



Psychographic Patterns - Psychographics Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
Attitude about Advertising					
"New and improved" on packages is just an advertising gimmick	14,177	28.42%	10,877	28.82%	101
Premium priced brands are generally worth the extra money	1,347	2.70%	747	1.98%	73
Advertising is an important source of information to me	1,582	3.17%	989	2.62%	83
Free-trial/product samples can influence my purchase decisions	2,637	5.29%	1,584	4.20%	79
Health Consciousness					
I am very concerned about the nutritional content of food products I buy	14,938	29.94%	12,325	32.65%	109
I prefer low-calorie or "light" foods and drinks	4,296	8.61%	3,212	8.51%	99
I would like to eat healthy foods more often	13,011	26.08%	9,399	24.90%	95
I am careful of what I eat in order to keep my weight under control	5,419	10.86%	4,207	11.14%	103
Vegetarianism is a healthy option	3,879	7.77%	2,867	7.60%	98
Opinion about New Products					
I buy the latest high-tech gadgets before most people I know	857	1.72%	524	1.39%	81
Most new products are worth a try	1,210	2.43%	719	1.90%	78
I like to try new and different products	1,959	3.93%	1,261	3.34%	85
I have tried a product/service based on a personal recommendation	5,181	10.38%	3,739	9.91%	95
Brand Loyalty					
I offer recommendations of products/services to other people	3,710	7.44%	2,490	6.60%	89
If I see something interesting in a store, I will usually buy it on impulse	858	1.72%	531	1.41%	82
I tend to pass up my favourite brand if something else is on sale	2,758	5.53%	1,557	4.13%	75
If one of my usual brands is on special, I will buy extra	7,944	15.92%	5,898	15.62%	98
It's important to buy products from socially-responsible/environmentally-friendly companies	7,523	15.08%	5,665	15.01%	100
Once I find a brand I like, I stick with it	7,681	15.40%	5,206	13.79%	90
No-name products are as good as nationally advertised brands	4,009	8.04%	2,827	7.49%	93
I value companies who give back to the community	8,497	17.03%	5,933	15.72%	92
Cost Sensitivity					
I am willing to pay more for eco-friendly products	2,522	5.05%	1,993	5.28%	105
When I make a purchase, I often spend more than I thought I would	2,178	4.37%	1,455	3.85%	88
I am willing to pay a little extra to save time shopping	1,967	3.94%	1,312	3.48%	88
To me, shopping is a chore rather than a pleasure	6,005	12.04%	4,556	12.07%	100
When I buy products I am looking for convenience, not price	1,505	3.02%	955	2.53%	84
I worry about not having enough money to retire	6,534	13.10%	3,484	9.23%	70
I prefer to postpone a purchase than buy on credit	8,724	17.49%	6,303	16.70%	95
I compare grocery prices at different stores	7,751	15.54%	4,952	13.12%	84
I make an effort to buy local produce/products	8,754	17.55%	6,415	16.99%	97
I am more of a spender than a saver	1,750	3.51%	1,024	2.71%	77
Social Network					
I like to try new places to eat	6,232	12.49%	4,413	11.69%	94



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I lead a fairly busy social life	2,537	5.09%	2,015	5.34%	105
I do more entertaining at home now than ever before	2,002	4.01%	1,316	3.49%	87
My friends' opinions are an important source of information for me	1,937	3.88%	1,231	3.26%	84
I place a lot of importance on personal appearance	2,912	5.84%	2,084	5.52%	95
I am concerned about the issues of online security/identity theft	10,257	20.56%	7,942	21.04%	102
It is important to monitor what children watch/listen to/access via media	15,300	30.67%	10,618	28.13%	92
Staying connected via social media is very important to me	3,095	6.20%	1,876	4.97%	80
Lifestyle					
I try to keep abreast of changes in style and fashions	1,278	2.56%	987	2.61%	102
I take care of money matters and bill paying in our household	15,266	30.60%	10,814	28.65%	94
I enjoy being extravagant	1,748	3.50%	1,301	3.45%	99
I consider myself to be sophisticated	1,898	3.80%	1,426	3.78%	99
I have difficulty trying to balance my work and family/personal life	1,596	3.20%	944	2.50%	78
I have had or would consider cosmetic procedures/surgery	1,229	2.46%	928	2.46%	100
Opinion about Work					
Working makes me feel I am in control of my life	5,417	10.86%	3,412	9.04%	83
Social Activity and Family					
I prepare a grocery list before doing my shopping	10,032	20.11%	7,073	18.74%	93
I like to cook	9,710	19.46%	7,062	18.71%	96
I am interested in learning about different cultures	9,235	18.51%	7,251	19.21%	104
I would rather spend a quiet evening at home than go out to a party	12,285	24.62%	8,110	21.48%	87
Family life and having children are most important to me	14,221	28.50%	10,601	28.08%	99
Television is my primary source of entertainment	5,808	11.64%	3,861	10.23%	88
My home is kept very neat and clean	8,689	17.42%	6,164	16.33%	94
Online streaming services do not replace radio	5,982	11.99%	4,640	12.29%	103
Radio feels more personal than other media	5,396	10.82%	4,038	10.70%	99
Use of marijuana should be legalized in Canada	7,937	15.91%	5,379	14.25%	90
I consider it important to vote in elections	33,094	66.33%	26,104	69.15%	104
Self-Esteem					
I consider myself to be informed on current events or issues	9,266	18.57%	7,425	19.67%	106
I generally achieve what I set out to do	6,719	13.47%	5,452	14.44%	107
An important part of my life and activities is dressing smartly	2,678	5.37%	1,864	4.94%	92
I am more independent than most people	6,987	14.01%	5,188	13.74%	98



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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. 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.