

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426		39,463		
Attitude about Advertising					
New and improved on packages is just an advertising gimmick	15,554	30.25%	11,669	29.57%	98
Premium priced brands are generally worth the extra money	1,482	2.88%	1,016	2.57%	89
Advertising is an important source of information to me	844	1.64%	545	1.38%	84
Free trial/product samples can influence my purchase decisions	2,779	5.40%	1,880	4.77%	88
Health Consciousness					
I am very concerned about the nutritional content of food products I buy	14,380	27.96%	11,703	29.66%	106
I prefer low-calorie or light foods and drinks	4,425	8.60%	3,479	8.82%	103
I would like to eat healthy foods more often	11,773	22.89%	7,648	19.38%	85
I am careful of what I eat in order to keep my weight under control	4,602	8.95%	3,382	8.57%	96
Vegetarianism is a healthy option	4,561	8.87%	3,066	7.77%	88
I am concerned about people getting high and driving	23,401	45.50%	18,466	46.79%	103
Opinion about New Products					
I buy the latest high-tech gadgets before most people I know	1,172	2.28%	819	2.08%	91
I like to try new and different products	3,610	7.02%	2,503	6.34%	90
I have tried a product/service based on a personal recommendation	5,632	10.95%	4,018	10.18%	93
Brand Loyalty					
I offer recommendations of products/services to other people	2,896	5.63%	1,874	4.75%	84
If I see something interesting in a store, I will usually buy it on impulse	1,095	2.13%	611	1.55%	73
I tend to pass up my favourite brand if something else is on sale	2,485	4.83%	1,592	4.03%	83
If one of my usual brands is on special, I will buy extra	8,497	16.52%	6,268	15.88%	96
It's important to buy products from socially responsible/environmentally friendly companies	7,545	14.67%	5,716	14.49%	99
Once I find a brand I like, I stick with it	7,450	14.49%	5,109	12.95%	89
No-name products are as good as nationally advertised brands	3,851	7.49%	1,926	4.88%	65
I value companies who give back to the community	8,374	16.28%	6,351	16.09%	99
When I shop online I prefer to support Canadian retailers	8,557	16.64%	6,559	16.62%	100
Cost Sensitivity					
I am willing to pay more for eco-friendly products	2,815	5.47%	1,871	4.74%	87
When I make a purchase, I often spend more than I thought I would	2,022	3.93%	1,191	3.02%	77
I am willing to pay a little extra to save time shopping	1,885	3.67%	1,817	4.60%	125
To me, shopping is a chore rather than a pleasure	5,581	10.85%	4,353	11.03%	102
I worry about not having enough money to retire	5,391	10.48%	2,949	7.47%	71
I prefer to postpone a purchase than buy on credit	8,974	17.45%	7,771	19.69%	113
I compare grocery prices at different stores	7,214	14.03%	5,286	13.40%	96
I make an effort to buy local produce/products	9,201	17.89%	7,485	18.97%	106
I am more of a spender than a saver	2,170	4.22%	1,373	3.48%	82
Social Network					
I like to try new places to eat	6,155	11.97%	4,247	10.76%	90

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
I lead a fairly busy social life	2,268	4.41%	1,626	4.12%	93
I do more entertaining at home now than ever before	1,319	2.57%	952	2.41%	94
My friends' opinions are an important source of information for me	2,043	3.97%	1,470	3.73%	94
I place a lot of importance on personal appearance	2,547	4.95%	2,171	5.50%	111
I am concerned about the issues of online security/identity theft	11,534	22.43%	9,365	23.73%	106
It is important to monitor what children watch/listen to/access via media	15,027	29.22%	11,292	28.61%	98
Staying connected via social media is very important to me	2,476	4.81%	1,670	4.23%	88
Lifestyle					
I try to keep abreast of changes in style and fashions	1,330	2.59%	1,071	2.71%	105
I take care of money matters and bill paying in our household	17,142	33.33%	11,498	29.14%	87
I enjoy being extravagant	1,287	2.50%	1,138	2.88%	115
I consider myself to be sophisticated	1,211	2.36%	1,096	2.78%	118
I have difficulty trying to balance my work and family/personal life	1,767	3.44%	1,020	2.59%	75
I have had or would consider cosmetic procedures/surgery	889	1.73%	578	1.46%	84
I prefer to shop at retail store location for the customer experience	10,485	20.39%	8,596	21.78%	107
I prefer to shop online for convenience	2,095	4.07%	1,468	3.72%	91
Social Activity and Family					
I prepare a grocery list before doing my shopping	10,394	20.21%	8,330	21.11%	104
I like to cook	9,093	17.68%	6,322	16.02%	91
I am interested in learning about different cultures	9,151	17.79%	6,777	17.17%	97
I would rather spend a quiet evening at home than go out to a party	13,086	25.45%	8,608	21.81%	86
Family life and having children are most important to me	12,753	24.80%	10,167	25.76%	104
Television is my primary source of entertainment	7,603	14.79%	5,776	14.64%	99
My home is kept very neat and clean	8,061	15.68%	6,374	16.15%	103
Online streaming services do not replace radio	7,083	13.77%	5,919	15.00%	109
Radio feels more personal than other media	6,381	12.41%	4,959	12.57%	101
I consider it important to vote in elections	31,907	62.04%	25,183	63.81%	103
Self-Esteem					
I consider myself to be informed on current events or issues	8,630	16.78%	7,369	18.67%	111
I generally achieve what I set out to do	6,442	12.53%	4,903	12.43%	99
An important part of my life and activities is dressing smartly	2,475	4.81%	2,045	5.18%	108
I am more independent than most people	6,395	12.44%	4,686	11.87%	95
I am adventurous/outdoorsy	3,612	7.02%	2,817	7.14%	102

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

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