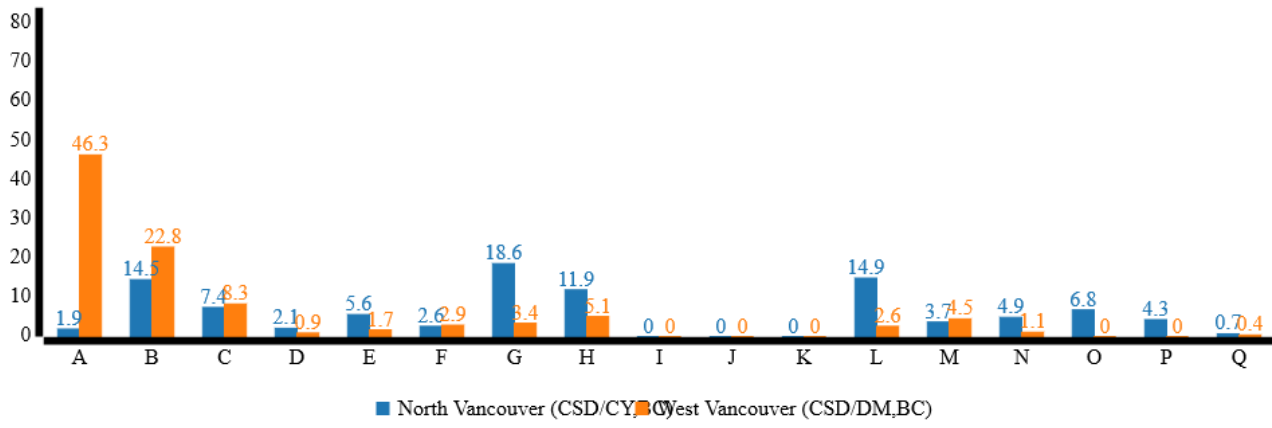


Attribute	Benchmark North Vancouver (CSD/CY,BC)		West Vancouver (CSD/DM,BC)		
	Value	Percent	Value	Percent	Index
A: AFFLUENTS	502	1.86%	8,238	46.29%	2,489
B: ELITE PROFESSIONALS	3,912	14.48%	4,053	22.78%	157
C: ETHNIC CRUISERS	1,997	7.39%	1,485	8.34%	113
D: NEST BUILDERS	564	2.09%	156	0.88%	42
E: BUY ME A NEW HOME	1,516	5.61%	305	1.72%	31
F: EMPTY NESTERS	713	2.64%	522	2.93%	111
G: UP THE LADDER	5,035	18.64%	597	3.35%	18
H: HIGH TRADES	3,224	11.93%	908	5.10%	43
I: URBAN LIFE IN SMALL TOWN	0	0.00%	0	0.00%	-
J: JOYFUL COUNTRY	0	0.00%	0	0.00%	-
K: RURAL HANDYMEN	0	0.00%	0	0.00%	-
L: COMFORTABLE APARTMENT DWELLERS	4,031	14.92%	459	2.58%	17
M: SINGLES	992	3.67%	795	4.47%	122
N: NEW CANADIANS	1,331	4.92%	204	1.14%	23
O: RENTERS	1,843	6.82%	0	0.00%	0
P: ONE PARENT FAMILIES	1,170	4.33%	0	0.00%	0
Q: THRIFTY	191	0.71%	73	0.41%	58



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

**Powered By:** PolarisIntelligence.com

**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.