

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	57,379		41,761		
<b>Attitude about Advertising</b>					
New and improved on packages is just an advertising gimmick	16,769	29.23%	13,025	31.19%	107
Premium priced brands are generally worth the extra money	1,607	2.80%	1,305	3.13%	112
Advertising is an important source of information to me	1,616	2.82%	1,454	3.48%	123
Free trial/product samples can influence my purchase decisions	3,915	6.82%	2,551	6.11%	90
<b>Health Consciousness</b>					
I am very concerned about the nutritional content of food products I buy	14,125	24.62%	10,758	25.76%	105
I prefer low-calorie or light foods and drinks	4,016	7.00%	2,884	6.91%	99
I would like to eat healthy foods more often	13,678	23.84%	9,675	23.17%	97
I am careful of what I eat in order to keep my weight under control	5,364	9.35%	4,260	10.20%	109
Vegetarianism is a healthy option	4,287	7.47%	2,900	6.95%	93
I am concerned about people getting high and driving	22,885	39.88%	18,139	43.44%	109
<b>Opinion about New Products</b>					
I buy the latest high-tech gadgets before most people I know	1,532	2.67%	978	2.34%	88
I like to try new and different products	5,888	10.26%	3,743	8.96%	87
I have tried a product/service based on a personal recommendation	9,525	16.60%	5,727	13.71%	83
<b>Brand Loyalty</b>					
I offer recommendations of products/services to other people	4,665	8.13%	2,899	6.94%	85
If I see something interesting in a store, I will usually buy it on impulse	1,671	2.91%	1,283	3.07%	105
I tend to pass up my favourite brand if something else is on sale	3,498	6.10%	2,388	5.72%	94
If one of my usual brands is on special, I will buy extra	11,972	20.87%	8,791	21.05%	101
It's important to buy products from socially responsible/environmentally friendly companies	11,886	20.72%	8,947	21.43%	103
Once I find a brand I like, I stick with it	10,863	18.93%	7,919	18.96%	100
No-name products are as good as nationally advertised brands	4,960	8.64%	3,391	8.12%	94
I value companies who give back to the community	10,781	18.79%	8,267	19.80%	105
When I shop online I prefer to support Canadian retailers	10,993	19.16%	8,440	20.21%	105
<b>Cost Sensitivity</b>					
I am willing to pay more for eco-friendly products	5,109	8.90%	3,559	8.52%	96
When I make a purchase, I often spend more than I thought I would	2,836	4.94%	2,355	5.64%	114
I am willing to pay a little extra to save time shopping	3,187	5.56%	2,144	5.13%	92
To me, shopping is a chore rather than a pleasure	8,195	14.28%	5,323	12.75%	89
I worry about not having enough money to retire	7,354	12.82%	3,843	9.20%	72
I prefer to postpone a purchase than buy on credit	11,057	19.27%	8,619	20.64%	107
I compare grocery prices at different stores	4,970	8.66%	3,394	8.13%	94
I make an effort to buy local produce/products	8,643	15.06%	6,853	16.41%	109
I am more of a spender than a saver	2,655	4.63%	1,687	4.04%	87
<b>Social Network</b>					
I like to try new places to eat	9,030	15.74%	5,762	13.80%	88

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I lead a fairly busy social life	2,353	4.10%	1,584	3.79%	92
I do more entertaining at home now than ever before	3,668	6.39%	2,622	6.28%	98
My friends' opinions are an important source of information for me	2,293	4.00%	1,864	4.46%	112
I place a lot of importance on personal appearance	3,953	6.89%	2,758	6.60%	96
I am concerned about the issues of online security/identity theft	11,924	20.78%	9,466	22.67%	109
It is important to monitor what children watch/listen to/access via media	16,871	29.40%	12,104	28.99%	99
Staying connected via social media is very important to me	3,899	6.80%	2,828	6.77%	100
<b>Lifestyle</b>					
I try to keep abreast of changes in style and fashions	1,702	2.97%	1,089	2.61%	88
I take care of money matters and bill paying in our household	17,056	29.73%	11,682	27.97%	94
I enjoy being extravagant	2,829	4.93%	2,409	5.77%	117
I consider myself to be sophisticated	3,279	5.72%	2,323	5.56%	97
I have difficulty trying to balance my work and family/personal life	1,641	2.86%	1,289	3.09%	108
I have had or would consider cosmetic procedures/surgery	1,440	2.51%	711	1.70%	68
I prefer to shop at retail store location for the customer experience	9,030	15.74%	7,502	17.96%	114
I prefer to shop online for convenience	4,747	8.27%	3,203	7.67%	93
<b>Social Activity and Family</b>					
I prepare a grocery list before doing my shopping	12,319	21.47%	8,897	21.31%	99
I like to cook	11,234	19.58%	8,262	19.78%	101
I am interested in learning about different cultures	13,781	24.02%	9,461	22.66%	94
I would rather spend a quiet evening at home than go out to a party	17,825	31.07%	10,705	25.63%	82
Family life and having children are most important to me	12,672	22.09%	10,410	24.93%	113
Television is my primary source of entertainment	6,275	10.94%	4,833	11.57%	106
My home is kept very neat and clean	7,289	12.70%	6,217	14.89%	117
Online streaming services do not replace radio	6,486	11.30%	5,201	12.46%	110
Radio feels more personal than other media	5,307	9.25%	3,299	7.90%	85
I consider it important to vote in elections	34,721	60.51%	25,524	61.12%	101
<b>Self-Esteem</b>					
I consider myself to be informed on current events or issues	10,156	17.70%	7,599	18.20%	103
I generally achieve what I set out to do	7,854	13.69%	5,763	13.80%	101
An important part of my life and activities is dressing smartly	3,154	5.50%	2,498	5.98%	109
I am more independent than most people	8,993	15.67%	6,185	14.81%	95
I am adventurous/outdoorsy	6,800	11.85%	4,935	11.82%	100

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

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