

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		
Work Status					
Work status: Presumed employed	25,800	50.17%	15,643	39.64%	79
Work status: Not applicable/not employed	25,626	49.83%	23,820	60.36%	121
Commuting - Driving Time to Work (one way)					
Driving time to work (one way): Don't commute by automobile	7,242	14.08%	4,382	11.10%	79
Driving time to work (one way): 1-15 minutes	7,036	13.68%	4,604	11.67%	85
Driving time to work (one way): 16-30 minutes	6,356	12.36%	4,025	10.20%	83
Driving time to work (one way): 31-45 minutes	3,426	6.66%	2,241	5.68%	85
Driving time to work (one way): 46-60 minutes	1,403	2.73%	1,028	2.60%	95
Driving time to work (one way): More than 60 minutes	442	0.86%	312	0.79%	92
Commuting - # People in the Car					
# People in car - 1 (myself alone)	16,203	31.51%	9,559	24.22%	77
# People in car - 2 People	2,517	4.89%	1,809	4.58%	94
# People in car - 3 People	133	0.26%	105	0.27%	104
# People in car - 4 or more People	117	0.23%	61	0.15%	65
Commuting - Time by Public Transit to Work (one way)					
Time by public transit to work (one way): Don't commute by public transit	17,852	34.71%	10,894	27.61%	80
Time by public transit to work (one way): 1-15 minutes	1,645	3.20%	1,041	2.64%	83
Time by public transit to work (one way): 16-30 minutes	2,202	4.28%	1,364	3.46%	81
Time by public transit to work (one way): 31-45 minutes	1,931	3.76%	1,317	3.34%	89
Time by public transit to work (one way): 46-60 minutes	1,242	2.42%	813	2.06%	85
Time by public transit to work (one way): More than 60 minutes	970	1.89%	543	1.38%	73
Commuting - Mode of Transit					
Mode of transit - Car/truck/van as driver	13,006	25.29%	7,599	19.26%	76
Mode of transit - Car/truck/van as passenger	1,130	2.20%	776	1.97%	90
Mode of transit - Public transit	2,835	5.51%	1,388	3.52%	64
Mode of transit - Walk	2,525	4.91%	1,619	4.10%	84
Mode of transit - Bicycle	952	1.85%	669	1.69%	91
Mode of transit - Other Mode of transportation	405	0.79%	273	0.69%	87
Business Purch. Decisions Involved in					
Business purch. decisions involved in - No	17,513	34.05%	10,146	25.71%	76
Business purch. decisions involved in - Yes	8,603	16.73%	6,207	15.73%	94
Business Purch. Decisions Involved in - Value of					
Business purch. deci.: value of \$1-\$499	2,057	4.00%	1,390	3.52%	88
Business purch. deci.: value of \$500-\$1,999	1,630	3.17%	1,100	2.79%	88
Business purch. deci.: value of \$2,000-\$4,999	1,534	2.98%	1,256	3.18%	107
Business purch. deci.: value of \$5,000-\$9,999	649	1.26%	389	0.99%	79
Business purch. deci.: value of \$10,000-\$24,999	698	1.36%	436	1.10%	81
Business purch. deci.: value of \$25,000-\$49,999	357	0.69%	271	0.69%	100
Business purch. deci.: value of \$50,000-\$99,999	437	0.85%	273	0.69%	81
Business purch. deci.: value of \$100,000 or more	1,242	2.41%	1,093	2.77%	115
Business Purch. Decisions - Ad/Comm. Services					
Business purch. deci.: Ad/Comm. services - No direct involvement	21,869	42.52%	13,244	33.56%	79

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Business purch. deci.: Ad/Comm. services - I am consulted/I recommend	1,430	2.78%	771	1.95%	70
Business purch. deci.: Ad/Comm. services - I authorize	2,472	4.81%	2,056	5.21%	108
Business Purch. Decisions - Business Travel					
Bus. purch. deci.: Business travel - No direct involvement	19,689	38.29%	11,626	29.46%	77
Bus. purch. deci.: Business travel - I am consulted/I recommend	2,814	5.47%	2,034	5.15%	94
Bus. purch. deci.: Business travel - I authorize	3,094	6.02%	2,309	5.85%	97
Business Purch. Decisions - Computer Hardware/Software					
Bus. purch. deci.: Computer hardware/software - No direct involvement	20,127	39.14%	11,576	29.33%	75
Bus. purch. deci.: Computer hardware/software - I am consulted/I recommend	2,854	5.55%	2,015	5.11%	92
Bus. purch. deci.: Computer hardware/software - I authorize	3,215	6.25%	2,528	6.41%	103
Business Purch. Decisions - Computer Online/Internet Services					
Bus. purch. deci.: Computer online/internet services - No direct involvement	21,273	41.37%	12,297	31.16%	75
Bus. purch. deci.: Computer online/internet services - I am consulted/I recommend	1,600	3.11%	1,135	2.88%	93
Bus. purch. deci.: Computer online/internet services - I authorize	3,189	6.20%	2,410	6.11%	99
Business Purch. Decisions - Convention Arrangements					
Bus. purch. deci.: Convention arrangements - No direct involvement	23,028	44.78%	13,688	34.69%	77
Bus. purch. deci.: Convention arrangements - I am consulted/I recommend	1,719	3.34%	1,200	3.04%	91
Bus. purch. deci.: Convention arrangements - I authorize	1,306	2.54%	887	2.25%	89
Business Purch. Decisions - Corporate Events/Team Building					
Bus. purch. deci.: Corporate events/team building - No direct involvement	21,320	41.46%	12,760	32.33%	78
Bus. purch. deci.: Corporate events/team building - I am consulted/I recommend	3,044	5.92%	2,018	5.11%	86
Bus. purch. deci.: Corporate events/team building - I authorize	1,458	2.84%	1,140	2.89%	102
Business Purch. Decisions - Courier Services					
Bus. purch. deci.: Courier services - No direct involvement	21,489	41.79%	12,780	32.39%	78
Bus. purch. deci.: Courier services - I am consulted/I recommend	1,635	3.18%	1,130	2.86%	90
Bus. purch. deci.: Courier services - I authorize	2,707	5.26%	1,820	4.61%	88
Business Purch. Decisions - Employee Education/Training					
Bus. purch. deci.: Employee education/training - No direct involvement	19,506	37.93%	11,592	29.38%	77
Bus. purch. deci.: Employee education/training - I am consulted/I recommend	4,091	7.95%	2,855	7.23%	91
Bus. purch. deci.: Employee education/training - I authorize	2,330	4.53%	1,386	3.51%	77
Business Purch. Decisions - Handheld Comm. Devices					
Bus. purch. deci.: Handheld comm. devices (e.g. PDA, cell phone) - No direct involvement	20,983	40.80%	12,190	30.89%	76

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Bus. purch. deci.: Handheld comm. devices (e.g. PDA, cell phone) - I am consulted/I recommend	2,162	4.21%	1,484	3.76%	89
Bus. purch. deci.: Handheld comm. devices (e.g. PDA, cell phone) - I authorize	2,777	5.40%	2,122	5.38%	100
Business Purch. Decisions - Office Equipment (e.g. Photocopier)					
Bus. purch. deci.: Office equipment (e.g. photocopier, fax) - No direct involvement	20,372	39.62%	11,599	29.39%	74
Bus. purch. deci.: Office equipment (e.g. photocopier, fax) - I am consulted/I recommend	2,648	5.15%	1,833	4.65%	90
Bus. purch. deci.: Office equipment (e.g. photocopier, fax) - I authorize	2,918	5.68%	2,526	6.40%	113
Business Purch. Decisions - Office Food Catering					
Bus. purch. deci.: Office food catering - No direct involvement	21,489	41.79%	12,708	32.20%	77
Bus. purch. deci.: Office food catering - I am consulted/I recommend	2,441	4.75%	1,794	4.55%	96
Bus. purch. deci.: Office food catering - I authorize	1,981	3.85%	1,225	3.10%	81
Business Purch. Decisions - Office Furniture					
Bus. purch. deci.: Office furniture - No direct involvement	21,517	41.84%	12,528	31.75%	76
Bus. purch. deci.: Office furniture - I am consulted/I recommend	2,342	4.55%	1,695	4.30%	95
Bus. purch. deci.: Office furniture - I authorize	1,952	3.80%	1,529	3.88%	102
Business Purch. Decisions - Office Supplies					
Bus. purch. deci.: Office supplies - No direct involvement	18,185	35.36%	11,055	28.01%	79
Bus. purch. deci.: Office supplies - I am consulted/I recommend	3,221	6.26%	1,681	4.26%	68
Bus. purch. deci.: Office supplies - I authorize	4,915	9.56%	3,123	7.91%	83
Business Purch. Decisions - Office Telephone Systems					
Bus. purch. deci.: Office telephone systems - No direct involvement	21,892	42.57%	12,275	31.10%	73
Bus. purch. deci.: Office telephone systems - I am consulted/I recommend	1,431	2.78%	1,125	2.85%	103
Bus. purch. deci.: Office telephone systems - I authorize	2,674	5.20%	1,970	4.99%	96
Business Purch. Decisions - Payroll Services					
Bus. purch. deci.: Payroll services - No direct involvement	22,535	43.82%	13,245	33.56%	77
Bus. purch. deci.: Payroll services - I am consulted/I recommend	964	1.88%	765	1.94%	103
Bus. purch. deci.: Payroll services - I authorize	2,346	4.56%	1,772	4.49%	98
Business Purch. Decisions - Personnel Agencies					
Bus. purch. deci.: Personnel agencies - No direct involvement	23,365	45.43%	13,812	35.00%	77
Bus. purch. deci.: Personnel agencies - I am consulted/I recommend	1,032	2.01%	705	1.79%	89
Bus. purch. deci.: Personnel agencies - I authorize	1,405	2.73%	1,017	2.58%	95
Business Purch. Decisions - Professional Services					
Bus. purch. deci.: Professional services - No direct involvement	21,724	42.24%	12,703	32.19%	76
Bus. purch. deci.: Professional services - I am consulted/I recommend	2,066	4.02%	1,437	3.64%	91
Bus. purch. deci.: Professional services - I authorize	2,078	4.04%	1,796	4.55%	113

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Business Purch. Decisions - Security Services (any)					
Bus. purch. deci.: Security services (any) - No direct involvement	24,020	46.71%	14,724	37.31%	80
Bus. purch. deci.: Security services (any) - I am consulted/I recommend	785	1.53%	649	1.64%	107
Bus. purch. deci.: Security services (any) - I authorize	942	1.83%	739	1.87%	102
Business Purch. Decisions - Tools/Equipment/Farm Equipment Rental or Purchases					
Bus. purch. deci.: Tools/equipment/farm equipment rental or purchases - No direct involvement	20,433	39.73%	12,053	30.54%	77
Bus. purch. deci.: Tools/equipment/farm equipment rental or purchases - I am consulted/I recommend	2,688	5.23%	1,737	4.40%	84
Bus. purch. deci.: Tools/equipment/farm equipment rental or purchases) - I authorize	2,417	4.70%	1,872	4.74%	101
Own Home Based or Other Type of Business					
Home based business	2,482	4.83%	2,193	5.56%	115
Small business with under 20 employees (not home based)	638	1.24%	450	1.14%	92
Business with 20 or more employees (not home based)	157	0.31%	208	0.53%	171
Other type of business	511	0.99%	333	0.84%	85
None of these, do not personally own a business	22,018	42.82%	12,741	32.29%	75
Business Trips (>=160km) in Past 12 Months by Air					
Business trips past 12 mo by air: None	20,825	40.50%	12,406	31.44%	78
Business trips past 12 mo by air: 1-2 trips	2,955	5.75%	1,874	4.75%	83
Business trips past 12 mo by air: 3-6 trips	1,360	2.65%	1,155	2.93%	111
Business trips past 12 mo by air: More than 6 trips	597	1.16%	471	1.19%	103
Business Trips (>=160km) in Past 12 Months by Bus					
Business trips past 12 mo by bus: None	25,157	48.92%	15,142	38.37%	78
Business trips past 12 mo by bus: 1-2 trips	397	0.77%	292	0.74%	96
Business trips past 12 mo by bus: 3-6 trips	24	0.05%	20	0.05%	100
Business trips past 12 mo by bus: More than 6 trips	303	0.59%	213	0.54%	92
Business Trips (>=160km) in Past 12 Months by Car					
Business trips past 12 mo by car: None	20,996	40.83%	12,915	32.73%	80
Business trips past 12 mo by car: 1-2 trips	2,815	5.47%	1,502	3.81%	70
Business trips past 12 mo by car: 3-6 trips	731	1.42%	505	1.28%	90
Business trips past 12 mo by car: More than 6 trips	1,455	2.83%	1,172	2.97%	105
Business Trips (>=160km) in Past 12 Months by Ferry Service					
Business trips past 12 mo by ferry service: None	23,197	45.11%	14,122	35.79%	79
Business trips past 12 mo by ferry service: 1-2 trips	1,558	3.03%	1,500	3.80%	125
Business trips past 12 mo by ferry service: 3-6 trips	331	0.64%	174	0.44%	69
Business trips past 12 mo by ferry service: More than 6 trips	186	0.36%	80	0.20%	56
Business Trips (>=160km) in Past 12 Months by Rail					
Business trips past 12 mo by rail: None	25,578	49.74%	15,407	39.04%	78
Business trips past 12 mo by rail: 1-2 trips	188	0.37%	148	0.37%	100
Business trips past 12 mo by rail: 3-6 trips	107	0.21%	92	0.23%	110
Business trips past 12 mo by rail: More than 6 trips	96	0.19%	38	0.10%	53
No. Nights Away from Home on Business in Past 12 Months					
# Nights away on business past 12 mo: None	20,156	39.20%	12,213	30.95%	79

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	Value	Percent	Value	Percent	Index
# Nights away on business past 12 mo: 1-5 nights	2,623	5.10%	1,810	4.59%	90
# Nights away on business past 12 mo: 6-10 nights	1,153	2.24%	717	1.82%	81
# Nights away on business past 12 mo: 11-15 nights	916	1.78%	638	1.62%	91
# Nights away on business past 12 mo: 16-21 nights	428	0.83%	300	0.76%	92
# Nights away on business past 12 mo: More than 21 nights	755	1.47%	526	1.33%	90
Work in a Building Where Elevator with TV Ads					
Work in a building where elevator with TV Ads: Yes	1,823	3.55%	1,226	3.11%	88
Watch TV in the elevators: Every time	352	0.69%	295	0.75%	109
Watch TV in the elevators: Most time	279	0.54%	216	0.55%	102
Watch TV in the elevators: Sometimes	392	0.76%	263	0.67%	88
Watch TV in the elevators: Hardly ever	177	0.34%	143	0.36%	106
Watch TV in the elevators: Never	547	1.06%	422	1.07%	101
No. Employees at Company Location					
# Employees at company location: 1-4	6,827	13.28%	4,904	12.43%	94
# Employees at company location: 5-9	2,680	5.21%	1,750	4.43%	85
# Employees at company location: 10-24	4,081	7.94%	2,845	7.21%	91
# Employees at company location: 25-49	3,082	5.99%	1,625	4.12%	69
# Employees at company location: 50-99	2,701	5.25%	1,556	3.94%	75
# Employees at company location: 100-249	3,041	5.91%	1,690	4.28%	72
# Employees at company location: 250-499	1,530	2.97%	1,013	2.57%	87
# Employees at company location: 500 or more	2,225	4.33%	1,283	3.25%	75
No. Employees Total in Canada					
# Employees at company total in Canada: 1-4	4,084	7.94%	2,327	5.90%	74
# Employees at company total in Canada: 5-9	1,461	2.84%	982	2.49%	88
# Employees at company total in Canada: 10-24	2,152	4.18%	1,404	3.56%	85
# Employees at company total in Canada: 25-49	1,087	2.12%	837	2.12%	100
# Employees at company total in Canada: 50-99	1,485	2.89%	955	2.42%	84
# Employees at company total in Canada: 100-249	2,074	4.03%	1,422	3.60%	89
# Employees at company total in Canada: 250-499	1,847	3.59%	1,151	2.92%	81
# Employees at company total in Canada: 500 or more	11,767	22.88%	7,454	18.89%	83

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

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