

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Number of Households</b>	27,275		17,566		
<b>Population of Age 18 and Up</b>	49,870		37,594		
<b>Number of Vehicles in Household</b>					
Number of vehicles in household: None	6,931	25.41%	3,936	22.41%	88
Number of vehicles in household: 1	10,463	38.36%	5,860	33.36%	87
Number of vehicles in household: 2	6,895	25.28%	5,316	30.26%	120
Number of vehicles in household: 3	1,950	7.15%	1,473	8.39%	117
Number of vehicles in household: More than 3	1,036	3.80%	981	5.59%	147
<b>Annual Kilometers Driven</b>					
Kilometers driven per year: None	11,499	23.06%	7,946	21.14%	92
Kilometers driven per year: 1 to 9,999 Km (1 to 5,999 miles)	21,119	42.35%	15,577	41.43%	98
Kilometers driven per year: 10,000 to 19,999 Km (6,000 to 11,999 miles)	11,896	23.85%	10,061	26.76%	112
Kilometers driven per year: 20,000 to 29,999 Km (12,000 to 17,999 miles)	3,429	6.88%	2,525	6.72%	98
Kilometers driven per year: 30,000 or more Km (18,000 or more miles)	1,926	3.86%	1,485	3.95%	102
Are you personally a licensed driver: Yes	42,108	84.44%	32,451	86.32%	102
<b>Make of Primary Vehicle</b>					
Make of primary vehicle: Buick	554	1.11%	475	1.26%	114
Make of primary vehicle: Cadillac	73	0.15%	89	0.24%	160
Make of primary vehicle: Chevrolet	2,167	4.35%	1,581	4.21%	97
Make of primary vehicle: Chrysler	887	1.78%	538	1.43%	80
Make of primary vehicle: Dodge	1,715	3.44%	1,113	2.96%	86
Make of primary vehicle: Ford	4,410	8.84%	2,926	7.78%	88
Make of primary vehicle: GMC	715	1.43%	477	1.27%	89
Make of primary vehicle: Jeep/Eagle	508	1.02%	384	1.02%	100
Make of primary vehicle: Lincoln	221	0.44%	212	0.56%	127
Make of primary vehicle: Other Domestic	552	1.11%	433	1.15%	104
Make of primary vehicle: Acura	556	1.11%	542	1.44%	130
Make of primary vehicle: Audi	325	0.65%	358	0.95%	146
Make of primary vehicle: BMW	833	1.67%	920	2.45%	147
Make of primary vehicle: Honda	3,936	7.89%	2,985	7.94%	101
Make of primary vehicle: Hyundai	2,309	4.63%	1,336	3.55%	77
Make of primary vehicle: Infiniti	220	0.44%	286	0.76%	173
Make of primary vehicle: Kia	1,348	2.70%	528	1.40%	52
Make of primary vehicle: Lexus	390	0.78%	603	1.60%	205
Make of primary vehicle: Mazda	2,745	5.50%	2,106	5.60%	102
Make of primary vehicle: Mercedes-Benz	560	1.12%	895	2.38%	213
Make of primary vehicle: Mitsubishi	348	0.70%	223	0.59%	84
Make of primary vehicle: Nissan	2,342	4.70%	1,623	4.32%	92
Make of primary vehicle: Subaru	1,546	3.10%	1,291	3.43%	111
Make of primary vehicle: Suzuki	170	0.34%	107	0.28%	82
Make of primary vehicle: Toyota	6,262	12.56%	5,210	13.86%	110

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	Value	Percent	Value	Percent	Index
Make of primary vehicle: Volkswagen	1,199	2.40%	1,085	2.89%	120
Make of primary vehicle: Volvo	624	1.25%	914	2.43%	194
Make of primary vehicle: Other Foreign	535	1.07%	389	1.04%	97
<b>Type of Primary Vehicle</b>					
Type of primary vehicle: Sedan	11,690	23.44%	9,140	24.31%	104
Type of primary vehicle: Sub-compact	6,379	12.79%	4,320	11.49%	90
Type of primary vehicle: Sports car	1,218	2.44%	1,035	2.75%	113
Type of primary vehicle: Minivan/station wagon	3,470	6.96%	2,684	7.14%	103
Type of primary vehicle: Sport utility vehicle	10,579	21.21%	8,994	23.93%	113
Type of primary vehicle: Pickup truck	2,578	5.17%	1,983	5.27%	102
Type of primary vehicle: Full-sized van	612	1.23%	384	1.02%	83
Type of primary vehicle: Other	1,495	3.00%	886	2.36%	79
<b>Age of Primary Vehicle</b>					
Age of primary vehicle: 1 year old	577	1.16%	479	1.28%	110
Age of primary vehicle: 2 years old	2,275	4.56%	1,912	5.09%	112
Age of primary vehicle: 3 years old	2,718	5.45%	1,929	5.13%	94
Age of primary vehicle: 4 years old	1,663	3.34%	1,526	4.06%	122
Age of primary vehicle: 5 years old	2,397	4.81%	1,912	5.09%	106
Age of primary vehicle: 6 years old	1,738	3.49%	1,381	3.67%	105
Age of primary vehicle: 7 years old	2,297	4.61%	1,897	5.05%	110
Age of primary vehicle: 8 years old	2,166	4.34%	1,512	4.02%	93
Age of primary vehicle: 9 years old	2,203	4.42%	1,722	4.58%	104
Age of primary vehicle: 10 years old	2,466	4.95%	1,623	4.32%	87
Age of primary vehicle: 11 years old	1,905	3.82%	1,481	3.94%	103
Age of primary vehicle: 12 years or older	15,272	30.62%	11,859	31.55%	103
Age of primary vehicle: Don't know/not sure	589	1.18%	344	0.91%	77
<b>Purchase of Primary Vehicle</b>					
Purchase of primary vehicle: Bought new	18,712	37.52%	15,664	41.67%	111
Purchase of primary vehicle: Bought used	17,457	35.01%	12,646	33.64%	96
Purchase of primary vehicle: Leased new	1,234	2.47%	734	1.95%	79
Purchase of primary vehicle: Leased used	121	0.24%	170	0.45%	188
Purchase of primary vehicle: Don't know/not sure	560	1.12%	373	0.99%	88
<b>Purchase Decision of Primary Vehicle</b>					
Purchase decision of primary vehicle: I was not involved in the decision	3,079	6.17%	2,034	5.41%	88
Purchase decision of primary vehicle: I made the decision alone	15,722	31.53%	11,013	29.30%	93
Purchase decision of primary vehicle: I participated in the decision with someone else	19,345	38.79%	16,669	44.34%	114
<b>Purchase or Lease of Vehicle in the Past 2 Years</b>					
Purchase or lease of vehicle in the past 2 years: No,	28,466	57.08%	21,962	58.42%	102
Purchase or lease of vehicle in the past 2 years: Yes, purchased new	3,752	7.52%	3,109	8.27%	110
Purchase or lease of vehicle in the past 2 years: Yes, purchased used	5,104	10.24%	3,802	10.11%	99

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Purchase or lease of vehicle in the past 2 years: Yes, leased new	646	1.30%	514	1.37%	105
Purchase or lease of vehicle in the past 2 years: Yes, leased used	86	0.17%	57	0.15%	88
<b>Value of Vehicle Purchase or Leased in the Past 2 Years</b>					
Value of purchase or lease vehicle past two years: Less than \$10,000	1,854	3.72%	1,213	3.23%	87
Value of purchase or lease vehicle past two years: \$10,000 - \$14,999	964	1.93%	669	1.78%	92
Value of purchase or lease vehicle past two years: \$15,000 - \$19,999	1,111	2.23%	701	1.87%	84
Value of purchase or lease vehicle past two years: \$20,000 - \$24,999	719	1.44%	495	1.32%	92
Value of purchase or lease vehicle past two years: \$25,000 - \$29,999	1,218	2.44%	910	2.42%	99
Value of purchase or lease vehicle past two years: \$30,000 - \$39,999	1,231	2.47%	707	1.88%	76
Value of purchase or lease vehicle past two years: \$40,000 or more	2,516	5.05%	3,046	8.10%	160
<b>Action at End of Lease (if Leasing)</b>					
Action at end of lease (if leasing): Purchase the vehicle	572	1.15%	339	0.90%	78
Action at end of lease (if leasing): Return the vehicle to the lessor	932	1.87%	798	2.12%	113
<b>Likelihood of Purchase or Lease in Next 12 Months</b>					
Likelihood of purchase or lease in next 12 months: Definitely will	1,565	3.14%	1,329	3.53%	112
Likelihood of purchase or lease in next 12 months: Likely will	2,897	5.81%	2,199	5.85%	101
Likelihood of purchase or lease in next 12 months: Likely will not	11,124	22.31%	8,697	23.13%	104
Likelihood of purchase or lease in next 12 months: Definitely will not	22,647	45.41%	17,229	45.83%	101
<b>Price Range (If Will Buy or Lease) of the Planned Vehicle</b>					
Price range of planned vehicle: Less than \$10,000	553	1.11%	409	1.09%	98
Price range of planned vehicle: \$10,000 - \$14,999	133	0.27%	202	0.54%	200
Price range of planned vehicle: \$15,000 - \$19,999	394	0.79%	172	0.46%	58
Price range of planned vehicle: \$20,000 - \$24,999	706	1.42%	413	1.10%	77
Price range of planned vehicle: \$25,000 - \$29,999	531	1.07%	361	0.96%	90
Price range of planned vehicle: \$30,000 - \$39,999	1,065	2.14%	980	2.61%	122
Price range of planned vehicle: \$40,000 or more	1,000	2.01%	1,001	2.66%	132
<b>Type of Vehicle Intend to Buy or Lease</b>					
Type of vehicle intend to buy or lease: Sedan	1,641	3.29%	1,345	3.58%	109
Type of vehicle intend to buy or lease: Sub-compact	451	0.90%	292	0.78%	87
Type of vehicle intend to buy or lease: Sports car	106	0.21%	84	0.22%	105
Type of vehicle intend to buy or lease: Minivan/station wagon	203	0.41%	196	0.52%	127
Type of vehicle intend to buy or lease: Sport utility vehicle	1,802	3.61%	1,421	3.78%	105
Type of vehicle intend to buy or lease: Pick-up truck	353	0.71%	210	0.56%	79
Type of vehicle intend to buy or lease: Full-sized van	25	0.05%	27	0.07%	140
Type of vehicle intend to buy or lease: Other	149	0.30%	106	0.28%	93

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
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<b>Likelihood to Consider a Hybrid (Gas/Electric) Vehicle</b>					
Likelihood to consider hybrid vehicle: Definitely will	720	1.44%	520	1.38%	96
Likelihood to consider hybrid vehicle: Likely will	2,004	4.02%	1,538	4.09%	102
Likelihood to consider hybrid vehicle: Likely will not	1,098	2.20%	1,030	2.74%	125
Likelihood to consider hybrid vehicle: Definitely will not	683	1.37%	458	1.22%	89
<b>Likelihood to Consider Fully Electric Vehicle (e.g. Tesla)</b>					
Likelihood to consider fully electric vehicle (e.g. Tesla): Definitely will	727	1.46%	686	1.83%	125
Likelihood to consider fully electric vehicle (e.g. Tesla): Likely will	1,102	2.21%	845	2.25%	102
Likelihood to consider fully electric vehicle (e.g. Tesla): Likely will not	1,248	2.50%	916	2.44%	98
Likelihood to consider fully electric vehicle (e.g. Tesla): Definitely will not	1,360	2.73%	1,133	3.02%	111
<b>Likelihood to Consider Same Brand of Vehicle You Currently Own/Drive Most Often</b>					
Likelihood to consider same Brand of vehicle you currently own/drive most often: Definitely will	982	1.97%	691	1.84%	93
Likelihood to consider same Brand of vehicle you currently own/drive most often: Likely will	1,934	3.88%	1,485	3.95%	102
Likelihood to consider same Brand of vehicle you currently own/drive most often: Likely will not	1,041	2.09%	890	2.37%	113
Likelihood to consider same Brand of vehicle you currently own/drive most often: Definitely will not	386	0.78%	258	0.69%	88
<b>Auto Service Club Membership</b>					
Auto club (e.g. CAA, TD Auto Club)	21,811	43.74%	18,804	50.02%	114
Manufacturer's roadside assistance program	7,348	14.73%	5,650	15.03%	102
OnStar or other direct communication service	1,640	3.29%	1,189	3.16%	96
<b>Auto Insurance Selection Involvement</b>					
Auto insurance selection involvement: Very involved	28,387	56.92%	22,185	59.01%	104
Auto insurance selection involvement: Somewhat involved	5,204	10.43%	4,092	10.88%	104
Auto insurance selection involvement: Not very involved	2,068	4.15%	1,281	3.41%	82
Auto insurance selection involvement: Not at all involved	2,261	4.53%	1,775	4.72%	104
Auto insurance selection involvement: Don't have access to a vehicle	299	0.60%	172	0.46%	77
<b>Most Recent Maintenance - Collision Repair/Body Work</b>					
Provider of most recent collision repair/body work: Never done	24,303	48.73%	17,894	47.60%	98
Provider of most recent collision repair/body work: Gas station/service centre	279	0.56%	188	0.50%	89
Provider of most recent collision repair/body work: Car dealer	1,917	3.84%	1,746	4.64%	121
Provider of most recent collision repair/body work: Specialty shop	10,469	20.99%	8,676	23.08%	110
Provider of most recent collision repair/body work: Yourself/family/friend	495	0.99%	296	0.79%	80
Provider of most recent collision repair/body work: Don't know/not sure	812	1.63%	640	1.70%	104
<b>Most Recent Maintenance - Oil Change/Lube</b>					
Provider of most recent oil change/lube: Never done	1,563	3.13%	1,181	3.14%	100

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Provider of most recent oil change/lube: Gas station/service centre	5,257	10.54%	4,008	10.66%	101
Provider of most recent oil change/lube: Car dealer	16,227	32.54%	13,867	36.89%	113
Provider of most recent oil change/lube: Specialty shop	10,475	21.01%	7,526	20.02%	95
Provider of most recent oil change/lube: Yourself/family/friend	3,615	7.25%	2,430	6.46%	89
Provider of most recent oil change/lube: Don't know/not sure	794	1.59%	310	0.82%	52
<b>Most recent maintenance - Paint Job</b>					
Provider of most recent paint job: Never done	30,529	61.22%	23,489	62.48%	102
Provider of most recent paint job: Gas station/service centre	119	0.24%	77	0.21%	88
Provider of most recent paint job: Car dealer	1,053	2.11%	854	2.27%	108
Provider of most recent paint job: Specialty shop	4,738	9.50%	3,889	10.35%	109
Provider of most recent paint job: Yourself/family/friend	491	0.99%	318	0.85%	86
Provider of most recent paint job: Don't know/not sure	1,128	2.26%	877	2.33%	103
<b>Most Recent Maintenance - Performance Enhancement</b>					
Provider of most recent performance enhancement: Never done	32,583	65.34%	25,934	68.98%	106
Provider of most recent performance enhancement: Gas station/service centre	386	0.77%	304	0.81%	105
Provider of most recent performance enhancement: Car dealer	1,725	3.46%	1,183	3.15%	91
Provider of most recent performance enhancement: Specialty shop	1,482	2.97%	1,050	2.79%	94
Provider of most recent performance enhancement: Yourself/family/friend	1,006	2.02%	692	1.84%	91
Provider of most recent performance enhancement: Don't know/not sure	922	1.85%	479	1.28%	69
<b>Most Recent Maintenance - Repair Brakes</b>					
Provider of most recent brake repair: Never done	13,852	27.78%	10,415	27.71%	100
Provider of most recent brake repair: Gas station/service centre	3,096	6.21%	2,300	6.12%	99
Provider of most recent brake repair: Car dealer	8,370	16.79%	8,360	22.24%	132
Provider of most recent brake repair: Specialty shop	7,840	15.72%	5,489	14.60%	93
Provider of most recent brake repair: Yourself/family/friend	4,037	8.10%	2,619	6.97%	86
Provider of most recent brake repair: Don't know/not sure	975	1.95%	452	1.20%	62
<b>Most Recent Maintenance - Repair Transmission</b>					
Provider of most recent transmission repair: Never done	30,644	61.45%	23,407	62.26%	101
Provider of most recent transmission repair: Gas station/service centre	707	1.42%	607	1.62%	114
Provider of most recent transmission repair: Car dealer	2,330	4.67%	1,915	5.09%	109
Provider of most recent transmission repair: Specialty shop	2,867	5.75%	2,233	5.94%	103
Provider of most recent transmission repair: Yourself/family/friend	451	0.91%	654	1.74%	191
Provider of most recent transmission repair: Don't know/not sure	1,239	2.49%	738	1.96%	79
<b>Most Recent Maintenance - Replace Muffler/Shock</b>					
Provider of most recent muffler/shocks replacement: Never done	28,662	57.47%	21,871	58.18%	101
Provider of most recent muffler/shocks replacement: Gas station/service centre	1,347	2.70%	1,087	2.89%	107
Provider of most recent muffler/shocks replacement: Car dealer	2,371	4.75%	1,856	4.94%	104

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	Value	Percent	Value	Percent	Index
Provider of most recent muffler/shocks replacement: Specialty shop	3,556	7.13%	2,910	7.74%	109
Provider of most recent muffler/shocks replacement: Yourself/family/friend	1,232	2.47%	1,000	2.66%	108
Provider of most recent muffler/shocks replacement: Don't know/not sure	1,028	2.06%	757	2.02%	98
<b>Most Recent Maintenance - Replace Tires</b>					
Provider of most recent tire replacement: Never done	11,165	22.39%	8,553	22.75%	102
Provider of most recent tire replacement: Gas station/service centre	3,972	7.97%	3,176	8.45%	106
Provider of most recent tire replacement: Car dealer	4,953	9.93%	4,066	10.82%	109
Provider of most recent tire replacement: Specialty shop	14,887	29.85%	11,360	30.22%	101
Provider of most recent tire replacement: Yourself/family/friend	2,241	4.49%	1,646	4.38%	98
Provider of most recent tire replacement: Don't know/not sure	895	1.79%	586	1.56%	87
<b>Most Recent Maintenance - Replace Windshield</b>					
Provider of most recent windshield replacement: Never done	27,258	54.66%	21,036	55.96%	102
Provider of most recent windshield replacement: Gas station/service centre	690	1.38%	532	1.42%	103
Provider of most recent windshield replacement: Car dealer	1,353	2.71%	1,093	2.91%	107
Provider of most recent windshield replacement: Specialty shop	6,997	14.03%	5,744	15.28%	109
Provider of most recent windshield replacement: Yourself/family/friend	646	1.30%	446	1.19%	92
Provider of most recent windshield replacement: Don't know/not sure	1,017	2.04%	621	1.65%	81
<b>Most Recent Maintenance - Rust Protection</b>					
Provider of most recent rust protection: Never done	30,011	60.18%	23,284	61.94%	103
Provider of most recent rust protection: Gas station/service centre	370	0.74%	254	0.68%	92
Provider of most recent rust protection: Car dealer	4,602	9.23%	3,753	9.98%	108
Provider of most recent rust protection: Specialty shop	1,320	2.65%	975	2.59%	98
Provider of most recent rust protection: Yourself/family/friend	382	0.77%	228	0.61%	79
Provider of most recent rust protection: Don't know/not sure	1,500	3.01%	983	2.61%	87
<b>Most Recent Maintenance - Tune Up</b>					
Provider of most recent tune up: Never done	8,877	17.80%	6,085	16.19%	91
Provider of most recent tune up: Gas station/service centre	4,067	8.16%	3,083	8.20%	100
Provider of most recent tune up: Car dealer	14,709	29.50%	12,920	34.37%	117
Provider of most recent tune up: Specialty shop	7,096	14.23%	5,297	14.09%	99
Provider of most recent tune up: Yourself/family/friend	2,569	5.15%	1,840	4.90%	95
Provider of most recent tune up: Don't know/not sure	839	1.68%	404	1.08%	64
<b>Most Recent Maintenance - Other Repair</b>					
Provider of most recent other major repair job (over \$200): Never done	17,525	35.14%	13,366	35.55%	101
Provider of most recent other major repair job (over \$200): Gas station/service centre	2,755	5.52%	2,271	6.04%	109



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Provider of most recent other major repair job (over \$200): Car dealer	8,091	16.23%	7,067	18.80%	116
Provider of most recent other major repair job (over \$200): Specialty shop	7,372	14.78%	5,273	14.03%	95
Provider of most recent other major repair job (over \$200): Yourself/family/friend	1,051	2.11%	613	1.63%	77
Provider of most recent other major repair job (over \$200): Don't know/not sure	1,168	2.34%	720	1.92%	82
<b>Most Recent Visited Service Centres</b>					
Most recent visited service centre: Active Green & Ross	657	1.32%	435	1.16%	88
Most recent visited service centre: Apple Auto Glass	170	0.34%	119	0.32%	94
Most recent visited service centre: Bridgestone/Firestone	300	0.60%	230	0.61%	102
Most recent visited service centre: Canadian Tire/Pit Stop	6,168	12.37%	3,369	8.96%	72
Most recent visited service centre: Costco	2,964	5.94%	2,334	6.21%	105
Most recent visited service centre: GM Goodwrench	451	0.90%	260	0.69%	77
Most recent visited service centre: Goodyear Select (Certified Auto Centre)	163	0.33%	127	0.34%	103
Most recent visited service centre: Midas Auto Service Experts	609	1.22%	359	0.96%	79
Most recent visited service centre: Mister Transmission	127	0.26%	63	0.17%	65
Most recent visited service centre: Mr. Lube	3,187	6.39%	2,259	6.01%	94
Most recent visited service centre: NAPA Auto Parts	1,891	3.79%	1,195	3.18%	84
Most recent visited service centre: OK Tire	1,361	2.73%	1,005	2.67%	98
Most recent visited service centre: PartSource	1,050	2.11%	730	1.94%	92
Most recent visited service centre: Speedy Auto Glass	1,519	3.05%	1,132	3.01%	99
Most recent visited service centre: Speedy Auto Service	170	0.34%	101	0.27%	79
Most recent visited service centre: Walmart	1,324	2.65%	752	2.00%	75
Most recent visited service centre: Car dealership (excluding GM Goodwrench)	7,609	15.26%	5,890	15.67%	103
Most recent visited service centre: Consumer-to-consumer website (e.g. Craigslist, Kijiji)	262	0.53%	159	0.42%	79
Most recent visited service centre: Other parts/service shops	14,633	29.34%	10,838	28.83%	98
<b>Visited Gas Stations</b>					
Visited Canadian Tire	3,479	6.98%	2,673	7.11%	102
Visited Chevron	2,758	5.53%	2,004	5.33%	96
Visited Esso	12,155	24.37%	8,774	23.34%	96
Visited Husky/Mohawk	6,214	12.46%	4,709	12.53%	101
Visited Petro Canada	10,156	20.37%	7,856	20.90%	103
Visited Shell	10,170	20.39%	8,531	22.69%	111
Visited other gas stations	12,188	24.44%	8,687	23.11%	95
<b>Frequency of Gas Station Visits</b>					
Visit Canadian Tire: Once a month	485	0.97%	345	0.92%	95
Visit Canadian Tire: 2-3 times a month	2,001	4.01%	1,749	4.65%	116
Visit Canadian Tire: Once a week or more	993	1.99%	579	1.54%	77
Visit Chevron: Once a month	1,300	2.61%	985	2.62%	100

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Visit Chevron: 2-3 times a month	1,211	2.43%	839	2.23%	92
Visit Chevron: Once a week or more	247	0.50%	181	0.48%	96
Visit Esso: Once a month	6,396	12.83%	4,674	12.43%	97
Visit Esso: 2-3 times a month	4,516	9.06%	3,195	8.50%	94
Visit Esso: Once a week or more	1,244	2.49%	904	2.41%	97
Visit Husky/Mohawk: Once a month	2,896	5.81%	2,341	6.23%	107
Visit Husky/Mohawk: 2-3 times a month	2,883	5.78%	2,052	5.46%	94
Visit Husky/Mohawk: Once a week or more	435	0.87%	316	0.84%	97
Visit Petro Canada: Once a month	4,493	9.01%	3,584	9.54%	106
Visit Petro Canada: 2-3 times a month	4,669	9.36%	3,591	9.55%	102
Visit Petro Canada: Once a week or more	994	1.99%	680	1.81%	91
Visit Shell: Once a month	5,156	10.34%	4,390	11.68%	113
Visit Shell: 2-3 times a month	3,984	7.99%	3,207	8.53%	107
Visit Shell: Once a week or more	1,029	2.06%	933	2.48%	120
Visit Other gas stations: Once a month	4,549	9.12%	3,239	8.62%	95
Visit Other gas stations: 2-3 times a month	6,083	12.20%	4,304	11.45%	94
Visit Other gas stations: Once a week or more	1,556	3.12%	1,143	3.04%	97
<b>Car Rental in Past 12 Months</b>					
Past 12 months car rental with: Avis	911	1.83%	884	2.35%	128
Past 12 months car rental with: Budget	2,397	4.81%	1,932	5.14%	107
Past 12 months car rental with: Discount	460	0.92%	318	0.85%	92
Past 12 months car rental with: Enterprise	3,270	6.56%	2,487	6.62%	101
Past 12 months car rental with: Hertz	725	1.45%	671	1.78%	123
Past 12 months car rental with: National Car Rental	878	1.76%	738	1.96%	111
Past 12 months car rental with: Thrifty	596	1.20%	412	1.10%	92
Past 12 months car rental with: U-Haul	663	1.33%	520	1.38%	104
Past 12 months car rental with: Other car/truck/van rentals	1,166	2.34%	1,729	4.60%	197
Past 12 months car rental with: Car sharing (any) (e.g. Zipcar, CommunAuto, Turo)	581	1.17%	321	0.85%	73
<b>Purpose of Car Rental</b>					
Purpose of car rental with Avis: Personal	822	1.65%	815	2.17%	132
Purpose of car rental with Avis: Business	42	0.09%	41	0.11%	122
Purpose of car rental with Avis: Both	47	0.09%	28	0.07%	78
Purpose of car rental with Budget: Personal	1,952	3.92%	1,579	4.20%	107
Purpose of car rental with Budget: Business	328	0.66%	262	0.70%	106
Purpose of car rental with Budget: Both	116	0.23%	92	0.24%	104
Purpose of car rental with Discount: Personal	351	0.70%	242	0.64%	91
Purpose of car rental with Discount: Business	92	0.18%	66	0.18%	100
Purpose of car rental with Discount: Both	18	0.04%	10	0.03%	75
Purpose of car rental with Enterprise: Personal	2,706	5.43%	2,052	5.46%	101
Purpose of car rental with Enterprise: Business	330	0.66%	270	0.72%	109
Purpose of car rental with Enterprise: Both	234	0.47%	165	0.44%	94
Purpose of car rental with Hertz: Personal	610	1.22%	569	1.51%	124
Purpose of car rental with Hertz: Business	103	0.21%	81	0.22%	105



Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Purpose of car rental with Hertz: Both	12	0.02%	21	0.06%	300
Purpose of car rental with National Car Rental: Personal	610	1.22%	611	1.62%	133
Purpose of car rental with National Car Rental: Business	257	0.52%	119	0.32%	62
Purpose of car rental with National Car Rental: Both	12	0.02%	9	0.02%	100
Purpose of car rental with Thrifty: Personal	513	1.03%	380	1.01%	98
Purpose of car rental with Thrifty: Business	28	0.06%	12	0.03%	50
Purpose of car rental with Thrifty: Both	55	0.11%	20	0.05%	45
Purpose of car rental with U-Haul: Personal	462	0.93%	376	1.00%	108
Purpose of car rental with U-Haul: Business	198	0.40%	141	0.38%	95
Purpose of car rental with U-Haul: Both	3	0.01%	3	0.01%	100
Purpose of car rental with other car/truck/van rentals: Personal	1,009	2.02%	1,627	4.33%	214
Purpose of car rental with other car/truck/van rentals: Business	117	0.24%	86	0.23%	96
Purpose of car rental with other car/truck/van rentals: Both	40	0.08%	16	0.04%	50
Purpose of car rental with car sharing (any) (e.g. Zipcar, CommunAuto, Turo): Personal	549	1.10%	288	0.77%	70
Purpose of car rental with car sharing (any) (e.g. Zipcar, CommunAuto, Turo): Business	6	0.01%	5	0.01%	100
Purpose of car rental with car sharing (any) (e.g. Zipcar, CommunAuto, Turo): Both	26	0.05%	28	0.08%	160
<b>Frequency of Car Rental in the Past 12 Months</b>					
Frequency of car rental past 12 months with Avis: 1-3	847	1.70%	820	2.18%	128
Frequency of car rental past 12 months with Avis: 4 or more	65	0.13%	63	0.17%	131
Frequency of car rental past 12 months with Budget: 1-3	2,235	4.48%	1,809	4.81%	107
Frequency of car rental past 12 months with Budget: 4 or more	161	0.32%	124	0.33%	103
Frequency of car rental past 12 months with Discount: 1-3	393	0.79%	277	0.74%	94
Frequency of car rental past 12 months with Discount: 4 or more	67	0.14%	40	0.11%	79
Frequency of car rental past 12 months with Enterprise: 1-3	2,931	5.88%	2,290	6.09%	104
Frequency of car rental past 12 months with Enterprise: 4 or more	339	0.68%	197	0.53%	78
Frequency of car rental past 12 months with Hertz: 1-3	681	1.37%	627	1.67%	122
Frequency of car rental past 12 months with Hertz: 4 or more	44	0.09%	44	0.12%	133
Frequency of car rental past 12 months with National Car Rental: 1-3	715	1.43%	627	1.67%	117
Frequency of car rental past 12 months with National Car Rental: 4 or more	163	0.33%	111	0.30%	91
Frequency of car rental past 12 months with Thrifty: 1-3	593	1.19%	411	1.09%	92
Frequency of car rental past 12 months with Thrifty: 4 or more	3	0.01%	1	0.00%	0
Frequency of car rental past 12 months with U-Haul: 1-3	556	1.12%	467	1.24%	111
Frequency of car rental past 12 months with U-Haul: 4 or more	107	0.21%	53	0.14%	67
Frequency of car rental past 12 months with other car/truck/van rentals: 1-3	1,123	2.25%	1,704	4.53%	201
Frequency of car rental past 12 months with other car/truck/van rentals: 4 or more	43	0.09%	25	0.07%	78

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Frequency of car rental past 12 months with car sharing (any) (e.g. Zipcar, CommunAuto, Turo): 1-3	167	0.34%	118	0.31%	91
Frequency of car rental past 12 months with car sharing (any) (e.g. Zipcar, CommunAuto, Turo): 4 or more	414	0.83%	203	0.54%	65
<b>Visited or Shopped at Dealership in Person in the Past 12 Months</b>					
Visited or shopped at dealership in person: Buick/Cadillac/Chevrolet/GMC	2,345	4.70%	1,718	4.57%	97
Visited or shopped at dealership in person: Chrysler/Dodge/Jeep	1,755	3.52%	1,260	3.35%	95
Visited or shopped at dealership in person: Ford/Lincoln	1,597	3.20%	1,170	3.11%	97
Visited or shopped at dealership in person: Other domestic brands	233	0.47%	149	0.40%	85
Visited or shopped at dealership in person: Honda	2,626	5.27%	1,998	5.32%	101
Visited or shopped at dealership in person: Hyundai	1,965	3.94%	1,417	3.77%	96
Visited or shopped at dealership in person: Kia	1,562	3.13%	1,022	2.72%	87
Visited or shopped at dealership in person: Mazda	2,057	4.13%	1,426	3.79%	92
Visited or shopped at dealership in person: Nissan/Infiniti	2,324	4.66%	1,881	5.00%	107
Visited or shopped at dealership in person: Toyota/Lexus	3,504	7.03%	3,004	7.99%	114
Visited or shopped at dealership in person: Other Asian brands	1,201	2.41%	926	2.46%	102
Visited or shopped at dealership in person: BMW	1,054	2.11%	958	2.55%	121
Visited or shopped at dealership in person: Mercedes-Benz	887	1.78%	1,038	2.76%	155
Visited or shopped at dealership in person: Volkswagen	1,437	2.88%	1,094	2.91%	101
Visited or shopped at dealership in person: Other European brands	1,092	2.19%	1,108	2.95%	135
Visited or shopped at dealership in person: Other brands	664	1.33%	541	1.44%	108
Visited or shopped at dealership in person: Independent used car dealerships	808	1.62%	270	0.72%	44
<b>Visited or Shopped at Dealership via Website in the Past 12 Months</b>					
Visited or shopped at dealership on website: Buick/Cadillac/Chevrolet/GMC	715	1.43%	443	1.18%	83
Visited or shopped at dealership on website: Chrysler/Dodge/Jeep	474	0.95%	231	0.62%	65
Visited or shopped at dealership on website: Ford/Lincoln	549	1.10%	345	0.92%	84
Visited or shopped at dealership on website: Other domestic brands	131	0.26%	79	0.21%	81
Visited or shopped at dealership on website: Honda	884	1.77%	572	1.52%	86
Visited or shopped at dealership on website: Hyundai	752	1.51%	414	1.10%	73
Visited or shopped at dealership on website: Kia	488	0.98%	220	0.59%	60
Visited or shopped at dealership on website: Mazda	700	1.40%	433	1.15%	82
Visited or shopped at dealership on website: Nissan/Infiniti	717	1.44%	493	1.31%	91
Visited or shopped at dealership on website: Toyota/Lexus	1,040	2.09%	869	2.31%	111
Visited or shopped at dealership on website: Other Asian brands	438	0.88%	321	0.85%	97
Visited or shopped at dealership on website: BMW	366	0.73%	326	0.87%	119
Visited or shopped at dealership on website: Mercedes-Benz	335	0.67%	349	0.93%	139
Visited or shopped at dealership on website: Volkswagen	483	0.97%	371	0.99%	102

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Visited or shopped at dealership on website: Other European brands	360	0.72%	316	0.84%	117
Visited or shopped at dealership on website: Other brands	247	0.49%	176	0.47%	96
Visited or shopped at dealership on website: Independent used car dealerships	347	0.70%	189	0.50%	71
<b>Purchased or Leased a Vehicle at the Dealership in Past 12 Months</b>					
Purchased or leased at dealership: Buick/Cadillac/Chevrolet/GMC	164	0.33%	95	0.25%	76
Purchased or leased at dealership: Chrysler/Dodge/Jeep	270	0.54%	134	0.36%	67
Purchased or leased at dealership: Ford/Lincoln	232	0.47%	157	0.42%	89
Purchased or leased at dealership: Other domestic brands	16	0.03%	14	0.04%	133
Purchased or leased at dealership: Honda	437	0.88%	345	0.92%	105
Purchased or leased at dealership: Hyundai	182	0.37%	98	0.26%	70
Purchased or leased at dealership: Kia	287	0.58%	132	0.35%	60
Purchased or leased at dealership: Mazda	103	0.21%	68	0.18%	86
Purchased or leased at dealership: Nissan/Infiniti	271	0.54%	166	0.44%	81
Purchased or leased at dealership: Toyota/Lexus	302	0.61%	238	0.63%	103
Purchased or leased at dealership: Other Asian brands	192	0.39%	131	0.35%	90
Purchased or leased at dealership: BMW	105	0.21%	89	0.24%	114
Purchased or leased at dealership: Mercedes-Benz	71	0.14%	121	0.32%	229
Purchased or leased at dealership: Volkswagen	142	0.29%	113	0.30%	103
Purchased or leased at dealership: Other European brands	91	0.18%	50	0.13%	72
Purchased or leased at dealership: Other brands	88	0.18%	72	0.19%	106
Purchased or leased at dealership: Independent used car dealerships	429	0.86%	143	0.38%	44

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