

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Weight - Population Aged 18 Years and Over	58,363		40,777		
# Vehicles - # Owned/Leased in Household					
None	6,006	18.71%	3,748	19.15%	102
One	16,115	50.21%	9,270	47.36%	94
Two	7,963	24.81%	5,236	26.75%	108
Three	1,451	4.52%	889	4.54%	100
Four or More	560	1.75%	430	2.20%	126
Vehicle - Major Group - Present in Household					
Sub-Compact	4,640	14.46%	2,908	14.86%	103
Compact	11,187	34.86%	6,920	35.36%	101
Compact Premium	1,369	4.27%	921	4.71%	110
Midsize	6,534	20.36%	4,156	21.23%	104
Midsize Premium	1,118	3.49%	736	3.76%	108
Large	2,338	7.28%	1,470	7.51%	103
Large Premium	453	1.41%	235	1.20%	85
Unclassified	5,413	16.87%	3,305	16.89%	100
Vehicle - Minor Group - Present in Household					
Sub-Compact Small Car	1,475	4.60%	978	5.00%	109
Sub-Compact Small SUV	2,945	9.18%	1,786	9.13%	99
Sub-Compact Small Premium Car	103	0.32%	43	0.22%	69
Sub-Compact Small Premium SUV	288	0.90%	196	1.00%	111
Compact Car	6,469	20.16%	3,841	19.62%	97
Compact Multi-purpose Vehicle	372	1.16%	353	1.80%	155
Compact Sporty Car	221	0.69%	153	0.78%	113
Compact SUV	5,180	16.14%	2,891	14.77%	92
Compact Premium Car	1,034	3.22%	689	3.52%	109
Compact Premium SUV	340	1.06%	183	0.94%	89
Midsize Car	2,078	6.47%	1,192	6.09%	94
Midsize Pickup	477	1.49%	357	1.82%	122
Midsize Sporty Car	324	1.01%	233	1.19%	118
Midsize SUV	3,136	9.77%	1,984	10.13%	104
Midsize Minivan	1,028	3.20%	557	2.84%	89
Midsize Premium Car	723	2.25%	499	2.55%	113
Midsize Premium Sporty Car	58	0.18%	32	0.16%	89
Midsize Premium SUV	336	1.05%	86	0.44%	42
Large Car	617	1.92%	298	1.52%	79
Large Heavy Duty Pickup	232	0.72%	130	0.67%	93
Large Light Duty Pickup	1,437	4.48%	1,062	5.42%	121
Large Premium Car	411	1.28%	189	0.97%	76
Unclassified	5,413	16.87%	3,305	16.89%	100
Vehicle - Country of Origin - Present in Household					
Domestic	10,376	32.33%	6,452	32.96%	102
European	3,750	11.68%	2,264	11.57%	99
Japan	11,886	37.04%	7,365	37.63%	102

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Korean	2,980	9.28%	1,871	9.56%	103
Vehicle - Country of Origin - Most Recently Acquired					
Domestic	9,159	28.54%	5,478	27.99%	98
European	3,147	9.80%	1,849	9.45%	96
Japan	10,376	32.33%	6,244	31.90%	99
Korean	2,381	7.42%	1,424	7.28%	98
Vehicle - Country of Origin - 2nd Most Recently Acquired					
Domestic	3,588	11.18%	2,058	10.52%	94
European	1,165	3.63%	753	3.85%	106
Japan	3,853	12.01%	2,452	12.53%	104
Korean	887	2.76%	877	4.48%	162
Vehicle Ownership/Purchase Detail - Most Recently Acquired					
New - Purchased	13,129	40.91%	7,708	39.38%	96
New - Leased	2,705	8.43%	1,607	8.21%	97
Used - Purchased from Dealer	6,852	21.35%	4,427	22.62%	106
Used - Leased from Dealer	574	1.79%	328	1.68%	94
Used - purchased from previous owner	2,828	8.81%	1,754	8.96%	102
Vehicle Age					
1 Year old	1,315	4.10%	895	4.57%	111
2 Years old	2,132	6.64%	1,300	6.64%	100
3 Years old	2,362	7.36%	1,541	7.87%	107
4 Years old	2,953	9.20%	1,679	8.58%	93
5 Years old	2,383	7.43%	1,368	6.99%	94
6 Years old	2,493	7.77%	1,448	7.40%	95
7 Years old	2,046	6.38%	1,364	6.97%	109
8 Years old	1,696	5.29%	887	4.53%	86
9 Years old	1,009	3.15%	620	3.17%	101
10+ Years old	7,698	23.99%	4,722	24.12%	101
Source of Information Used to Research Before Purchasing/Leasing					
Family or friends	10,883	33.91%	6,781	34.64%	102
Online review/Online videos	7,815	24.35%	4,759	24.32%	100
Newspapers	1,779	5.54%	1,017	5.19%	94
Consumer guides	4,524	14.10%	3,392	17.33%	123
TV Programs/Ads	1,876	5.85%	1,191	6.09%	104
Radio Programs/Ads	882	2.75%	501	2.56%	93
Dealership (websites/sales team)	10,576	32.95%	7,623	38.95%	118
Manufacturer website/mail	4,347	13.55%	2,899	14.81%	109
Automotive forum/blog	2,438	7.60%	1,374	7.02%	92
Social media	2,187	6.81%	1,615	8.25%	121
Paper brochures	1,253	3.90%	713	3.64%	93
Digital brochures	1,226	3.82%	863	4.41%	115
Auto shows/sponsored events	648	2.02%	439	2.24%	111
Static or digital Out-of-Home advertising (i.e. billboards, transit ads, street level ads, urban pathway, elevators, etc.)	1,049	3.27%	689	3.52%	108

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Features Your Vehicle Has					
Bluetooth	14,788	46.08%	8,855	45.24%	98
GPS/Navigation System	9,407	29.31%	5,552	28.36%	97
Emergency/Safety Assistance	9,081	28.29%	5,520	28.20%	100
Remote Features (e.g., App-based Remote Engine Start)	7,881	24.55%	5,069	25.90%	105
Satellite Radio	8,104	25.25%	4,989	25.49%	101
Voice Activated Entertainment System	5,533	17.24%	3,406	17.40%	101
Wi-Fi Connectivity	7,308	22.77%	4,818	24.62%	108
Other	1,715	5.34%	979	5.00%	94
Features You Would Like Your Vehicle to Have					
Bluetooth	2,678	8.34%	2,032	10.38%	124
GPS/Navigation System	7,379	22.99%	4,623	23.62%	103
Emergency/Safety Assistance	5,046	15.72%	3,385	17.29%	110
Remote Features (e.g., App-based Remote Engine Start)	5,884	18.33%	3,498	17.87%	97
Satellite Radio	3,090	9.63%	1,944	9.93%	103
Voice Activated Entertainment System	3,322	10.35%	1,813	9.26%	89
Wi-Fi Connectivity	7,425	23.14%	4,450	22.73%	98
Other	2,199	6.85%	1,397	7.14%	104
Vehicle Purchase Influence					
Yourself	18,022	56.15%	10,933	55.86%	99
Your Husband/Wife	9,252	28.83%	5,850	29.89%	104
Other Family	3,381	10.54%	2,006	10.25%	97
Someone Else	649	2.02%	342	1.75%	87
When Purchased/Leased - Most Recently Acquired					
In Past 12 Months	4,773	14.87%	3,132	16.00%	108
1-2 Years Ago	6,375	19.86%	3,880	19.82%	100
3-4 Years Ago	6,321	19.69%	3,768	19.25%	98
5+ Years Ago	8,621	26.86%	5,046	25.78%	96
If Purchased - Method of Purchase - Most Recently Acquired					
With Cash	10,200	31.78%	6,347	32.43%	102
With Trade-In	3,191	9.94%	2,697	13.78%	139
Financing From A Dealer/Manufacturer	6,327	19.71%	3,759	19.21%	97
With A Bank Loan	2,856	8.90%	1,654	8.45%	95
Credit Card Points/Savings	585	1.82%	314	1.61%	88
Fuel/Engine Type - Most Recently Acquired					
Gasoline	21,905	68.25%	13,304	67.97%	100
Diesel	1,368	4.26%	807	4.12%	97
Hybrid	1,741	5.43%	1,024	5.23%	96
Electric	555	1.73%	359	1.83%	106
Plug In Hybrid Electric	314	0.98%	190	0.97%	99
Other	207	0.65%	142	0.73%	112
Purchase - \$ Spent on Vehicle - Most Recently Acquired					
Under \$10,000	3,485	10.86%	2,308	11.79%	109
\$10,000-\$14,999	2,126	6.63%	1,351	6.91%	104

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\$15,000-\$19,999	2,668	8.31%	1,201	6.14%	74
\$20,000-\$29,999	5,922	18.45%	3,834	19.59%	106
\$30,000-\$39,999	5,533	17.24%	3,345	17.09%	99
\$40,000-\$49,999	2,841	8.85%	1,823	9.32%	105
\$50,000-\$74,999	2,676	8.34%	1,648	8.42%	101
\$75,000+	839	2.61%	313	1.60%	61
# Length of Lease - Most Recently Acquired					
12 Months	319	1.00%	217	1.11%	111
24 Months	694	2.16%	446	2.28%	106
36 Months	828	2.58%	462	2.36%	91
48 Months	905	2.82%	620	3.17%	112
60+ Months	583	1.82%	290	1.48%	81
Principal Driver - Most Recently Acquired					
Yourself	19,047	59.35%	11,464	58.57%	99
Someone Else	7,042	21.94%	4,361	22.28%	102
Own a Motorcycle					
Yes, myself	3,788	11.80%	2,235	11.42%	97
Yes, someone else in household	1,753	5.46%	1,044	5.34%	98
Maintenance - Primarily Responsible					
Yourself	17,455	54.39%	10,244	52.34%	96
Someone Else	8,635	26.90%	5,581	28.51%	106
Primarily Serviced By					
Car Dealership	13,916	43.36%	8,495	43.40%	100
Department Store Auto Repair Centre	1,469	4.58%	604	3.09%	67
Local Repair Shop/Service Station	5,340	16.64%	3,564	18.21%	109
Auto Repair/Specialized Chain Store	1,954	6.09%	1,049	5.36%	88
Yourself	1,700	5.30%	1,082	5.53%	104
Someone Else	1,711	5.33%	1,030	5.26%	99
Intent to Purchase/Lease in Next 12 Months					
Yes	5,169	16.10%	2,985	15.25%	95
Intent to Purchase/Lease - Type in Next 12 Months					
Car	2,865	8.93%	1,793	9.16%	103
Van	642	2.00%	286	1.46%	73
Pickup Truck	915	2.85%	469	2.40%	84
SUV	1,556	4.85%	841	4.30%	89
Motorcycle	397	1.24%	209	1.07%	86
Other/not sure of type of vehicle	133	0.41%	117	0.60%	146
Intent to Purchase/Lease - Engine Type in Next 12 Months					
Diesel	556	1.73%	319	1.63%	94
Electric	1,156	3.60%	919	4.70%	131
Gasoline (Petroleum)	2,801	8.73%	1,513	7.73%	89
Hybrid	983	3.06%	604	3.09%	101
Plug In Hybrid Electric	618	1.93%	338	1.73%	90
Intent to Purchase/Lease - New/Used in Next 12 Months					
New	2,736	8.52%	1,725	8.82%	104

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	Value	Percent	Value	Percent	Index
Used from a Dealer	1,182	3.68%	596	3.05%	83
Used from a previous owner	631	1.97%	405	2.07%	105
Automotive Services/Supplies/Products - Personally Bought in Past 12 Months					
Yes	17,908	30.68%	12,432	30.49%	99
Automotive Services/Supplies/Products - Done Past 12 Months					
Body Work	2,854	4.89%	1,947	4.77%	98
Brakes Repaired	8,762	15.01%	5,811	14.25%	95
Car Wash	19,359	33.17%	13,591	33.33%	100
Muffler/exhaust replacement	2,862	4.90%	1,869	4.58%	93
Oil Change	27,429	47.00%	18,206	44.65%	95
Tires repaired/installed	12,801	21.93%	9,378	23.00%	105
Transmission repaired	988	1.69%	688	1.69%	100
Tune-up	6,805	11.66%	5,436	13.33%	114
Wheel Alignment	7,395	12.67%	5,212	12.78%	101
Windshield replacement	1,977	3.39%	1,576	3.86%	114
Other Service	2,885	4.94%	2,324	5.70%	115
Automotive Services/Supplies/Products - \$ Spent Past 12 Months					
\$100 or less	7,101	12.17%	4,484	11.00%	90
\$101 to \$500	14,620	25.05%	9,925	24.34%	97
\$501 to \$1,000	9,075	15.55%	6,707	16.45%	106
\$1,001 to \$2,000	4,693	8.04%	3,734	9.16%	114
More than \$2,000	2,880	4.94%	1,866	4.58%	93
Automotive Services/Supplies/Products - Where Bought Past 12 Months					
Canadian Tire	12,548	21.50%	8,912	21.86%	102
Costco	3,975	6.81%	2,833	6.95%	102
GM Certified Service	1,435	2.46%	980	2.40%	98
Goodyear/Fountain Tire	981	1.68%	563	1.38%	82
Jiffy Lube	1,503	2.58%	850	2.09%	81
Kal Tire	1,277	2.19%	836	2.05%	94
Midas	697	1.19%	674	1.65%	139
Mr. Lube	2,259	3.87%	1,561	3.83%	99
NAPA/Auto Pro	781	1.34%	705	1.73%	129
NAPA/Autoparts	1,888	3.24%	1,502	3.68%	114
OK Tire Stores/OK Centres Du Pneu	643	1.10%	424	1.04%	95
Part Source	828	1.42%	787	1.93%	136
Princess Auto	1,004	1.72%	794	1.95%	113
Speedy Auto Glass	607	1.04%	547	1.34%	129
Speedy Auto Service	414	0.71%	264	0.65%	92
Walmart	2,627	4.50%	1,911	4.69%	104
Auto/Car Dealership Service Department	8,679	14.87%	6,289	15.42%	104
Local Service/Gas Stations	2,460	4.21%	1,653	4.05%	96
Any other retail/service outlet	1,994	3.42%	1,279	3.14%	92
Other	4,095	7.02%	2,613	6.41%	91
Electric Vehicles - Deciding Factors to Buy/Lease - Most Important					
Cost	14,290	44.52%	8,838	45.15%	101

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Better for the environment	5,074	15.81%	3,013	15.39%	97
Look/style	659	2.05%	399	2.04%	100
Prestige/Status	1,070	3.33%	602	3.07%	92
Future of automotive is electric	1,485	4.63%	791	4.04%	87
Fuel cost savings	4,397	13.70%	2,795	14.28%	104
Lower maintenance cost	1,093	3.41%	646	3.30%	97
Better driving experience	843	2.63%	570	2.91%	111
Government incentives and policies	853	2.66%	528	2.70%	102
Performance/Sustainability	949	2.96%	547	2.79%	94
Electric vehicles are cutting edge	297	0.92%	213	1.09%	118
Other	929	2.90%	554	2.83%	98
Electric Vehicles - Deciding Factors to Buy/Lease - Second Most Important					
Cost	2,352	7.33%	1,250	6.39%	87
Better for the environment	3,988	12.43%	2,293	11.72%	94
Look/style	1,426	4.44%	978	5.00%	113
Prestige/Status	750	2.34%	473	2.42%	103
Future of automotive is electric	2,552	7.95%	1,869	9.55%	120
Fuel cost savings	7,659	23.86%	4,858	24.82%	104
Lower maintenance cost	3,354	10.45%	2,241	11.45%	110
Better driving experience	1,881	5.86%	984	5.03%	86
Government incentives and policies	2,680	8.35%	1,485	7.59%	91
Performance/Sustainability	2,918	9.09%	1,798	9.19%	101
Electric vehicles are cutting edge	801	2.50%	540	2.76%	110
Other	1,189	3.71%	695	3.55%	96
Electric Vehicles - Planning to Buy/Lease					
Within 6 months	685	2.13%	458	2.34%	110
Within 12 months	1,489	4.64%	934	4.77%	103
Within 2 years	2,842	8.85%	1,749	8.94%	101
Longer than that	1,031	3.21%	569	2.91%	91
Electric Vehicles - Factors to Influence Your Decision NOT To Buy/Lease - Most Important					
Driving range	752	2.34%	437	2.23%	95
Cost	1,466	4.57%	741	3.79%	83
Time required to charge the battery	232	0.72%	99	0.51%	71
Lack of electric vehicle charging infrastructure	280	0.87%	178	0.91%	105
Safety concerns with battery technology	112	0.35%	87	0.44%	126
Overall battery life	246	0.77%	155	0.79%	103
Concerns about battery materials	6	0.02%	0	0.00%	0
Performance/Sustainability	185	0.58%	122	0.63%	109
Concerns about reliability in cold weather	103	0.32%	66	0.34%	106
Electric Vehicles - Factors to Influence Your Decision NOT to Buy/Lease - Second Most Important					
Driving range	241	0.75%	135	0.69%	92
Cost	580	1.81%	351	1.79%	99
Time required to charge the battery	474	1.48%	208	1.06%	72
Lack of electric vehicle charging infrastructure	197	0.61%	77	0.40%	66

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Safety concerns with battery technology	228	0.71%	116	0.59%	83
Overall battery life	361	1.13%	420	2.15%	190
Concerns about battery materials	231	0.72%	89	0.45%	63
Performance/Sustainability	366	1.14%	180	0.92%	81
Look/style	114	0.35%	74	0.38%	109
Cost of repairs	252	0.79%	129	0.66%	84
Concerns about reliability in cold weather	184	0.57%	135	0.69%	121
Roadside Assistance Programs - Any Membership in Household					
Yes	11,300	35.21%	7,012	35.83%	102
Tires - Personally Bought in Past 12 Months					
Yes	7,795	24.29%	4,708	24.05%	99
Tires - # Purchased Personally Bought/Past 12 Months					
1-2 (L)	2,443	7.61%	1,457	7.44%	98
3-4 (M)	5,057	15.76%	3,054	15.60%	99
5+ (H)	295	0.92%	198	1.01%	110
Tires - Kind Personally Purchased in Past 12 Months					
Performance Passenger	1,393	4.34%	755	3.86%	89
Standard Passenger	2,819	8.78%	1,590	8.13%	93
Light Truck/SUV	1,272	3.96%	713	3.65%	92
Winter/Snow Tires	2,998	9.34%	1,770	9.04%	97
Personally Have Driver's Licence					
Yes	46,383	79.47%	32,297	79.20%	100
# Kilometres Driven in Past 12 Months					
None	2,221	3.81%	1,624	3.98%	104
Under 5,000 km	13,327	22.84%	10,132	24.85%	109
5,000-10,000 km	14,514	24.87%	9,630	23.62%	95
10,001-15,000 km	9,044	15.50%	6,611	16.21%	105
15,001-25,000 km	4,632	7.94%	3,055	7.49%	94
Over 25,000 km	2,644	4.53%	1,245	3.05%	67
Auto Insurance - Household Auto is Covered					
Yes	24,374	75.94%	15,313	78.24%	103
Auto Insurance - Acquired through					
Agent/Broker	9,471	29.51%	6,581	33.62%	114
Bank	2,313	7.21%	1,422	7.27%	101
Insurance Company	11,406	35.54%	6,845	34.97%	98
Professional/Alumni Association	560	1.75%	397	2.03%	116
Other	571	1.78%	422	2.16%	121

Index	Description
≥ 180	Extremely High
≥ 110 and < 180	High
≥ 90 and < 110	Similar
≥ 50 and < 90	Low
< 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.

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