

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Number of Households</b>	27,275		17,566		
<b>Population of Age 18 and Up</b>	49,870		37,594		
<b># Vehicles - # Owned/Leased in Household</b>					
# Vehicles - None	5,768	21.15%	1,985	11.30%	53
# Vehicles - One	12,899	47.29%	5,899	33.58%	71
# Vehicles - Two	5,895	21.61%	5,467	31.12%	144
# Vehicles - Three	1,700	6.23%	3,060	17.42%	280
# Vehicles - Four or More	1,013	3.71%	1,155	6.58%	177
<b>Vehicle - Major Group - Present in Household</b>					
Major Group - Sub-Compact	3,215	11.79%	2,230	12.69%	108
Major Group - Compact	10,230	37.51%	5,873	33.43%	89
Major Group - Compact Premium	1,440	5.28%	1,910	10.87%	206
Major Group - Midsize	5,435	19.93%	4,311	24.54%	123
Major Group - Midsize Premium	245	0.90%	487	2.77%	308
Major Group - Large	1,318	4.83%	1,166	6.64%	137
Major Group - Large Premium	203	0.75%	369	2.10%	280
Major Group - Unclassified	4,470	16.39%	4,041	23.00%	140
<b>Vehicle - Minor Group - Present in Household</b>					
Minor Group - Sub-Compact City Car	160	0.59%	131	0.74%	125
Minor Group - Sub-Compact Small Car	2,132	7.82%	1,128	6.42%	82
Minor Group - Sub-Compact Small SUV	1,033	3.79%	789	4.49%	118
Minor Group - Compact Car	5,835	21.40%	3,256	18.54%	87
Minor Group - Compact Multi-purpose Vehicle	361	1.32%	192	1.09%	83
Minor Group - Compact Sporty Car	125	0.46%	139	0.79%	172
Minor Group - Compact SUV	3,299	12.10%	2,232	12.71%	105
Minor Group - Compact Premium Car	1,227	4.50%	1,509	8.59%	191
Minor Group - Compact Premium SUV	247	0.91%	313	1.78%	196
Minor Group - Midsize Car	2,206	8.09%	1,575	8.96%	111
Minor Group - Midsize Pickup	750	2.75%	704	4.01%	146
Minor Group - Midsize Sporty Car	180	0.66%	155	0.89%	135
Minor Group - Midsize SUV	2,043	7.49%	2,022	11.51%	154
Minor Group - Midsize Minivan	930	3.41%	740	4.21%	123
Minor Group - Midsize Premium Car	166	0.61%	258	1.47%	241
Minor Group - Midsize Premium Sporty Car	39	0.14%	31	0.18%	129
Minor Group - Midsize Premium SUV	204	0.75%	285	1.62%	216
Minor Group - Large Car	193	0.71%	135	0.77%	108
Minor Group - Large Heavy Duty Pickup	427	1.56%	234	1.33%	85
Minor Group - Large Light Duty Pickup	760	2.79%	801	4.56%	163
Minor Group - Unclassified	4,470	16.39%	4,041	23.00%	140
<b>Vehicle - Country of Origin - Present in Household</b>					
Present - Domestic	8,969	32.88%	5,376	30.60%	93
Present - European	3,725	13.66%	4,222	24.04%	176
Present - Japan	11,271	41.33%	8,832	50.28%	122
Present - Korean	2,936	10.77%	1,788	10.18%	95

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	Value	Percent	Value	Percent	Index
<b>Vehicle - Country of Origin - Most Recently Acquired</b>					
Most Recently - Domestic	6,229	22.84%	3,353	19.09%	84
Most Recently - European	2,939	10.78%	2,652	15.10%	140
Most Recently - Japan	9,743	35.72%	7,395	42.10%	118
Most Recently - Korean	2,284	8.38%	1,326	7.55%	90
<b>Vehicle - Country of Origin - 2nd Most Recently Acquired</b>					
2nd Most Recently - Domestic	3,060	11.22%	2,640	15.03%	134
2nd Most Recently - European	1,343	4.92%	2,344	13.34%	271
2nd Most Recently - Japan	3,127	11.46%	3,569	20.32%	177
2nd Most Recently - Korean	866	3.17%	544	3.10%	98
<b>Vehicle Ownership/Purchase</b>					
Purchase - New	13,213	48.45%	10,843	61.73%	127
Purchase - Used	12,806	46.95%	8,527	48.54%	103
<b>Vehicle Ownership/Purchase Detail - Any</b>					
Any - New-Purchased	10,703	39.24%	8,668	49.35%	126
Any - New-Leased	941	3.45%	868	4.94%	143
Any - Used-Purchased from Dealer	8,240	30.21%	5,725	32.59%	108
Any - Used-Leased from Dealer	530	1.94%	377	2.14%	110
Any - Used-purchased from previous owner	6,043	22.16%	4,169	23.73%	107
<b>Vehicle Ownership/Purchase Detail - Most Recently Acquired</b>					
Most Recently - New-Purchased	9,237	33.87%	7,178	40.87%	121
Most Recently - New-Leased	816	2.99%	756	4.30%	144
Most Recently - Used-Purchased from Dealer	6,457	23.68%	4,230	24.08%	102
Most Recently - Used-Leased from Dealer	452	1.66%	369	2.10%	127
Most Recently - Used-purchased from previous owner	4,545	16.66%	3,048	17.35%	104
<b>Vehicle Ownership/Purchase Detail - 2nd Most Recently Acquired</b>					
2nd Most Recently - New-Purchased	3,388	12.42%	4,532	25.80%	208
2nd Most Recently - New-Leased	178	0.65%	232	1.32%	203
2nd Most Recently - Used-Purchased from Dealer	2,407	8.83%	2,918	16.61%	188
2nd Most Recently - Used-Leased from Dealer	305	1.12%	209	1.19%	106
2nd Most Recently - Used-purchased from previous owner	2,334	8.56%	1,957	11.14%	130
<b>Vehicle Age</b>					
Vehicle Age - 1 year old	1,387	5.09%	1,169	6.66%	131
Vehicle Age - 2 years old	2,038	7.47%	1,378	7.84%	105
Vehicle Age - 3 years old	2,205	8.09%	1,892	10.77%	133
Vehicle Age - 4 years old	2,915	10.69%	2,067	11.77%	110
Vehicle Age - 5 years old	2,174	7.97%	2,241	12.76%	160
Vehicle Age - 6 years old	2,424	8.89%	1,699	9.67%	109
Vehicle Age - 7 years old	1,898	6.96%	1,435	8.17%	117
Vehicle Age - 8 years old	1,825	6.69%	1,408	8.02%	120
Vehicle Age - 9 years old	1,470	5.39%	1,363	7.76%	144
Vehicle Age - 10+ years old	12,057	44.21%	9,375	53.37%	121
<b>Owned/Leased by - Any</b>					
Any - Yourself	20,229	74.17%	13,570	77.25%	104

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<b>Owned/Leased by - Most Recently Acquired</b>					
Most Recently - Yourself	16,174	59.30%	10,458	59.54%	100
Most Recently - Other Household Member	5,333	19.55%	5,123	29.16%	149
<b>Owned/Leased by - 2nd Most Recently Acquired</b>					
2nd Most Recently - Yourself	4,646	17.03%	4,346	24.74%	145
2nd Most Recently - Other Household Member	3,966	14.54%	5,501	31.32%	215
<b>Purchase Influence</b>					
Purchase - Yourself	17,888	65.59%	12,059	68.65%	105
Purchase - Your Husband/Wife	10,055	36.87%	9,162	52.16%	141
<b>When Purchased/Leased - Any</b>					
Any - In Past 12 Months	5,147	18.87%	3,760	21.41%	113
Any - 1-2 Years Ago	5,026	18.43%	4,821	27.45%	149
Any - 3-4 Years Ago	5,868	21.51%	4,240	24.14%	112
Any - 5+ Years Ago	11,607	42.56%	9,158	52.13%	122
<b>When Purchased/Leased - Most Recently Acquired</b>					
Most Recently - In Past 12 Months	4,882	17.90%	3,564	20.29%	113
Most Recently - 1-2 Years Ago	4,635	17.00%	4,008	22.82%	134
Most Recently - 3-4 Years Ago	4,516	16.56%	3,016	17.17%	104
Most Recently - 5+ Years Ago	7,474	27.40%	4,993	28.42%	104
<b>When Purchased/Leased - 2nd Most Recently Acquired</b>					
2nd Most Recently - In Past 12 Months	697	2.56%	448	2.55%	100
2nd Most Recently - 1-2 Years Ago	1,140	4.18%	1,180	6.72%	161
2nd Most Recently - 3-4 Years Ago	1,415	5.19%	1,742	9.92%	191
2nd Most Recently - 5+ Years Ago	5,359	19.65%	6,477	36.87%	188
<b>If Purchased - Method of Purchase - Any</b>					
Any - With Cash	11,395	41.78%	9,178	52.25%	125
Any - With Trade-In	3,973	14.57%	3,013	17.15%	118
Any - Financing From A Dealer/Manufacturer	5,781	21.20%	4,031	22.95%	108
Any - With A Bank Loan	3,068	11.25%	2,421	13.78%	122
Any - Credit Card Points/Savings	138	0.51%	59	0.34%	67
<b>If Purchased - Method of Purchase - Most Recently Acquired</b>					
Most Recently - With Cash	10,602	38.87%	7,649	43.55%	112
Most Recently - With Trade-In	3,455	12.67%	2,405	13.69%	108
Most Recently - Financing From A Dealer/Manufacturer	5,040	18.48%	3,343	19.03%	103
Most Recently - With A Bank Loan	2,333	8.56%	1,712	9.75%	114
Most Recently - Credit Card Points/Savings	150	0.55%	74	0.42%	76
<b>If purchased - Method of Purchase - 2nd Most Recently Acquired</b>					
2nd Most Recently - With Cash	4,035	14.80%	4,998	28.45%	192
2nd Most Recently - With Trade-In	900	3.30%	905	5.15%	156
2nd Most Recently - Financing From A Dealer/Manufacturer	1,676	6.15%	1,512	8.61%	140
2nd Most Recently - With A Bank Loan	1,092	4.00%	1,219	6.94%	174
2nd Most Recently - Credit Card Points/Savings	193	0.71%	121	0.69%	97
<b>Fuel/Engine Type - Any</b>					
Engine Type Any - Gasoline	22,385	82.07%	15,066	85.77%	105

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	Value	Percent	Value	Percent	Index
Engine Type Any - Diesel	823	3.02%	1,038	5.91%	196
Engine Type Any - Hybrid	1,072	3.93%	834	4.75%	121
Engine Type Any - Electric	536	1.97%	270	1.54%	78
Engine Type Any - Plug In Hybrid Electric	86	0.32%	53	0.30%	94
<b>Fuel/Engine Type - Most Recently Acquired</b>					
Engine Type Most Recently - Gasoline	19,481	71.42%	13,727	78.14%	109
Engine Type Most Recently - Diesel	295	1.08%	426	2.43%	225
Engine Type Most Recently - Hybrid	947	3.47%	900	5.12%	148
Engine Type Most Recently - Electric	428	1.57%	246	1.40%	89
Engine Type Most Recently - Plug In Hybrid Electric	75	0.28%	56	0.32%	114
<b>Fuel/Engine Type - 2nd Most Recently Acquired</b>					
Engine Type 2nd Most Recently - Gasoline	7,577	27.78%	8,833	50.29%	181
Engine Type 2nd Most Recently - Diesel	443	1.62%	497	2.83%	175
Engine Type 2nd Most Recently - Hybrid	203	0.75%	229	1.30%	173
Engine Type 2nd Most Recently - Electric	132	0.49%	79	0.45%	92
<b>Purchase - \$ Spent on Vehicle - Most Recently Acquired</b>					
Most Recently - Under \$10,000	4,606	16.89%	2,212	12.59%	75
Most Recently - \$10,000-\$14,999	2,465	9.04%	1,646	9.37%	104
Most Recently - \$15,000-\$19,999	2,188	8.02%	1,608	9.16%	114
Most Recently - \$20,000-\$29,999	4,898	17.96%	3,267	18.60%	104
Most Recently - \$30,000-\$39,999	2,991	10.97%	2,783	15.84%	144
Most Recently - \$40,000-\$49,999	1,416	5.19%	1,100	6.27%	121
Most Recently - \$50,000-\$74,999	1,475	5.41%	1,523	8.67%	160
Most Recently - \$75,000+	230	0.84%	302	1.72%	205
<b>Purchase - \$ Spent on Vehicle - 2nd Most Recently Acquired</b>					
2nd Most Recently - Under \$10,000	2,103	7.71%	2,100	11.95%	155
2nd Most Recently - \$10,000-\$14,999	938	3.44%	839	4.78%	139
2nd Most Recently - \$15,000-\$19,999	678	2.48%	917	5.22%	210
2nd Most Recently - \$20,000-\$29,999	1,825	6.69%	2,223	12.65%	189
2nd Most Recently - \$30,000-\$39,999	1,295	4.75%	1,720	9.79%	206
2nd Most Recently - \$40,000-\$49,999	701	2.57%	780	4.44%	173
2nd Most Recently - \$50,000-\$74,999	557	2.04%	796	4.53%	222
2nd Most Recently - \$75,000+	141	0.52%	180	1.02%	196
<b># Length of Lease - Most Recently Acquired</b>					
Most Recently - 12 Months	104	0.38%	47	0.27%	71
Most Recently - 24 Months	64	0.23%	127	0.73%	317
Most Recently - 36 Months	528	1.93%	414	2.36%	122
Most Recently - 48 Months	241	0.89%	357	2.03%	228
Most Recently - 60+ Months	599	2.20%	423	2.41%	110
<b># Length of Lease - 2nd Most Recently Acquired</b>					
2nd Most Recently - 12 Months	218	0.80%	140	0.80%	100
2nd Most Recently - 24 Months	106	0.39%	61	0.35%	90
2nd Most Recently - 36 Months	167	0.61%	206	1.18%	193
2nd Most Recently - 48 Months	261	0.96%	202	1.15%	120

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	Value	Percent	Value	Percent	Index
2nd Most Recently - 60+ Months	47	0.17%	29	0.16%	94
<b>Principal Driver</b>					
Principal Driver - Yourself	19,540	71.64%	13,716	78.08%	109
<b>Principal Driver - Most Recently Acquired</b>					
Driver Most Recently - Yourself	15,699	57.56%	10,576	60.21%	105
Driver Most Recently - Someone Else	5,807	21.29%	5,005	28.49%	134
<b>Principal Driver - 2nd Most Recently Acquired</b>					
Driver 2nd Most Recently - Yourself	4,309	15.80%	3,802	21.65%	137
Driver 2nd Most Recently - Someone Else	4,304	15.78%	6,045	34.41%	218
<b>Own a Motorcycle</b>					
Motorcycle - Yes, myself	982	3.60%	739	4.21%	117
Motorcycle - Yes, someone else in household	839	3.08%	756	4.30%	140
<b>Vehicle Maintenance - Primarily Responsible - Any</b>					
Maintenance - Yourself	16,962	62.19%	11,410	64.95%	104
Maintenance - Someone Else	7,685	28.18%	7,040	40.08%	142
<b>Vehicle Maintenance - Primarily Serviced by - Any</b>					
Serviced - Car Dealership	11,023	40.42%	8,748	49.80%	123
Serviced - Department Store Auto Repair Centre	614	2.25%	359	2.05%	91
Serviced - Local Repair Shop/Service Station	6,402	23.47%	5,014	28.54%	122
Serviced - Auto Repair/Specialized Chain Store	2,145	7.87%	1,425	8.12%	103
Serviced - Yourself	1,637	6.00%	1,169	6.65%	111
Serviced - Someone Else	2,221	8.14%	1,587	9.04%	111
<b>Vehicle Maintenance - Under Warranty - Any</b>					
Warranty - Yes	9,456	34.67%	6,947	39.55%	114
<b>Vehicle Has - Any</b>					
Bluetooth	11,739	43.04%	9,166	52.18%	121
GPS/Navigation System	6,430	23.58%	5,719	32.56%	138
Satellite Radio	7,504	27.51%	6,179	35.18%	128
Voice Activated Entertainment System	3,537	12.97%	2,810	16.00%	123
None of the above	10,577	38.78%	7,719	43.94%	113
Other	2,063	7.57%	1,550	8.83%	117
<b>Intent to Purchase/Lease in Next 12 Months</b>					
Intent to Purchase - Yes	2,661	9.76%	2,039	11.61%	119
<b>Intent to Purchase/Lease - Type in Next 12 Months</b>					
Intent of Vehicle - Car	1,677	6.15%	1,254	7.14%	116
Intent of Vehicle - Wagon	219	0.80%	84	0.48%	60
Intent of Vehicle - Van	450	1.65%	189	1.08%	65
Intent of Vehicle - Pickup Truck	212	0.78%	144	0.82%	105
Intent of Vehicle - Compact sports utility vehicle	591	2.17%	380	2.16%	100
Intent of Vehicle - Full size sports utility vehicle	443	1.63%	346	1.97%	121
Intent of Vehicle - Motorcycle	138	0.50%	147	0.84%	168
Intent of Vehicle - Other/not sure of type of vehicle	219	0.80%	169	0.97%	121
<b>Intent to Purchase/Lease - Country of Origin in Next 12 Months</b>					
Intent of Vehicle - North America (e.g. Ford, GM)	434	1.59%	315	1.79%	113

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Intent of Vehicle - Japan (e.g. Honda, Toyota)	667	2.45%	853	4.86%	198
Intent of Vehicle - Korea (e.g. Hyundai, KIA)	186	0.68%	255	1.45%	213
Intent of Vehicle - Germany (e.g. Audi, BMW, VW)	448	1.64%	368	2.10%	128
Intent of Vehicle - Other	88	0.32%	59	0.34%	106
<b>Intent to Purchase/Lease - Engine Type in Next 12 Months</b>					
Intent of Vehicle - Diesel	131	0.48%	127	0.73%	152
Intent of Vehicle - Electric	256	0.94%	230	1.31%	139
Intent of Vehicle - Gasoline (Petroleum)	1,702	6.24%	1,309	7.45%	119
Intent of Vehicle - Hybrid	602	2.21%	673	3.83%	173
Intent of Vehicle - Plug in Hybrid Electric	402	1.47%	340	1.94%	132
<b>Intent to Purchase/Lease - New/Used in Next 12 Months</b>					
Intent of Vehicle - New	676	2.48%	748	4.26%	172
Intent of Vehicle - Used from a Dealer	573	2.10%	458	2.61%	124
Intent of Vehicle - Used from a previous owner	249	0.91%	199	1.13%	124
<b>Intent to Purchase/Lease - Information Source</b>					
Intent Souce from - Manufacturer Website	1,029	3.77%	913	5.20%	138
Intent Souce from - Dealer Website	1,440	5.28%	1,130	6.43%	122
Intent Souce from - Third Party Review Sites (e.g. CARandDRIVER)	1,077	3.95%	1,032	5.87%	149
Intent Souce from - Online Videos (e.g. YouTube)	414	1.52%	379	2.16%	142
Intent Souce from - Social Media	629	2.31%	275	1.57%	68
Intent Souce from - Daily Newspapers	297	1.09%	257	1.46%	134
Intent Souce from - Community Newspapers	43	0.16%	20	0.12%	75
Intent Souce from - Magazines	250	0.92%	228	1.30%	141
Intent Souce from - TV	126	0.46%	92	0.52%	113
Intent Souce from - Radio	75	0.28%	46	0.26%	93
Intent Souce from - Other	750	2.75%	498	2.84%	103
<b>Intent to Purchase/Lease - Involved in Choosing</b>					
Intentl Involved in Choosing - You only	515	1.89%	350	1.99%	105
Intentl Involved in Choosing - You and someone else in household	1,353	4.96%	1,220	6.95%	140
Intentl Involved in Choosing - Someone else in household only	315	1.16%	148	0.84%	72
<b>Automotive Services/Supplies/Products - Personally Bought in Past 12 Months</b>					
Service - Yes	19,485	39.07%	13,831	36.79%	94
<b>Automotive Services/Supplies/Products - Done Past 12 Months</b>					
Service - Body Work	2,593	5.20%	2,144	5.70%	110
Service - Brakes Repaired	9,546	19.14%	8,469	22.53%	118
Service - Car Wash	20,067	40.24%	17,769	47.27%	117
Service - Muffler/exhaust replacement	1,197	2.40%	965	2.57%	107
Service - Oil Change	30,665	61.49%	26,531	70.57%	115
Service - Tires repaired/installed	15,645	31.37%	15,034	39.99%	127
Service - Transmission repaired	753	1.51%	780	2.08%	138
Service - Tune-up	11,401	22.86%	9,577	25.48%	111
Service - Wheel Alignment	6,491	13.02%	5,180	13.78%	106



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Service - Windshield replacement	3,137	6.29%	2,724	7.25%	115
Service - Other Service	7,396	14.83%	6,149	16.36%	110
<b>Automotive Services/Supplies/Products - \$ Spent Past 12 Months</b>					
Service - \$100 or less	5,767	11.57%	3,641	9.69%	84
Service - \$101 to \$500	11,802	23.67%	8,993	23.92%	101
Service - \$501 to \$1,000	9,557	19.16%	8,259	21.97%	115
Service - \$1,001 to \$2,000	6,270	12.57%	5,630	14.98%	119
Service - More than \$2,000	3,052	6.12%	3,397	9.04%	148
<b>Automotive Services/Supplies/Products - Where Bought Past 12 Months</b>					
Service - Canadian Tire	13,849	27.77%	11,439	30.43%	110
Service - Costco	3,265	6.55%	3,651	9.71%	148
Service - GM Certified Service	1,075	2.16%	722	1.92%	89
Service - Goodyear/Fountain Tire	488	0.98%	449	1.19%	121
Service - Jiffy Lube	0	0.00%	0	0.00%	
Service - Kal Tire	2,722	5.46%	1,945	5.17%	95
Service - Midas	865	1.73%	743	1.98%	114
Service - Mr. Lube	2,272	4.56%	2,051	5.46%	120
Service - NAPA/Auto Pro	1,292	2.59%	772	2.06%	80
Service - NAPA/Autoparts	1,304	2.61%	1,182	3.14%	120
Service - OK Tire Stores/OK Centres Du Pneu	483	0.97%	626	1.66%	171
Service - Part Source	5	0.01%	5	0.01%	100
Service - Princess Auto	0	0.00%	0	0.00%	
Service - Speedy Auto Glass	763	1.53%	956	2.54%	166
Service - Speedy Auto Service	155	0.31%	143	0.38%	123
Service - Walmart	2,683	5.38%	1,513	4.02%	75
Service - Auto/Car Dealership Service Department	9,255	18.56%	8,853	23.55%	127
Service - Local Service/Gas Stations	5,573	11.18%	5,331	14.18%	127
Service - Any other retail/service outlet	2,204	4.42%	1,792	4.77%	108
Service - Other	6,447	12.93%	5,959	15.85%	123
<b>Roadside Assistance Programs - Any Membership in Household</b>					
Membership - Yes	28,113	56.37%	24,928	66.31%	118
<b>Tires - Personally Bought in Past 12 Months</b>					
Tires - Yes	11,357	22.77%	10,786	28.69%	126
<b>Tires - # Purchased Personally Bought/ Past 12 Months</b>					
Tires - 1-2 (L)	3,370	6.76%	3,216	8.55%	126
Tires - 3-4 (M)	7,152	14.34%	6,439	17.13%	119
Tires - 5+ (H)	835	1.67%	1,132	3.01%	180
<b>Tires - Kind Personally Purchased in Past 12 Months</b>					
Tires - Performance Passenger	1,801	3.61%	1,533	4.08%	113
Tires - Standard Passenger	3,798	7.62%	3,323	8.84%	116
Tires - Light Truck/SUV	2,635	5.28%	2,990	7.95%	151
Tires - Winter/Snow Tires	4,198	8.42%	4,547	12.10%	144
<b>Personally Have Driver's Licence</b>					
Driver's Licence - Yes	33,775	67.73%	27,807	73.97%	109

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
# Kilometres Driven in Past 12 Months					
# Kilometers - None	179	0.36%	118	0.31%	86
# Kilometers - Under 5,000 km	6,888	13.81%	4,754	12.65%	92
# Kilometers - 5,000-10,000 km	10,656	21.37%	8,588	22.84%	107
# Kilometers - 10,001-15,000 km	7,850	15.74%	6,222	16.55%	105
# Kilometers - 15,001-25,000 km	5,549	11.13%	6,226	16.56%	149
# Kilometers - Over 25,000 km	2,228	4.47%	1,689	4.49%	100
Auto Insurance - Household Auto is Covered					
Auto Insurance - Yes	43,226	86.68%	35,651	94.83%	109
Auto Insurance - Acquired through					
Auto Insurance - Agent/Broker	25,994	52.13%	21,463	57.09%	110
Auto Insurance - Bank	215	0.43%	131	0.35%	81
Auto Insurance - Insurance Company	14,841	29.76%	11,431	30.41%	102
Auto Insurance - Professional/Alumni Association	160	0.32%	191	0.51%	159
Auto Insurance - Other	1,737	3.48%	1,672	4.45%	128



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

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**Data Source:** Manifold Data Mining Inc.

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.