

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Number of Households	27,275		17,566		
Population of Age 15 and Up	51,426		39,463		
Households Own Items					
Own: Baby furniture	1,159	4.25%	804	4.58%	108
Own: Bed/mattress	16,083	58.97%	10,246	58.33%	99
Own: All other furniture (excluding bed/mattress and baby furniture)	12,022	44.08%	7,706	43.87%	100
Own: Bicycle/bicycle equipment	8,127	29.80%	5,723	32.58%	109
Own: Boat (any)	1,271	4.66%	1,394	7.93%	170
Own: Camera (film/digital)	10,327	37.86%	7,068	40.24%	106
Own: Camping equipment	6,106	22.39%	3,753	21.37%	95
Own: Camping trailer/motorhome/RV	1,367	5.01%	786	4.47%	89
Own: Car alarm/security system	3,726	13.66%	2,846	16.20%	119
Own: Computer accessories (e.g. printer)	13,753	50.42%	9,401	53.52%	106
Own: Computer software	10,251	37.59%	7,022	39.98%	106
Own: e-Reader (e.g. Kindle)	3,810	13.97%	2,572	14.64%	105
Own: Farm equipment (any)	252	0.92%	292	1.67%	182
Own: Fireplace (any)	7,104	26.05%	6,329	36.03%	138
Own: Garden/patio furniture (any)	9,162	33.59%	6,991	39.80%	118
Own: Gas barbeque	7,695	28.21%	6,225	35.44%	126
Own: Golf equipment	4,277	15.68%	3,570	20.33%	130
Own: Hockey equipment	1,499	5.50%	965	5.50%	100
Own: Home exercise equipment	4,546	16.67%	3,361	19.13%	115
Own: Hot tub/spa	842	3.09%	874	4.98%	161
Own: Major appliances (e.g. fridge, dryer)	12,133	44.49%	8,899	50.66%	114
Own: Motorcycle	893	3.27%	448	2.55%	78
Own: Musical instrument (e.g. guitar, keyboard)	5,113	18.75%	3,443	19.60%	105
Own: Office equipment	4,893	17.94%	3,468	19.74%	110
Own: Personal computer	14,594	53.51%	9,326	53.09%	99
Own: Pool (above or in-ground)	538	1.97%	524	2.98%	151
Own: Portable MP3 player/digital music player (e.g. iPod)	4,732	17.35%	2,637	15.01%	87
Own: Pre-arranged funeral services (for self or someone else)	1,791	6.57%	1,300	7.40%	113
Own: Ski/snowboard equipment	2,702	9.91%	2,258	12.86%	130
Own: Snowmobile/ATV (All-terrain vehicle)	201	0.74%	133	0.76%	103
Own: Stereo/audio equipment	8,787	32.22%	6,116	34.82%	108
Own: Tablet	9,634	35.32%	6,430	36.61%	104
Own: Television	16,089	58.99%	10,530	59.95%	102
Own: Tires	11,496	42.15%	8,011	45.61%	108
Own: Video camera and accessories	2,513	9.21%	1,768	10.06%	109
Own: Video game system - console or handheld (e.g. Xbox, Wii)	3,621	13.28%	1,916	10.91%	82
Own: Video player (e.g. DVD, Blu-ray player)	6,305	23.12%	4,282	24.38%	105
Own: Wedding services (any)	391	1.43%	168	0.96%	67
Households Purchased Items in the Past 2 Years					
Purchased past 2 years: Baby furniture	750	2.75%	376	2.14%	78

Numeris - Big Ticket Items Report

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	Value	Percent	Value	Percent	Index
Purchased past 2 years: Bed/mattress	4,319	15.83%	2,654	15.11%	95
Purchased past 2 years: All other furniture (excluding bed/mattress and baby furniture)	3,493	12.81%	1,840	10.48%	82
Purchased past 2 years: Bicycle/bicycle equipment	1,962	7.20%	1,170	6.66%	93
Purchased past 2 years: Boat (any)	157	0.58%	133	0.76%	131
Purchased past 2 years: Camera (film/digital)	1,477	5.41%	933	5.31%	98
Purchased past 2 years: Camping equipment	1,696	6.22%	937	5.34%	86
Purchased past 2 years: Camping trailer/motorhome/RV	484	1.78%	172	0.98%	55
Purchased past 2 years: Car alarm/security system	393	1.44%	224	1.27%	88
Purchased past 2 years: Computer accessories (e.g. printer)	4,290	15.73%	2,941	16.74%	106
Purchased past 2 years: Computer software	3,382	12.40%	2,060	11.73%	95
Purchased past 2 years: e-Reader (e.g. Kindle)	762	2.79%	457	2.60%	93
Purchased past 2 years: Farm equipment (any)	87	0.32%	52	0.30%	94
Purchased past 2 years: Fireplace (any)	595	2.18%	354	2.02%	93
Purchased past 2 years: Garden/patio furniture (any)	2,277	8.35%	1,558	8.87%	106
Purchased past 2 years: Gas barbeque	1,407	5.16%	732	4.16%	81
Purchased past 2 years: Golf equipment	920	3.37%	660	3.76%	112
Purchased past 2 years: Hockey equipment	429	1.57%	283	1.61%	103
Purchased past 2 years: Home exercise equipment	1,058	3.88%	660	3.76%	97
Purchased past 2 years: Hot tub/spa	96	0.35%	45	0.26%	74
Purchased past 2 years: Major appliances (e.g. fridge, dryer)	2,993	10.97%	1,941	11.05%	101
Purchased past 2 years: Motorcycle	215	0.79%	68	0.39%	49
Purchased past 2 years: Musical instrument (e.g. guitar, keyboard)	834	3.06%	460	2.62%	86
Purchased past 2 years: Office equipment	1,233	4.52%	765	4.35%	96
Purchased past 2 years: Personal computer	2,660	9.75%	1,692	9.64%	99
Purchased past 2 years: Pool (above or in-ground)	130	0.48%	73	0.42%	88
Purchased past 2 years: Portable MP3 player/digital music player (e.g. iPod)	426	1.56%	211	1.20%	77
Purchased past 2 years: Pre-arranged funeral services (for self or someone else)	419	1.54%	257	1.46%	95
Purchased past 2 years: Ski/snowboard equipment	724	2.66%	683	3.89%	146
Purchased past 2 years: Snowmobile/ATV (All-terrain vehicle)	176	0.65%	112	0.64%	98
Purchased past 2 years: Stereo/audio equipment	1,315	4.82%	766	4.36%	90
Purchased past 2 years: Tablet	2,362	8.66%	1,494	8.51%	98
Purchased past 2 years: Television	2,403	8.81%	1,441	8.20%	93
Purchased past 2 years: Tires	3,778	13.85%	2,600	14.80%	107
Purchased past 2 years: Video camera and accessories	213	0.78%	110	0.63%	81
Purchased past 2 years: Video game system - console or handheld (e.g. Xbox, Wii)	1,022	3.75%	431	2.45%	65
Purchased past 2 years: Video player (e.g. DVD, Blu-ray player)	637	2.34%	369	2.10%	90
Purchased past 2 years: Wedding services (any)	404	1.48%	154	0.87%	59
Households Purchase Intention in the Next 2 Years					
Purchase intention next 2 years: Baby furniture	221	0.81%	80	0.46%	57

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Purchase intention next 2 years: Bed/mattress	2,426	8.89%	1,586	9.03%	102
Purchase intention next 2 years: All other furniture (excluding bed/mattress and baby furniture)	1,829	6.71%	1,056	6.01%	90
Purchase intention next 2 years: Bicycle/bicycle equipment	1,319	4.83%	788	4.49%	93
Purchase intention next 2 years: Boat (any)	158	0.58%	99	0.57%	98
Purchase intention next 2 years: Camera (film/digital)	624	2.29%	379	2.16%	94
Purchase intention next 2 years: Camping equipment	808	2.96%	438	2.50%	84
Purchase intention next 2 years: Camping trailer/motorhome/RV	275	1.01%	93	0.53%	52
Purchase intention next 2 years: Car alarm/security system	138	0.51%	60	0.34%	67
Purchase intention next 2 years: Computer accessories (e.g. printer)	2,114	7.75%	1,038	5.91%	76
Purchase intention next 2 years: Computer software	1,922	7.05%	1,076	6.12%	87
Purchase intention next 2 years: e-Reader (e.g. Kindle)	284	1.04%	134	0.77%	74
Purchase Intention next 2 years: Farm equipment (any)	45	0.16%	36	0.21%	131
Purchase intention next 2 years: Fireplace (any)	441	1.62%	223	1.27%	78
Purchase intention next 2 years: Garden/patio furniture (any)	1,192	4.37%	651	3.71%	85
Purchase intention next 2 years: Gas barbeque	929	3.41%	628	3.57%	105
Purchase intention next 2 years: Golf equipment	467	1.71%	368	2.09%	122
Purchase intention next 2 years: Hockey equipment	296	1.09%	187	1.06%	97
Purchase intention next 2 years: Home exercise equipment	559	2.05%	231	1.32%	64
Purchase intention next 2 years: Hot tub/spa	136	0.50%	75	0.43%	86
Purchase intention next 2 years: Major appliances (e.g. fridge, dryer)	1,552	5.69%	973	5.54%	97
Purchase intention next 2 years: Motorcycle	279	1.02%	115	0.65%	64
Purchase intention next 2 years: Musical instrument (e.g. guitar, keyboard)	431	1.58%	229	1.30%	82
Purchase intention next 2 years: Office equipment	579	2.12%	391	2.23%	105
Purchase intention next 2 years: Personal computer	1,828	6.70%	1,037	5.90%	88
Purchase intention next 2 years: Pool (above or in-ground)	105	0.38%	94	0.54%	142
Purchase intention next 2 years: Portable MP3 player/digital music player (e.g. iPod)	239	0.88%	131	0.75%	85
Purchase intention next 2 years: Pre-arranged funeral services (for self or someone else)	342	1.25%	181	1.03%	82
Purchase intention next 2 years: Ski/snowboard equipment	664	2.44%	372	2.12%	87
Purchase intention next 2 years: Snowmobile/ATV (All-terrain vehicle)	52	0.19%	55	0.31%	163
Purchase intention next 2 years: Stereo/audio equipment	541	1.98%	249	1.42%	72
Purchase intention next 2 years: Tablet	1,034	3.79%	600	3.42%	90
Purchase intention next 2 years: Television	1,567	5.74%	905	5.15%	90
Purchase intention next 2 years: Tires	1,917	7.03%	1,133	6.45%	92
Purchase intention next 2 years: Video camera and accessories	110	0.40%	67	0.38%	95
Purchase intention next 2 years: Video game system - console or handheld (e.g. Xbox, Wii)	463	1.70%	225	1.28%	75

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Purchase intention next 2 years: Video player (e.g. DVD, Blu-ray player)	182	0.67%	86	0.49%	73
Purchase intention next 2 years: Wedding services (any)	303	1.11%	93	0.53%	48
Purchased in the Past 24 Hours					
Purchased at any store (in person or online) in the past 24 hours	12,911	47.34%	8,253	46.99%	99
How Long before Made this Purchase by Using Any of the Media					
Purchased after hearing/listening radio: Less than 30 minutes	4,644	17.03%	2,991	17.03%	100
Purchased after hearing/listening radio: 30-60 minutes	1,179	4.32%	811	4.62%	107
Purchased after hearing/listening radio: More than 60 minutes	1,934	7.09%	1,128	6.42%	91
Purchased after hearing/listening radio: Did not use/don't know	5,054	18.53%	3,275	18.64%	101
Purchased after watching/looking at TV: Less than 30 minutes	1,369	5.02%	855	4.87%	97
Purchased after watching/looking at TV: 30-60 minutes	1,323	4.85%	831	4.73%	98
Purchased after watching/looking at TV: More than 60 minutes	3,414	12.52%	2,205	12.55%	100
Purchased after watching/looking at TV: Did not use/don't know	6,612	24.24%	4,261	24.26%	100
Purchased after reading/looking at magazine: Less than 30 minutes	868	3.18%	576	3.28%	103
Purchased after reading/looking at magazine: 30-60 minutes	407	1.49%	338	1.92%	129
Purchased after reading/looking at magazine: More than 60 minutes	1,455	5.33%	855	4.87%	91
Purchased after reading/looking at magazine: Did not use/don't know	10,267	37.64%	6,549	37.28%	99
Purchase after reading/looking at daily newspaper: Less than 30 minutes	1,176	4.31%	810	4.61%	107
Purchase after reading/looking at daily newspaper: 30-60 minutes	1,210	4.44%	1,025	5.84%	132
Purchase after reading/looking at daily newspaper: More than 60 minutes	2,411	8.84%	1,640	9.34%	106
Purchase after reading/looking at daily newspaper: Did not use/don't know	8,169	29.95%	4,833	27.51%	92
Purchased after reading/looking at outdoor advertising: Less than 30 minutes	1,391	5.10%	789	4.49%	88
Purchased after reading/looking at outdoor advertising: 30-60 minutes	349	1.28%	194	1.10%	86
Purchased after reading/looking at outdoor advertising: More than 60 minutes	985	3.61%	561	3.20%	89
Purchased after reading/looking at outdoor advertising: Did not use/don't know	10,105	37.05%	6,767	38.52%	104
Purchased after accessing Internet: Less than 30 minutes	3,067	11.25%	1,730	9.85%	88
Purchased after accessing Internet: 30-60 minutes	2,109	7.73%	1,412	8.04%	104
Purchased after accessing Internet: More than 60 minutes	2,929	10.74%	1,848	10.52%	98
Purchased after accessing Internet: Did not use/don't know	4,626	16.96%	3,184	18.13%	107
Shopping Time					
Convenience stores: Morning (5am to 10am)	4,594	8.93%	2,945	7.46%	84
Convenience stores: Mid-day (10am to 3pm)	7,425	14.44%	5,366	13.60%	94

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	Value	Percent	Value	Percent	Index
Convenience stores: Afternoon (3pm to 6pm)	6,433	12.51%	4,813	12.20%	98
Convenience stores: Early evening (6pm to 9pm)	4,606	8.96%	2,569	6.51%	73
Convenience stores: Late evening/night (9pm to 5am)	2,191	4.26%	980	2.48%	58
Grocery/food stores: Morning (5am to 10am)	8,636	16.79%	7,692	19.49%	116
Grocery/food stores: Mid-day (10am to 3pm)	25,929	50.42%	20,885	52.92%	105
Grocery/food stores: Afternoon (3pm to 6pm)	23,400	45.50%	17,031	43.16%	95
Grocery/food stores: Early evening (6pm to 9pm)	14,982	29.13%	9,451	23.95%	82
Grocery/food stores: Late evening/night (9pm to 5am)	3,418	6.65%	1,982	5.02%	75
Restaurant take out/drive through: Morning (5am to 10am)	7,879	15.32%	5,218	13.22%	86
Restaurant take out/drive through: Mid-day (10am to 3pm)	12,540	24.38%	7,984	20.23%	83
Restaurant take out/drive through: Afternoon (3pm to 6pm)	11,027	21.44%	6,809	17.25%	80
Restaurant take out/drive through: Early evening (6pm to 9pm)	14,022	27.27%	9,835	24.92%	91
Restaurant take out/drive through: Late evening/night (9pm to 5am)	3,313	6.44%	1,831	4.64%	72
Who in the Household is Responsible for Most of the Time: Grocery shopping					
Grocery shopping: Myself	14,810	54.30%	9,026	51.38%	95
Grocery shopping: Equally shared	6,206	22.76%	4,046	23.03%	101
Grocery shopping: Someone else	6,259	22.95%	4,494	25.59%	112
Who in the Household is Responsible for Most of the Time: Household cleaning duties					
Household cleaning: Myself	13,396	49.12%	7,799	44.40%	90
Household cleaning: Equally shared	8,276	30.34%	5,483	31.21%	103
Household cleaning: Someone else	5,603	20.54%	4,285	24.39%	119
Who in the Household is Responsible for Most of the Time: Making decisions about major purchases					
Making decisions about major purchases: Myself	11,026	40.43%	5,927	33.74%	83
Making decisions about major purchases: Equally shared	12,953	47.49%	9,404	53.54%	113
Making decisions about major purchases: Someone else	3,296	12.08%	2,235	12.72%	105
Who in the Household is Responsible for Most of the Time: Meal preparation					
Meal preparation: Myself	14,351	52.62%	8,254	46.99%	89
Meal preparation: Equally shared	6,175	22.64%	4,271	24.31%	107
Meal preparation: Someone else	6,749	24.74%	5,041	28.70%	116

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.