

Attribute	Benchmark North Vancouver (CSD/CY,BC)		West Vancouver (CSD/DM,BC)		
	Value	Percent	Value	Percent	Index
TOTAL					
Total households	27,122		17,544		
MAJOR GROUP					
Spending on Essentials	\$45,122		\$62,232		138
Spending on Controllables	\$12,798		\$20,223		158
Spending on Discretionaries	\$4,061		\$6,999		172
Spending on Insurance	\$6,167		\$9,442		153
Contributions to Charity	\$622		\$1,595		256
Spending on Softline Products	\$2,087		\$3,123		150
Spending on Hardline Products	\$3,148		\$4,758		151
Spending on Electronics	\$851		\$1,256		148
Spending on Hardware and Home Improvement	\$2,319		\$4,231		182
Spending on Retail	\$13,852		\$22,467		162
Spending on General Merchandise	\$9,842		\$16,024		163
Spending on General Merchandise per capita	\$4,496		\$6,284		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.