

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	50,414		37,961		
Schools and Learning Centres Attendance					
Learning centre past 3 years: Kumon math and reading centre	357	0.71%	295	0.78%	110
Learning centre past 3 years: Sylvan learning centre	195	0.39%	199	0.53%	136
Learning centre past 3 years: Other learning centre(s)	770	1.53%	761	2.01%	131
Learning centre past 3 years: Activity camps (summer/March break)	2,500	4.96%	2,110	5.56%	112
Learning centre past 3 years: Paid extracurricular activities/sports	4,334	8.60%	3,521	9.28%	108
Learning centre past 3 years: Private schools (e.g. Montessori)	725	1.44%	1,114	2.93%	203
Schools past 3 years: Adult high schools (any)	877	1.74%	560	1.48%	85
Schools past 3 years: Career colleges (any) (e.g. CDI College)	416	0.83%	260	0.69%	83
Schools past 3 years: Community colleges (any)	2,180	4.33%	1,258	3.32%	77
Schools past 3 years: Universities (any)	4,791	9.50%	3,108	8.19%	86
Schools past 3 years: Executive/management training (any)	1,022	2.03%	703	1.85%	91
Schools past 3 years: Online courses (any)	3,238	6.42%	1,955	5.15%	80
Schools Attendance Full Time Currently					
Enrolled full time: Community college (any)	502	1.00%	351	0.92%	92
Enrolled full time: CEGEP (any)	97	0.19%	69	0.18%	95
Enrolled full time: Career college/trade school (any)	508	1.01%	308	0.81%	80
Enrolled full time: University (any)	1,696	3.37%	1,099	2.90%	86
Enrolled full time: Other school (any)	1,191	2.36%	1,014	2.67%	113
Job Search					
Job search past year: online/Internet job sites (e.g. Workopolis.com) used	8,926	17.71%	4,803	12.65%	71
Job search past year: Respond to recruitment ad.	5,151	10.22%	2,608	6.87%	67
Life Events Happened in the Past 2 Years					
Life events past 2 years: Marry	849	1.68%	427	1.12%	67
Life events past 2 years: Divorce/separation	697	1.38%	382	1.01%	73
Life events past 2 years: Child born/adopted	774	1.54%	315	0.83%	54
Life events past 2 years: Grandchild born/adopted	3,900	7.74%	4,190	11.04%	143
Life events past 2 years: Adult child leaves home	2,768	5.49%	2,445	6.44%	117
Life events past 2 years: Parent moves into retirement/nursing home/your home	2,045	4.06%	1,757	4.63%	114
Life events past 2 years: Complete high school	1,061	2.10%	714	1.88%	90
Life events past 2 years: Complete college/university	1,731	3.43%	941	2.48%	72
Life events past 2 years: Purchase first vehicle	1,211	2.40%	621	1.64%	68
Life events past 2 years: Bought/sold home	2,895	5.74%	1,858	4.89%	85
Life events past 2 years: Retire	3,313	6.57%	3,117	8.21%	125
Life events past 2 years: Lose job or be laid off	1,946	3.86%	1,147	3.02%	78
Life events past 2 years: Change job/career	3,604	7.15%	2,005	5.28%	74
Life events past 2 years: Move out of parents home	380	0.75%	193	0.51%	68
Life events past 2 years: Shop for mortgage/renegeotiate mortgage	4,267	8.46%	2,344	6.17%	73
Life events past 2 years: Make last mortgage payment	976	1.94%	588	1.55%	80

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Life events past 2 years: Quit smoking	1,177	2.34%	627	1.65%	71
Life events past 2 years: Personally move to assisted living/retirement residence	87	0.17%	94	0.25%	147
Life events past 2 years: Move in with significant other	854	1.70%	396	1.04%	61
Legal/Debt Services Used Past 3 Years					
Paid past 3 Years: Civil-trusts-estates	1,810	3.59%	1,875	4.94%	138
Paid past 3 Years: Criminal defense	43	0.09%	48	0.13%	144
Paid past 3 Years: Debt consolidation/bankruptcy services	294	0.58%	171	0.45%	78
Paid past 3 Years: Divorce-family law	555	1.10%	585	1.54%	140
Paid past 3 Years: Immigration	401	0.80%	193	0.51%	64
Paid past 3 Years: Personal injury	521	1.03%	347	0.91%	88
Paid past 3 Years: Real estate	4,185	8.30%	2,898	7.63%	92
Paid past 3 Years: Traffic related	1,332	2.64%	977	2.57%	97
Paid past 3 Years: Other legal/debt services	2,369	4.70%	1,966	5.18%	110
Consumer Shows Attended in the Past Year					
Shows past year: Auto shows	2,908	5.77%	2,323	6.12%	106
Shows past year: Boat shows	1,032	2.05%	1,234	3.25%	159
Shows past year: Book shows	500	0.99%	287	0.76%	77
Shows past year: Bridal shows	402	0.80%	222	0.59%	74
Shows past year: Cottage shows	120	0.24%	88	0.23%	96
Shows past year: Craft shows	4,892	9.70%	3,318	8.74%	90
Shows past year: Electronics/photo/video shows	487	0.97%	338	0.89%	92
Shows past year: Fan shows (e.g. Comic Con)	574	1.14%	348	0.92%	81
Shows past year: Fitness/golf/ski shows	341	0.68%	272	0.72%	106
Shows past year: Food/wine shows	2,207	4.38%	1,691	4.45%	102
Shows past year: Garden shows	2,173	4.31%	2,035	5.36%	124
Shows past year: Health and living shows	1,469	2.91%	868	2.29%	79
Shows past year: Home shows	4,433	8.79%	3,961	10.43%	119
Shows past year: Job fairs	577	1.15%	315	0.83%	72
Shows past year: Motorcycle shows	667	1.32%	567	1.49%	113
Shows past year: Pet shows	629	1.25%	372	0.98%	78
Shows past year: RV shows	892	1.77%	651	1.72%	97
Shows past year: Savings/investment/franchise shows	449	0.89%	370	0.98%	110
Shows past year: Sex shows	151	0.30%	94	0.25%	83
Shows past year: Sportsman/outdoor shows	686	1.36%	539	1.42%	104
Shows past year: Travel shows	880	1.75%	766	2.02%	115
Shows past year: Other shows	1,597	3.17%	1,200	3.16%	100
Visited the Locations in the Past Year					
Visited past year: College or university campus	19,898	39.47%	14,906	39.27%	99
Visited past year: Health or fitness club	17,947	35.60%	14,803	38.99%	110
Visited past year: Restaurant, resto-bar, or pub (alcohol and food)	43,044	85.38%	32,501	85.62%	100
Visited past year: Bar or nightclub (alcohol but no food)	9,130	18.11%	5,436	14.32%	79
Visited the Locations in the Past Month					
Visited past month: College or university campus	11,484	22.78%	8,354	22.01%	97

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Visited past month: Health or fitness club	13,443	26.67%	11,026	29.05%	109
Visited past month: Restaurant, resto-bar, or pub (alcohol and food)	36,415	72.23%	27,894	73.48%	102
Visited past month: Bar or nightclub (alcohol but no food)	5,128	10.17%	2,865	7.55%	74
Visited the Locations in the Past 7 Days					
Visited past 7 days: College or university campus	6,477	12.85%	5,056	13.32%	104
Visited past 7 days: Health or fitness club	8,446	16.75%	7,288	19.20%	115
Visited past 7 days: Restaurant, resto-bar, or pub (alcohol and food)	22,100	43.84%	18,375	48.40%	110
Visited past 7 days: Bar or nightclub (alcohol but no food)	2,554	5.07%	1,484	3.91%	77

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.

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.