

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
<b>Weight - Population Aged 18 Years and Over</b>	58,363		40,777		
<b>Business Purchasing/Leasing Decisions - Involved Past 12 Months</b>					
Yes	15,761	26.16%	11,111	25.92%	99
<b>Business Travel/Conventions/Events</b>					
Consulted Only	614	1.02%	392	0.92%	90
Recommended, Not Authorize	992	1.65%	693	1.62%	98
Authorize	2,256	3.75%	1,784	4.16%	111
Not Involved	11,899	19.75%	8,242	19.23%	97
<b>Computer Hardware/Software</b>					
Consulted Only	1,586	2.63%	1,317	3.07%	117
Recommended, Not Authorize	1,527	2.54%	966	2.25%	89
Authorize	2,987	4.96%	2,335	5.45%	110
Not Involved	9,661	16.04%	6,492	15.14%	94
<b>Communication Equipment, Services or Long Distance Supplier</b>					
Consulted Only	544	0.90%	377	0.88%	98
Recommended, Not Authorize	965	1.60%	531	1.24%	78
Authorize	2,453	4.07%	1,868	4.36%	107
Not Involved	11,799	19.59%	8,336	19.44%	99
<b>Shipping/Transportation/Distribution Services/Construction</b>					
Consulted Only	842	1.40%	544	1.27%	91
Recommended, Not Authorize	1,392	2.31%	1,044	2.44%	106
Authorize	2,578	4.28%	1,481	3.46%	81
Not Involved	10,950	18.18%	8,042	18.76%	103
<b>Banking or Financial Services/Investments</b>					
Consulted Only	1,898	3.15%	1,359	3.17%	101
Recommended, Not Authorize	1,496	2.48%	1,063	2.48%	100
Authorize	2,651	4.40%	1,636	3.82%	87
Not Involved	9,716	16.13%	7,053	16.45%	102
<b>Employee Benefits</b>					
Consulted Only	1,916	3.18%	1,387	3.24%	102
Recommended, Not Authorize	1,184	1.97%	855	1.99%	101
Authorize	2,040	3.39%	1,305	3.05%	90
Not Involved	10,621	17.63%	7,564	17.64%	100
<b>Insurance or Risk Management Services</b>					
Consulted Only	797	1.32%	576	1.34%	102
Recommended, Not Authorize	401	0.67%	385	0.90%	134
Authorize	1,668	2.77%	1,169	2.73%	99
Not Involved	12,895	21.41%	8,981	20.95%	98
<b>HVAC or Engineering/Construction Services or Building Materials/Equipment</b>					
Consulted Only	507	0.84%	388	0.91%	108
Recommended, Not Authorize	1,142	1.90%	669	1.56%	82
Authorize	910	1.51%	599	1.40%	93
Not Involved	13,202	21.92%	9,454	22.05%	101
<b>Office Furniture/Equipment</b>					
Consulted Only	1,445	2.40%	1,493	3.48%	145

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Recommended, Not Authorize	901	1.50%	431	1.01%	67
Authorize	1,890	3.14%	1,328	3.10%	99
Not Involved	11,526	19.13%	7,859	18.33%	96
<b>Industrial/Commercial/Institutional Locations</b>					
Consulted Only	445	0.74%	359	0.84%	114
Recommended, Not Authorize	663	1.10%	508	1.18%	107
Authorize	1,106	1.84%	824	1.92%	104
Not Involved	13,547	22.49%	9,420	21.97%	98
<b>Advertising/Public Relations/Market Research</b>					
Consulted Only	764	1.27%	1,272	2.97%	234
Recommended, Not Authorize	498	0.83%	564	1.32%	159
Authorize	999	1.66%	749	1.75%	105
Not Involved	13,500	22.41%	8,525	19.89%	89
<b>Education/Training</b>					
Consulted Only	1,329	2.21%	1,142	2.67%	121
Recommended, Not Authorize	662	1.10%	339	0.79%	72
Authorize	1,744	2.90%	1,351	3.15%	109
Not Involved	12,027	19.97%	8,279	19.31%	97
<b>Professional Services/Management Consultants/Personnel Agencies/Security</b>					
Consulted Only	584	0.97%	301	0.70%	72
Recommended, Not Authorize	491	0.82%	400	0.93%	113
Authorize	1,512	2.51%	1,387	3.24%	129
Not Involved	13,175	21.87%	9,022	21.05%	96
<b>Vehicles: Fleet Autos/Trucks/Trailers</b>					
Consulted Only	328	0.55%	169	0.40%	73
Recommended, Not Authorize	397	0.66%	301	0.70%	106
Authorize	679	1.13%	715	1.67%	148
Not Involved	14,357	23.83%	9,924	23.15%	97
<b>\$ Spent with Personal Involvement Past 12 Months</b>					
Under \$1,000	6,319	10.49%	4,034	9.41%	90
\$1,000-\$10,000	2,408	4.00%	1,700	3.97%	99
\$10,001-\$50,000	2,995	4.97%	2,248	5.25%	106
\$50,001-\$100,000	1,853	3.08%	1,409	3.29%	107
\$100,001-\$250,000	1,507	2.50%	1,282	2.99%	120
More Than \$250,000	679	1.13%	438	1.02%	90
<b>Business Purchase Involvement (Summary)</b>					
Personally Involved	13,697	22.74%	9,853	22.98%	101
<b>Involved in Suggesting - Products/Services/Suppliers for Company</b>					
Yes	12,574	20.87%	8,809	20.55%	98
<b>Involved in Authorize/Approval Process to Purchase/Lease Products</b>					
Yes	9,353	15.53%	7,034	16.41%	106
<b>Home Office/Business - Have Office in Home</b>					
Yes	10,078	16.73%	7,854	18.32%	110
<b>Home Office/Business - Type Have in Home</b>					
Separate Business	4,236	7.03%	3,283	7.66%	109

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Extension of Regular Job	4,768	7.92%	3,708	8.65%	109
Other	1,074	1.78%	862	2.01%	113

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

**Data Vintage:** 2024/2025