

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Business Purchasing/Leasing Decisions - Involved Past 12 Months</b>					
Business Purchasing - Yes	7,596	14.77%	6,410	16.24%	110
<b>Business Travel/Conventions/Events</b>					
Travel/Conventions/Events - Consulted Only	1,237	2.41%	858	2.18%	90
Travel/Conventions/Events - Recommended, Not Authorize	236	0.46%	172	0.44%	96
Travel/Conventions/Events - Authorize	1,824	3.55%	1,560	3.95%	111
Travel/Conventions/Events - Not Involved	4,299	8.36%	3,820	9.68%	116
<b>Computer Hardware/Software</b>					
Computer - Consulted Only	327	0.64%	260	0.66%	103
Computer - Recommended, Not Authorize	734	1.43%	748	1.90%	133
Computer - Authorize	2,252	4.38%	2,239	5.67%	129
Computer - Not Involved	4,282	8.33%	3,163	8.02%	96
<b>Communication Equipment, Services or Long Distance Supplier</b>					
Communication Equipment - Consulted Only	396	0.77%	398	1.01%	131
Communication Equipment - Recommended, Not Authorize	454	0.88%	405	1.03%	117
Communication Equipment - Authorize	911	1.77%	1,102	2.79%	158
Communication Equipment - Not Involved	5,835	11.35%	4,504	11.41%	101
<b>Shipping/Transportation/Distribution Services/Construction</b>					
Shipping/Transportation - Consulted Only	674	1.31%	406	1.03%	79
Shipping/Transportation - Recommended, Not Authorize	46	0.09%	26	0.07%	78
Shipping/Transportation - Authorize	2,254	4.38%	1,771	4.49%	103
Shipping/Transportation - Not Involved	4,620	8.98%	4,207	10.66%	119
<b>Banking or Financial Services/Investments</b>					
Banking - Consulted Only	513	1.00%	496	1.26%	126
Banking - Recommended, Not Authorize	398	0.77%	372	0.94%	122
Banking - Authorize	2,141	4.16%	1,709	4.33%	104
Banking - Not Involved	4,544	8.84%	3,834	9.71%	110
<b>Employee Benefits</b>					
Employee Benefits - Consulted Only	580	1.13%	732	1.85%	164
Employee Benefits - Recommended, Not Authorize	360	0.70%	224	0.57%	81
Employee Benefits - Authorize	2,232	4.34%	2,109	5.34%	123
Employee Benefits - Not Involved	4,423	8.60%	3,346	8.48%	99
<b>Insurance or Risk Management Services</b>					
Insurance - Consulted Only	1,147	2.23%	1,084	2.75%	123
Insurance - Recommended, Not Authorize	210	0.41%	175	0.44%	107
Insurance - Authorize	1,712	3.33%	1,349	3.42%	103
Insurance - Not Involved	4,526	8.80%	3,802	9.64%	110
<b>HVAC or Engineering/Construction Services or Building Materials/Equipment</b>					
HVAC or Engineering - Consulted Only	171	0.33%	152	0.39%	118
HVAC or Engineering - Recommended, Not Authorize	1,228	2.39%	854	2.16%	90
HVAC or Engineering - Authorize	1,260	2.45%	1,404	3.56%	145
HVAC or Engineering - Not Involved	4,937	9.60%	3,999	10.13%	106
<b>Office Furniture/Equipment</b>					
Office - Consulted Only	531	1.03%	475	1.20%	117

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Office - Recommended, Not Authorize	755	1.47%	483	1.23%	84
Office - Authorize	1,893	3.68%	1,923	4.87%	132
Office - Not Involved	4,416	8.59%	3,529	8.94%	104
<b>Industrial/Commercial/Institutional Locations</b>					
Locations - Consulted Only	773	1.50%	657	1.67%	111
Locations - Recommended, Not Authorize	847	1.65%	722	1.83%	111
Locations - Authorize	616	1.20%	758	1.92%	160
Locations - Not Involved	5,360	10.42%	4,272	10.83%	104
<b>Advertising/Public Relations/Market Research</b>					
Advertising - Consulted Only	109	0.21%	94	0.24%	114
Advertising - Recommended, Not Authorize	502	0.98%	443	1.12%	114
Advertising - Authorize	1,767	3.44%	1,810	4.59%	133
Advertising - Not Involved	5,217	10.14%	4,063	10.30%	102
<b>Education/Training</b>					
Training - Consulted Only	41	0.08%	46	0.12%	150
Training - Recommended, Not Authorize	918	1.79%	598	1.52%	85
Training - Authorize	1,175	2.29%	1,449	3.67%	160
Training - Not Involved	5,461	10.62%	4,316	10.94%	103
<b>Professional Services/Management Consultants/Personnel Agencies/Security</b>					
Professional Services - Consulted Only	469	0.91%	468	1.19%	131
Professional Services - Recommended, Not Authorize	59	0.11%	43	0.11%	100
Professional Services - Authorize	2,429	4.72%	2,307	5.85%	124
Professional Services - Not Involved	4,639	9.02%	3,592	9.10%	101
<b>Vehicles: Fleet Autos/Trucks/Trailers</b>					
Vehicles - Consulted Only	654	1.27%	609	1.54%	121
Vehicles - Recommended, Not Authorize	3	0.01%	1	0.00%	0
Vehicles - Authorize	1,711	3.33%	1,846	4.68%	141
Vehicles - Not Involved	5,227	10.16%	3,953	10.02%	99
<b>\$ Spent with Personal Involvement Past 12 Months</b>					
Involvement in Spent - Under \$1,000	2,052	3.99%	1,567	3.97%	99
Involvement in Spent - \$1,000-\$10,000	2,509	4.88%	1,929	4.89%	100
Involvement in Spent - \$10,001-\$50,000	1,772	3.45%	1,723	4.37%	127
Involvement in Spent - \$50,001-\$100,000	349	0.68%	374	0.95%	140
Involvement in Spent - \$100,001-\$250,000	339	0.66%	161	0.41%	62
Involvement in Spent - More Than \$250,000	575	1.12%	655	1.66%	148
<b>Business Purchase Involvement (Summary)</b>					
Personally Involved	13,704	26.65%	10,635	26.95%	101
<b>Involved in Suggesting - Products/Services/Suppliers for Company</b>					
Involved in Suggesting - Yes	13,024	25.33%	9,505	24.09%	95
<b>Involved in Authorize/Approval Process to Purchase/Lease Products</b>					
Involved in Authorize - Yes	9,741	18.94%	8,060	20.42%	108
<b>Home Office/Business - Have Office in Home</b>					
Home Office/Business - Yes	9,313	18.11%	8,432	21.37%	118
<b>Home Office/Business - Type Have in Home</b>					
Separate Business	4,147	8.07%	3,730	9.45%	117

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Extension of Regular Job	3,431	6.67%	3,370	8.54%	128
Other Home Office in Home	1,735	3.37%	1,332	3.38%	100

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

**Powered By:** PolarisIntelligence.com

**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.