

Overview of North Vancouver (CSD,BC)

Population		Top Lifestyles	
Total Population	57,092	<p>Cluster G - UP THE LADDER 19.38%</p> <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 (\$89,819) and home value (\$502,163) are slightly below the Canadian average. Household size is 2.56. 25% are French and many of them work in the trades, transport and operators. More suburban dwellers with children age under 14, they spend high on healthcare supplies, mortgage and life insurance premiums, childcare. In their precious leisure time, they read more about relationships, interior decorating, work on organic gardening and woodworking. Occasionally they ski. They think an important part of their life and activities is dressing smartly. Enjoy being extravagant, but think no-name products are as good as nationally advertised brands. Like both to go out with friend and entertain at home. Consider career as their first priority.</p>	
Population with age 0-14	13.40%		
Population with age 15-24	9.74%		
Population with age 25-34	14.94%		
Population with age 35-44	15.48%		
Population with age 45-54	15.50%		
Population with age 55-64	14.83%		
Population with age 65+	16.12%		
Household			<p>Cluster B - ELITE PROFESSIONALS 14.29%</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 engineering. Near 2X average earned master degree or doctorate. Average income: \$143,533; live in relatively new houses average valued at \$981,062. Average maintainers' age is 48.8, household size 2.85. 86% of them have British and European ancestors; 13% French and 81% live in Ontario, BC and Alberta. They spend 2X average on education, 1.5X average on computer related items. They travel, play golf, ski and soccer. They read about business, finance, science fiction, sport and news and they try gourmet and healthy cooking. They consider themselves to be sophisticated in lifestyle than average, self-confident and ambitious. They shop often in the Bay and Costco.</p>
Total number of households	26,444		
Household size	2.13		
Dwelling		<p>Cluster L - COMFORTABLE APARTMENT DWELLERS 14.03%</p> <ul style="list-style-type: none"> • Seniors and Singles • Soft Skills • Disposable Income • Mixed Interests 	
Percent: owners	52.73%		
Percent: tenants	47.27%		

Overview of West Vancouver (CSD,BC)

Population		Top Lifestyles		
Total Population	44,084	Cluster A - AFFLUENTS	45.99%	
Population with age 0-14	13.80%	<ul style="list-style-type: none"> • Top Earners & Owners • Well Established & Urban • Worldly & Sophisticated • Average Maintainers' Age 50 	<p>Top lifestyle, senior executives & manager, health professionals, business and financial professionals, judges, lawyers, psychologists, social workers, ministers of religion, and policy and program officers. Average income: \$217,356; home value \$1,371,198. Average maintainers' age 50.2, household size 2.97. 90% of them have British and European ancestors; likely reside in Toronto, Calgary, Ottawa, and Vancouver. With university or higher degree, they spend 3X average on education, other retirement or pension funds and non-religious charitable organizations. They travel, drive luxury foreign cars, spend 2X average on childcare, own vacation homes more than average. They have worldly reading habits. More Jewish (4.2X 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, shop heavily at the Bay.</p>	
Population with age 15-24	12.98%			
Population with age 25-34	6.96%			
Population with age 35-44	7.97%			
Population with age 45-54	15.04%			
Population with age 55-64	15.50%			
Population with age 65+	27.76%			
Household		Cluster B - ELITE PROFESSIONALS		25.24%
Total number of households	17,553	<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 engineering. Near 2X average earned master degree or doctorate. Average income: \$143,533; live in relatively new houses average valued at \$981,062. Average maintainers' age is 48.8, household size 2.85. 86% of them have British and European ancestors; 13% French and 81% live in Ontario, BC and Alberta. They spend 2X average on education, 1.5X average on computer related items. They travel, play golf, ski and soccer. They read about business, finance, science fiction, sport and news and they try gourmet and healthy cooking. They consider themselves to be sophisticated in lifestyle than average, self-confident and ambitious. They shop often in the Bay and Costco.</p>
Household size	2.46			
Dwelling		Cluster C - ETHNIC CRUISERS	8.51%	
Percent: owners	74.98%	<ul style="list-style-type: none"> • Ethnic & Established • Highly Travelled • Family Focused • Home & Hearth 		
Percent: tenants	25.03%			



Demographics - Overview Report

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.