

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426		39,463		
Life Events - Happened in Past 12 Months					
Married	453	0.88%	232	0.59%	67
Became a Parent	1,592	3.10%	465	1.18%	38
Became a Grandparent	3,201	6.23%	2,526	6.40%	103
Retire or Take Early Retirement	980	1.91%	659	1.67%	87
Lost Job or Laid Off	2,067	4.02%	945	2.39%	59
Change Job	5,344	10.39%	3,133	7.94%	76
Start Your Own Business	1,318	2.56%	1,058	2.68%	105
Moved out of Parental Home	439	0.85%	162	0.41%	48
Moved to Retirement Home	180	0.35%	92	0.23%	66
Moved Family Member to Retirement Home	392	0.76%	402	1.02%	134
Buy First Home	358	0.70%	176	0.45%	64
Sell or Change Principal Home	1,464	2.85%	1,118	2.83%	99
Separated/Divorced	642	1.25%	294	0.75%	60
Become Caregiver to Elderly Relative	2,594	5.04%	2,015	5.11%	101
Become Caregiver to Disabled Person	1,495	2.91%	1,022	2.59%	89
Graduated From High School	517	1.00%	526	1.33%	133
Graduated From University/College	303	0.59%	90	0.23%	39
Child Graduates High School	766	1.49%	592	1.50%	101
Child Graduates University/College	915	1.78%	889	2.25%	126
Child Gets Married	1,060	2.06%	720	1.83%	89
Quit Smoking	1,195	2.32%	682	1.73%	75
Get New Pet	4,181	8.13%	3,277	8.30%	102
Life Events - Expect to Happen in Next 12 Months					
Expect - Married	865	1.68%	434	1.10%	65
Expect - Became a Parent	423	0.82%	221	0.56%	68
Expect - Became a Grandparent	1,405	2.73%	921	2.33%	85
Expect - Retire or Take Early Retirement	1,095	2.13%	663	1.68%	79
Expect - Lost Job or Laid Off	629	1.22%	336	0.85%	70
Expect - Change Job	3,965	7.71%	2,709	6.86%	89
Expect - Start Your Own Business	1,866	3.63%	1,075	2.72%	75
Expect - Moved out of Parental Home	396	0.77%	228	0.58%	75
Expect - Moved to Retirement Home	132	0.26%	80	0.20%	77
Expect - Moved Family Member to Retirement Home	1,217	2.37%	695	1.76%	74
Expect - Buy First Home	1,228	2.39%	655	1.66%	69
Expect - Sell or Change Principal Home	2,179	4.24%	1,726	4.37%	103
Expect - Separated/Divorced	459	0.89%	170	0.43%	48
Expect - Become Caregiver to Elderly Relative	1,297	2.52%	1,025	2.60%	103
Expect - Become Caregiver to Disabled Person	636	1.24%	351	0.89%	72
Expect - Graduated From High School	895	1.74%	465	1.18%	68
Expect - Graduated From University/College	423	0.82%	236	0.60%	73
Expect - Child Graduates High School	1,048	2.04%	665	1.68%	82
Expect - Child Graduates University/College	1,001	1.95%	1,208	3.06%	157

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Expect - Child Gets Married	754	1.47%	751	1.90%	129
Expect - Quit Smoking	961	1.87%	632	1.60%	86
Expect - Get New Pet	2,751	5.35%	1,908	4.84%	90

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.