

| Attribute | Benchmark North Vancouver (CSD,BC) | | West Vancouver (CSD,BC) | | |
|--|--|---------|----------------------------|---------|-------|
| | Value | Percent | Value | Percent | Index |
| Population of Age 18 and Up | 48,908 | | 36,209 | | |
| Business Purchasing/Leasing Decisions | | | | | |
| Involved Past 12 Months | 3,019 | 6.17% | 1,785 | 4.93% | 80 |
| Business Travel/Conventions/Events | | | | | |
| Consulted Only | 69 | 0.14% | 57 | 0.16% | 114 |
| Recommended, Not Authorize | 50 | 0.10% | 27 | 0.08% | 80 |
| Authorize | 933 | 1.91% | 917 | 2.53% | 132 |
| Not Involved | 1,967 | 4.02% | 784 | 2.17% | 54 |
| Computer Hardware/Software | | | | | |
| Consulted Only | 190 | 0.39% | 98 | 0.27% | 69 |
| Recommended, Not Authorize | 87 | 0.18% | 38 | 0.11% | 61 |
| Authorize | 1,211 | 2.48% | 1,055 | 2.92% | 118 |
| Not Involved | 1,531 | 3.13% | 594 | 1.64% | 52 |
| Communication Equipment, Services or Long Distance Supplier | | | | | |
| Consulted Only | 126 | 0.26% | 70 | 0.19% | 73 |
| Recommended, Not Authorize | 7 | 0.01% | 3 | 0.01% | 100 |
| Authorize | 937 | 1.92% | 768 | 2.12% | 110 |
| Not Involved | 1,949 | 3.99% | 944 | 2.61% | 65 |
| Shipping/Transportation/Distribution Services/Construction | | | | | |
| Consulted Only | 31 | 0.06% | 16 | 0.04% | 67 |
| Recommended, Not Authorize | 53 | 0.11% | 33 | 0.09% | 82 |
| Authorize | 676 | 1.38% | 661 | 1.83% | 133 |
| Not Involved | 2,259 | 4.62% | 1,075 | 2.97% | 64 |
| Banking or Financial Services/Investments | | | | | |
| Consulted Only | 102 | 0.21% | 77 | 0.21% | 100 |
| Recommended, Not Authorize | 5 | 0.01% | 2 | 0.01% | 100 |
| Authorize | 855 | 1.75% | 692 | 1.91% | 109 |
| Not Involved | 2,057 | 4.21% | 1,014 | 2.80% | 67 |
| Employee Benefits | | | | | |
| Consulted Only | 56 | 0.12% | 41 | 0.11% | 92 |
| Recommended, Not Authorize | 45 | 0.09% | 26 | 0.07% | 78 |
| Authorize | 305 | 0.62% | 181 | 0.50% | 81 |
| Not Involved | 2,613 | 5.34% | 1,537 | 4.25% | 80 |
| Insurance or Risk Management Services | | | | | |
| Consulted Only | 48 | 0.10% | 27 | 0.08% | 80 |
| Recommended, Not Authorize | 3 | 0.01% | 0 | 0.00% | 0 |
| Authorize | 678 | 1.39% | 514 | 1.42% | 102 |
| Not Involved | 2,290 | 4.68% | 1,243 | 3.43% | 73 |
| Maintenance/Building | | | | | |
| Consulted Only | 51 | 0.11% | 20 | 0.06% | 55 |
| Recommended, Not Authorize | 191 | 0.39% | 176 | 0.49% | 126 |
| Authorize | 258 | 0.53% | 181 | 0.50% | 94 |
| Not Involved | 2,519 | 5.15% | 1,408 | 3.89% | 76 |
| Office Furniture/Equipment | | | | | |
| Consulted Only | 237 | 0.48% | 166 | 0.46% | 96 |

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| Recommended, Not Authorize | 6 | 0.01% | 1 | 0.00% | 0 |
| Authorize | 1,288 | 2.63% | 921 | 2.54% | 97 |
| Not Involved | 1,488 | 3.04% | 697 | 1.92% | 63 |
| Property/Real Estate | | | | | |
| Consulted Only | 132 | 0.27% | 77 | 0.21% | 78 |
| Recommended, Not Authorize | 43 | 0.09% | 24 | 0.07% | 78 |
| Authorize | 685 | 1.40% | 395 | 1.09% | 78 |
| Not Involved | 2,158 | 4.41% | 1,288 | 3.56% | 81 |
| Advertising/Public Relations/Market Research | | | | | |
| Consulted Only | 114 | 0.23% | 60 | 0.16% | 70 |
| Recommended, Not Authorize | 169 | 0.35% | 81 | 0.22% | 63 |
| Authorize | 607 | 1.24% | 442 | 1.22% | 98 |
| Not Involved | 2,129 | 4.35% | 1,203 | 3.32% | 76 |
| Education/Training | | | | | |
| Consulted Only | 30 | 0.06% | 17 | 0.05% | 83 |
| Recommended, Not Authorize | 194 | 0.40% | 140 | 0.39% | 98 |
| Authorize | 921 | 1.88% | 686 | 1.90% | 101 |
| Not Involved | 1,873 | 3.83% | 942 | 2.60% | 68 |
| Professional Services/Management Consultants | | | | | |
| Consulted Only | 97 | 0.20% | 70 | 0.19% | 95 |
| Recommended, Not Authorize | 41 | 0.08% | 11 | 0.03% | 38 |
| Authorize | 788 | 1.61% | 644 | 1.78% | 111 |
| Not Involved | 2,092 | 4.28% | 1,061 | 2.93% | 68 |
| Vehicles | | | | | |
| Consulted Only | 103 | 0.21% | 83 | 0.23% | 110 |
| Recommended, Not Authorize | 39 | 0.08% | 22 | 0.06% | 75 |
| Authorize | 1,133 | 2.32% | 819 | 2.26% | 97 |
| Not Involved | 1,744 | 3.57% | 861 | 2.38% | 67 |
| \$ Spent Involvement Past 12 Months | | | | | |
| Under \$1,000 | 731 | 1.49% | 218 | 0.60% | 40 |
| \$1,000-\$10,000 | 442 | 0.90% | 188 | 0.52% | 58 |
| \$10,001-\$50,000 | 1,589 | 3.25% | 1,068 | 2.95% | 91 |
| \$50,001-\$100,000 | 158 | 0.32% | 258 | 0.71% | 222 |
| \$100,001-\$250,000 | 66 | 0.14% | 35 | 0.10% | 71 |
| More Than \$250,000 | 34 | 0.07% | 19 | 0.05% | 71 |
| Business Purchase Involvement (Summary) | | | | | |
| Personally Involved | 12,271 | 25.09% | 8,179 | 22.59% | 90 |
| Business Purchase Involvement | | | | | |
| Suggesting - Products/Services/Suppliers | 12,472 | 25.50% | 8,275 | 22.85% | 90 |
| Authorizing/Approval Process to Purchase/Lease Products | 8,150 | 16.66% | 6,709 | 18.53% | 111 |
| Home Office/Business | | | | | |
| Have Office In Home | 10,555 | 21.58% | 7,993 | 22.07% | 102 |
| Home Office/Business - Type | | | | | |
| Separate Business | 4,870 | 9.96% | 3,439 | 9.50% | 95 |

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| Extension Of Regular Job | 3,692 | 7.55% | 2,949 | 8.14% | 108 |
| Other | 1,993 | 4.08% | 1,605 | 4.43% | 109 |

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

Data Source: Manifold Data Mining Inc.

This report is based on consumer demographic and behavior 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.