

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	50,884		39,095		
Advertising - Strongly Agree					
Advertising influences my purchase decisions	1,446	2.84%	1,213	3.10%	109
Overall, I consider advertising a good thing	3,492	6.86%	2,414	6.18%	90
Advertising plays a vital role in providing information about products and services	4,269	8.39%	3,064	7.84%	93
Advertising keeps me up to date about products/services available in the marketplace	3,652	7.18%	2,980	7.62%	106
Automotive - Strongly Agree					
A car's only purpose is to get from point A to point B	9,122	17.93%	6,134	15.69%	88
Having a vehicle that is fun to drive is an important feature when buying a car	8,917	17.53%	7,287	18.64%	106
I am interested in what goes on under the hood of a car	8,968	17.62%	5,977	15.29%	87
I choose a car mainly on the basis of looks	1,483	2.91%	707	1.81%	62
I keep up on the latest advances in automobile technology	2,103	4.13%	1,692	4.33%	105
I like driving	16,707	32.83%	12,439	31.82%	97
My car should express my personality	5,127	10.08%	4,547	11.63%	115
I refuse to buy a car that is not fuel efficient	12,520	24.61%	7,848	20.07%	82
Given choice I'd always choose full size/luxury auto	5,634	11.07%	5,245	13.42%	121
You can tell a lot about someone by the car they drive	5,982	11.76%	5,482	14.02%	119
Communications and Media - Strongly Agree					
PVR technology (e.g. recording/pausing/fast forward/replay live TV programs) has changed the way I watch Television	20,667	40.62%	17,734	45.36%	112
Online TV streaming services have changed the way I watch television	9,862	19.38%	6,392	16.35%	84
Because of online TV streaming I now watch more television than I used to	4,068	7.99%	2,818	7.21%	90
When watching recorded TV programs I usually fast forward through the advertisements	30,257	59.46%	24,891	63.67%	107
Being able to stream or listen to the radio online has changed the way I listen to the radio	5,373	10.56%	3,877	9.92%	94
I always choose not to be included on email/mailling lists	6,351	12.48%	5,377	13.75%	110
I often post comments/reviews online	2,350	4.62%	1,663	4.25%	92
I feel the need to check social networking sites every day	9,558	18.78%	6,019	15.40%	82
While watching TV, I search on the internet for products I see advertised	1,974	3.88%	1,560	3.99%	103
I couldn't live without my mobile phone	6,555	12.88%	5,930	15.17%	118
I am worried that any personal information I enter online will not remain secure	17,072	33.55%	13,455	34.42%	103
I often refer to the internet before making a purchase	15,686	30.83%	12,928	33.07%	107
I feel lost without my mobile phone/smartphone	6,476	12.73%	5,919	15.14%	119
Online product reviews have a major influence on my purchasing decisions	6,237	12.26%	5,459	13.96%	114
Diet/Health - Strongly Agree					
I always think of the calories in what I eat	2,411	4.74%	1,464	3.74%	79

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I think fast food is all junk	9,124	17.93%	6,977	17.85%	100
Because of my busy lifestyle, I don't take care of myself as well as I should	3,533	6.94%	3,048	7.80%	112
I trust homeopathic medicine	1,604	3.15%	1,108	2.83%	90
I always check the nutritional content of food	9,475	18.62%	8,225	21.04%	113
I always look for the light/diet versions of food and drink	2,767	5.44%	1,735	4.44%	82
I often eat snacks while on the move rather than eating a proper meal	2,386	4.69%	1,269	3.25%	69
I consider my diet to be very healthy	7,387	14.52%	4,985	12.75%	88
I am eating more healthy food than I have in the past	10,799	21.22%	9,039	23.12%	109
I have to be really ill to go to the doctor	8,680	17.06%	6,839	17.49%	103
I mainly eat vegetarian food	3,014	5.92%	1,555	3.98%	67
I am concerned about the health and safety of my family	18,331	36.03%	15,721	40.21%	112
I indulge in my cravings for sweets	5,057	9.94%	3,957	10.12%	102
I avoid eating processed foods	9,431	18.53%	7,446	19.05%	103
I avoid or consume less of beverages that are high in sugar	17,847	35.07%	15,648	40.03%	114
I avoid or consume less of beverages that contain artificial sweeteners	24,904	48.94%	20,288	51.89%	106
I seek out beverages that are organic	1,899	3.73%	1,109	2.84%	76
I seek out beverages that contain probiotic	1,099	2.16%	568	1.45%	67
Drinking - Strongly Agree					
Drinking is Part of My Lifestyle	3,540	6.96%	3,977	10.17%	146
It's worth paying extra for good quality beer/wine/spirits	3,771	7.41%	3,125	7.99%	108
I Probably Should Drink Less Alcohol	3,779	7.43%	3,208	8.21%	110
When I visit restaurants I often order an alcoholic beverage	3,316	6.52%	3,172	8.11%	124
Environment - Strongly Agree					
I would be prepared to pay more for environmentally friendly products	9,324	18.32%	6,942	17.76%	97
I make a conscious effort to recycle	27,592	54.23%	22,346	57.16%	105
I am prepared to make lifestyle compromises to benefit the environment	12,251	24.08%	9,452	24.18%	100
It's not worth doing things to help the environment if others don't do the same	1,279	2.51%	960	2.46%	98
I am very concerned about the effects of pollution on our planet	21,035	41.34%	17,244	44.11%	107
It's only worth doing environmentally-friendly things if they save you money	3,139	6.17%	2,560	6.55%	106
Companies should help consumers to be environmentally responsible	23,230	45.65%	18,840	48.19%	106
I give preference to 'green' products	11,899	23.39%	6,919	17.70%	76
People have a duty to recycle	27,234	53.52%	22,153	56.67%	106
Global warming is not man-made- it's a natural occurrence	5,946	11.69%	4,207	10.76%	92
I am concerned about the quality of our drinking water	14,322	28.15%	12,097	30.94%	110
Today there is too much emphasis on conservation	3,144	6.18%	1,592	4.07%	66
I buy products in bulk to avoid over packaging	6,656	13.08%	5,652	14.46%	111

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Finance - Strongly Agree					
I am actively looking for opportunities to earn supplemental income beyond my regular job	4,770	9.37%	2,226	5.69%	61
I am very good at managing money	7,884	15.49%	6,001	15.35%	99
I am more of a spender than a saver	4,684	9.21%	2,811	7.19%	78
With a credit card I can buy the sort of things I couldn't normally afford	1,945	3.82%	682	1.75%	46
I spend money more carefully than I used to	8,135	15.99%	7,091	18.14%	113
Financial security for retirement is each individual's responsibility	12,003	23.59%	9,976	25.52%	108
My main goal is to make as much money as possible	4,837	9.51%	3,885	9.94%	105
I feel overwhelmed by financial burdens	5,054	9.93%	2,891	7.39%	74
I seldom make a financial move without consulting an expert	1,805	3.55%	1,369	3.50%	99
I have already taken steps to ensure that I have sufficient income for my retirement	9,697	19.06%	9,028	23.09%	121
Food - Strongly Agree					
I like to try out new food products	11,774	23.14%	6,480	16.58%	72
I like to treat myself to foods that are not good for me	4,160	8.18%	2,768	7.08%	87
It's worth paying more for organic food	5,107	10.04%	3,110	7.96%	79
I have conservative taste in food	3,724	7.32%	2,312	5.91%	81
I am willing to spend more on good quality foods	7,371	14.49%	6,465	16.54%	114
Luxury/Status - Strongly Agree					
Money is the best measure of success	727	1.43%	568	1.45%	101
It is worth paying extra for quality goods	9,864	19.39%	8,058	20.61%	106
Sometimes I treat myself to something I don't need	5,512	10.83%	4,785	12.24%	113
I am prepared to pay more for products that elevate my status	925	1.82%	1,072	2.74%	151
I enjoy being extravagant	1,605	3.15%	1,214	3.11%	99
I like to live a lifestyle that impresses others	762	1.50%	497	1.27%	85
Motivation - Strongly Agree					
I don't want responsibility; I'd rather be told what to do	1,341	2.64%	1,139	2.91%	110
I look on the work I do as a career rather than just a job	7,641	15.02%	7,185	18.38%	122
I want to get to the very top in my career	3,865	7.60%	2,706	6.92%	91
There's little I can do to change my life	926	1.82%	938	2.40%	132
I like taking risks	3,122	6.14%	1,715	4.39%	71
I would like to set up my own business one day	4,760	9.35%	2,418	6.19%	66
How I spend my time is more important than the money I make	14,248	28.00%	11,370	29.08%	104
I am willing to sacrifice my time with my family in order to get ahead	3,576	7.03%	1,992	5.09%	72
You should seize opportunities in life when they arise	12,758	25.07%	8,652	22.13%	88
In this day and age it is important to juggle various tasks at the same time	5,472	10.75%	3,354	8.58%	80
It is important to continue learning new things throughout your life	27,774	54.58%	20,385	52.14%	96
I like to pursue a life of challenge, novelty and change	6,087	11.96%	3,972	10.16%	85
I am perfectly happy with my standard of living	10,448	20.53%	9,113	23.31%	114
I am usually the first amongst my friends to know what's going on	5,376	10.57%	3,643	9.32%	88

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Family life is the most important thing	19,064	37.47%	14,802	37.86%	101
News - Strongly Agree					
I feel it is important to pay for news and information to feel truly informed	4,990	9.81%	4,034	10.32%	105
I commit more time each day to seek out current news and information than I did two years ago	9,018	17.72%	6,907	17.67%	100
Personal Appearance - Strongly Agree					
I like to stand out in a crowd	1,488	2.93%	862	2.20%	75
It is important to be attractive to others	2,823	5.55%	1,493	3.82%	69
I like to keep up with the latest fashions	3,093	6.08%	1,632	4.17%	69
When shopping for clothes I generally look for designer labels	1,237	2.43%	735	1.88%	77
It is important to keep young looking	2,859	5.62%	1,715	4.39%	78
I spend a lot of money on toiletries and cosmetics for personal use	831	1.63%	565	1.45%	89
I do some form of sport or exercise at least once a week	17,743	34.87%	15,049	38.49%	110
Most of the time I'm trying to lose weight	6,354	12.49%	4,325	11.06%	89
My confidence is greatly enhanced when I know I look my best	5,467	10.74%	4,400	11.25%	105
I can't leave home without make-up	2,649	5.21%	1,572	4.02%	77
To be beautiful is to be simple and natural	8,141	16.00%	5,711	14.61%	91
People's opinion on my appearance is very important to me	2,142	4.21%	1,111	2.84%	67
I take great pleasure in looking after my appearance	3,775	7.42%	2,093	5.35%	72
Beauty comes from within	15,320	30.11%	11,683	29.89%	99
I would consider having cosmetic surgery	1,703	3.35%	1,764	4.51%	135
I tend to always buy the same beauty products	5,093	10.01%	3,414	8.73%	87
I look after my health to improve my appearance	6,210	12.21%	5,338	13.66%	112
I have a conservative dress style	6,395	12.57%	4,290	10.97%	87
I prefer to buy clothes that are classic and timeless in style	6,799	13.36%	5,441	13.92%	104
My fragrance expresses my personality	2,429	4.77%	1,386	3.55%	74
Skincare products help make your skin look younger	2,368	4.65%	1,792	4.58%	98
Personal Interest - Strongly Agree					
I enjoy entertaining at home	7,623	14.98%	7,699	19.69%	131
I enjoy spending time with my family	23,052	45.30%	19,552	50.01%	110
We often sit down for a meal together at home	13,407	26.35%	12,223	31.27%	119
Music is an important part of my life	11,307	22.22%	8,003	20.47%	92
I really enjoy cooking	9,595	18.86%	8,384	21.45%	114
My friends are more important to me than my family	2,088	4.10%	1,262	3.23%	79
Sports and recreation are important to my family	7,862	15.45%	5,122	13.10%	85
I like to dine at fine restaurants as often as possible	2,219	4.36%	1,642	4.20%	96
Regular exercise is an important part of my life	13,451	26.44%	13,028	33.32%	126
I closely follow at least one sport throughout the season	7,742	15.21%	6,167	15.78%	104
I love to spend time looking at household decorating ideas	2,548	5.01%	1,718	4.40%	88
I am particularly interested in the arts	7,260	14.27%	5,878	15.03%	105
I participate in sports on a regular basis	6,366	12.51%	5,826	14.90%	119
Print - Strongly Agree					
Print is an uninterrupted, personal and relaxing experience	12,886	25.32%	10,003	25.59%	101

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The physical aspect of reading print is a key part of the experience	16,889	33.19%	11,943	30.55%	92
Computers remind me of work; reading print is a pleasure	6,528	12.83%	5,029	12.86%	100
Products/Consumer Durables - Strongly Agree					
I love to buy new gadgets and appliances	5,311	10.44%	3,522	9.01%	86
It is important my household is equipped with the latest technology	1,830	3.60%	1,035	2.65%	74
I wait until technology becomes cheaper before considering a purchase	6,941	13.64%	5,370	13.74%	101
I pay extra to personalize products to suit my taste and style	1,651	3.24%	784	2.01%	62
When I buy any product, its style and design are as important as its quality	2,441	4.80%	1,930	4.94%	103
I feel confident using new technology products	4,962	9.75%	3,738	9.56%	98
I buy goods produced by my own country whenever I can	15,553	30.57%	10,135	25.92%	85
Self - Perception/Personality - Strongly Agree					
It is important that those around me think I'm doing well	3,605	7.09%	2,283	5.84%	82
I try to keep up with developments in technology	6,641	13.05%	3,865	9.89%	76
I like to enjoy life and don't worry about the future	2,964	5.82%	2,718	6.95%	119
My faith is really important to me	9,543	18.76%	6,976	17.84%	95
I often do things on the spur of the moment	3,305	6.50%	2,411	6.17%	95
I find I am easily swayed by other people's views	1,589	3.12%	1,750	4.48%	144
I prefer to spend a quiet evening at home than go out	15,078	29.63%	10,056	25.72%	87
I prefer to work as part of a team than work alone	3,101	6.10%	2,853	7.30%	120
It's important to me to feel respected by my peers	5,023	9.87%	4,024	10.29%	104
I don't like to judge other people on the way they choose to live their life	9,315	18.31%	5,753	14.71%	80
I consider myself to be a spiritual person	9,992	19.64%	6,531	16.71%	85
I consider myself to be a creative person	6,159	12.10%	4,558	11.66%	96
I like to have a circle of close friends who support me in hard times	8,343	16.40%	6,567	16.80%	102
I like to have control over people and resources	1,480	2.91%	1,360	3.48%	120
I am willing to volunteer my time for a good cause	12,949	25.45%	10,505	26.87%	106
I have a keen sense of adventure	3,977	7.82%	2,749	7.03%	90
I worry a lot about myself	2,033	4.00%	1,362	3.48%	87
Meeting new people comes easily to me	6,425	12.63%	5,145	13.16%	104
Shopping - Strongly Agree					
I always look out for special offers	11,180	21.97%	8,343	21.34%	97
I really enjoy shopping	5,070	9.97%	3,400	8.70%	87
I always use a shopping list	8,489	16.68%	5,941	15.20%	91
I tend to make impulse purchases	593	1.17%	426	1.09%	93
I trust my own judgement in picking out my clothes	14,867	29.22%	10,622	27.17%	93
People come to me for advice before buying new things	1,323	2.60%	1,174	3.00%	115
I buy new products before most of my friends	1,517	2.98%	980	2.51%	84
When I see a new brand I often buy it to see what it's like	1,214	2.39%	579	1.48%	62

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Once I find a brand I like I tend to stick to it	10,636	20.90%	8,879	22.71%	109
I think that well-known brands are better	2,578	5.07%	1,831	4.68%	92
Celebrities influence my purchase decisions	671	1.32%	308	0.79%	60
Shopping online makes my life easier	4,918	9.66%	4,016	10.27%	106
Convenience of online shopping is more important than price	1,267	2.49%	469	1.20%	48
I look for the lowest possible prices when I go shopping	10,012	19.68%	6,996	17.90%	91
Even though I have a favourite brand, if another brand is on special offer I buy it instead	3,505	6.89%	2,795	7.15%	104
I check a number of sources before making a significant purchase	11,240	22.09%	10,356	26.49%	120
Social/Political/Ethical - Strongly Agree					
It is more important to do your duty than to live for your own enjoyment	3,998	7.86%	2,444	6.25%	80
Children should be allowed to express themselves freely	8,051	15.82%	5,763	14.74%	93
I think we should strive for equality for all	23,258	45.71%	19,131	48.93%	107
I think it's important to have a lasting relationship with one partner	22,178	43.59%	16,563	42.37%	97
I worry about violence and crime	8,874	17.44%	6,404	16.38%	94
I find exposure to different cultures personally rewarding	16,633	32.69%	12,437	31.81%	97
It is important that a company acts ethically	26,580	52.24%	20,594	52.68%	101
I have refused to buy products from a company of which I disapproved	17,999	35.37%	15,311	39.17%	111
Men and women should share household responsibilities equally	22,512	44.24%	15,959	40.82%	92
The quality of human contact has been improved through technology	2,724	5.35%	2,122	5.43%	101
I trust the government to protect my privacy	3,002	5.90%	2,307	5.90%	100
Travel - Strongly Agree					
I prefer to take holidays off the beaten track	6,140	12.07%	4,458	11.40%	94
I try to go somewhere different on holiday every time	4,897	9.63%	3,596	9.20%	96
I like to take holidays in my own country rather than abroad	6,426	12.63%	3,654	9.35%	74
Views on the Internet - Strongly Agree					
In the online world, I can better express my feelings	3,488	6.85%	2,694	6.89%	101
The Internet improves the relationships I have with other people	7,360	14.46%	3,785	9.68%	67
Life without the Internet would be a lot less fun	10,442	20.52%	6,913	17.68%	86
I am concerned about data protection and privacy in the Internet	20,178	39.66%	14,792	37.84%	95
I can't imagine a life without the Internet anymore	15,575	30.61%	10,474	26.79%	88
I often watch TV while surfing the net	8,528	16.76%	5,243	13.41%	80
Internet allows freedom of expression	7,364	14.47%	4,845	12.39%	86
Internet enables me to belong and be accepted by my friends	3,570	7.02%	1,623	4.15%	59
Internet provides a personal space	7,970	15.66%	4,303	11.01%	70
Internet allows me to stand out and be different	2,284	4.49%	1,446	3.70%	82
Internet helps me connect with other like-minded individuals	7,511	14.76%	4,067	10.40%	70

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.