



# Canacode Lifestyle Clusters - Canacode Lifestyle Detailed Groups Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
A1: TOP LEADERS	127	0.48%	5,664	32.27%	6,723
A2: OWNERS OF NEW CASTLES	70	0.27%	473	2.70%	1,000
A3: NATURE AND TRADITION LOVERS	205	0.77%	506	2.88%	374
A4: OLD TECHNOCRATS	137	0.52%	1,055	6.01%	1,156
B5: HOUSE OF GADGETS	673	2.54%	19	0.11%	4
B6: ETHNO TECHNOCRATS	576	2.18%	652	3.71%	170
B7: HARVARD PROFESSIONALS	166	0.63%	33	0.19%	30
B8: FAMILY TECHNOCRATS	8	0.03%	133	0.76%	2,533
B9: BALANCED PROFESSIONALS	92	0.35%	1,242	7.08%	2,023
B10: FREEDOM TECHNOCRATS	1,881	7.11%	2,060	11.74%	165
C11: ETHNIC ACHIEVERS	194	0.73%	25	0.14%	19
C12: ETHNIC EXTREME SPORTS	285	1.08%	1,169	6.66%	617
C13: BEAUTIFUL HOMES	1,059	4.00%	119	0.68%	17
C14: VISIBLE VALUABLES	108	0.41%	0	0.00%	0
C15: BOLLYWOOD DREAM	233	0.88%	156	0.89%	101
D16: BUILD WITH RECREATION	0	0.00%	0	0.00%	-
D17: ADDITIONS, ADDITIONS	1	0.00%	34	0.19%	-
D18: BUY GOOD STUFF FOR THE HOUSE	183	0.69%	0	0.00%	0
D19: PANORAMA	21	0.08%	77	0.44%	550
D20: WELL ROUNDED COCOON	3	0.01%	12	0.07%	700
D21: LIVE IT UP	142	0.54%	0	0.00%	0
E22: HOME FOR THE CHILDREN	196	0.74%	0	0.00%	0
E23: STRETCHING DOLLARS	223	0.84%	212	1.21%	144
E24: ANTIQUES	1	0.00%	0	0.00%	-
E25: OPEN ROAD	0	0.00%	0	0.00%	-
E26: DOWNTOWN DWELLING	0	0.00%	0	0.00%	-
E27: HOME MAKEOVER	171	0.65%	19	0.11%	17
E28: SEMI-SUBURBANITES	0	0.00%	0	0.00%	-
E29: CITY HIGH-RISE	185	0.70%	178	1.02%	146
E30: OLD-TIME MELTING POT	340	1.29%	39	0.22%	17
F31: ACTIVE BOOMERS	0	0.00%	3	0.02%	-
F32: GRANNIES ON THE TOWN	125	0.47%	0	0.00%	0
F33: DEVOTED GRANNIES	166	0.63%	210	1.20%	190
F34: 5TH WHEELERS	253	0.96%	586	3.34%	348
F35: VOLUNTEERS FOR HEALTH	110	0.42%	65	0.37%	88
F36: HOBBYISTS	0	0.00%	8	0.04%	-
F37: TRAILERS IN PURSUIT OF HEALTH	23	0.09%	0	0.00%	0
F38: BINGO ROAD-SHOW	15	0.06%	0	0.00%	0
G39: CHILDCARE ARTS & CRAFT	329	1.24%	30	0.17%	14
G40: ARTISTICALLY AMBITIOUS	1,618	6.11%	52	0.30%	5
G41: RECREATIONAL RENTERS	93	0.35%	0	0.00%	0
G42: FIX ME ANY HOME	150	0.57%	0	0.00%	0
G43: HOUSE IN THE COUNTRY	301	1.14%	19	0.11%	10
G44: HOUSE FLIPS	1,632	6.17%	484	2.76%	45



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G45: FACE A HEALTH CHALLENGE	121	0.46%	0	0.00%	0
G46: RURAL EXPERT SELF-EMPLOYED	160	0.61%	0	0.00%	0
G47: CITY TECHNICALS	0	0.00%	0	0.00%	-
G48: DOWNTOWN SOCIALITES	134	0.51%	0	0.00%	0
G49: CHILDCARE FOR WORKING PARENTS	171	0.65%	0	0.00%	0
H50: WORKK HARD PLAY HARD	2,169	8.20%	742	4.23%	52
H51: THRIFTY TRADESMEN	219	0.83%	0	0.00%	0
H52: SOHO TRADESMEN	310	1.17%	75	0.43%	37
I53: CHILDREN'S EDUCATION	0	0.00%	0	0.00%	-
I54: SMALL TOWN BINGO	0	0.00%	0	0.00%	-
I55: MEDIUM OLD HOUSES	0	0.00%	0	0.00%	-
I56: ANTIQUES OR RENOVATION	0	0.00%	0	0.00%	-
I57: OLD CONTINENTALS	0	0.00%	0	0.00%	-
I58: MOTORCYCLE DIARIES	0	0.00%	0	0.00%	-
I59: SENIORS IN OLD HOMES	0	0.00%	0	0.00%	-
J60: ROUTE 66	0	0.00%	0	0.00%	-
J61: RURAL RECREATION	0	0.00%	0	0.00%	-
K62: HANDY NEIGHBOURS	0	0.00%	0	0.00%	-
L63: GREY PERSPECTIVES	193	0.73%	0	0.00%	0
L64: CHARITABLE RENTERS	0	0.00%	0	0.00%	-
L65: SMALL HOUSEHOLDS BIG HEARTS	555	2.10%	0	0.00%	0
L66: LOW RISE HIGH HOPES	30	0.11%	0	0.00%	0
L67: SELF-SUFFICIENT RENTERS	0	0.00%	0	0.00%	-
L68: TOWER LIVING	493	1.87%	0	0.00%	0
L69: INSURANCE AND TRAVEL	335	1.27%	0	0.00%	0
L70: RENT TO OWN	63	0.24%	0	0.00%	0
L71: TRAVEL & SOME INSURANCE	119	0.45%	0	0.00%	0
L72: COMFORTABLE LEISURE	1,628	6.15%	0	0.00%	0
L73: SINGLE PARENT OLDER CHILD	0	0.00%	0	0.00%	-
L74: UNCOMFORTABLE PAYMENTS	74	0.28%	0	0.00%	0
L75: LOFTY AMBITIONS	0	0.00%	0	0.00%	-
M76: FRENCH LAUNDRY	18	0.07%	23	0.13%	186
M77: ENFANTS AND LIFE INSURANCE	0	0.00%	0	0.00%	-
M78: YOUNG FAMILIES	0	0.00%	0	0.00%	-
M79: CONDO ACTIVE SENIORS	395	1.49%	317	1.80%	121
M80: WIDOWED APT	0	0.00%	67	0.38%	-
M81: SELF-EMPLOYED SKILLED WORKERS	149	0.56%	0	0.00%	0
M82: HEALTHCARE IN DEMAND	215	0.81%	0	0.00%	0
M83: WALK 2 WORK	0	0.00%	0	0.00%	-
M84: SOUL CITY PARENTS	1	0.00%	0	0.00%	-
N85: BENEFITS & BENEFACTORS	76	0.29%	0	0.00%	0
N86: RELATIVE SUPPORTERS	7	0.03%	0	0.00%	0
N87: HIGH-RISE IMMIGRANTS	858	3.24%	200	1.14%	35
N88: LOW-RISE RENTERS	349	1.32%	0	0.00%	0



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Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
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N89: CHILDCARE & CHARITIES	46	0.18%	4	0.02%	11
O90: SINGLE STEPS	0	0.00%	0	0.00%	-
O91: IN A FIX	0	0.00%	0	0.00%	-
O92: BRITS AND BINGO	0	0.00%	0	0.00%	-
O93: RUSTIC RESIDENTS	0	0.00%	0	0.00%	-
O94: TELEPHONES & TRANSIT	0	0.00%	0	0.00%	-
O95: GREY COLLAR GRIND	0	0.00%	0	0.00%	-
O96: ETHNO ARTS & REC	2,031	7.68%	0	0.00%	0
P97: TAKING CARE OF ELDERS	899	3.40%	0	0.00%	0
P98: RELIANT AND RELIABLE	1	0.00%	0	0.00%	-
P99: BIG FAMILIES BIG FEES	0	0.00%	0	0.00%	-
P100: SINGLE PARENTS & SENIORS	0	0.00%	0	0.00%	-
Q101: SPEND - THRIFT ARTS & SPORTS	0	0.00%	0	0.00%	-
Q102: NEW HORIZONS	0	0.00%	0	0.00%	-
Q103: ROAD TRIPPERS	0	0.00%	0	0.00%	-
Q104: BLUE COLLAR IMMIGRANTS	189	0.72%	0	0.00%	0
Q105: OLD HOME DWELLERS	0	0.00%	0	0.00%	-
Q106: THRIFTY WORKERS	0	0.00%	0	0.00%	-
Q107: SINGLE GREY TOWERS	0	0.00%	0	0.00%	-
Q108: STARTING OUT & WINDING DOWN	0	0.00%	0	0.00%	-
Q109: HIGH-RISE SENIORS	0	0.00%	0	0.00%	-



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. 2018

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.