

Numeris - Psychographics Report

Attribute	Benchmark North Vancouver		West Vancouver (CSD/DM, BC)		
	(CSD/CY Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426	reiceilt	39,463	reiceill	iliuex
Attitude about Advertising	01,120		00,100		
New and improved on packages is just an advertising gimmick	15,554	30.25%	11,669	29.57%	98
Premium priced brands are generally worth the extra money	1,482	2.88%	1,016	2.57%	89
Advertising is an important source of information to me	844	1.64%	545	1.38%	84
Free trial/product samples can influence my purchase decisions	2,779	5.40%	1,880	4.77%	88
Health Consciousness					
I am very concerned about the nutritional content of food products I buy	14,380	27.96%	11,703	29.66%	106
I prefer low-calorie or light foods and drinks	4,425	8.60%	3,479	8.82%	103
I would like to eat healthy foods more often	11,773	22.89%	7,648	19.38%	85
I am careful of what I eat in order to keep my weight under control	4,602	8.95%	3,382	8.57%	96
Vegetarianism is a healthy option	4,561	8.87%	3,066	7.77%	88
I am concerned about people getting high and driving	23,401	45.50%	18,466	46.79%	103
Opinion about New Products		•			
I buy the latest high-tech gadgets before most people I know	1,172	2.28%	819	2.08%	91
I like to try new and different products	3,610	7.02%	2,503	6.34%	90
I have tried a product/service based on a personal recommendation	5,632	10.95%	4,018	10.18%	93
Brand Loyalty					
I offer recommendations of products/services to other people	2,896	5.63%	1,874	4.75%	84
If I see something interesting in a store, I will usually buy it on impulse	1,095	2.13%	611	1.55%	73
I tend to pass up my favourite brand if something else is on sale	2,485	4.83%	1,592	4.03%	83
If one of my usual brands is on special, I will buy extra	8,497	16.52%	6,268	15.88%	96
It's important to buy products from socially responsible/environmentally friendly companies	7,545	14.67%	5,716	14.49%	99
Once I find a brand I like, I stick with it	7,450	14.49%	5,109	12.95%	89
No-name products are as good as nationally advertised brands	3,851	7.49%	1,926	4.88%	65
I value companies who give back to the community	8,374	16.28%	6,351	16.09%	99
When I shop online I prefer to support Canadian retailers	8,557	16.64%	6,559	16.62%	100
Cost Sensitivity					
I am willing to pay more for eco-friendly products	2,815	5.47%	1,871	4.74%	87
When I make a purchase, I often spend more than I thought I would	2,022	3.93%	1,191	3.02%	77
I am willing to pay a little extra to save time shopping	1,885	3.67%	1,817	4.60%	125
To me, shopping is a chore rather than a pleasure	5,581	10.85%	4,353	11.03%	102
I worry about not having enough money to retire	5,391	10.48%	2,949	7.47%	71
I prefer to postpone a purchase than buy on credit	8,974	17.45%	7,771	19.69%	113
I compare grocery prices at different stores	7,214	14.03%	5,286	13.40%	96
I make an effort to buy local produce/products	9,201	17.89%	7,485	18.97%	106
I am more of a spender than a saver	2,170	4.22%	1,373	3.48%	82
Social Network		146-01		40 ==== 1	
I like to try new places to eat	6,155	11.97%	4,247	10.76%	90



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I lead a fairly busy social life	2,268	4.41%	1,626	4.12%	93
I do more entertaining at home now than ever before	1,319	2.57%	952	2.41%	94
My friends' opinions are an important source of information for me	2,043	3.97%	1,470	3.73%	94
I place a lot of importance on personal appearance	2,547	4.95%	2,171	5.50%	111
I am concerned about the issues of online security/identity theft	11,534	22.43%	9,365	23.73%	106
It is important to monitor what children watch/listen to/access via media	15,027	29.22%	11,292	28.61%	98
Staying connected via social media is very important to me	2,476	4.81%	1,670	4.23%	88
Lifestyle					
I try to keep abreast of changes in style and fashions	1,330	2.59%	1,071	2.71%	105
I take care of money matters and bill paying in our household	17,142	33.33%	11,498	29.14%	87
I enjoy being extravagant	1,287	2.50%	1,138	2.88%	115
I consider myself to be sophisticated	1,211	2.36%	1,096	2.78%	118
I have difficulty trying to balance my work and family/personal life	1,767	3.44%	1,020	2.59%	75
I have had or would consider cosmetic procedures/surgery	889	1.73%	578	1.46%	84
I prefer to shop at retail store location for the customer experience	10,485	20.39%	8,596	21.78%	107
I prefer to shop online for convenience	2,095	4.07%	1,468	3.72%	91
Social Activity and Family					
I prepare a grocery list before doing my shopping	10,394	20.21%	8,330	21.11%	104
I like to cook	9,093	17.68%	6,322	16.02%	91
I am interested in learning about different cultures	9,151	17.79%	6,777	17.17%	97
I would rather spend a quiet evening at home than go out to a party	13,086	25.45%	8,608	21.81%	86
Family life and having children are most important to me	12,753	24.80%	10,167	25.76%	104
Television is my primary source of entertainment	7,603	14.79%	5,776	14.64%	99
My home is kept very neat and clean	8,061	15.68%	6,374	16.15%	103
Online streaming services do not replace radio	7,083	13.77%	5,919	15.00%	109
Radio feels more personal than other media	6,381	12.41%	4,959	12.57%	101
I consider it important to vote in elections	31,907	62.04%	25,183	63.81%	103
Self-Esteem		•		•	
I consider myself to be informed on current events or issues	8,630	16.78%	7,369	18.67%	111
I generally achieve what I set out to do	6,442	12.53%	4,903	12.43%	99
An important part of my life and activities is dressing smartly	2,475	4.81%	2,045	5.18%	108
I am more independent than most people	6,395	12.44%	4,686	11.87%	95
I am adventurous/outdoorsy	3,612	7.02%	2,817	7.14%	102



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

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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.