

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>TOTAL</b>					
Total households	32,599		17,553		
<b>MAJOR GROUP</b>					
Spending on Essentials	\$58,146		\$70,433		121
Spending on Controllables	\$18,506		\$22,685		123
Spending on Discretionaries	\$5,248		\$6,393		122
Spending on Insurance	\$5,537		\$6,758		122
Contributions to Charity	\$1,052		\$1,633		155
Spending on Softline Products	\$4,584		\$5,495		120
Spending on Hardline Products	\$3,977		\$4,914		124
Spending on Electronics	\$1,029		\$1,242		121
Spending on Hardware and Home Improvement	\$2,661		\$3,280		123
Spending on Retail	\$16,049		\$19,403		121
Spending in Department Stores	\$16,966		\$20,852		123
Spending in Department Store per capita \$	\$569		\$925		163

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.

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.