

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 18 and Up</b>	48,447		35,998		
<b>Business Purchasing/Leasing Decisions</b>					
Involved Past 12 Months	2,932	6.05%	1,756	4.88%	81
<b>Business Travel/Conventions/Events</b>					
Consulted Only	68	0.14%	58	0.16%	114
Recommended, Not Authorize	49	0.10%	27	0.08%	80
Authorize	910	1.88%	901	2.50%	133
Not Involved	1,906	3.93%	770	2.14%	54
<b>Computer Hardware/Software</b>					
Consulted Only	188	0.39%	98	0.27%	69
Recommended, Not Authorize	86	0.18%	39	0.11%	61
Authorize	1,184	2.44%	1,033	2.87%	118
Not Involved	1,475	3.04%	587	1.63%	54
<b>Communication Equipment, Services or Long Distance Supplier</b>					
Consulted Only	125	0.26%	71	0.20%	77
Recommended, Not Authorize	7	0.01%	3	0.01%	100
Authorize	906	1.87%	755	2.10%	112
Not Involved	1,895	3.91%	927	2.58%	66
<b>Shipping/Transportation/Distribution Services/Construction</b>					
Consulted Only	31	0.06%	16	0.04%	67
Recommended, Not Authorize	52	0.11%	33	0.09%	82
Authorize	652	1.35%	652	1.81%	134
Not Involved	2,198	4.54%	1,056	2.93%	65
<b>Banking or Financial Services/Investments</b>					
Consulted Only	100	0.21%	76	0.21%	100
Recommended, Not Authorize	4	0.01%	2	0.01%	100
Authorize	821	1.70%	682	1.89%	111
Not Involved	2,007	4.14%	996	2.77%	67
<b>Employee Benefits</b>					
Consulted Only	56	0.12%	41	0.11%	92
Recommended, Not Authorize	44	0.09%	26	0.07%	78
Authorize	291	0.60%	181	0.50%	83
Not Involved	2,542	5.25%	1,509	4.19%	80
<b>Insurance or Risk Management Services</b>					
Consulted Only	47	0.10%	27	0.08%	80
Recommended, Not Authorize	3	0.01%	0	0.00%	0
Authorize	648	1.34%	503	1.40%	104
Not Involved	2,234	4.61%	1,226	3.41%	74
<b>Maintenance/Building</b>					
Consulted Only	51	0.11%	20	0.06%	55
Recommended, Not Authorize	185	0.38%	174	0.48%	126
Authorize	250	0.52%	177	0.49%	94
Not Involved	2,446	5.05%	1,384	3.85%	76
<b>Office Furniture/Equipment</b>					
Consulted Only	231	0.48%	164	0.46%	96

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Recommended, Not Authorize	6	0.01%	1	0.00%	0
Authorize	1,250	2.58%	903	2.51%	97
Not Involved	1,444	2.98%	688	1.91%	64
<b>Property/Real Estate</b>					
Consulted Only	131	0.27%	76	0.21%	78
Recommended, Not Authorize	43	0.09%	24	0.07%	78
Authorize	663	1.37%	388	1.08%	79
Not Involved	2,096	4.33%	1,267	3.52%	81
<b>Advertising/Public Relations/Market Research</b>					
Consulted Only	112	0.23%	59	0.17%	74
Recommended, Not Authorize	169	0.35%	80	0.22%	63
Authorize	578	1.19%	432	1.20%	101
Not Involved	2,074	4.28%	1,184	3.29%	77
<b>Education/Training</b>					
Consulted Only	30	0.06%	17	0.05%	83
Recommended, Not Authorize	191	0.40%	139	0.39%	98
Authorize	894	1.85%	670	1.86%	101
Not Involved	1,817	3.75%	931	2.59%	69
<b>Professional Services/Management Consultants</b>					
Consulted Only	96	0.20%	70	0.19%	95
Recommended, Not Authorize	43	0.09%	11	0.03%	33
Authorize	767	1.58%	630	1.75%	111
Not Involved	2,027	4.18%	1,045	2.90%	69
<b>Vehicles</b>					
Consulted Only	99	0.21%	82	0.23%	110
Recommended, Not Authorize	39	0.08%	22	0.06%	75
Authorize	1,101	2.27%	806	2.24%	99
Not Involved	1,694	3.50%	847	2.35%	67
<b>\$ Spent Involvement Past 12 Months</b>					
Under \$1,000	712	1.47%	219	0.61%	41
\$1,000-\$10,000	434	0.90%	184	0.51%	57
\$10,001-\$50,000	1,539	3.18%	1,047	2.91%	92
\$50,001-\$100,000	153	0.32%	255	0.71%	222
\$100,001-\$250,000	62	0.13%	34	0.09%	69
More Than \$250,000	33	0.07%	18	0.05%	71
<b>Business Purchase Involvement (Summary)</b>					
Personally Involved	12,144	25.07%	8,052	22.37%	89
<b>Business Purchase Involvement</b>					
Suggesting - Products/Services/Suppliers	12,307	25.40%	8,132	22.59%	89
Authorizing/Approval Process to Purchase/Lease Products	7,874	16.25%	6,562	18.23%	112
<b>Home Office/Business</b>					
Have Office In Home	10,258	21.17%	7,869	21.86%	103
<b>Home Office/Business - Type</b>					
Separate Business	4,765	9.84%	3,369	9.36%	95

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Extension Of Regular Job	3,560	7.35%	2,904	8.07%	110
Other	1,933	3.99%	1,596	4.43%	111

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.