

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	48,447		35,998		
Life Events - Ever Happened					
Married	34,360	70.92%	28,134	78.16%	110
Child Born	27,042	55.82%	22,511	62.54%	112
Grandchild Born	11,700	24.15%	11,626	32.30%	134
Life Events - Happened Past Year					
Married	920	1.90%	385	1.07%	56
Child Born	485	1.00%	154	0.43%	43
Grandchild Born	1,182	2.44%	1,194	3.32%	136
Retire Or Take Early Retirement	1,481	3.06%	1,185	3.29%	108
Lost Job Or Laid Off	1,998	4.12%	991	2.75%	67
Change Job	6,289	12.98%	3,759	10.44%	80
Start Your Own Business	1,629	3.36%	925	2.57%	76
Moved Out Of Parental Home	1,539	3.18%	846	2.35%	74
Buy First Home	1,303	2.69%	528	1.47%	55
Sell Or Change Principal Home	2,456	5.07%	1,284	3.57%	70
Become Caregiver To Elderly Relative	4,079	8.42%	2,712	7.54%	90
Become Caregiver to Disabled Person	4,022	8.30%	2,701	7.50%	90
Graduated From High School	934	1.93%	319	0.89%	46
Graduated From University/College	1,220	2.52%	824	2.29%	91
Child Graduates High School	1,546	3.19%	1,372	3.81%	119
Child Graduates University/College	820	1.69%	752	2.09%	124
Child Gets Married	792	1.64%	974	2.71%	165
Quit Smoking	1,519	3.14%	537	1.49%	47
Life Events - Expect to Happen Next Year					
Married	1,289	2.66%	667	1.85%	70
Child Born	754	1.56%	208	0.58%	37
Grandchild Born	726	1.50%	378	1.05%	70
Retire Or Take Early Retirement	601	1.24%	279	0.78%	63
Lost Job Or Laid Off	1,079	2.23%	373	1.04%	47
Change Job	5,494	11.34%	2,292	6.37%	56
Start Your Own Business	2,993	6.18%	1,941	5.39%	87
Moved Out Of Parental Home	712	1.47%	380	1.06%	72
Buy First Home	1,516	3.13%	488	1.36%	43
Sell Or Change Principal Home	4,175	8.62%	1,888	5.25%	61
Become Caregiver To Elderly Relative	873	1.80%	533	1.48%	82
Become Caregiver to Disabled Person	186	0.38%	127	0.35%	92
Graduated From High School	352	0.73%	97	0.27%	37
Graduated From University/College	1,249	2.58%	563	1.56%	60
Child Graduates High School	1,232	2.54%	654	1.82%	72
Child Graduates University/College	896	1.85%	972	2.70%	146
Child Gets Married	1,181	2.44%	656	1.82%	75
Quit Smoking	1,814	3.75%	568	1.58%	42
Advertising - Strongly Agree (1)					
Advertising influences my purchase decisions	3,231	6.67%	2,262	6.29%	94

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
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Overall, I consider advertising a good thing	4,741	9.79%	3,309	9.19%	94
Advertising plays a vital role in providing information about products and services	5,241	10.82%	3,944	10.96%	101
Advertising keeps me up to date about products/services available in the marketplace	4,974	10.27%	3,773	10.48%	102
Advertising - Any Agree (1-4)					
Advertising influences my purchase decisions	18,105	37.37%	13,371	37.14%	99
Overall, I consider advertising a good thing	23,628	48.77%	16,308	45.30%	93
Advertising plays a vital role in providing information about products and services	23,170	47.83%	17,251	47.92%	100
Advertising keeps me up to date about products/services available in the marketplace	27,633	57.04%	20,727	57.58%	101
Automotive - Strongly Agree (1)					
A Car's Only Purpose Is To Get From Point A To Point B	7,222	14.91%	5,510	15.31%	103
Having A Vehicle That Is Fun To Drive Is An Important Feature When Buying A Car	7,230	14.92%	5,510	15.31%	103
I Am Interested In What Goes On Under The Hood Of A Car	8,102	16.72%	5,648	15.69%	94
I Choose A Car Mainly On The Basis Of Looks	1,528	3.16%	1,167	3.24%	103
I Keep Up On The Latest Advances In Automobile Technology	3,732	7.70%	3,521	9.78%	127
I Like Driving	17,650	36.43%	11,223	31.18%	86
My Car Should Express My Personality	3,852	7.95%	2,225	6.18%	78
I Refuse To Buy A Car That Is Not Fuel Efficient	12,391	25.58%	8,342	23.17%	91
Given Choice I'd Always Choose Full Size/Luxury Auto	4,393	9.07%	2,698	7.49%	83
You Can Tell A Lot About Someone By The Car They Drive	3,901	8.05%	2,964	8.23%	102
Automotive - Any Agree (1-4)					
A Car's Only Purpose Is To Get From Point A To Point B	24,190	49.93%	16,380	45.50%	91
Having A Vehicle That Is Fun To Drive Is An Important Feature When Buying A Car	25,487	52.61%	19,410	53.92%	102
I Am Interested In What Goes On Under The Hood Of A Car	22,097	45.61%	14,231	39.53%	87
I Choose A Car Mainly On The Basis Of Looks	11,642	24.03%	8,533	23.70%	99
I Keep Up On The Latest Advances In Automobile Technology	10,844	22.38%	8,782	24.40%	109
I Like Driving	35,118	72.49%	25,674	71.32%	98
My Car Should Express My Personality	18,830	38.87%	11,820	32.84%	84
I Refuse To Buy A Car That Is Not Fuel Efficient	28,649	59.14%	22,030	61.20%	103
Given Choice I'd Always Choose Full Size/Luxury Auto	12,090	24.96%	8,502	23.62%	95
You Can Tell A Lot About Someone By The Car They Drive	18,219	37.61%	12,547	34.86%	93
Communications and Media - Strongly Agree (1)					
PVR technology (e.g. recording/replay live TV programs) has changed the way I watch Television	17,745	36.63%	13,192	36.65%	100
Online TV streaming services have changed the way I watch television	11,885	24.53%	7,977	22.16%	90
Because of online TV streaming I now watch more television than I used to	5,193	10.72%	4,151	11.53%	108

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When watching recorded TV programs I usually fast forward through the advertisements	27,468	56.70%	20,278	56.33%	99
Being able to stream or listen to the radio online has changed the way I listen to the radio	7,500	15.48%	5,589	15.53%	100
I always choose not to be included on email/mailling lists	6,963	14.37%	5,618	15.61%	109
I often post comments/reviews online	2,069	4.27%	1,267	3.52%	82
I feel the need to check social networking sites every day	8,214	16.95%	5,268	14.64%	86
While watching TV, I search on the internet for products I see advertised	2,377	4.91%	1,636	4.55%	93
I couldn't live without my mobile phone	10,862	22.42%	8,014	22.26%	99
I am worried that any personal information I enter online will not remain secure	16,457	33.97%	13,010	36.14%	106
I often refer to the internet before making a purchase	14,706	30.35%	9,939	27.61%	91
I feel lost without my mobile phone/smartphone	9,125	18.84%	6,171	17.14%	91
Online product reviews have a major influence on my purchasing decisions	6,605	13.63%	3,723	10.34%	76
Communications and Media - Any Agree (1-4)					
PVR technology (e.g. recording/replay live TV programs) has changed the way I watch Television	28,754	59.35%	22,212	61.70%	104
Online TV streaming services have changed the way I watch television	21,805	45.01%	15,242	42.34%	94
Because of online TV streaming I now watch more television than I used to	12,892	26.61%	8,560	23.78%	89
When watching recorded TV programs I usually fast forward through the advertisements	36,328	74.99%	27,476	76.33%	102
Being able to stream or listen to the radio online has changed the way I listen to the radio	17,456	36.03%	11,345	31.52%	87
I always choose not to be included on email/mailling lists	20,963	43.27%	15,322	42.56%	98
I often post comments/reviews online	7,437	15.35%	5,103	14.18%	92
I feel the need to check social networking sites every day	20,114	41.52%	13,158	36.55%	88
While watching TV, I search on the internet for products I see advertised	7,471	15.42%	4,732	13.15%	85
I couldn't live without my mobile phone	21,498	44.38%	15,573	43.26%	97
I am worried that any personal information I enter online will not remain secure	32,574	67.24%	24,921	69.23%	103
I often refer to the internet before making a purchase	31,944	65.94%	23,807	66.13%	100
I feel lost without my mobile phone/smartphone	21,364	44.10%	14,913	41.43%	94
Online product reviews have a major influence on my purchasing decisions	22,623	46.70%	15,428	42.86%	92
Diet/Health - Strongly Agree (1)					
I always think of the calories in what I eat	3,337	6.89%	2,589	7.19%	104
I think fast food is all junk	5,033	10.39%	3,582	9.95%	96
Because of my busy lifestyle, I don't take care of myself as well as I should	2,309	4.77%	1,119	3.11%	65

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	Value	Percent	Value	Percent	Index
I trust homeopathic medicine	3,449	7.12%	2,145	5.96%	84
I always check the nutritional content of food	8,474	17.49%	5,986	16.63%	95
I always look for the light/diet versions of food and drink	2,785	5.75%	1,766	4.91%	85
I often eat snacks while on the move rather than eating a proper meal	1,264	2.61%	553	1.54%	59
I consider my diet to be very healthy	6,211	12.82%	4,684	13.01%	101
I am eating more healthy food than I have in the past	10,164	20.98%	7,868	21.86%	104
I have to be really ill to go to the doctor	6,980	14.41%	4,297	11.94%	83
I mainly eat vegetarian food	3,281	6.77%	2,613	7.26%	107
I am concerned about the health and safety of my family	15,890	32.80%	12,694	35.26%	108
I indulge in my cravings for sweets	3,689	7.61%	3,013	8.37%	110
I avoid eating processed foods	8,400	17.34%	6,770	18.81%	108
Diet/Health - Any Agree (1-4)					
I always think of the calories in what I eat	17,906	36.96%	15,235	42.32%	115
I think fast food is all junk	23,308	48.11%	18,621	51.73%	108
Because of my busy lifestyle, I don't take care of myself as well as I should	16,711	34.49%	10,553	29.32%	85
I trust homeopathic medicine	9,687	20.00%	7,120	19.78%	99
I always check the nutritional content of food	25,777	53.21%	20,564	57.13%	107
I always look for the light/diet versions of food and drink	11,097	22.91%	7,646	21.24%	93
I often eat snacks while on the move rather than eating a proper meal	14,514	29.96%	10,650	29.59%	99
I consider my diet to be very healthy	26,116	53.91%	19,945	55.41%	103
I am eating more healthy food than I have in the past	30,222	62.38%	22,885	63.57%	102
I have to be really ill to go to the doctor	27,125	55.99%	20,503	56.96%	102
I mainly eat vegetarian food	8,269	17.07%	6,630	18.42%	108
I am concerned about the health and safety of my family	37,868	78.17%	28,726	79.80%	102
I indulge in my cravings for sweets	20,448	42.21%	16,445	45.68%	108
I avoid eating processed foods	23,820	49.17%	19,348	53.75%	109
Drinking - Strongly Agree (1)					
Drinking Is Part Of My Lifestyle	1,574	3.25%	811	2.25%	69
It's worth paying extra for good quality beer/wine/spirits	3,734	7.71%	3,224	8.96%	116
I Probably Should Drink Less Alcohol	4,850	10.01%	3,462	9.62%	96
When I visit restaurants I often order an alcoholic beverage	4,131	8.53%	2,892	8.04%	94
Drinking - Any Agree (1-4)					
Drinking Is Part Of My Lifestyle	12,245	25.28%	9,129	25.36%	100
It's worth paying extra for good quality beer/wine/spirits	20,496	42.31%	14,867	41.30%	98
I Probably Should Drink Less Alcohol	11,759	24.27%	7,821	21.73%	90
When I visit restaurants I often order an alcoholic beverage	13,316	27.49%	10,483	29.12%	106
Environment - Strongly Agree (1)					
I would be prepared to pay more for environmentally friendly products	7,757	16.01%	6,099	16.94%	106
I make a conscious effort to recycle	23,745	49.01%	17,981	49.95%	102

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
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I am prepared to make lifestyle compromises to benefit the environment	10,986	22.68%	7,125	19.79%	87
It's not worth doing things to help the environment if others don't do the same	2,457	5.07%	2,072	5.76%	114
I am very concerned about the effects of pollution on our planet	17,077	35.25%	13,265	36.85%	105
It's only worth doing environmentally-friendly things if they save you money	2,233	4.61%	1,774	4.93%	107
Companies should help consumers to be environmentally responsible	19,060	39.34%	14,401	40.01%	102
I give preference to 'green' products	7,085	14.62%	4,896	13.60%	93
People have a duty to recycle	22,698	46.85%	16,492	45.82%	98
Global warming is not man-made- it's a natural occurrence	3,378	6.97%	2,649	7.36%	106
I am concerned about the quality of our drinking water	13,163	27.17%	9,722	27.01%	99
Today there is too much emphasis on conservation	2,048	4.23%	1,652	4.59%	109
I buy products in bulk to avoid over packaging	5,507	11.37%	4,208	11.69%	103
Environment - Any Agree (1-4)					
I would be prepared to pay more for environmentally friendly products	26,832	55.38%	20,386	56.63%	102
I make a conscious effort to recycle	40,017	82.60%	30,177	83.83%	101
I am prepared to make lifestyle compromises to benefit the environment	30,332	62.61%	23,674	65.76%	105
It's not worth doing things to help the environment if others don't do the same	10,294	21.25%	7,881	21.89%	103
I am very concerned about the effects of pollution on our planet	36,680	75.71%	27,259	75.72%	100
It's only worth doing environmentally-friendly things if they save you money	7,922	16.35%	6,863	19.07%	117
Companies should help consumers to be environmentally responsible	39,537	81.61%	30,725	85.35%	105
I give preference to 'green' products	26,722	55.16%	20,044	55.68%	101
People have a duty to recycle	38,551	79.58%	28,821	80.06%	101
Global warming is not man-made- it's a natural occurrence	8,875	18.32%	7,133	19.82%	108
I am concerned about the quality of our drinking water	30,790	63.56%	23,748	65.97%	104
Today there is too much emphasis on conservation	9,146	18.88%	6,233	17.31%	92
I buy products in bulk to avoid over packaging	24,694	50.97%	20,626	57.30%	112
Finance - Strongly Agree (1)					
I am actively looking for opportunities to earn supplemental income beyond my regular job	6,576	13.57%	6,267	17.41%	128
I am very good at managing money	5,696	11.76%	5,667	15.74%	134
I am more of a spender than a saver	3,683	7.60%	2,820	7.83%	103
With a credit card I can buy the sort of things I couldn't normally afford	1,196	2.47%	622	1.73%	70
I spend money more carefully than I used to	8,929	18.43%	6,375	17.71%	96
Financial security for retirement is each individual's responsibility	12,724	26.26%	12,944	35.96%	137
My main goal is to make as much money as possible	4,692	9.69%	4,229	11.75%	121

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	Value	Percent	Value	Percent	Index
I feel overwhelmed by financial burdens	2,591	5.35%	1,731	4.81%	90
I seldom make a financial move without consulting an expert	1,740	3.59%	1,363	3.79%	106
I have already taken steps to ensure that I have sufficient income for my retirement	8,833	18.23%	9,945	27.63%	152
Finance - Any Agree (1-4)					
I am actively looking for opportunities to earn supplemental income beyond my regular job	17,572	36.27%	13,637	37.88%	104
I am very good at managing money	28,557	58.95%	22,132	61.48%	104
I am more of a spender than a saver	12,639	26.09%	8,669	24.08%	92
With a credit card I can buy the sort of things I couldn't normally afford	7,473	15.43%	3,237	8.99%	58
I spend money more carefully than I used to	28,634	59.10%	19,272	53.54%	91
Financial security for retirement is each individual's responsibility	31,642	65.31%	26,061	72.40%	111
My main goal is to make as much money as possible	14,527	29.99%	12,253	34.04%	114
I feel overwhelmed by financial burdens	13,561	27.99%	8,190	22.75%	81
I seldom make a financial move without consulting an expert	10,226	21.11%	6,908	19.19%	91
I have already taken steps to ensure that I have sufficient income for my retirement	24,449	50.47%	21,637	60.11%	119
Food - Strongly Agree (1)					
I like to try out new food products	7,271	15.01%	4,842	13.45%	90
I like to treat myself to foods that are not good for me	4,335	8.95%	3,224	8.96%	100
It's worth paying more for organic food	4,005	8.27%	3,070	8.53%	103
I have conservative taste in food	3,459	7.14%	2,691	7.48%	105
I am willing to spend more on good quality foods	7,398	15.27%	6,060	16.84%	110
Food - Any Agree (1-4)					
I like to try out new food products	31,083	64.16%	22,523	62.57%	98
I like to treat myself to foods that are not good for me	20,427	42.16%	13,865	38.52%	91
It's worth paying more for organic food	19,447	40.14%	14,518	40.33%	100
I have conservative taste in food	15,192	31.36%	10,257	28.49%	91
I am willing to spend more on good quality foods	35,325	72.92%	26,299	73.06%	100
Luxury/Status - Strongly Agree (1)					
Money is the best measure of success	1,336	2.76%	830	2.31%	84
It is worth paying extra for quality goods	8,020	16.56%	6,001	16.67%	101
Sometimes I treat myself to something I don't need	6,192	12.78%	3,898	10.83%	85
I am prepared to pay more for products that elevate my status	790	1.63%	616	1.71%	105
I enjoy being extravagant	1,767	3.65%	1,183	3.29%	90
I like to live a lifestyle that impresses others	1,547	3.19%	1,156	3.21%	101
Luxury/Status - Any Agree (1-4)					
Money is the best measure of success	5,913	12.21%	4,209	11.69%	96
It is worth paying extra for quality goods	32,460	67.00%	23,294	64.71%	97
Sometimes I treat myself to something I don't need	27,721	57.22%	19,672	54.65%	96
I am prepared to pay more for products that elevate my status	5,586	11.53%	5,131	14.25%	124
I enjoy being extravagant	9,521	19.65%	6,691	18.59%	95
I like to live a lifestyle that impresses others	7,073	14.60%	5,433	15.09%	103

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	Motivation - Strongly Agree (1)				
I don't want responsibility; I'd rather be told what to do	1,035	2.14%	737	2.05%	96
I look on the work I do as a career rather than just a job	8,964	18.50%	7,132	19.81%	107
I want to get to the very top in my career	4,694	9.69%	2,916	8.10%	84
There's little I can do to change my life	1,838	3.79%	1,171	3.25%	86
I like taking risks	3,112	6.42%	1,437	3.99%	62
I would like to set up my own business one day	7,469	15.42%	3,147	8.74%	57
How I spend my time is more important than the money I make	11,277	23.28%	8,734	24.26%	104
I am willing to sacrifice my time with my family in order to get ahead	1,115	2.30%	383	1.06%	46
You should seize opportunities in life when they arise	11,377	23.48%	8,180	22.72%	97
In this day and age it is important to juggle various tasks at the same time	8,056	16.63%	6,420	17.83%	107
It is important to continue learning new things throughout your life	25,694	53.04%	18,470	51.31%	97
I like to pursue a life of challenge, novelty and change	3,595	7.42%	2,340	6.50%	88
I am perfectly happy with my standard of living	7,777	16.05%	7,259	20.16%	126
I am usually the first amongst my friends to know what's going on	3,733	7.71%	2,083	5.79%	75
Family life is the most important thing	18,001	37.16%	13,705	38.07%	102
Motivation - Any Agree (1-4)					
I don't want responsibility; I'd rather be told what to do	4,918	10.15%	3,741	10.39%	102
I look on the work I do as a career rather than just a job	26,925	55.58%	19,953	55.43%	100
I want to get to the very top in my career	16,082	33.20%	11,452	31.81%	96
There's little I can do to change my life	7,427	15.33%	5,606	15.57%	102
I like taking risks	15,221	31.42%	11,419	31.72%	101
I would like to set up my own business one day	15,005	30.97%	8,339	23.17%	75
How I spend my time is more important than the money I make	35,744	73.78%	26,650	74.03%	100
I am willing to sacrifice my time with my family in order to get ahead	8,782	18.13%	4,502	12.51%	69
You should seize opportunities in life when they arise	41,374	85.40%	30,970	86.03%	101
In this day and age it is important to juggle various tasks at the same time	29,157	60.18%	20,642	57.34%	95
It is important to continue learning new things throughout your life	44,545	91.95%	32,675	90.77%	99
I like to pursue a life of challenge, novelty and change	23,378	48.26%	16,822	46.73%	97
I am perfectly happy with my standard of living	27,235	56.22%	22,519	62.56%	111
I am usually the first amongst my friends to know what's going on	17,025	35.14%	12,831	35.65%	101
Family life is the most important thing	39,033	80.57%	29,883	83.01%	103
News - Strongly Agree (1)					
I feel it is important to pay for news and information to feel truly informed	2,940	6.07%	3,075	8.54%	141
I commit more time each day to seek out current news and information than I did two years ago	7,125	14.71%	6,087	16.91%	115
News - Any Agree (1-4)					
I feel it is important to pay for news and information to feel truly informed	11,431	23.60%	12,543	34.84%	148

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I commit more time each day to seek out current news and information than I did two years ago	20,117	41.52%	15,563	43.23%	104
Personal Appearance - Strongly Agree (1)					
I like to stand out in a crowd	1,935	4.00%	1,274	3.54%	89
It is important to be attractive to others	2,625	5.42%	1,778	4.94%	91
I like to keep up with the latest fashions	658	1.36%	378	1.05%	77
When shopping for clothes I generally look for designer labels	2,064	4.26%	1,710	4.75%	112
It is important to keep young looking	4,253	8.78%	2,744	7.62%	87
I spend a lot of money on toiletries and cosmetics for personal use	1,045	2.16%	710	1.97%	91
I do some form of sport or exercise at least once a week	15,584	32.17%	12,598	35.00%	109
Most of the time I'm trying to lose weight	4,874	10.06%	1,725	4.79%	48
My confidence is greatly enhanced when I know I look my best	5,997	12.38%	4,263	11.84%	96
I can't leave home without make-up	1,847	3.81%	985	2.74%	72
To be beautiful is to be simple and natural	7,484	15.45%	5,990	16.64%	108
People's opinion on my appearance is very important to me	1,184	2.44%	737	2.05%	84
I take great pleasure in looking after my appearance	3,914	8.08%	2,751	7.64%	95
Beauty comes from within	13,421	27.70%	9,898	27.50%	99
I would consider having cosmetic surgery	2,180	4.50%	1,472	4.09%	91
I tend to always buy the same beauty products	4,480	9.25%	2,698	7.50%	81
I look after my health to improve my appearance	7,733	15.96%	6,781	18.84%	118
I have a conservative dress style	3,735	7.71%	3,207	8.91%	116
I prefer to buy clothes that are classic and timeless in style	5,786	11.94%	4,408	12.25%	103
My fragrance expresses my personality	2,870	5.93%	2,145	5.96%	101
Skincare products help make your skin look younger	4,634	9.57%	4,415	12.26%	128
Personal Appearance - Any Agree (1-4)					
I like to stand out in a crowd	8,289	17.11%	6,285	17.46%	102
It is important to be attractive to others	17,708	36.55%	12,389	34.42%	94
I like to keep up with the latest fashions	6,501	13.42%	5,598	15.55%	116
When shopping for clothes I generally look for designer labels	7,825	16.15%	7,064	19.62%	121
It is important to keep young looking	17,028	35.15%	11,877	33.00%	94
I spend a lot of money on toiletries and cosmetics for personal use	6,058	12.51%	3,801	10.56%	84
I do some form of sport or exercise at least once a week	28,975	59.81%	23,077	64.11%	107
Most of the time I'm trying to lose weight	19,650	40.56%	12,802	35.56%	88
My confidence is greatly enhanced when I know I look my best	25,343	52.31%	19,707	54.75%	105
I can't leave home without make-up	7,938	16.38%	5,239	14.55%	89
To be beautiful is to be simple and natural	29,741	61.39%	21,393	59.43%	97
People's opinion on my appearance is very important to me	10,855	22.41%	7,813	21.71%	97
I take great pleasure in looking after my appearance	18,933	39.08%	14,574	40.49%	104
Beauty comes from within	36,004	74.32%	25,726	71.47%	96
I would consider having cosmetic surgery	8,656	17.87%	7,025	19.52%	109
I tend to always buy the same beauty products	22,401	46.24%	14,956	41.55%	90
I look after my health to improve my appearance	25,228	52.07%	19,901	55.29%	106

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
I have a conservative dress style	24,597	50.77%	18,016	50.05%	99
I prefer to buy clothes that are classic and timeless in style	26,066	53.80%	20,187	56.08%	104
My fragrance expresses my personality	10,308	21.28%	6,778	18.83%	88
Skincare products help make your skin look younger	16,357	33.76%	13,067	36.30%	108
Personal Interest - Strongly Agree (1)					
I enjoy entertaining at home	5,786	11.94%	3,732	10.37%	87
I enjoy spending time with my family	20,873	43.09%	16,956	47.10%	109
We often sit down for a meal together at home	12,723	26.26%	11,077	30.77%	117
Music is an important part of my life	13,567	28.00%	9,389	26.08%	93
I really enjoy cooking	10,314	21.29%	6,711	18.64%	88
My friends are more important to me than my family	1,456	3.01%	647	1.80%	60
Sports and recreation are important to my family	5,644	11.65%	3,869	10.75%	92
I like to dine at fine restaurants as often as possible	4,934	10.18%	3,520	9.78%	96
Regular exercise is an important part of my life	13,130	27.10%	9,823	27.29%	101
I closely follow at least one sport throughout the season	8,269	17.07%	5,189	14.42%	84
I love to spend time looking at household decorating ideas	2,036	4.20%	1,438	3.99%	95
I am particularly interested in the arts	8,150	16.82%	4,298	11.94%	71
Personal Interest - Any Agree (1-4)					
I enjoy entertaining at home	27,715	57.21%	19,947	55.41%	97
I enjoy spending time with my family	39,995	82.55%	29,708	82.53%	100
We often sit down for a meal together at home	29,344	60.57%	23,712	65.87%	109
Music is an important part of my life	32,290	66.65%	24,400	67.78%	102
I really enjoy cooking	27,096	55.93%	18,925	52.57%	94
My friends are more important to me than my family	6,129	12.65%	3,873	10.76%	85
Sports and recreation are important to my family	22,345	46.12%	17,726	49.24%	107
I like to dine at fine restaurants as often as possible	14,094	29.09%	10,267	28.52%	98
Regular exercise is an important part of my life	30,081	62.09%	22,460	62.39%	100
I closely follow at least one sport throughout the season	18,467	38.12%	13,663	37.96%	100
I love to spend time looking at household decorating ideas	13,960	28.82%	10,272	28.54%	99
I am particularly interested in the arts	21,163	43.68%	14,000	38.89%	89
Print - Strongly Agree (1)					
Print is an uninterrupted, personal and relaxing experience	11,802	24.36%	9,314	25.87%	106
The physical aspect of reading print is a key part of the experience	12,677	26.17%	9,017	25.05%	96
Computers remind me of work; reading print is a pleasure	6,540	13.50%	4,822	13.40%	99
Print - Any Agree (1-4)					
Print is an uninterrupted, personal and relaxing experience	28,783	59.41%	22,917	63.66%	107
The physical aspect of reading print is a key part of the experience	28,912	59.68%	22,556	62.66%	105
Computers remind me of work; reading print is a pleasure	19,999	41.28%	15,961	44.34%	107
Products/Consumer Durables - Strongly Agree (1)					
I love to buy new gadgets and appliances	3,184	6.57%	2,165	6.01%	91
It is important my household is equipped with the latest technology	2,503	5.17%	1,938	5.39%	104

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
I wait until technology becomes cheaper before considering a purchase	6,674	13.78%	4,234	11.76%	85
I pay extra to personalize products to suit my taste and style	2,882	5.95%	2,541	7.06%	119
When I buy any product, its style and design are as important as its quality	5,036	10.40%	3,538	9.83%	95
I feel confident using new technology products	5,219	10.77%	4,644	12.90%	120
I buy goods produced by my own country whenever I can	8,381	17.30%	6,410	17.81%	103
Products/Consumer Durables - Any Agree (1-4)					
I love to buy new gadgets and appliances	12,912	26.65%	8,554	23.76%	89
It is important my household is equipped with the latest technology	14,437	29.80%	10,280	28.56%	96
I wait until technology becomes cheaper before considering a purchase	31,649	65.33%	22,607	62.80%	96
I pay extra to personalize products to suit my taste and style	10,989	22.68%	9,156	25.44%	112
When I buy any product, its style and design are as important as its quality	20,822	42.98%	14,250	39.59%	92
I feel confident using new technology products	25,718	53.09%	18,540	51.50%	97
I buy goods produced by my own country whenever I can	27,789	57.36%	21,368	59.36%	103
Self-Perception/Personality - Strongly Agree (1)					
It is important that those around me think I'm doing well	3,456	7.13%	2,431	6.75%	95
I try to keep up with developments in technology	6,771	13.98%	5,980	16.61%	119
I like to enjoy life and don't worry about the future	4,307	8.89%	3,498	9.72%	109
My faith is really important to me	9,677	19.97%	6,796	18.88%	95
I often do things on the spur of the moment	4,756	9.82%	3,325	9.24%	94
I find I am easily swayed by other people's views	1,043	2.15%	1,121	3.12%	145
I prefer to spend a quiet evening at home than go out	8,998	18.57%	7,902	21.95%	118
I prefer to work as part of a team than work alone	3,737	7.71%	3,200	8.89%	115
It's important to me to feel respected by my peers	7,587	15.66%	5,342	14.84%	95
I don't like to judge other people on the way they choose to live their life	13,517	27.90%	10,440	29.00%	104
I consider myself to be a spiritual person	8,634	17.82%	6,644	18.46%	104
I consider myself to be a creative person	9,708	20.04%	6,465	17.96%	90
I like to have a circle of close friends who support me in hard times	13,701	28.28%	11,190	31.08%	110
I like to have control over people and resources	2,399	4.95%	2,463	6.84%	138
I am willing to volunteer my time for a good cause	10,554	21.79%	8,199	22.78%	105
I have a keen sense of adventure	4,565	9.42%	3,485	9.68%	103
I worry a lot about myself	3,556	7.34%	2,648	7.36%	100
Meeting new people comes easily to me	7,635	15.76%	5,278	14.66%	93
Self-Perception/Personality - Any Agree (1-4)					
It is important that those around me think I'm doing well	20,100	41.49%	16,149	44.86%	108
I try to keep up with developments in technology	28,129	58.06%	23,978	66.61%	115
I like to enjoy life and don't worry about the future	22,237	45.90%	16,804	46.68%	102
My faith is really important to me	18,974	39.17%	14,121	39.23%	100

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
I often do things on the spur of the moment	24,284	50.13%	17,640	49.00%	98
I find I am easily swayed by other people's views	6,805	14.05%	5,938	16.50%	117
I prefer to spend a quiet evening at home than go out	29,361	60.61%	21,929	60.92%	101
I prefer to work as part of a team than work alone	18,597	38.39%	13,426	37.30%	97
It's important to me to feel respected by my peers	33,047	68.21%	24,202	67.23%	99
I don't like to judge other people on the way they choose to live their life	32,727	67.55%	23,680	65.78%	97
I consider myself to be a spiritual person	21,536	44.45%	16,005	44.46%	100
I consider myself to be a creative person	27,300	56.35%	21,707	60.30%	107
I like to have a circle of close friends who support me in hard times	33,059	68.24%	25,443	70.68%	104
I like to have control over people and resources	12,026	24.82%	10,991	30.53%	123
I am willing to volunteer my time for a good cause	32,587	67.26%	23,645	65.68%	98
I have a keen sense of adventure	26,207	54.10%	20,049	55.70%	103
I worry a lot about myself	14,857	30.67%	9,924	27.57%	90
Meeting new people comes easily to me	25,005	51.61%	17,867	49.63%	96
Shopping - Strongly Agree (1)					
I always look out for special offers	11,778	24.31%	8,324	23.13%	95
I really enjoy shopping	3,470	7.16%	3,046	8.46%	118
I always use a shopping list	8,632	17.82%	6,112	16.98%	95
I tend to make impulse purchases	1,117	2.31%	553	1.54%	67
I trust my own judgement in picking out my clothes	13,463	27.79%	9,537	26.49%	95
People come to me for advice before buying new things	524	1.08%	500	1.39%	129
I buy new products before most of my friends	1,811	3.74%	1,399	3.89%	104
When I see a new brand I often buy it to see what it's like	1,287	2.66%	819	2.28%	86
Once I find a brand I like I tend to stick to it	6,519	13.46%	3,809	10.58%	79
I think that well-known brands are better	2,630	5.43%	1,247	3.46%	64
Celebrities influence my purchase decisions	148	0.31%	145	0.40%	129
Shopping online makes my life easier	5,134	10.60%	3,451	9.59%	90
Convenience of online shopping is more important than price	1,058	2.18%	551	1.53%	70
I look for the lowest possible prices when I go shopping	12,758	26.34%	9,096	25.27%	96
Even though I have a favourite brand, if another brand is on special offer I buy it instead	5,301	10.94%	3,156	8.77%	80
I check a number of sources before making a significant purchase	12,221	25.23%	7,040	19.56%	78
Shopping - Any Agree (1-4)					
I always look out for special offers	32,782	67.67%	22,873	63.54%	94
I really enjoy shopping	15,007	30.98%	9,994	27.76%	90
I always use a shopping list	24,933	51.46%	18,024	50.07%	97
I tend to make impulse purchases	11,107	22.93%	6,710	18.64%	81
I trust my own judgement in picking out my clothes	36,753	75.86%	25,795	71.66%	94
People come to me for advice before buying new things	9,867	20.37%	7,514	20.87%	102
I buy new products before most of my friends	6,893	14.23%	5,080	14.11%	99
When I see a new brand I often buy it to see what it's like	11,041	22.79%	7,904	21.96%	96

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Once I find a brand I like I tend to stick to it	32,227	66.52%	25,004	69.46%	104
I think that well-known brands are better	15,763	32.54%	11,174	31.04%	95
Celebrities influence my purchase decisions	3,079	6.36%	2,699	7.50%	118
Shopping online makes my life easier	15,321	31.62%	10,545	29.29%	93
Convenience of online shopping is more important than price	7,975	16.46%	5,504	15.29%	93
I look for the lowest possible prices when I go shopping	29,155	60.18%	21,121	58.67%	97
Even though I have a favourite brand, if another brand is on special offer I buy it instead	22,698	46.85%	15,178	42.16%	90
I check a number of sources before making a significant purchase	30,065	62.06%	21,517	59.77%	96
Social/Political/Ethical - Strongly Agree (1)					
It is more important to do your duty than to live for your own enjoyment	4,458	9.20%	3,685	10.24%	111
Children should be allowed to express themselves freely	10,645	21.97%	7,738	21.50%	98
I think we should strive for equality for all	19,335	39.91%	14,672	40.76%	102
I think it's important to have a lasting relationship with one partner	17,033	35.16%	14,260	39.61%	113
I worry about violence and crime	9,772	20.17%	7,376	20.49%	102
I find exposure to different cultures personally rewarding	11,666	24.08%	8,645	24.02%	100
It is important that a company acts ethically	23,221	47.93%	18,057	50.16%	105
I have refused to buy products from a company of which I disapproved	17,101	35.30%	13,338	37.05%	105
Men and women should share household responsibilities equally	20,462	42.24%	14,930	41.47%	98
The quality of human contact has been improved through technology	3,478	7.18%	2,709	7.53%	105
I trust the government to protect my privacy	4,013	8.28%	2,693	7.48%	90
Social/Political/Ethical - Any Agree (1-4)					
It is more important to do your duty than to live for your own enjoyment	22,084	45.58%	16,557	46.00%	101
Children should be allowed to express themselves freely	31,699	65.43%	23,658	65.72%	100
I think we should strive for equality for all	38,882	80.26%	28,853	80.15%	100
I think it's important to have a lasting relationship with one partner	35,270	72.80%	27,510	76.42%	105
I worry about violence and crime	30,404	62.76%	24,001	66.68%	106
I find exposure to different cultures personally rewarding	36,340	75.01%	28,296	78.61%	105
It is important that a company acts ethically	43,470	89.73%	33,234	92.32%	103
I have refused to buy products from a company of which I disapproved	36,258	74.84%	27,802	77.23%	103
Men and women should share household responsibilities equally	37,435	77.27%	26,916	74.77%	97
The quality of human contact has been improved through technology	15,096	31.16%	11,514	31.99%	103
I trust the government to protect my privacy	14,502	29.93%	11,304	31.40%	105
Travel - Strongly Agree (1)					
I prefer to take holidays off the beaten track	3,656	7.55%	2,916	8.10%	107

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
I try to go somewhere different on holiday every time	5,529	11.41%	3,752	10.42%	91
I like to take holidays in my own country rather than abroad	3,352	6.92%	3,540	9.83%	142
Travel - Any Agree (1-4)					
I prefer to take holidays off the beaten track	16,317	33.68%	11,509	31.97%	95
I try to go somewhere different on holiday every time	20,504	42.32%	15,275	42.43%	100
I like to take holidays in my own country rather than abroad	15,502	32.00%	10,587	29.41%	92

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. 2018

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.