



Overview of North Vancouver (CSD/CY, BC)

Population		Top Lifestyles	
Total Population	59,334	Cluster G - UP THE LADDER	19.11%
Population with age 0-14	13.33%	<ul style="list-style-type: none"> • Young Families • New Suburbanites • Kids, Dogs & Station Wagons • Dynamic Careers 	<p>Middle class households in busy life-stage. Income (\$101,084) and home value (\$577,729) are slightly below the Canadian average. Household size is 2.43. 25.2% of them have a home language of French and many of them work in the trades, transport and equipment as operators. More Montreal dwellers which have common-law couples and lone-parent families with children at home. They spend more on healthcare supplies and childcare. In their precious leisure time they read more about relationships, interior decorating, organic gardening, and woodworking. Occasionally they ski. They think an important part of their life and activities is dressing smartly. They enjoy being extravagant, but think no-name products are as good as nationally advertised brands. They like to go out with friends and also have fun at home. They consider career as their first priority.</p>
Population with age 15-24	9.65%		
Population with age 25-34	14.35%		
Population with age 35-44	16.20%		
Population with age 45-54	14.67%		
Population with age 55-64	14.17%		
Population with age 65+	17.62%		
Land area (km ²)	11.85		
Inhabited area (km ²)	NA		
Household		Cluster L - COMFORTABLE APARTMENT DWELLERS	
Total number of households	27,275	<ul style="list-style-type: none"> • Seniors and Singles • Soft Skills • Disposable Income • Mixed Interests 	<p>Seniors and young professionals without kids, they have an income of \$61,189, home value of \$477,527 (rental), and a household size of 2.03. High percentages of lone female parents, immigrants, widows, separated, divorcées, and singles. They work in art, culture, recreation, sports, sales, and services. They live in large cities and have good disposable income. They like domestic traveling. They read history, relationships, world news, and politics. Average engagement in sports. Advertising is an important source of information. Prefer low-calorie or 'light' foods and drinks. Like to try new products. Brand loyal but see no-name as equally good. Convenience is more important than price when shopping. Career and working are a priority. Television is a major source of entertainment. They keep their home very neat and clean and feel a single person can have a satisfying, enjoyable life.</p>
Household size	2.14		
Dwelling		Cluster B - ELITE PROFESSIONALS	13.85%
Percent: owners	52.77%	<ul style="list-style-type: none"> • Highly Educated • Techno Savvy • Urban Families • Graying Boomers 	
Percent: tenants	47.23%		
			

Overview of West Vancouver (CSD/DM, BC)

Population	Top Lifestyles
Total Population	44,183
Population with age 0-14	10.68%
Population with age 15-24	15.82%
Population with age 25-34	9.39%
Population with age 35-44	6.79%
Population with age 45-54	13.62%
Population with age 55-64	15.51%
Population with age 65+	28.20%
Land area (km ²)	87.26
Inhabited area (km ²)	NA
Household	
Total number of households	17,566
Household size	2.45
Dwelling	
Percent: owners	74.94%
Percent: tenants	25.06%
	<p>Cluster A - AFFLUENTS 45.87%</p> <ul style="list-style-type: none"> • Top Earners & Owners • Well Established & Urban • Worldly & Sophisticated • Average Maintainers' Age 50 <p>Senior executives & managers, health professionals, business and financial professionals, judges, lawyers, psychologists, social workers, ministers of religion, and policy and program officers. Average income: \$250,747, home value* \$1,669,784. Average maintainers' age 50.2, household size 2.85. 83.4% of them have British and European ancestors; reside in Toronto, Calgary, Vancouver and Ottawa. With university or higher degree, they spend 2.7X average on education, other retirement or pension funds, and recreational vehicles. They travel, drive luxury cars, spend 2X average on childcare, and own vacation homes more than average. More Jewish (4.7X average). They are careful of what they eat in order to keep their weight under control. They consider themselves to be sophisticated in lifestyle, enjoy being extravagant, brand conscious but spend with discipline, and shop heavily at the Bay.</p>
	<p>Cluster B - ELITE PROFESSIONALS 22.82%</p> <ul style="list-style-type: none"> • Highly Educated • Techno Savvy • Urban Families • Graying Boomers <p>These are managers and professionals with university degrees in science and law. Nearly 2X average earned a master's degree or doctorate. Average income: \$159,187; live in relatively new houses valued at \$1,256,602. Average maintainers' age is 48.8, household size 2.74. 81% of them have British and European ancestors; 11.4% French and 81% live in Ontario, BC, and Alberta. They spend 1.6X average on education, 1.4X average on computer related items. They travel, play golf, ski, and play soccer. They read about business, finance, science fiction, sports, and news. They like to try gourmet and healthy cooking. They consider themselves to be more sophisticated in lifestyle than average and are self-confident and ambitious. They often shop in the Bay and Costco.</p>
	<p>Cluster C - ETHNIC CRUISERS 8.13%</p> <ul style="list-style-type: none"> • Ethnic & Established • Highly Travelled • Family Focused • Home & Hearth

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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.