

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Number of households	26,459		17,553		
Population of age 18 and up	48,447		35,998		
Number of Vehicles in Household					
Number of vehicles in household: None	534	2.02%	267	1.52%	75
Number of vehicles in household: 1	9,797	37.03%	5,182	29.52%	80
Number of vehicles in household: 2	6,930	26.19%	5,398	30.75%	117
Number of vehicles in household: 3	1,824	6.90%	2,081	11.86%	172
Number of vehicles in household: More than 3	1,037	3.92%	1,124	6.40%	163
Annual Kilometers Driven					
Kilometers driven per year: None	11,447	23.63%	6,887	19.13%	81
Kilometers driven per year: 1 to 9,999 Km	18,138	37.44%	14,604	40.57%	108
Kilometers driven per year: 10,000 to 19,999 Km	12,995	26.82%	9,999	27.78%	104
Kilometers driven per year: 20,000 to 29,999 Km	4,221	8.71%	3,134	8.71%	100
Kilometers driven per year: 30,000 or more Km	1,646	3.40%	1,375	3.82%	112
Are you PERSONALLY a licensed driver: Yes	41,225	85.09%	31,417	87.28%	103
Make of Primary Vehicle					
Make of primary vehicle: Buick	574	1.19%	598	1.66%	139
Make of primary vehicle: Cadillac	218	0.45%	241	0.67%	149
Make of primary vehicle: Chevrolet	2,412	4.98%	1,401	3.89%	78
Make of primary vehicle: Chrysler	826	1.70%	508	1.41%	83
Make of primary vehicle: Dodge	1,518	3.13%	1,104	3.07%	98
Make of primary vehicle: Ford	4,069	8.40%	2,777	7.71%	92
Make of primary vehicle: GMC	996	2.06%	632	1.76%	85
Make of primary vehicle: Jeep/Eagle	486	1.00%	298	0.83%	83
Make of primary vehicle: Lincoln	224	0.46%	157	0.44%	96
Make of primary vehicle: Other Domestic	782	1.62%	445	1.24%	77
Make of primary vehicle: Acura	704	1.45%	733	2.04%	141
Make of primary vehicle: Audi	297	0.61%	469	1.30%	213
Make of primary vehicle: BMW	529	1.09%	815	2.26%	207
Make of primary vehicle: Honda	4,410	9.10%	3,322	9.23%	101
Make of primary vehicle: Hyundai	1,354	2.79%	885	2.46%	88
Make of primary vehicle: Infiniti	312	0.64%	159	0.44%	69
Make of primary vehicle: Kia	853	1.76%	572	1.59%	90
Make of primary vehicle: Lexus	527	1.09%	419	1.16%	106
Make of primary vehicle: Mazda	2,502	5.17%	1,819	5.05%	98
Make of primary vehicle: Mercedes-Benz	449	0.93%	572	1.59%	171
Make of primary vehicle: Mitsubishi	201	0.41%	102	0.28%	68
Make of primary vehicle: Nissan	2,235	4.61%	1,759	4.89%	106
Make of primary vehicle: Subaru	1,334	2.75%	1,477	4.10%	149
Make of primary vehicle: Suzuki	235	0.49%	184	0.51%	104
Make of primary vehicle: Toyota	6,495	13.41%	5,025	13.96%	104
Make of primary vehicle: Volkswagen	1,468	3.03%	1,454	4.04%	133
Make of primary vehicle: Volvo	473	0.98%	688	1.91%	195
Make of primary vehicle: Other Foreign	497	1.03%	324	0.90%	87

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Type of Primary Vehicle					
Type of primary vehicle: Sedan	13,785	28.45%	10,745	29.85%	105
Type of primary vehicle: Sub-compact	5,339	11.02%	3,541	9.84%	89
Type of primary vehicle: Sports car	1,627	3.36%	969	2.69%	80
Type of primary vehicle: Minivan/station wagon	3,671	7.58%	3,088	8.58%	113
Type of primary vehicle: Sport utility vehicle	8,527	17.60%	7,844	21.79%	124
Type of primary vehicle: Pickup truck	2,285	4.72%	1,681	4.67%	99
Type of primary vehicle: Full-sized van	482	0.99%	323	0.90%	91
Type of primary vehicle: Other	1,149	2.37%	787	2.19%	92
Year of Primary Vehicle					
Year of primary vehicle: 2016 or newer	626	1.29%	527	1.47%	114
Year of primary vehicle: 2015	2,013	4.16%	1,888	5.25%	126
Year of primary vehicle: 2014	2,157	4.45%	1,944	5.40%	121
Year of primary vehicle: 2013	2,229	4.60%	1,735	4.82%	105
Year of primary vehicle: 2012	2,261	4.67%	1,875	5.21%	112
Year of primary vehicle: 2011	1,897	3.92%	1,604	4.46%	114
Year of primary vehicle: 2010	2,558	5.28%	1,755	4.88%	92
Year of primary vehicle: 2009	2,046	4.22%	1,428	3.97%	94
Year of primary vehicle: 2008	2,289	4.72%	1,708	4.75%	101
Year of primary vehicle: 2007	2,094	4.32%	1,566	4.35%	101
Year of primary vehicle: 2006	2,350	4.85%	1,924	5.34%	110
Year of primary vehicle: 2005 or older	13,920	28.73%	10,323	28.68%	100
Year of primary vehicle: Don't know/not sure	698	1.44%	542	1.51%	105
Purchase of Primary Vehicle					
Purchase of primary vehicle: Bought new	19,108	39.44%	16,379	45.50%	115
Purchase of primary vehicle: Bought used	15,817	32.65%	10,616	29.49%	90
Purchase of primary vehicle: Leased new	1,367	2.82%	1,497	4.16%	148
Purchase of primary vehicle: Leased used	128	0.26%	141	0.39%	150
Purchase of primary vehicle: Don't know/not sure	545	1.12%	206	0.57%	51
Purchase Decision of Primary Vehicle					
Purchase decision of primary vehicle: I was not involved in the decision	4,393	9.07%	2,954	8.21%	91
Purchase decision of primary vehicle: I made the decision alone	14,233	29.38%	10,659	29.61%	101
Purchase decision of primary vehicle: I participated in the decision with someone else	18,238	37.65%	14,991	41.64%	111
Purchase or lease of Vehicle in the Past 2 Years					
Purchase or lease of vehicle in the past 2 years: No,	28,375	58.57%	22,253	61.82%	106
Purchase or lease of vehicle in the past 2 years: Yes, purchased new	3,564	7.36%	2,877	7.99%	109
Purchase or lease of vehicle in the past 2 years: Yes, purchased used	4,323	8.92%	3,014	8.37%	94
Purchase or lease of vehicle in the past 2 years: Yes, leased new	724	1.49%	723	2.01%	135
Purchase or lease of vehicle in the past 2 years: Yes, leased used	95	0.20%	59	0.16%	80

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Value of Vehicle Purchase or Leased in the Past Two Years					
Value of purchase or lease vehicle past two years: Less than \$10,000	1,717	3.55%	922	2.56%	72
Value of purchase or lease vehicle past two years: \$10,000 - \$14,999	769	1.59%	512	1.42%	89
Value of purchase or lease vehicle past two years: \$15,000 - \$19,999	666	1.37%	465	1.29%	94
Value of purchase or lease vehicle past two years: \$20,000 - \$24,999	1,321	2.73%	861	2.39%	88
Value of purchase or lease vehicle past two years: \$25,000 - \$29,999	1,052	2.17%	826	2.29%	106
Value of purchase or lease vehicle past two years: \$30,000 - \$39,999	1,675	3.46%	1,812	5.03%	145
Value of purchase or lease vehicle past two years: \$40,000 or more	1,603	3.31%	1,720	4.78%	144
Action at End of Lease (if Leasing)					
Action at end of lease (if leasing): Purchase the vehicle	550	1.14%	533	1.48%	130
Action at end of lease (if leasing): Return the vehicle to the lessor	1,188	2.45%	1,163	3.23%	132
Likelihood of Purchase or Lease in Next 12 Months					
Likelihood of purchase or lease in next 12 months: Definitely will	2,015	4.16%	1,720	4.78%	115
Likelihood of purchase or lease in next 12 months: Likely will	3,620	7.47%	2,948	8.19%	110
Likelihood of purchase or lease in next 12 months: Likely will not	10,393	21.45%	8,266	22.96%	107
Likelihood of purchase or lease in next 12 months: Definitely will not	21,039	43.43%	15,935	44.27%	102
Price Range (if will buy or lease) of the Planned Vehicle					
Price range of planned vehicle: Less than \$10,000	815	1.68%	505	1.40%	83
Price range of planned vehicle: \$10,000 - \$14,999	619	1.28%	377	1.05%	82
Price range of planned vehicle: \$15,000 - \$19,999	725	1.50%	483	1.34%	89
Price range of planned vehicle: \$20,000 - \$24,999	791	1.63%	647	1.80%	110
Price range of planned vehicle: \$25,000 - \$29,999	1,021	2.11%	794	2.21%	105
Price range of planned vehicle: \$30,000 - \$39,999	928	1.92%	1,044	2.90%	151
Price range of planned vehicle: \$40,000 or more	502	1.04%	590	1.64%	158
Type of Vehicle Intend to Buy or Lease					
Type of vehicle intend to buy or lease: Sedan	1,502	3.10%	1,349	3.75%	121
Type of vehicle intend to buy or lease: Sub-compact	591	1.22%	388	1.08%	89
Type of vehicle intend to buy or lease: Sports car	142	0.29%	142	0.39%	134
Type of vehicle intend to buy or lease: Minivan/station wagon	476	0.98%	358	0.99%	101
Type of vehicle intend to buy or lease: Sport utility vehicle	2,159	4.46%	1,952	5.42%	122
Type of vehicle intend to buy or lease: Pick-up truck	293	0.60%	227	0.63%	105
Type of vehicle intend to buy or lease: Full-sized van	159	0.33%	83	0.23%	70
Type of vehicle intend to buy or lease: Other	187	0.39%	155	0.43%	110
Likelihood to Consider A hybrid (gas/electric) vehicle					
Likelihood to consider hybrid vehicle: Definitely will	621	1.28%	565	1.57%	123
Likelihood to consider hybrid vehicle: Likely will	1,754	3.62%	1,588	4.41%	122

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Likelihood to consider hybrid vehicle: Likely will not	2,202	4.55%	1,883	5.23%	115
Likelihood to consider hybrid vehicle: Definitely will not	944	1.95%	692	1.92%	98
Likelihood to Consider Fully electric vehicle (e.g. Tesla)					
Likelihood to consider Fully electric vehicle (e.g. Tesla): Definitely will	214	0.44%	230	0.64%	145
Likelihood to consider Fully electric vehicle (e.g. Tesla): Likely will	896	1.85%	750	2.08%	112
Likelihood to consider Fully electric vehicle (e.g. Tesla): Likely will not	1,937	4.00%	1,697	4.71%	118
Likelihood to consider Fully electric vehicle (e.g. Tesla): Definitely will not	2,680	5.53%	2,166	6.02%	109
Likelihood to Consider Same BRAND of vehicle you currently own/drive most often					
Likelihood to consider Same BRAND of vehicle you currently own/drive most often: Definitely will	1,170	2.41%	1,022	2.84%	118
Likelihood to consider Same BRAND of vehicle you currently own/drive most often: Likely will	3,091	6.38%	2,551	7.09%	111
Likelihood to consider Same BRAND of vehicle you currently own/drive most often: Likely will not	1,075	2.22%	1,102	3.06%	138
Likelihood to consider Same BRAND of vehicle you currently own/drive most often: Definitely will not	310	0.64%	209	0.58%	91
Satellite Radio in Vehicle					
Satellite Radio in vehicle: No	33,850	69.87%	25,892	71.93%	103
Satellite Radio in vehicle: Yes	3,161	6.52%	2,950	8.19%	126
Auto Service Club Membership					
Auto club (e.g. CAA, TD Auto Club)	19,172	39.57%	16,508	45.86%	116
Manufacturer's roadside assistance program	7,098	14.65%	6,023	16.73%	114
OnStar or other direct communication service	1,644	3.39%	1,242	3.45%	102
Auto insurance selection involvement					
Auto insurance selection involvement: Very involved	27,673	57.12%	21,017	58.38%	102
Auto insurance selection involvement: Somewhat involved	4,361	9.00%	3,784	10.51%	117
Auto insurance selection involvement: Not very involved	2,002	4.13%	1,687	4.69%	114
Auto insurance selection involvement: Not at all involved	2,828	5.84%	2,198	6.11%	105
Auto insurance selection involvement: Don't have access to a vehicle	145	0.30%	91	0.25%	83
Most recent maintenance - Collision repair/body work					
Most recent where done collision repair/body work: Never done	21,531	44.44%	16,603	46.12%	104
Most recent where done collision repair/body work: Gas station/Service centre	347	0.72%	242	0.67%	93
Most recent where done collision repair/body work: Car dealer	2,283	4.71%	2,064	5.73%	122
Most recent where done collision repair/body work: Specialty shop	11,477	23.69%	9,084	25.24%	107
Most recent where done collision repair/body work: Yourself	274	0.57%	202	0.56%	98
Most recent where done collision repair/body work: Family or friend	259	0.53%	172	0.48%	91

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Most recent where done collision repair/body work: Don't know/Not sure	809	1.67%	557	1.55%	93
Most recent maintenance - Oil change/lube					
Most recent where done oil change/lube: Never done	802	1.66%	597	1.66%	100
Most recent where done oil change/lube: Gas station/Service centre	4,990	10.30%	3,543	9.84%	96
Most recent where done oil change/lube: Car dealer	16,465	33.99%	14,168	39.36%	116
Most recent where done oil change/lube: Specialty shop	10,400	21.47%	7,349	20.42%	95
Most recent where done oil change/lube: Yourself	1,822	3.76%	1,449	4.02%	107
Most recent where done oil change/lube: Family or friend	1,764	3.64%	1,245	3.46%	95
Most recent where done oil change/lube: Don't know/Not sure	752	1.55%	509	1.42%	92
Most recent maintenance - Paint job					
Most recent where done paint job: Never done	29,414	60.72%	22,929	63.70%	105
Most recent where done paint job: Gas station/Service centre	102	0.21%	25	0.07%	33
Most recent where done paint job: Car dealer	1,154	2.38%	1,010	2.81%	118
Most recent where done paint job: Specialty shop	5,113	10.55%	3,996	11.10%	105
Most recent where done paint job: Yourself	250	0.52%	174	0.48%	92
Most recent where done paint job: Family or friend	289	0.60%	176	0.49%	82
Most recent where done paint job: Don't know/Not sure	692	1.43%	519	1.44%	101
Most recent maintenance - Performance enhancement					
Most recent where done Performance enhancement: Never done	30,689	63.35%	23,941	66.51%	105
Most recent where done Performance enhancement: Gas station/Service centre	184	0.38%	162	0.45%	118
Most recent where done Performance enhancement: Car dealer	2,289	4.73%	2,014	5.60%	118
Most recent where done Performance enhancement: Specialty shop	1,584	3.27%	1,040	2.89%	88
Most recent where done Performance enhancement: Yourself	655	1.35%	493	1.37%	101
Most recent where done Performance enhancement: Family or friend	241	0.50%	177	0.49%	98
Most recent where done Performance enhancement: Don't know/Not sure	1,265	2.61%	887	2.47%	95
Most recent maintenance - repair brakes					
Most recent where done repair brakes: Never done	12,751	26.32%	9,781	27.17%	103
Most recent where done repair brakes: Gas station/Service centre	3,189	6.58%	2,393	6.65%	101
Most recent where done repair brakes: Car dealer	8,373	17.28%	7,852	21.81%	126
Most recent where done repair brakes: Specialty shop	7,971	16.45%	5,920	16.45%	100
Most recent where done repair brakes: Yourself	1,349	2.78%	920	2.56%	92
Most recent where done repair brakes: Family or friend	2,394	4.94%	1,420	3.95%	80
Most recent where done repair brakes: Don't know/Not sure	928	1.92%	679	1.89%	98
Most recent maintenance - Repair transmission					
Most recent where done repair transmission: Never done	28,681	59.20%	22,402	62.23%	105
Most recent where done repair transmission: Gas station/Service centre	736	1.52%	492	1.37%	90

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Most recent where done repair transmission: Car dealer	2,589	5.35%	2,251	6.25%	117
Most recent where done repair transmission: Specialty shop	3,207	6.62%	2,388	6.63%	100
Most recent where done repair transmission: Yourself	280	0.58%	205	0.57%	98
Most recent where done repair transmission: Family or friend	268	0.55%	209	0.58%	105
Most recent where done repair transmission: Don't know/Not sure	1,294	2.67%	870	2.42%	91
Most recent maintenance - replace muffler/shock					
Most recent where done replace muffler/shocks: Never done	26,538	54.78%	20,996	58.33%	106
Most recent where done replace muffler/shocks: Gas station/Service centre	1,212	2.50%	940	2.61%	104
Most recent where done replace muffler/shocks: Car dealer	2,493	5.15%	2,477	6.88%	134
Most recent where done replace muffler/shocks: Specialty shop	4,506	9.30%	2,927	8.13%	87
Most recent where done replace muffler/shocks: Yourself	567	1.17%	403	1.12%	96
Most recent where done replace muffler/shocks: Family or friend	561	1.16%	321	0.89%	77
Most recent where done replace muffler/shocks: Don't know/Not sure	1,112	2.30%	828	2.30%	100
Most recent maintenance - replace tires					
Most recent where done replace tires: Never done	11,826	24.41%	9,261	25.73%	105
Most recent where done replace tires: Gas station/Service centre	3,217	6.64%	2,353	6.54%	98
Most recent where done replace tires: Car dealer	5,155	10.64%	4,805	13.35%	125
Most recent where done replace tires: Specialty shop	13,878	28.65%	10,591	29.42%	103
Most recent where done replace tires: Yourself	1,099	2.27%	677	1.88%	83
Most recent where done replace tires: Family or friend	1,065	2.20%	706	1.96%	89
Most recent where done replace tires: Don't know/Not sure	944	1.95%	645	1.79%	92
Most recent maintenance - Replace windshield					
Most recent where done replace windshield: Never done	26,722	55.16%	21,179	58.83%	107
Most recent where done replace windshield: Gas station/Service centre	494	1.02%	337	0.94%	92
Most recent where done replace windshield: Car dealer	1,207	2.49%	1,158	3.22%	129
Most recent where done replace windshield: Specialty shop	7,115	14.69%	5,269	14.64%	100
Most recent where done replace windshield: Yourself	384	0.79%	212	0.59%	75
Most recent where done replace windshield: Family or friend	160	0.33%	116	0.32%	97
Most recent where done replace windshield: Don't know/Not sure	814	1.68%	632	1.76%	105
Most recent maintenance - Rust protection					
Most recent where done rust protection: Never done	30,037	62.00%	23,154	64.32%	104
Most recent where done rust protection: Gas station/Service centre	238	0.49%	160	0.44%	90
Most recent where done rust protection: Car dealer	3,462	7.15%	3,230	8.97%	125
Most recent where done rust protection: Specialty shop	1,433	2.96%	1,004	2.79%	94
Most recent where done rust protection: Yourself	272	0.56%	189	0.52%	93
Most recent where done rust protection: Family or friend	160	0.33%	99	0.28%	85
Most recent where done rust protection: Don't know/Not sure	1,423	2.94%	1,068	2.97%	101
Most recent maintenance - Tune up					
Most recent where done tune up: Never done	7,819	16.14%	5,874	16.32%	101

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Most recent where done tune up: Gas station/Service centre	3,858	7.96%	2,977	8.27%	104
Most recent where done tune up: Car dealer	15,231	31.44%	13,007	36.13%	115
Most recent where done tune up: Specialty shop	7,122	14.70%	4,998	13.88%	94
Most recent where done tune up: Yourself	862	1.78%	635	1.77%	99
Most recent where done tune up: Family or friend	1,439	2.97%	912	2.53%	85
Most recent where done tune up: Don't know/Not sure	732	1.51%	504	1.40%	93
Most recent maintenance - Other repair					
Most recent where done other major repair job (over \$200): Never done	16,563	34.19%	12,623	35.07%	103
Most recent where done other major repair job (over \$200): Gas station/Service centre	2,440	5.04%	1,806	5.02%	100
Most recent where done other major repair job (over \$200): Car dealer	7,738	15.97%	6,958	19.33%	121
Most recent where done other major repair job (over \$200): Specialty shop	7,367	15.21%	5,325	14.79%	97
Most recent where done other major repair job (over \$200): Yourself	595	1.23%	338	0.94%	76
Most recent where done other major repair job (over \$200): Family or friend	796	1.64%	722	2.01%	123
Most recent where done other major repair job (over \$200): Don't know/Not sure	1,314	2.71%	972	2.70%	100
Most recent visited service centres					
Most recent visited service centre: Active Green & Ross	706	1.46%	528	1.47%	101
Most recent visited service centre: Apple Auto Glass	272	0.56%	54	0.15%	27
Most recent visited service centre: Bridgestone/Firestone	355	0.73%	346	0.96%	132
Most recent visited service centre: Canadian Tire/Pit Stop	5,955	12.29%	3,841	10.67%	87
Most recent visited service centre: Costco	2,959	6.11%	2,424	6.73%	110
Most recent visited service centre: GM Goodwrench	712	1.47%	616	1.71%	116
Most recent visited service centre: Goodyear Select (Certified Auto Centre)	172	0.36%	143	0.40%	111
Most recent visited service centre: Midas Auto Service Experts	546	1.13%	256	0.71%	63
Most recent visited service centre: Mister Transmission	120	0.25%	115	0.32%	128
Most recent visited service centre: Mr. Lube	3,702	7.64%	2,803	7.79%	102
Most recent visited service centre: NAPA Auto Parts	1,275	2.63%	859	2.39%	91
Most recent visited service centre: OK Tire	1,147	2.37%	900	2.50%	105
Most recent visited service centre: PartSource	988	2.04%	578	1.61%	79
Most recent visited service centre: Speedy Auto Glass	1,549	3.20%	1,246	3.46%	108
Most recent visited service centre: Speedy Auto Service	229	0.47%	149	0.41%	87
Most recent visited service centre: Walmart	979	2.02%	519	1.44%	71
Most recent visited service centre: Car dealership (excluding GM Goodwrench)	6,419	13.25%	5,714	15.87%	120
Most recent visited service centre: Consumer-to-consumer website (e.g. Craigslist, Kijiji)	476	0.98%	343	0.95%	97
Most recent visited service centre: Other parts/service shops	14,011	28.92%	9,950	27.64%	96

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
	Visited Gas Stations				
Visited Canadian Tire	614	1.27%	2,515	6.99%	550
Visited Chevron	2,595	5.36%	2,038	5.66%	106
Visited Esso	11,796	24.35%	9,165	25.46%	105
Visited Husky/Mohawk	5,502	11.36%	3,756	10.44%	92
Visited Petro Canada	8,785	18.13%	7,049	19.58%	108
Visited Shell	11,019	22.75%	9,124	25.35%	111
Visited Other gas stations	9,890	20.42%	6,638	18.44%	90
Frequency of Gas Station Visits					
Visit Canadian Tire: Once a month	104	0.22%	348	0.97%	441
Visit Canadian Tire: 2-3 times a month	369	0.76%	1,637	4.55%	599
Visit Canadian Tire: Once a week or more	140	0.29%	530	1.47%	507
Visit Chevron: Once a month	1,004	2.07%	783	2.17%	105
Visit Chevron: 2-3 times a month	1,258	2.60%	1,019	2.83%	109
Visit Chevron: Once a week or more	333	0.69%	236	0.66%	96
Visit Esso: Once a month	5,279	10.90%	4,289	11.91%	109
Visit Esso: 2-3 times a month	5,207	10.75%	3,910	10.86%	101
Visit Esso: Once a week or more	1,310	2.71%	966	2.68%	99
Visit Husky/Mohawk: Once a month	2,401	4.96%	1,405	3.90%	79
Visit Husky/Mohawk: 2-3 times a month	2,601	5.37%	1,998	5.55%	103
Visit Husky/Mohawk: Once a week or more	500	1.03%	353	0.98%	95
Visit Petro Canada: Once a month	4,473	9.23%	3,411	9.48%	103
Visit Petro Canada: 2-3 times a month	3,348	6.91%	2,884	8.01%	116
Visit Petro Canada: Once a week or more	965	1.99%	755	2.10%	106
Visit Shell: Once a month	5,057	10.44%	4,166	11.57%	111
Visit Shell: 2-3 times a month	4,682	9.67%	4,039	11.22%	116
Visit Shell: Once a week or more	1,279	2.64%	919	2.55%	97
Visit Other gas stations: Once a month	3,103	6.40%	2,203	6.12%	96
Visit Other gas stations: 2-3 times a month	5,198	10.73%	3,599	10.00%	93
Visit Other gas stations: Once a week or more	1,590	3.28%	836	2.32%	71
Car Rental in Past 12 Months					
Past 12 months car rental with: Avis	1,355	2.80%	1,596	4.43%	158
Past 12 months car rental with: Budget	1,471	3.04%	1,642	4.56%	150
Past 12 months car rental with: Discount	115	0.24%	88	0.25%	104
Past 12 months car rental with: Enterprise	2,351	4.85%	1,948	5.41%	112
Past 12 months car rental with: Hertz	1,046	2.16%	1,153	3.20%	148
Past 12 months car rental with: National car Rental	881	1.82%	1,044	2.90%	159
Past 12 months car rental with: Thrifty	686	1.42%	699	1.94%	137
Past 12 months car rental with: U-Haul	568	1.17%	317	0.88%	75
Past 12 months car rental with: Other car/truck/van rentals	1,061	2.19%	1,003	2.79%	127
Past 12 months car rental with: Car sharing (any) (e.g. AutoShare, Zipcar, CommunAuto)	750	1.55%	527	1.47%	95
Purpose of Car Rental					
Purpose of car rental with Avis: Personal	1,053	2.17%	1,173	3.26%	150

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Purpose of car rental with Avis: Business	244	0.50%	349	0.97%	194
Purpose of car rental with Avis: Both	59	0.12%	74	0.21%	175
Purpose of car rental with Budget: Personal	936	1.93%	991	2.75%	142
Purpose of car rental with Budget: Business	461	0.95%	522	1.45%	153
Purpose of car rental with Budget: Both	74	0.15%	129	0.36%	240
Purpose of car rental with Discount: Personal	47	0.10%	33	0.09%	90
Purpose of car rental with Discount: Business	57	0.12%	40	0.11%	92
Purpose of car rental with Discount: Both	13	0.03%	15	0.04%	133
Purpose of car rental with Enterprise: Personal	1,937	4.00%	1,598	4.44%	111
Purpose of car rental with Enterprise: Business	282	0.58%	203	0.56%	97
Purpose of car rental with Enterprise: Both	132	0.27%	147	0.41%	152
Purpose of car rental with Hertz: Personal	811	1.67%	883	2.45%	147
Purpose of car rental with Hertz: Business	155	0.32%	152	0.42%	131
Purpose of car rental with Hertz: Both	81	0.17%	117	0.33%	194
Purpose of car rental with National Car Rental: Personal	613	1.27%	748	2.08%	164
Purpose of car rental with National Car Rental: Business	174	0.36%	206	0.57%	158
Purpose of car rental with National Car Rental: Both	94	0.19%	90	0.25%	132
Purpose of car rental with Thrifty: Personal	614	1.27%	632	1.76%	139
Purpose of car rental with Thrifty: Business	48	0.10%	26	0.07%	70
Purpose of car rental with Thrifty: Both	25	0.05%	41	0.11%	220
Purpose of car rental with U-Haul: Personal	423	0.87%	198	0.55%	63
Purpose of car rental with U-Haul: Business	128	0.27%	107	0.30%	111
Purpose of car rental with U-Haul: Both	16	0.03%	12	0.03%	100
Purpose of car rental with Other car/truck/van rentals: Personal	903	1.86%	858	2.38%	128
Purpose of car rental with Other car/truck/van rentals: Business	74	0.15%	79	0.22%	147
Purpose of car rental with Other car/truck/van rentals: Both	85	0.18%	66	0.18%	100
Purpose of car rental with Car sharing (any) (e.g. AutoShare, Zipcar, CommunAuto): Personal	718	1.48%	503	1.40%	95
Purpose of car rental with Car sharing (any) (e.g. AutoShare, Zipcar, CommunAuto): Business	15	0.03%	12	0.03%	100
Purpose of car rental with Car sharing (any) (e.g. AutoShare, Zipcar, CommunAuto): Both	17	0.04%	12	0.03%	75
Frequency of Car Rental in the Past 12 Months					
Frequency of car rental past 12 months with Avis: 1-3	1,209	2.50%	1,400	3.89%	156
Frequency of car rental past 12 months with Avis: 4 or more	146	0.30%	196	0.55%	183
Frequency of car rental past 12 months with Budget: 1-3	1,300	2.68%	1,402	3.90%	146
Frequency of car rental past 12 months with Budget: 4 or more	172	0.35%	240	0.67%	191
Frequency of car rental past 12 months with Discount: 1-3	106	0.22%	77	0.22%	100
Frequency of car rental past 12 months with Discount: 4 or more	9	0.02%	11	0.03%	150
Frequency of car rental past 12 months with Enterprise: 1-3	2,197	4.54%	1,828	5.08%	112
Frequency of car rental past 12 months with Enterprise: 4 or more	154	0.32%	120	0.33%	103
Frequency of car rental past 12 months with Hertz: 1-3	1,036	2.14%	1,145	3.18%	149
Frequency of car rental past 12 months with Hertz: 4 or more	10	0.02%	7	0.02%	100

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Frequency of car rental past 12 months with National Car Rental: 1-3	833	1.72%	1,003	2.79%	162
Frequency of car rental past 12 months with National Car Rental: 4 or more	48	0.10%	41	0.12%	120
Frequency of car rental past 12 months with Thrifty: 1-3	679	1.40%	697	1.94%	139
Frequency of car rental past 12 months with Thrifty: 4 or more	7	0.02%	3	0.01%	50
Frequency of car rental past 12 months with U-Haul: 1-3	514	1.06%	273	0.76%	72
Frequency of car rental past 12 months with U-Haul: 4 or more	54	0.11%	44	0.12%	109
Frequency of car rental past 12 months with Other car/truck/van rentals: 1-3	930	1.92%	878	2.44%	127
Frequency of car rental past 12 months with Other car/truck/van rentals: 4 or more	131	0.27%	125	0.35%	130
Frequency of car rental past 12 months with Car sharing (any) (e.g. AutoShare, Zipcar, CommunAuto): 1-3	509	1.05%	306	0.85%	81
Frequency of car rental past 12 months with Car sharing (any) (e.g. AutoShare, Zipcar, CommunAuto): 4 or more	242	0.50%	222	0.62%	124

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.