicle: Sedan	13,208	27.01%	11,016	30.43%	113
Type of primary vehicle: Sub-compact	5,968	12.20%	3,641	10.06%	82
Type of primary vehicle: Sports car	1,512	3.09%	1,218	3.36%	109
Type of primary vehicle: Minivan/station wagon	3,984	8.15%	2,765	7.64%	94
Type of primary vehicle: Sport utility vehicle	8,972	18.35%	7,053	19.48%	106
Type of primary vehicle: Pickup truck	1,908	3.90%	1,564	4.32%	111
Type of primary vehicle: Full-sized van	348	0.71%	254	0.70%	99
Type of primary vehicle: Other	1,301	2.66%	1,007	2.78%	105
Age of Primary Vehicle					
Age of primary vehicle: 1 year old	1,034	2.11%	1,011	2.79%	132
Age of primary vehicle: 2 year old	1,771	3.62%	1,515	4.18%	115
Age of primary vehicle: 3 year old	1,872	3.83%	1,650	4.56%	119
Age of primary vehicle: 4 year old	2,232	4.56%	1,849	5.11%	112
Age of primary vehicle: 5 year old	2,204	4.51%	1,538	4.25%	94
Age of primary vehicle: 6 year old	2,617	5.35%	2,125	5.87%	110
Age of primary vehicle: 7 year old	1,341	2.74%	1,015	2.80%	102
Age of primary vehicle: 8 year old	2,589	5.29%	2,058	5.68%	107
Age of primary vehicle: 9 year old	2,293	4.69%	1,541	4.26%	91
Age of primary vehicle: 10 year old	2,851	5.83%	2,068	5.71%	98
Age of primary vehicle: 11 year old	2,808	5.74%	2,062	5.69%	99
Age of primary vehicle: 12 year or older	13,137	26.86%	9,600	26.51%	99
Age of primary vehicle: Don't know/not sure	649	1.33%	625	1.73%	130
Purchase of Primary Vehicle					
Purchase of primary vehicle: Bought new	18,809	38.46%	15,522	42.87%	111
Purchase of primary vehicle: Bought used	15,914	32.54%	11,087	30.62%	94
Purchase of primary vehicle: Leased new	1,571	3.21%	1,475	4.07%	127
Purchase of primary vehicle: Leased used	340	0.70%	271	0.75%	107
Purchase of primary vehicle: Don't know/not sure	446	0.91%	242	0.67%	74
Purchase Decision of Primary Vehicle					
Purchase decision of primary vehicle: I was not involved in the decision	3,368	6.89%	2,245	6.20%	90
Purchase decision of primary vehicle: I made the decision alone	14,853	30.37%	10,868	30.02%	99
Purchase decision of primary vehicle: I participated in the decision with someone else	18,950	38.75%	15,489	42.78%	110
Purchase or Lease of Vehicle in the Past 2 Years					
Purchase or lease of vehicle in the past 2 years: No,	28,300	57.86%	22,066	60.94%	105
Purchase or lease of vehicle in the past 2 years: Yes, purchased new	3,423	7.00%	2,715	7.50%	107
Purchase or lease of vehicle in the past 2 years: Yes, purchased used	4,561	9.33%	3,088	8.53%	91

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Purchase or lease of vehicle in the past 2 years: Yes, leased new	913	1.87%	778	2.15%	115
Purchase or lease of vehicle in the past 2 years: Yes, leased used	226	0.46%	125	0.35%	76
Value of Vehicle Purchase or Leased in the Past 2 Years					
Value of purchase or lease vehicle past two years: Less than \$10,000	1,986	4.06%	1,101	3.04%	75
Value of purchase or lease vehicle past two years: \$10,000 - \$14,999	1,037	2.12%	693	1.92%	91
Value of purchase or lease vehicle past two years: \$15,000 - \$19,999	1,048	2.14%	695	1.92%	90
Value of purchase or lease vehicle past two years: \$20,000 - \$24,999	1,128	2.31%	692	1.91%	83
Value of purchase or lease vehicle past two years: \$25,000 - \$29,999	752	1.54%	586	1.62%	105
Value of purchase or lease vehicle past two years: \$30,000 - \$39,999	1,855	3.79%	1,381	3.82%	101
Value of purchase or lease vehicle past two years: \$40,000 or more	1,691	3.46%	1,730	4.78%	138
Action at End of Lease (if Leasing)					
Action at end of lease (if leasing): Purchase the vehicle	885	1.81%	746	2.06%	114
Action at end of lease (if leasing): Return the vehicle to the lessor	1,666	3.41%	1,392	3.85%	113
Likelihood of Purchase or Lease in Next 12 Months					
Likelihood of purchase or lease in next 12 months: Definitely will	2,131	4.36%	1,577	4.35%	100
Likelihood of purchase or lease in next 12 months: Likely will	3,495	7.15%	2,600	7.18%	100
Likelihood of purchase or lease in next 12 months: Likely will not	10,296	21.05%	8,179	22.59%	107
Likelihood of purchase or lease in next 12 months: Definitely will not	21,395	43.75%	16,364	45.19%	103
Price Range (If Will Buy or Lease) of the Planned Vehicle					
Price range of planned vehicle: Less than \$10,000	758	1.55%	480	1.33%	86
Price range of planned vehicle: \$10,000 - \$14,999	235	0.48%	168	0.46%	96
Price range of planned vehicle: \$15,000 - \$19,999	422	0.86%	266	0.74%	86
Price range of planned vehicle: \$20,000 - \$24,999	730	1.49%	471	1.30%	87
Price range of planned vehicle: \$25,000 - \$29,999	1,049	2.15%	851	2.35%	109
Price range of planned vehicle: \$30,000 - \$39,999	938	1.92%	730	2.02%	105
Price range of planned vehicle: \$40,000 or more	1,366	2.79%	1,459	4.03%	144
Type of Vehicle Intend to Buy or Lease					
Type of vehicle intend to buy or lease: Sedan	1,359	2.78%	994	2.75%	99
Type of vehicle intend to buy or lease: Sub-compact	734	1.50%	456	1.26%	84
Type of vehicle intend to buy or lease: Sports car	403	0.82%	415	1.15%	140
Type of vehicle intend to buy or lease: Minivan/station wagon	570	1.17%	397	1.10%	94
Type of vehicle intend to buy or lease: Sport utility vehicle	1,915	3.92%	1,536	4.24%	108
Type of vehicle intend to buy or lease: Pick-up truck	320	0.65%	248	0.69%	106
Type of vehicle intend to buy or lease: Full-sized van	104	0.21%	82	0.23%	110
Type of vehicle intend to buy or lease: Other	150	0.31%	168	0.47%	152

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Likelihood to Consider a Hybrid (Gas/Electric) Vehicle					
Likelihood to consider hybrid vehicle: Definitely will	1,110	2.27%	816	2.25%	99
Likelihood to consider hybrid vehicle: Likely will	1,923	3.93%	1,537	4.25%	108
Likelihood to consider hybrid vehicle: Likely will not	1,647	3.37%	1,307	3.61%	107
Likelihood to consider hybrid vehicle: Definitely will not	1,001	2.05%	643	1.78%	87
Likelihood to Consider Fully Electric Vehicle (e.g. Tesla)					
Likelihood to consider fully electric vehicle (e.g. Tesla): Definitely will	596	1.22%	456	1.26%	103
Likelihood to consider fully electric vehicle (e.g. Tesla): Likely will	1,068	2.18%	800	2.21%	101
Likelihood to consider fully electric vehicle (e.g. Tesla): Likely will not	1,864	3.81%	1,444	3.99%	105
Likelihood to consider fully electric vehicle (e.g. Tesla): Definitely will not	2,141	4.38%	1,580	4.36%	100
Likelihood to Consider Same Brand of Vehicle You Currently Own/Drive Most Often					
Likelihood to consider same Brand of vehicle you currently own/drive most often: Definitely will	1,409	2.88%	995	2.75%	95
Likelihood to consider same Brand of vehicle you currently own/drive most often: Likely will	2,911	5.95%	2,298	6.35%	107
Likelihood to consider same Brand of vehicle you currently own/drive most often: Likely will not	749	1.53%	595	1.64%	107
Likelihood to consider same Brand of vehicle you currently own/drive most often: Definitely will not	385	0.79%	329	0.91%	115
Satellite Radio in Vehicle					
Satellite radio in vehicle: No	33,672	68.85%	25,516	70.47%	102
Satellite radio in vehicle: Yes	3,535	7.23%	3,172	8.76%	121
Auto Service Club Membership					
Auto club (e.g. CAA, TD Auto Club)	21,211	43.37%	17,172	47.42%	109
Manufacturer's roadside assistance program	7,156	14.63%	5,799	16.02%	110
OnStar or other direct communication service	1,224	2.50%	1,169	3.23%	129
Auto Insurance Selection Involvement					
Auto insurance selection involvement: Very involved	27,665	56.57%	21,266	58.73%	104
Auto insurance selection involvement: Somewhat involved	4,954	10.13%	3,739	10.33%	102
Auto insurance selection involvement: Not very involved	1,851	3.79%	1,475	4.07%	107
Auto insurance selection involvement: Not at all involved	2,686	5.49%	2,214	6.11%	111
Auto insurance selection involvement: Don't have access to a vehicle	80	0.16%	46	0.13%	81
Most Recent Maintenance - Collision Repair/Body Work					
Provider of most recent collision repair/body work: Never done	21,223	43.39%	16,489	45.54%	105
Provider of most recent collision repair/body work: Gas station/service centre	175	0.36%	150	0.41%	114
Provider of most recent collision repair/body work: Car dealer	2,263	4.63%	1,614	4.46%	96
Provider of most recent collision repair/body work: Specialty shop	12,108	24.76%	9,625	26.58%	107
Provider of most recent collision repair/body work: Yourself/family/friend	674	1.38%	361	1.00%	72

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Provider of most recent collision repair/body work: Don't know/not sure	820	1.68%	564	1.56%	93
Most Recent Maintenance - Oil Change/Lube					
Provider of most recent oil change/lube: Never done	1,643	3.36%	1,348	3.72%	111
Provider of most recent oil change/lube: Gas station/service centre	4,548	9.30%	3,283	9.07%	98
Provider of most recent oil change/lube: Car dealer	16,079	32.88%	13,939	38.50%	117
Provider of most recent oil change/lube: Specialty shop	10,502	21.47%	6,967	19.24%	90
Provider of most recent oil change/lube: Yourself/family/friend	3,698	7.56%	2,650	7.32%	97
Provider of most recent oil change/lube: Don't know/not sure	718	1.47%	478	1.32%	90
Most recent maintenance - Paint Job					
Provider of most recent paint job: Never done	29,066	59.43%	22,032	60.85%	102
Provider of most recent paint job: Gas station/service centre	113	0.23%	115	0.32%	139
Provider of most recent paint job: Car dealer	885	1.81%	690	1.91%	106
Provider of most recent paint job: Specialty shop	5,631	11.51%	4,810	13.29%	115
Provider of most recent paint job: Yourself/family/friend	544	1.11%	338	0.94%	85
Provider of most recent paint job: Don't know/not sure	902	1.84%	651	1.80%	98
Most Recent Maintenance - Performance Enhancement					
Provider of most recent performance enhancement: Never done	32,210	65.86%	24,687	68.18%	104
Provider of most recent performance enhancement: Gas station/service centre	287	0.59%	229	0.63%	107
Provider of most recent performance enhancement: Car dealer	1,458	2.98%	1,047	2.89%	97
Provider of most recent performance enhancement: Specialty shop	1,522	3.11%	1,318	3.64%	117
Provider of most recent performance enhancement: Yourself/family/friend	774	1.58%	590	1.63%	103
Provider of most recent performance enhancement: Don't know/not sure	960	1.96%	707	1.95%	99
Most Recent Maintenance - Repair Brakes					
Provider of most recent brake repair: Never done	13,622	27.85%	11,074	30.58%	110
Provider of most recent brake repair: Gas station/service centre	2,811	5.75%	2,017	5.57%	97
Provider of most recent brake repair: Car dealer	8,178	16.72%	6,643	18.35%	110
Provider of most recent brake repair: Specialty shop	8,613	17.61%	6,137	16.95%	96
Provider of most recent brake repair: Yourself/family/friend	3,229	6.60%	2,314	6.39%	97
Provider of most recent brake repair: Don't know/not sure	822	1.68%	587	1.62%	96
Most Recent Maintenance - Repair Transmission					
Provider of most recent transmission repair: Never done	29,125	59.55%	22,795	62.95%	106
Provider of most recent transmission repair: Gas station/service centre	790	1.62%	585	1.62%	100
Provider of most recent transmission repair: Car dealer	2,657	5.43%	2,087	5.77%	106
Provider of most recent transmission repair: Specialty shop	3,252	6.65%	2,356	6.51%	98
Provider of most recent transmission repair: Yourself/family/friend	411	0.84%	274	0.76%	90
Provider of most recent transmission repair: Don't know/not sure	1,001	2.05%	582	1.61%	79
Most Recent Maintenance - Replace Muffler/Shock					
Provider of most recent muffler/shocks replacement: Never done	26,970	55.14%	21,248	58.68%	106

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Provider of most recent muffler/shocks replacement: Gas station/service centre	1,395	2.85%	994	2.75%	96
Provider of most recent muffler/shocks replacement: Car dealer	2,639	5.40%	1,996	5.51%	102
Provider of most recent muffler/shocks replacement: Specialty shop	4,331	8.86%	3,208	8.86%	100
Provider of most recent muffler/shocks replacement: Yourself/family/friend	889	1.82%	493	1.36%	75
Provider of most recent muffler/shocks replacement: Don't know/not sure	998	2.04%	652	1.80%	88
Most Recent Maintenance - Replace Tires					
Provider of most recent tire replacement: Never done	11,070	22.63%	8,774	24.23%	107
Provider of most recent tire replacement: Gas station/service centre	3,229	6.60%	2,278	6.29%	95
Provider of most recent tire replacement: Car dealer	5,218	10.67%	4,609	12.73%	119
Provider of most recent tire replacement: Specialty shop	14,997	30.66%	11,223	31.00%	101
Provider of most recent tire replacement: Yourself/family/friend	1,883	3.85%	1,309	3.61%	94
Provider of most recent tire replacement: Don't know/not sure	855	1.75%	489	1.35%	77
Most Recent Maintenance - Replace Windshield					
Provider of most recent windshield replacement: Never done	26,513	54.21%	20,136	55.61%	103
Provider of most recent windshield replacement: Gas station/service centre	486	0.99%	318	0.88%	89
Provider of most recent windshield replacement: Car dealer	1,209	2.47%	1,011	2.79%	113
Provider of most recent windshield replacement: Specialty shop	7,392	15.12%	6,144	16.97%	112
Provider of most recent windshield replacement: Yourself/family/friend	694	1.42%	417	1.15%	81
Provider of most recent windshield replacement: Don't know/not sure	831	1.70%	480	1.33%	78
Most Recent Maintenance - Rust Protection					
Provider of most recent rust protection: Never done	29,835	61.00%	22,623	62.48%	102
Provider of most recent rust protection: Gas station/service centre	195	0.40%	343	0.95%	238
Provider of most recent rust protection: Car dealer	4,296	8.79%	3,654	10.09%	115
Provider of most recent rust protection: Specialty shop	1,154	2.36%	943	2.60%	110
Provider of most recent rust protection: Yourself/family/friend	360	0.74%	243	0.67%	91
Provider of most recent rust protection: Don't know/not sure	1,370	2.80%	971	2.68%	96
Most Recent Maintenance - Tune Up					
Provider of most recent tune up: Never done	8,747	17.89%	6,437	17.78%	99
Provider of most recent tune up: Gas station/service centre	3,235	6.61%	2,071	5.72%	87
Provider of most recent tune up: Car dealer	14,367	29.38%	12,142	33.53%	114
Provider of most recent tune up: Specialty shop	7,744	15.83%	6,060	16.74%	106
Provider of most recent tune up: Yourself/family/friend	2,235	4.57%	1,562	4.32%	95
Provider of most recent tune up: Don't know/not sure	949	1.94%	522	1.44%	74
Most Recent Maintenance - Other Repair					
Provider of most recent other major repair job (over \$200): Never done	16,639	34.02%	12,256	33.85%	100

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Provider of most recent other major repair job (over \$200): Gas station/service centre	2,274	4.65%	1,471	4.06%	87
Provider of most recent other major repair job (over \$200): Car dealer	8,533	17.45%	7,605	21.00%	120
Provider of most recent other major repair job (over \$200): Specialty shop	7,512	15.36%	5,826	16.09%	105
Provider of most recent other major repair job (over \$200): Yourself/family/friend	975	1.99%	632	1.75%	88
Provider of most recent other major repair job (over \$200): Don't know/not sure	1,449	2.96%	1,055	2.91%	98
Most Recent Visited Service Centres					
Most recent visited service centre: Active Green & Ross	275	0.56%	347	0.96%	171
Most recent visited service centre: Apple Auto Glass	148	0.30%	163	0.45%	150
Most recent visited service centre: Bridgestone/Firestone	188	0.38%	144	0.40%	105
Most recent visited service centre: Canadian Tire/Pit Stop	6,611	13.52%	4,245	11.73%	87
Most recent visited service centre: Costco	2,769	5.66%	2,263	6.25%	110
Most recent visited service centre: GM Goodwrench	632	1.29%	521	1.44%	112
Most recent visited service centre: Goodyear Select (Certified Auto Centre)	572	1.17%	538	1.49%	127
Most recent visited service centre: Midas Auto Service Experts	484	0.99%	318	0.88%	89
Most recent visited service centre: Mister Transmission	19	0.04%	12	0.03%	75
Most recent visited service centre: Mr. Lube	4,292	8.78%	2,628	7.26%	83
Most recent visited service centre: NAPA Auto Parts	1,372	2.81%	928	2.56%	91
Most recent visited service centre: OK Tire	1,760	3.60%	1,146	3.17%	88
Most recent visited service centre: PartSource	840	1.72%	505	1.39%	81
Most recent visited service centre: Speedy Auto Glass	1,692	3.46%	1,693	4.68%	135
Most recent visited service centre: Speedy Auto Service	155	0.32%	74	0.20%	63
Most recent visited service centre: Walmart	1,431	2.93%	969	2.68%	91
Most recent visited service centre: Car dealership (excluding GM Goodwrench)	6,433	13.15%	5,419	14.97%	114
Most recent visited service centre: Consumer-to-consumer website (e.g. Craigslist, Kijiji)	256	0.52%	182	0.50%	96
Most recent visited service centre: Other parts/service shops	13,047	26.68%	9,793	27.05%	101
Visited Gas Stations					
Visited Canadian Tire	740	1.51%	487	1.35%	89
Visited Chevron	2,623	5.36%	2,043	5.64%	105
Visited Esso	11,030	22.55%	8,818	24.35%	108
Visited Husky/Mohawk	5,156	10.54%	3,653	10.09%	96
Visited Petro Canada	8,768	17.93%	6,369	17.59%	98
Visited Shell	9,939	20.32%	7,788	21.51%	106
Visited other gas stations	10,392	21.25%	7,462	20.61%	97
Frequency of Gas Station Visits					
Visit Canadian Tire: Once a month	229	0.47%	127	0.35%	74
Visit Canadian Tire: 2-3 times a month	171	0.35%	118	0.33%	94

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Visit Canadian Tire: Once a week or more	340	0.70%	242	0.67%	96
Visit Chevron: Once a month	1,105	2.26%	875	2.42%	107
Visit Chevron: 2-3 times a month	1,257	2.57%	969	2.68%	104
Visit Chevron: Once a week or more	260	0.53%	198	0.55%	104
Visit Esso: Once a month	5,494	11.23%	4,491	12.40%	110
Visit Esso: 2-3 times a month	4,675	9.56%	3,672	10.14%	106
Visit Esso: Once a week or more	861	1.76%	656	1.81%	103
Visit Husky/Mohawk: Once a month	2,757	5.64%	2,132	5.89%	104
Visit Husky/Mohawk: 2-3 times a month	2,069	4.23%	1,333	3.68%	87
Visit Husky/Mohawk: Once a week or more	330	0.67%	188	0.52%	78
Visit Petro Canada: Once a month	4,529	9.26%	3,170	8.76%	95
Visit Petro Canada: 2-3 times a month	3,093	6.33%	2,379	6.57%	104
Visit Petro Canada: Once a week or more	1,146	2.34%	820	2.27%	97
Visit Shell: Once a month	4,666	9.54%	3,929	10.85%	114
Visit Shell: 2-3 times a month	4,407	9.01%	3,257	9.00%	100
Visit Shell: Once a week or more	866	1.77%	602	1.66%	94
Visit Other gas stations: Once a month	3,848	7.87%	3,108	8.58%	109
Visit Other gas stations: 2-3 times a month	5,138	10.51%	3,333	9.21%	88
Visit Other gas stations: Once a week or more	1,406	2.88%	1,022	2.82%	98
Car Rental in Past 12 Months					
Past 12 months car rental with: Avis	987	2.02%	910	2.52%	125
Past 12 months car rental with: Budget	1,917	3.92%	1,677	4.63%	118
Past 12 months car rental with: Discount	119	0.24%	78	0.22%	92
Past 12 months car rental with: Enterprise	2,289	4.68%	1,728	4.77%	102
Past 12 months car rental with: Hertz	1,020	2.09%	1,058	2.92%	140
Past 12 months car rental with: National car Rental	698	1.43%	552	1.52%	106
Past 12 months car rental with: Thrifty	576	1.18%	585	1.62%	137
Past 12 months car rental with: U-Haul	907	1.85%	477	1.32%	71
Past 12 months car rental with: Other car/truck/van rentals	1,132	2.32%	1,057	2.92%	126
Past 12 months car rental with: Car sharing (any) (e.g. AutoShare, Zipcar, CommunAuto)	415	0.85%	243	0.67%	79
Purpose of Car Rental					
Purpose of car rental with Avis: Personal	598	1.22%	543	1.50%	123
Purpose of car rental with Avis: Business	207	0.42%	187	0.52%	124
Purpose of car rental with Avis: Both	181	0.37%	180	0.50%	135
Purpose of car rental with Budget: Personal	1,520	3.11%	1,357	3.75%	121
Purpose of car rental with Budget: Business	239	0.49%	184	0.51%	104
Purpose of car rental with Budget: Both	158	0.32%	136	0.38%	119
Purpose of car rental with Discount: Personal	102	0.21%	53	0.15%	71
Purpose of car rental with Discount: Business	12	0.03%	22	0.06%	200
Purpose of car rental with Discount: Both	5	0.01%	3	0.01%	100
Purpose of car rental with Enterprise: Personal	1,907	3.90%	1,453	4.01%	103
Purpose of car rental with Enterprise: Business	242	0.49%	175	0.48%	98
Purpose of car rental with Enterprise: Both	140	0.29%	100	0.28%	97

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Purpose of car rental with Hertz: Personal	820	1.68%	839	2.32%	138
Purpose of car rental with Hertz: Business	142	0.29%	156	0.43%	148
Purpose of car rental with Hertz: Both	58	0.12%	63	0.18%	150
Purpose of car rental with National Car Rental: Personal	466	0.95%	396	1.10%	116
Purpose of car rental with National Car Rental: Business	133	0.27%	92	0.25%	93
Purpose of car rental with National Car Rental: Both	100	0.20%	64	0.18%	90
Purpose of car rental with Thrifty: Personal	511	1.05%	521	1.44%	137
Purpose of car rental with Thrifty: Business	60	0.12%	55	0.15%	125
Purpose of car rental with Thrifty: Both	4	0.01%	9	0.02%	200
Purpose of car rental with U-Haul: Personal	816	1.67%	420	1.16%	69
Purpose of car rental with U-Haul: Business	66	0.14%	48	0.13%	93
Purpose of car rental with U-Haul: Both	24	0.05%	9	0.03%	60
Purpose of car rental with other car/truck/van rentals: Personal	1,077	2.20%	1,010	2.79%	127
Purpose of car rental with other car/truck/van rentals: Business	49	0.10%	36	0.10%	100
Purpose of car rental with other car/truck/van rentals: Both	6	0.01%	11	0.03%	300
Purpose of car rental with car sharing (any) (e.g. Car2go, CommunAuto): Personal	290	0.59%	188	0.52%	88
Purpose of car rental with car sharing (any) (e.g. Car2go, CommunAuto): Business	4	0.01%	4	0.01%	100
Purpose of car rental with car sharing (any) (e.g. Car2go, CommunAuto): Both	121	0.25%	51	0.14%	56
Frequency of Car Rental in the Past 12 Months					
Frequency of car rental past 12 months with Avis: 1-3	828	1.69%	734	2.03%	120
Frequency of car rental past 12 months with Avis: 4 or more	159	0.33%	176	0.49%	148
Frequency of car rental past 12 months with Budget: 1-3	1,780	3.64%	1,583	4.37%	120
Frequency of car rental past 12 months with Budget: 4 or more	138	0.28%	94	0.26%	93
Frequency of car rental past 12 months with Discount: 1-3	109	0.22%	73	0.20%	91
Frequency of car rental past 12 months with Discount: 4 or more	10	0.02%	5	0.01%	50
Frequency of car rental past 12 months with Enterprise: 1-3	2,164	4.43%	1,667	4.60%	104
Frequency of car rental past 12 months with Enterprise: 4 or more	125	0.26%	61	0.17%	65
Frequency of car rental past 12 months with Hertz: 1-3	925	1.89%	1,007	2.78%	147
Frequency of car rental past 12 months with Hertz: 4 or more	95	0.19%	51	0.14%	74
Frequency of car rental past 12 months with National Car Rental: 1-3	679	1.39%	525	1.45%	104
Frequency of car rental past 12 months with National Car Rental: 4 or more	19	0.04%	26	0.07%	175
Frequency of car rental past 12 months with Thrifty: 1-3	540	1.11%	568	1.57%	141
Frequency of car rental past 12 months with Thrifty: 4 or more	35	0.07%	17	0.05%	71
Frequency of car rental past 12 months with U-Haul: 1-3	857	1.75%	441	1.22%	70
Frequency of car rental past 12 months with U-Haul: 4 or more	49	0.10%	36	0.10%	100
Frequency of car rental past 12 months with other car/truck/van rentals: 1-3	1,123	2.30%	1,050	2.90%	126

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Frequency of car rental past 12 months with other car/truck/van rentals: 4 or more	9	0.02%	7	0.02%	100
Frequency of car rental past 12 months with car sharing (any) (e.g. Car2go, CommunAuto): 1-3	211	0.43%	124	0.34%	79
Frequency of car rental past 12 months with car sharing (any) (e.g. Car2go, CommunAuto): 4 or more	204	0.42%	120	0.33%	79
Visited or Shopped at Dealership in Person in the Past 12 Months					
Visited or shopped at dealership in person: Buick/Cadillac/Chevrolet/GMC	1,980	4.05%	1,483	4.10%	101
Visited or shopped at dealership in person: Chrysler/Dodge/Jeep	1,787	3.65%	1,110	3.06%	84
Visited or shopped at dealership in person: Ford/Lincoln	2,221	4.54%	1,545	4.27%	94
Visited or shopped at dealership in person: Other domestic brands	93	0.19%	65	0.18%	95
Visited or shopped at dealership in person: Honda	3,011	6.16%	2,172	6.00%	97
Visited or shopped at dealership in person: Hyundai	2,025	4.14%	1,332	3.68%	89
Visited or shopped at dealership in person: Kia	1,398	2.86%	906	2.50%	87
Visited or shopped at dealership in person: Mazda	2,217	4.53%	1,483	4.10%	91
Visited or shopped at dealership in person: Nissan/Infiniti	2,225	4.55%	1,828	5.05%	111
Visited or shopped at dealership in person: Toyota/Lexus	3,991	8.16%	3,354	9.26%	113
Visited or shopped at dealership in person: Other Asian brands	771	1.58%	745	2.06%	130
Visited or shopped at dealership in person: BMW	1,325	2.71%	1,253	3.46%	128
Visited or shopped at dealership in person: Mercedes-Benz	908	1.86%	903	2.49%	134
Visited or shopped at dealership in person: Volkswagen	1,654	3.38%	1,164	3.22%	95
Visited or shopped at dealership in person: Other European brands	986	2.02%	899	2.48%	123
Visited or shopped at dealership in person: Other brands	788	1.61%	807	2.23%	139
Visited or shopped at dealership in person: Independent used car dealerships	736	1.51%	444	1.23%	81
Visited or Shopped at Dealership via Website in the Past 12 Months					
Visited or shopped at dealership on website: Buick/Cadillac/Chevrolet/GMC	442	0.90%	263	0.73%	81
Visited or shopped at dealership on website: Chrysler/Dodge/Jeep	460	0.94%	276	0.76%	81
Visited or shopped at dealership on website: Ford/Lincoln	576	1.18%	324	0.89%	75
Visited or shopped at dealership on website: Other domestic brands	51	0.10%	44	0.12%	120
Visited or shopped at dealership on website: Honda	730	1.49%	470	1.30%	87
Visited or shopped at dealership on website: Hyundai	511	1.05%	258	0.71%	68
Visited or shopped at dealership on website: Kia	389	0.80%	214	0.59%	74
Visited or shopped at dealership on website: Mazda	624	1.28%	366	1.01%	79
Visited or shopped at dealership on website: Nissan/Infiniti	566	1.16%	378	1.05%	91
Visited or shopped at dealership on website: Toyota/Lexus	835	1.71%	706	1.95%	114
Visited or shopped at dealership on website: Other Asian brands	207	0.42%	201	0.56%	133
Visited or shopped at dealership on website: BMW	476	0.97%	479	1.32%	136

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Visited or shopped at dealership on website: Mercedes-Benz	294	0.60%	272	0.75%	125
Visited or shopped at dealership on website: Volkswagen	596	1.22%	376	1.04%	85
Visited or shopped at dealership on website: Other European brands	370	0.76%	372	1.03%	136
Visited or shopped at dealership on website: Other brands	336	0.69%	315	0.87%	126
Visited or shopped at dealership on website: Independent used car dealerships	282	0.58%	197	0.54%	93
Purchased or Leased a Vehicle at the Dealership in Past 12 Months					
Purchased or leased at dealership: Buick/Cadillac/Chevrolet/GMC	158	0.32%	127	0.35%	109
Purchased or leased at dealership: Chrysler/Dodge/Jeep	173	0.35%	97	0.27%	77
Purchased or leased at dealership: Ford/Lincoln	207	0.42%	160	0.44%	105
Purchased or leased at dealership: Other domestic brands	17	0.04%	17	0.05%	125
Purchased or leased at dealership: Honda	270	0.55%	199	0.55%	100
Purchased or leased at dealership: Hyundai	84	0.17%	41	0.11%	65
Purchased or leased at dealership: Kia	66	0.14%	35	0.10%	71
Purchased or leased at dealership: Mazda	128	0.26%	78	0.22%	85
Purchased or leased at dealership: Nissan/Infiniti	170	0.35%	145	0.40%	114
Purchased or leased at dealership: Toyota/Lexus	339	0.69%	303	0.84%	122
Purchased or leased at dealership: Other Asian brands	147	0.30%	244	0.68%	227
Purchased or leased at dealership: BMW	97	0.20%	154	0.43%	215
Purchased or leased at dealership: Mercedes-Benz	97	0.20%	132	0.37%	185
Purchased or leased at dealership: Volkswagen	156	0.32%	115	0.32%	100
Purchased or leased at dealership: Other European brands	41	0.08%	46	0.13%	163
Purchased or leased at dealership: Other brands	50	0.10%	52	0.14%	140
Purchased or leased at dealership: Independent used car dealerships	100	0.21%	61	0.17%	81

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.