

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
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	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	54,916		40,249		
Advertising - Strongly Agree					
Advertising influences my purchase decisions	1,613	2.94%	1,437	3.57%	121
Overall, I consider advertising a good thing	3,270	5.96%	2,599	6.46%	108
Advertising plays a vital role in providing information about products and services	3,223	5.87%	2,321	5.77%	98
Advertising keeps me up to date about products/services available in the marketplace	2,716	4.95%	2,159	5.37%	108
I like to share my opinions about products and services by posting reviews online	1,996	3.64%	1,097	2.73%	75
Out-of-Home/ Outdoor advertising affects how I see a brand	1,615	2.94%	1,026	2.55%	87
Automotive - Strongly Agree					
A car's only purpose is to get from point A to point B	10,328	18.81%	6,517	16.19%	86
Having a vehicle that is fun to drive is an important feature when buying a car	6,099	11.11%	4,444	11.04%	99
I am interested in what goes on under the hood of a car	4,258	7.75%	2,796	6.95%	90
I choose a car mainly on the basis of looks	2,627	4.78%	1,876	4.66%	97
I keep up on the latest advances in automobile technology	2,168	3.95%	1,314	3.27%	83
I like driving	13,743	25.03%	10,499	26.09%	104
My car should express my personality	3,585	6.53%	2,823	7.01%	107
I refuse to buy a car that is not fuel efficient	11,976	21.81%	8,872	22.04%	101
Given choice I'd always choose full size/luxury auto	3,477	6.33%	2,700	6.71%	106
You can tell a lot about someone by the car they drive	3,267	5.95%	2,684	6.67%	112
I would like to own a hybrid vehicle	10,904	19.86%	8,536	21.21%	107
I would like to own an electric vehicle	13,361	24.33%	8,866	22.03%	91
When choosing a car, safety is my top concern	10,123	18.43%	7,161	17.79%	97
Communications and Media - Strongly Agree					
Online TV streaming services have changed the way I watch television	14,041	25.57%	9,587	23.82%	93
Because of online TV streaming I now watch more television than I used to	5,208	9.48%	3,507	8.71%	92
Being able to stream or listen to the radio online has changed the way I listen to the radio	6,764	12.32%	4,529	11.25%	91
I always choose not to be included on email/mailling lists	5,806	10.57%	4,837	12.02%	114
I couldn't live without my mobile phone	12,971	23.62%	9,466	23.52%	100
I rely on TV to keep me informed	6,077	11.07%	4,829	12.00%	108
I prefer to watch TV programs live	5,847	10.65%	4,490	11.16%	105
I sometimes rely on the radio for companionship	4,085	7.44%	3,437	8.54%	115
I primarily listen to music through streaming services	11,221	20.43%	7,770	19.30%	94
I'm willing to pay extra for the quality content	3,345	6.09%	2,207	5.48%	90
Diet/Health - Strongly Agree					
I always think of the calories in what I eat	3,035	5.53%	2,588	6.43%	116
I think fast food is all junk	4,910	8.94%	3,259	8.10%	91

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Because of my busy lifestyle, I don't take care of myself as well as I should	3,671	6.68%	2,024	5.03%	75
I trust homeopathic medicine	1,283	2.34%	1,081	2.69%	115
I always check the nutritional content of food	8,560	15.59%	5,776	14.35%	92
I always look for the light/diet versions of food and drink	2,863	5.21%	1,944	4.83%	93
I consider my diet to be very healthy	4,192	7.63%	3,057	7.59%	99
I am eating more healthy food than I have in the past	7,749	14.11%	4,414	10.97%	78
I mainly eat vegetarian food	2,403	4.38%	2,139	5.32%	121
I am concerned about the health and safety of my family	11,231	20.45%	8,103	20.13%	98
I indulge in my cravings for sweets	4,508	8.21%	2,869	7.13%	87
I avoid or consume less of beverages that are high in sugar	17,633	32.11%	11,783	29.27%	91
I avoid or consume less of beverages that contain artificial sweeteners	15,229	27.73%	10,280	25.54%	92
I seek out beverages that are organic	2,335	4.25%	1,634	4.06%	96
I seek out beverages that contain probiotic	2,100	3.82%	1,360	3.38%	88
I am trying to reduce or eliminate the amount of animal meat/or cow's milk dairy consumption in my diet	3,916	7.13%	3,249	8.07%	113
I try to make sure that we keep a wide variety of snacks at home	4,364	7.95%	2,852	7.09%	89
I like to reward myself with a snack	4,919	8.96%	3,253	8.08%	90
Eating many times during the day is better for you than a few large meals	6,256	11.39%	3,977	9.88%	87
Drinking - Strongly Agree					
Drinking is part of my lifestyle	2,910	5.30%	1,936	4.81%	91
It's worth paying extra for good quality beer/wine/spirits	6,623	12.06%	4,829	12.00%	100
I probably should drink less alcohol	4,569	8.32%	3,238	8.05%	97
When I visit restaurants I often order an alcoholic beverage	5,217	9.50%	4,159	10.33%	109
Environment - Strongly Agree					
I make a conscious effort to recycle	24,976	45.48%	18,944	47.07%	103
I am prepared to make lifestyle compromises to benefit the environment	11,376	20.72%	8,958	22.26%	107
It's not worth doing things to help the environment if others don't do the same	1,764	3.21%	1,063	2.64%	82
I am very concerned about the effects of pollution on our planet	22,533	41.03%	15,306	38.03%	93
It's only worth doing environmentally-friendly things if they save you money	1,232	2.24%	738	1.83%	82
Companies should help consumers to be environmentally responsible	23,114	42.09%	17,335	43.07%	102
People have a duty to recycle	28,342	51.61%	21,561	53.57%	104
Global warming is not man-made- it's a natural occurrence	4,373	7.96%	2,881	7.16%	90
Today there is too much emphasis on conservation	1,299	2.37%	935	2.32%	98
I buy products in bulk to avoid over packaging	5,114	9.31%	3,957	9.83%	106
I would pay more for products knowing that they are produced and packaged in an environmentally friendly way	9,266	16.87%	7,216	17.93%	106

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I do my best to shop ethically and responsibly (e.g. rechargeables, refills, reusables, biodegradables etc.)	9,238	16.82%	7,276	18.08%	107
Finance - Strongly Agree					
I am actively looking for opportunities to earn supplemental income beyond my regular job	5,015	9.13%	2,978	7.40%	81
I am very good at managing money	7,872	14.33%	6,268	15.57%	109
I am more of a spender than a saver	2,907	5.29%	1,397	3.47%	66
With a credit card I can buy the sort of things I couldn't normally afford	2,941	5.36%	1,850	4.60%	86
I spend money more carefully than I used to	10,347	18.84%	7,134	17.73%	94
Financial security for retirement is each individual's responsibility	13,351	24.31%	9,179	22.81%	94
My main goal is to make as much money as possible	4,830	8.80%	2,730	6.78%	77
I feel overwhelmed by financial burdens	5,924	10.79%	2,926	7.27%	67
I seldom make a financial move without consulting an expert	3,346	6.09%	2,656	6.60%	108
I have already taken steps to ensure that I have sufficient income for my retirement	9,992	18.20%	9,391	23.33%	128
Food - Strongly Agree					
I like to try out new food products	5,845	10.64%	3,745	9.31%	88
I like to treat myself to foods that are not good for me	4,670	8.50%	2,330	5.79%	68
It's worth paying more for organic food	2,790	5.08%	1,677	4.17%	82
I have conservative taste in food	2,602	4.74%	1,728	4.29%	91
I am willing to spend more on good quality foods	5,289	9.63%	4,114	10.22%	106
Life Values/Self-Perception - Strongly Agree					
It is important that those around me think I'm doing well	3,006	5.47%	2,366	5.88%	107
I try to keep up with developments in technology	5,793	10.55%	3,338	8.29%	79
I like to enjoy life and don't worry about the future	3,127	5.69%	2,316	5.76%	101
I am an optimist	8,251	15.02%	5,785	14.37%	96
My faith is really important to me	6,740	12.27%	4,473	11.11%	91
I often do things on the spur of the moment	2,637	4.80%	1,343	3.34%	70
I find I am easily swayed by other people's views	995	1.81%	585	1.45%	80
I prefer to spend a quiet evening at home than go out	16,777	30.55%	12,060	29.97%	98
I prefer to work as part of a team than work alone	5,038	9.17%	3,340	8.30%	91
I consider myself an entrepreneur	2,121	3.86%	1,497	3.72%	96
It's important to me to feel respected by my peers	6,919	12.60%	4,943	12.28%	97
I don't like to judge other people on the way they choose to live their life	12,338	22.47%	8,593	21.35%	95
I consider myself to be a spiritual person	6,724	12.24%	4,622	11.48%	94
I consider myself to be a creative person	8,499	15.48%	4,761	11.83%	76
I like to have a circle of close friends who support me in hard times	11,160	20.32%	7,570	18.81%	93
I like to have control over people and resources	1,533	2.79%	1,353	3.36%	120
I am willing to volunteer my time for a good cause	7,315	13.32%	5,483	13.62%	102
I have a keen sense of adventure	3,746	6.82%	3,184	7.91%	116

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I worry a lot	7,063	12.86%	3,997	9.93%	77
Meeting new people comes easily to me	5,452	9.93%	3,711	9.22%	93
Luxury/Status - Strongly Agree					
Money is the best measure of success	1,592	2.90%	1,137	2.82%	97
It is worth paying extra for quality goods	6,388	11.63%	4,552	11.31%	97
Sometimes I treat myself to something I don't need	6,192	11.28%	4,350	10.81%	96
I am prepared to pay more for products that elevate my status	991	1.81%	581	1.44%	80
I enjoy being extravagant	2,614	4.76%	1,547	3.84%	81
I like to live a lifestyle that impresses others	1,401	2.55%	605	1.50%	59
Motivation - Strongly Agree					
I don't want responsibility; I'd rather be told what to do	1,210	2.20%	553	1.37%	62
I look on the work I do as a career rather than just a job	13,762	25.06%	10,683	26.54%	106
I want to get to the very top in my career	7,430	13.53%	6,253	15.54%	115
There's little I can do to change my life	2,661	4.85%	1,609	4.00%	82
I like taking risks	4,552	8.29%	2,955	7.34%	89
I would like to set up my own business one day	7,829	14.26%	5,475	13.60%	95
How I spend my time is more important than the money I make	14,101	25.68%	8,408	20.89%	81
I am willing to sacrifice my time with my family in order to get ahead	3,450	6.28%	2,379	5.91%	94
You should seize opportunities in life when they arise	18,937	34.48%	14,951	37.15%	108
In this day and age it is important to juggle various tasks at the same time	9,541	17.37%	8,022	19.93%	115
It is important to continue learning new things throughout your life	32,504	59.19%	25,176	62.55%	106
I like to pursue a life of challenge, novelty and change	8,512	15.50%	6,233	15.49%	100
I am perfectly happy with my standard of living	9,560	17.41%	10,051	24.97%	143
I am usually the first amongst my friends to know what's going on	4,795	8.73%	3,351	8.33%	95
Family life is the most important thing	21,931	39.94%	16,520	41.05%	103
Personality - Strongly Agree					
Has an active imagination	11,990	21.83%	8,179	20.32%	93
Has few artistic interests	5,362	9.77%	3,129	7.77%	80
Does a thorough job	16,757	30.52%	12,549	31.18%	102
Tends to be lazy	2,041	3.72%	911	2.26%	61
Is generally trusting	11,844	21.57%	9,407	23.37%	108
Tends to find faults with others	2,512	4.58%	1,817	4.51%	98
Is relaxed, handles stress well	7,675	13.98%	5,735	14.25%	102
Gets nervous easily	3,897	7.10%	2,263	5.62%	79
Is outgoing, sociable	7,293	13.28%	5,197	12.91%	97
Is reserved	5,700	10.38%	4,025	10.00%	96
Personal Appearance - Strongly Agree					
I like to stand out in a crowd	1,646	3.00%	1,419	3.53%	118
It is important to be attractive to others	3,909	7.12%	2,517	6.25%	88
I like to keep up with the latest fashions	2,298	4.19%	1,688	4.19%	100
When shopping for clothes I generally look for designer labels	2,421	4.41%	1,719	4.27%	97

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It is important to keep young looking	5,200	9.47%	4,193	10.42%	110
I spend a lot of money on toiletries and cosmetics for personal use	1,957	3.56%	1,225	3.04%	85
I do some form of sport or exercise at least once a week	16,295	29.67%	13,324	33.11%	112
Most of the time I'm trying to lose weight	5,419	9.87%	4,301	10.69%	108
My confidence is greatly enhanced when I know I look my best	9,738	17.73%	7,091	17.62%	99
I can't leave home without make-up	2,250	4.10%	1,241	3.08%	75
To be beautiful is to be simple and natural	6,727	12.25%	5,419	13.46%	110
People's opinion on my appearance is very important to me	2,235	4.07%	1,854	4.61%	113
I take great pleasure in looking after my appearance	4,296	7.82%	3,559	8.84%	113
Beauty comes from within	12,618	22.98%	8,717	21.66%	94
I would consider having cosmetic surgery	2,770	5.04%	1,587	3.94%	78
I tend to always buy the same beauty products	5,277	9.61%	3,608	8.97%	93
I look after my health to improve my appearance	6,412	11.68%	5,583	13.87%	119
I have a conservative dress style	5,354	9.75%	3,976	9.88%	101
I prefer to buy clothes that are classic and timeless in style	7,379	13.44%	5,392	13.40%	100
My fragrance expresses my personality	4,016	7.31%	2,675	6.65%	91
Skincare products help make your skin look younger	5,101	9.29%	3,421	8.50%	91
Personal Interest - Strongly Agree					
I enjoy entertaining at home	4,156	7.57%	3,383	8.41%	111
I enjoy spending time with my family	17,276	31.46%	12,930	32.13%	102
We often sit down for a meal together at home	16,184	29.47%	14,461	35.93%	122
Music is an important part of my life	13,162	23.97%	7,988	19.85%	83
I really enjoy cooking	9,754	17.76%	6,921	17.20%	97
My friends are more important to me than my family	1,450	2.64%	724	1.80%	68
Sports and recreation are important to my family	4,779	8.70%	4,336	10.77%	124
I like to dine at fine restaurants as often as possible	3,421	6.23%	2,429	6.04%	97
Regular exercise is an important part of my life	13,330	24.27%	10,288	25.56%	105
I closely follow at least one sport throughout the season	10,398	18.94%	8,101	20.13%	106
I love to spend time looking at household decorating ideas	3,816	6.95%	2,399	5.96%	86
I am particularly interested in the arts	6,726	12.25%	4,442	11.04%	90
I participate in sports on a regular basis	4,228	7.70%	3,026	7.52%	98
Print/News - Strongly Agree					
Reading print is an uninterrupted, personal and relaxing experience	9,658	17.59%	7,470	18.56%	106
The physical aspect of reading print is a key part of the experience	9,151	16.66%	6,464	16.06%	96
Computers remind me of work; reading print is a pleasure	5,385	9.81%	3,921	9.74%	99
I feel it is important to pay for news and information to feel truly informed	2,842	5.18%	2,367	5.88%	114
I commit more time each day to seek out current news and information than I did two years ago	6,293	11.46%	4,494	11.17%	97
Newspapers should encourage debate and challenge perspectives	10,930	19.90%	8,673	21.55%	108

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I prefer to read news content online than in printed version	8,040	14.64%	5,956	14.80%	101
I would pay for access to magazine content online	1,084	1.97%	1,452	3.61%	183
I would pay for access to newspaper content online	1,768	3.22%	1,644	4.09%	127
I trust newspapers to print the truth	4,547	8.28%	3,509	8.72%	105
Products/Consumer Durables - Strongly Agree					
I love to buy new gadgets and appliances	2,060	3.75%	1,228	3.05%	81
It is important my household is equipped with the latest technology	2,187	3.98%	1,165	2.90%	73
I wait until technology becomes cheaper before considering a purchase	10,607	19.32%	6,374	15.84%	82
I pay extra to personalize products to suit my taste and style	1,325	2.41%	679	1.69%	70
When I buy any product, its style and design are as important as its quality	2,899	5.28%	1,795	4.46%	84
I feel confident using new technology products	7,584	13.81%	5,030	12.50%	91
I buy goods produced by my own country whenever I can	7,671	13.97%	6,249	15.53%	111
People tend to ask me for my opinion about new products and services	3,106	5.66%	1,849	4.59%	81
I can't resist fancy packaging	1,200	2.19%	645	1.60%	73
Online product reviews have a major influence on my purchasing decisions	4,592	8.36%	2,752	6.84%	82
Shopping - Strongly Agree					
I always look out for special offers	12,889	23.47%	8,567	21.28%	91
I really enjoy shopping	5,625	10.24%	3,882	9.64%	94
I always use a shopping list	8,746	15.93%	5,321	13.22%	83
I tend to make impulse purchases	2,601	4.74%	1,470	3.65%	77
I trust my own judgement in picking out my clothes	16,980	30.92%	11,857	29.46%	95
People come to me for advice before buying new things	1,926	3.51%	1,118	2.78%	79
I buy new products before most of my friends	1,345	2.45%	982	2.44%	100
When I see a new brand I often buy it to see what it's like	1,386	2.52%	694	1.73%	69
Once I find a brand I like I tend to stick to it	8,216	14.96%	6,039	15.00%	100
I think that well-known brands are better	3,120	5.68%	2,294	5.70%	100
Celebrities influence my purchase decisions	945	1.72%	623	1.55%	90
Shopping online makes my life easier	9,982	18.18%	7,468	18.55%	102
Convenience of online shopping is more important than price	2,220	4.04%	1,756	4.36%	108
I look for the lowest possible prices when I go shopping	13,519	24.62%	9,308	23.13%	94
Even though I have a favourite brand, if another brand is on special offer I buy it instead	4,627	8.43%	2,968	7.37%	87
I check a number of sources before making a significant purchase	19,941	36.31%	15,409	38.28%	105
Social/Political/Ethical - Strongly Agree					
It is more important to do your duty than to live for your own enjoyment	4,752	8.65%	3,953	9.82%	114
Children should be allowed to express themselves freely	10,028	18.26%	7,810	19.41%	106

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I think we should strive for equality for all	23,943	43.60%	17,023	42.30%	97
I think it's important to have a lasting relationship with one partner	21,976	40.02%	18,063	44.88%	112
I worry about violence and crime	7,318	13.33%	4,821	11.98%	90
I find exposure to different cultures personally rewarding	16,638	30.30%	11,022	27.39%	90
It is important that a company acts ethically	23,772	43.29%	16,971	42.17%	97
I refuse to buy products from a company with unethical bussiness practices	13,034	23.74%	10,417	25.88%	109
Men and women should share household responsibilities equally	26,800	48.80%	19,884	49.40%	101
The quality of human contact has been improved through technology	3,586	6.53%	2,575	6.40%	98
I trust the government to protect my privacy	3,012	5.48%	1,889	4.69%	86
Travel - Strongly Agree					
When I go on vacations, I only want to eat, drink and lie in the sun	3,161	5.76%	2,380	5.91%	103
Vacations are all about escaping my everyday life	10,452	19.03%	7,178	17.84%	94
When traveling I want to experience the local culture and lifestyle	11,036	20.10%	8,684	21.58%	107
I seek out adventurous experiences when I travel	5,770	10.51%	4,605	11.44%	109
The best vacations involve as many activities as possible	3,728	6.79%	2,747	6.83%	101
I prefer to travel off the beaten path	4,775	8.70%	3,465	8.61%	99
My vacations are focused on quality time with family/friends	10,730	19.54%	8,134	20.21%	103
Connecting with my romantic partner is a big reason I go on vacations	6,216	11.32%	4,810	11.95%	106
I want to meet new people and socialize when I'm on vacation	4,461	8.12%	3,473	8.63%	106
I want every aspect of my vacation to be luxurious	2,237	4.07%	1,856	4.61%	113
I love sharing my vacation experiences on social media	3,846	7.00%	2,411	5.99%	86
Travel and accommodation discounts have a huge impact on my travel plans	9,153	16.67%	7,077	17.58%	105
On my vacations, I prefer traveling to places I've never been	8,118	14.78%	6,555	16.29%	110
Views on the Internet - Strongly Agree					
The Internet improves the relationships I have with other people	4,820	8.78%	4,160	10.34%	118
Life without the Internet would be a lot less fun	13,725	24.99%	9,519	23.65%	95
I am concerned about data protection and privacy in the Internet	18,674	34.01%	13,352	33.17%	98
Internet allows freedom of expression	8,069	14.69%	5,598	13.91%	95
Internet enables me to belong and be accepted by my friends	3,029	5.52%	2,318	5.76%	104
Internet provides a personal space	5,488	9.99%	3,585	8.91%	89
Internet allows me to stand out and be different	2,934	5.34%	1,794	4.46%	84
Internet helps me connect with other like-minded individuals	7,858	14.31%	5,840	14.51%	101
I feel the need to check social networking sites every day	8,767	15.96%	5,468	13.59%	85
I often refer to the internet before making a purchase	13,113	23.88%	9,531	23.68%	99
Internet is my main source of news	12,566	22.88%	10,072	25.03%	109

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.

Data Vintage: Data Vintage: 2022/2023