



Canacode Lifestyle Clusters - Canacode Lifestyle Major Groups Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
A: AFFLUENTS	611	2.31%	8,152	46.44%	2,010
B: ELITE PROFESSIONALS	3,780	14.29%	4,430	25.24%	177
C: ETHNIC CRUISERS	2,024	7.65%	1,494	8.51%	111
D: NEST BUILDERS	358	1.35%	123	0.70%	52
E: BUY ME A NEW HOME	1,228	4.64%	447	2.55%	55
F: EMPTY NESTERS	709	2.68%	871	4.96%	185
G: UP THE LADDER	5,129	19.38%	584	3.33%	17
H: HIGH TRADES	3,040	11.49%	817	4.65%	40
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	3,711	14.03%	0	0.00%	0
M: SINGLES	914	3.45%	430	2.45%	71
N: NEW CANADIANS	1,365	5.16%	204	1.16%	22
O: RENTERS	2,293	8.67%	0	0.00%	0
P: ONE PARENT FAMILIES	1,107	4.18%	0	0.00%	0
Q: THRIFTY	189	0.72%	0	0.00%	0



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.