

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
TOTAL					
Total households	27,275		17,566		
MAJOR GROUP					
Spending on Essentials	\$48,719		\$72,417		149
Spending on Controllables	\$12,983		\$21,042		162
Spending on Discretionaries	\$4,338		\$7,372		170
Spending on Insurance	\$7,083		\$11,528		163
Contributions to Charity	\$599		\$1,419		237
Spending on Softline Products	\$2,448		\$3,675		150
Spending on Hardline Products	\$2,892		\$4,711		163
Spending on Electronics	\$789		\$1,202		152
Spending on Hardware and Home Improvement	\$2,105		\$3,752		178
Spending on Retail	\$14,606		\$23,999		164
Spending on General Merchandise	\$9,373		\$15,390		164
Spending on General Merchandise per Capita	\$4,272		\$5,968		140

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.