

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Number of Households</b>	26,459		17,553		
<b>Population of Age 18 and Up</b>	48,447		35,998		
<b>Internet Usage Quintiles - Total</b>					
Light	4,479	9.25%	4,005	11.13%	120
Medium Light	14,059	29.02%	12,454	34.60%	119
Medium	13,802	28.49%	10,343	28.73%	101
Medium Heavy	8,872	18.31%	5,714	15.87%	87
Heavy	7,235	14.93%	3,481	9.67%	65
<b>Internet Usage Quintiles - English</b>					
Light	4,658	9.62%	3,729	10.36%	108
Medium Light	13,415	27.69%	12,713	35.32%	128
Medium	14,021	28.94%	10,434	28.99%	100
Medium Heavy	9,337	19.27%	4,746	13.18%	68
Heavy	6,796	14.03%	4,272	11.87%	85
<b>Internet Usage Quintiles - French</b>					
Light	0	0.00%	0	0.00%	
Medium Light	0	0.00%	0	0.00%	
Medium	0	0.00%	0	0.00%	
Medium Heavy	210	0.43%	103	0.29%	67
Heavy	8	0.02%	0	0.00%	0
<b>Internet Usage via Mobile - Total</b>					
Light	19,568	40.39%	17,194	47.76%	118
Medium	23,525	48.56%	16,256	45.16%	93
Heavy	5,354	11.05%	2,548	7.08%	64
<b>Internet Usage via Mobile - English</b>					
Light	20,021	41.33%	17,545	48.74%	118
Medium	23,973	49.48%	16,523	45.90%	93
Heavy	4,446	9.18%	1,929	5.36%	58
<b>Internet Usage via Mobile - French</b>					
Light	0	0.00%	0	0.00%	
Medium	0	0.00%	0	0.00%	
Heavy	6	0.01%	0	0.00%	0
<b>When Last Accessed - Internet/Any Device</b>					
Yesterday	47,837	98.74%	35,616	98.94%	100
Past 7 Days	48,231	99.56%	35,914	99.77%	100
Past Month	48,447	100.00%	35,998	100.00%	100
<b>When Last Accessed - From Mobile Device</b>					
Yesterday	38,973	80.45%	27,888	77.47%	96
Past 7 Days	40,032	82.63%	29,787	82.75%	100
Past Month	44,513	91.88%	33,262	92.40%	101
Longer Ago	772	1.59%	383	1.06%	67
<b>When Last Accessed - Social Media</b>					
Yesterday	30,015	61.95%	20,615	57.27%	92
Past 7 Days	37,568	77.55%	25,890	71.92%	93

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
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Past Month	44,879	92.64%	31,858	88.50%	96
Longer Ago	543	1.12%	351	0.97%	87
<b>Where Accessed Past Month</b>					
Home	45,642	94.21%	33,960	94.34%	100
Work	16,428	33.91%	10,284	28.57%	84
School/Library	10,564	21.81%	6,049	16.80%	77
Cafe/Restaurant	14,094	29.09%	11,901	33.06%	114
Commuting	9,915	20.47%	7,801	21.67%	106
Other	6,097	12.59%	5,824	16.18%	129
<b>Where Accessed Past Month - Most Often</b>					
Home	43,641	90.08%	32,877	91.33%	101
Work	3,454	7.13%	2,264	6.29%	88
School/Library	621	1.28%	535	1.49%	116
Commuting	202	0.42%	80	0.22%	52
Other	140	0.29%	69	0.19%	66
<b>Where Accessed Past Month - Sometimes</b>					
Home	2,001	4.13%	1,082	3.01%	73
Work	12,975	26.78%	8,020	22.28%	83
School/Library	9,943	20.52%	5,513	15.32%	75
Cafe/Restaurant	14,094	29.09%	11,901	33.06%	114
Commuting	9,713	20.05%	7,721	21.45%	107
Other	5,957	12.30%	5,755	15.99%	130
<b>Time Spent Weekday - on Internet, Any Device</b>					
Less Than 1 Hour	3,618	7.47%	3,044	8.46%	113
1 To 2 Hours	13,863	28.61%	12,215	33.93%	119
2 To 4 Hours	17,024	35.14%	12,127	33.69%	96
4 To 6 Hours	7,202	14.87%	4,377	12.16%	82
More Than 6 Hours	6,414	13.24%	4,099	11.39%	86
<b>Time Spent Weekday - on Mobile Device</b>					
Less Than 1 Hour	12,169	25.12%	11,148	30.97%	123
1 To 2 Hours	14,482	29.89%	9,977	27.72%	93
2 To 4 Hours	9,001	18.58%	6,926	19.24%	104
4 To 6 Hours	2,512	5.19%	895	2.49%	48
More Than 6 Hours	1,868	3.86%	841	2.34%	61
<b>Time Spent Weekday - on Social Media, Any Device</b>					
Less Than 1 Hour	12,508	25.82%	10,278	28.55%	111
1 To 2 Hours	14,444	29.82%	9,651	26.81%	90
2 To 4 Hours	6,679	13.79%	4,126	11.46%	83
4 To 6 Hours	1,357	2.80%	562	1.56%	56
More Than 6 Hours	1,798	3.71%	819	2.28%	61
<b>Time Spent Weekend Day - on Internet, Any Device</b>					
Less Than 1 Hour	4,945	10.21%	3,859	10.72%	105
1 To 2 Hours	15,334	31.65%	12,620	35.06%	111
2 To 4 Hours	15,736	32.48%	13,212	36.70%	113

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	Value	Percent	Value	Percent	Index
4 To 6 Hours	6,440	13.29%	3,641	10.12%	76
More Than 6 Hours	5,659	11.68%	2,527	7.02%	60
<b>Time Spent Weekend Day - on Mobile Device</b>					
Less Than 1 Hour	12,826	26.48%	11,699	32.50%	123
1 To 2 Hours	15,681	32.37%	10,595	29.43%	91
2 To 4 Hours	6,819	14.08%	5,286	14.68%	104
4 To 6 Hours	2,621	5.41%	1,523	4.23%	78
More Than 6 Hours	2,084	4.30%	686	1.91%	44
<b>Time Spent Weekend Day - on Social Media, Any Device</b>					
Less Than 1 Hour	13,392	27.64%	11,312	31.43%	114
1 To 2 Hours	13,383	27.62%	8,607	23.91%	87
2 To 4 Hours	6,456	13.33%	3,995	11.10%	83
4 To 6 Hours	1,808	3.73%	731	2.03%	54
More Than 6 Hours	1,737	3.59%	760	2.11%	59
<b>Website Types/Activities Accessed Past Month</b>					
Access/Read Magazine or Newspaper	32,436	66.95%	23,988	66.64%	100
Access News Websites	37,805	78.03%	29,635	82.32%	105
Adult Entertainment	20,020	41.32%	13,350	37.09%	90
Auction	15,924	32.87%	10,769	29.92%	91
Automotive	22,702	46.86%	16,552	45.98%	98
Beauty/Fashion	17,490	36.10%	10,811	30.03%	83
Career/Job Search	27,511	56.79%	18,711	51.98%	92
Clip Mobile Coupons	23,480	48.47%	16,047	44.58%	92
Download Apps	31,878	65.80%	22,917	63.66%	97
Email	45,492	93.90%	33,974	94.38%	101
Entertainment (Books, Movies, Music)	42,123	86.95%	29,979	83.28%	96
Finance	41,830	86.34%	30,887	85.80%	99
Food/Recipes	28,308	58.43%	19,534	54.26%	93
Gambling	18,233	37.64%	13,426	37.30%	99
Games	29,275	60.43%	20,664	57.40%	95
Instant Messaging	34,184	70.56%	24,028	66.75%	95
Listen to Radio/Podcast	29,641	61.18%	21,481	59.67%	98
Music Streaming	28,442	58.71%	19,294	53.60%	91
Online Shopping	44,439	91.73%	32,558	90.45%	99
Read E-books/Listened to Audiobooks	24,867	51.33%	17,325	48.13%	94
Health	27,506	56.78%	19,545	54.30%	96
Home Improvements/Decor	21,733	44.86%	16,798	46.66%	104
Investments	19,730	40.73%	15,417	42.83%	105
Maps/Map Directions	35,106	72.46%	26,767	74.36%	103
News	40,370	83.33%	30,880	85.78%	103
Online Classifieds	21,703	44.80%	15,421	42.84%	96
Online Dating	15,284	31.55%	10,118	28.11%	89
Real Estate	20,699	42.73%	15,920	44.22%	103
Search	45,685	94.30%	34,477	95.78%	102

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	Value	Percent	Value	Percent	Index
Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	44,213	91.26%	31,841	88.45%	97
Sports	24,909	51.42%	18,396	51.10%	99
Text Messaging	36,618	75.58%	25,717	71.44%	95
Travel/Tourism	33,273	68.68%	24,311	67.54%	98
Watched Videos	31,746	65.53%	22,725	63.13%	96
Watched Long Form Videos	26,624	54.96%	18,401	51.12%	93
Watched Short Form Videos	30,524	63.01%	22,378	62.17%	99
Watched TV	30,821	63.62%	22,475	62.44%	98
Watched YouTube	36,215	74.75%	26,606	73.91%	99
Weather	40,451	83.50%	29,435	81.77%	98
<b>Visit. Website Types/Past Month - Daily</b>					
Adult entertainment	2,368	4.89%	1,403	3.90%	80
Auction	299	0.62%	429	1.19%	192
Automotive	1,722	3.55%	1,910	5.31%	150
Beauty/Fashion	1,433	2.96%	1,348	3.75%	127
Entertainment (Books, Movies, Music)	14,145	29.20%	8,507	23.63%	81
Finance	7,104	14.66%	7,148	19.86%	135
Food/Recipes	4,934	10.18%	2,511	6.98%	69
Health	2,765	5.71%	2,118	5.88%	103
Home Improvements/Decor	2,299	4.75%	2,135	5.93%	125
Investments	3,274	6.76%	4,068	11.30%	167
Maps/Map Directions	6,360	13.13%	4,511	12.53%	95
News	23,370	48.24%	18,227	50.63%	105
Online Classifieds	2,222	4.59%	1,913	5.31%	116
Online Dating	879	1.82%	310	0.86%	47
Real Estate	1,275	2.63%	1,104	3.07%	117
Sports	6,959	14.36%	4,655	12.93%	90
Travel/Tourism	2,755	5.69%	2,517	6.99%	123
Weather	17,729	36.59%	12,433	34.54%	94
Other	3,330	6.87%	1,539	4.28%	62
<b>Visit. Website Types/Past Month - Weekly</b>					
Adult entertainment	3,914	8.08%	2,594	7.21%	89
Auction	1,990	4.11%	1,061	2.95%	72
Automotive	3,646	7.53%	3,078	8.55%	114
Beauty/Fashion	5,038	10.40%	2,261	6.28%	60
Entertainment (Books, Movies, Music)	17,984	37.12%	13,177	36.61%	99
Finance	12,132	25.04%	7,269	20.19%	81
Food/Recipes	12,249	25.28%	9,476	26.32%	104
Health	12,646	26.10%	8,810	24.47%	94
Home Improvements/Decor	6,334	13.08%	5,417	15.05%	115
Investments	4,482	9.25%	3,531	9.81%	106
Maps/Map Directions	16,663	34.40%	13,637	37.88%	110
News	12,064	24.90%	9,000	25.00%	100
Online Classifieds	7,423	15.32%	4,654	12.93%	84

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	Value	Percent	Value	Percent	Index
Online Dating	1,553	3.21%	951	2.64%	82
Real Estate	5,677	11.72%	5,689	15.80%	135
Sports	6,332	13.07%	5,430	15.08%	115
Travel/Tourism	13,174	27.19%	10,660	29.61%	109
Weather	14,988	30.94%	10,051	27.92%	90
Other	2,048	4.23%	1,459	4.05%	96
<b>Visit. Website Types/Past Month - Less often</b>					
Adult entertainment	13,739	28.36%	9,353	25.98%	92
Auction	13,636	28.15%	9,279	25.78%	92
Automotive	17,335	35.78%	11,564	32.13%	90
Beauty/Fashion	11,019	22.75%	7,201	20.00%	88
Entertainment (Books, Movies, Music)	9,995	20.63%	8,295	23.04%	112
Finance	22,595	46.64%	16,470	45.75%	98
Food/Recipes	11,125	22.96%	7,547	20.96%	91
Health	12,095	24.97%	8,617	23.94%	96
Home Improvements/Decor	13,100	27.04%	9,246	25.68%	95
Investments	11,975	24.72%	7,818	21.72%	88
Maps/Map Directions	12,083	24.94%	8,619	23.94%	96
News	4,937	10.19%	3,653	10.15%	100
Online Classifieds	12,058	24.89%	8,855	24.60%	99
Online Dating	12,851	26.53%	8,857	24.60%	93
Real Estate	13,748	28.38%	9,127	25.35%	89
Sports	11,618	23.98%	8,312	23.09%	96
Travel/Tourism	17,343	35.80%	11,134	30.93%	86
Weather	7,735	15.97%	6,950	19.31%	121
Other	8,134	16.79%	7,007	19.47%	116
<b>Freq. of Online Activities/Past Month - Daily</b>					
Access/Read Magazine or Newspaper	8,212	16.95%	7,585	21.07%	124
Access News Websites	16,238	33.52%	13,218	36.72%	110
Career/job search	5,300	10.94%	2,490	6.92%	63
Clip Mobile Coupons	327	0.68%	179	0.50%	74
Download Apps	1,929	3.98%	1,087	3.02%	76
Email	41,204	85.05%	31,211	86.70%	102
Gambling	360	0.74%	174	0.48%	65
Games	12,442	25.68%	8,337	23.16%	90
Instant Messaging	20,511	42.34%	14,066	39.08%	92
Listen to Radio/Podcast	9,840	20.31%	5,526	15.35%	76
Music Streaming	7,516	15.51%	4,827	13.41%	86
Online Shopping	2,720	5.61%	2,258	6.27%	112
Read E-books/Listened to Audiobooks	4,628	9.55%	3,417	9.49%	99
Search	32,522	67.13%	25,496	70.83%	106
Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	29,593	61.08%	21,798	60.55%	99
Text Messaging	25,098	51.81%	16,773	46.59%	90
Watched Long Form Videos	4,744	9.79%	3,278	9.11%	93

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	Value	Percent	Value	Percent	Index
Watched Short Form Videos	9,825	20.28%	7,196	19.99%	99
Watched TV	16,264	33.57%	11,719	32.55%	97
Watched YouTube	12,367	25.53%	7,366	20.46%	80
Other	2,131	4.40%	1,189	3.30%	75
<b>Freq. of Online Activities/Past Month - Weekly</b>					
Access/Read Magazine or Newspaper	7,478	15.44%	3,922	10.90%	71
Access News Websites	9,728	20.08%	7,009	19.47%	97
Career/job search	4,244	8.76%	2,800	7.78%	89
Clip Mobile Coupons	2,745	5.67%	1,992	5.54%	98
Download Apps	5,582	11.52%	4,590	12.75%	111
Email	3,261	6.73%	1,981	5.50%	82
Gambling	755	1.56%	356	0.99%	63
Games	4,440	9.16%	2,346	6.52%	71
Instant Messaging	4,996	10.31%	3,383	9.40%	91
Listen to Radio/Podcast	6,934	14.31%	6,003	16.68%	117
Music Streaming	9,657	19.93%	5,282	14.67%	74
Online Shopping	16,298	33.64%	10,579	29.39%	87
Read E-books/Listened to Audiobooks	4,331	8.94%	2,962	8.23%	92
Search	9,746	20.12%	5,994	16.65%	83
Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	7,352	15.18%	5,110	14.20%	94
Text Messaging	6,709	13.85%	6,166	17.13%	124
Watched Long Form Videos	9,089	18.76%	5,347	14.86%	79
Watched Short Form Videos	10,206	21.07%	6,663	18.51%	88
Watched TV	6,816	14.07%	3,633	10.09%	72
Watched YouTube	16,017	33.06%	11,425	31.74%	96
Other	2,473	5.10%	1,711	4.75%	93
<b>Freq. of Online Activities/Past Month - Less often</b>					
Access/Read Magazine or Newspaper	16,747	34.57%	12,480	34.67%	100
Access News Websites	11,838	24.44%	9,408	26.13%	107
Career/job search	17,967	37.09%	13,421	37.28%	101
Clip Mobile Coupons	20,407	42.12%	13,875	38.54%	92
Download Apps	24,367	50.30%	17,240	47.89%	95
Email	1,027	2.12%	782	2.17%	102
Gambling	17,118	35.33%	12,897	35.83%	101
Games	12,394	25.58%	9,981	27.73%	108
Instant Messaging	8,676	17.91%	6,579	18.28%	102
Listen to Radio/Podcast	12,866	26.56%	9,952	27.65%	104
Music Streaming	11,269	23.26%	9,185	25.52%	110
Online Shopping	25,421	52.47%	19,722	54.79%	104
Read E-books/Listened to Audiobooks	15,908	32.84%	10,947	30.41%	93
Search	3,418	7.06%	2,987	8.30%	118
Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	7,267	15.00%	4,933	13.70%	91
Text Messaging	4,811	9.93%	2,778	7.72%	78
Watched Long Form Videos	12,791	26.40%	9,776	27.16%	103

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Watched Short Form Videos	10,494	21.66%	8,519	23.67%	109
Watched TV	7,741	15.98%	7,124	19.79%	124
Watched YouTube	7,831	16.17%	7,815	21.71%	134
Other	10,566	21.81%	7,347	20.41%	94
<b>Types of Websites by Device Past Month - Computer</b>					
Adult entertainment	12,382	25.56%	8,193	22.76%	89
Auction	9,676	19.97%	8,124	22.57%	113
Automotive	11,028	22.76%	7,026	19.52%	86
Beauty/Fashion	9,808	20.24%	6,931	19.26%	95
Entertainment (Books, Movies, Music)	19,134	39.50%	13,782	38.29%	97
Finance	14,607	30.15%	14,336	39.83%	132
Food/Recipes	20,576	42.47%	15,716	43.66%	103
Health	18,662	38.52%	15,022	41.73%	108
Home Improvements/Decor	15,234	31.45%	11,412	31.70%	101
Investments	12,939	26.71%	11,205	31.13%	117
Maps/Map Directions	23,138	47.76%	17,112	47.54%	100
News	22,616	46.68%	17,831	49.54%	106
Online Classifieds	15,965	32.95%	12,582	34.95%	106
Online Dating	9,048	18.68%	7,012	19.48%	104
Real Estate	15,421	31.83%	10,970	30.47%	96
Sports	14,058	29.02%	11,313	31.43%	108
Travel/Tourism	17,321	35.75%	14,221	39.51%	111
Weather	17,352	35.82%	13,262	36.84%	103
Other	8,919	18.41%	6,205	17.24%	94
<b>Types of Websites by Device Past Month - Mobile Phone</b>					
Adult entertainment	6,379	13.17%	3,557	9.88%	75
Auction	3,993	8.24%	2,973	8.26%	100
Automotive	4,998	10.32%	2,996	8.32%	81
Beauty/Fashion	5,300	10.94%	4,260	11.83%	108
Entertainment (Books, Movies, Music)	11,253	23.23%	7,453	20.70%	89
Finance	6,602	13.63%	4,072	11.31%	83
Food/Recipes	10,785	22.26%	7,304	20.29%	91
Health	8,551	17.65%	5,807	16.13%	91
Home Improvements/Decor	6,865	14.17%	4,859	13.50%	95
Investments	6,075	12.54%	4,746	13.18%	105
Maps/Map Directions	21,162	43.68%	15,641	43.45%	99
News	17,595	36.32%	12,340	34.28%	94
Online Classifieds	8,240	17.01%	5,748	15.97%	94
Online Dating	4,358	9.00%	2,949	8.19%	91
Real Estate	4,796	9.90%	3,834	10.65%	108
Sports	7,530	15.54%	5,444	15.12%	97
Travel/Tourism	8,310	17.15%	5,830	16.20%	94
Weather	20,657	42.64%	14,376	39.94%	94
Other	5,458	11.27%	3,697	10.27%	91



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	<b>Types of Websites by Device Past Month - Tablet</b>				
Adult entertainment	4,356	8.99%	3,440	9.56%	106
Auction	4,210	8.69%	3,573	9.93%	114
Automotive	4,314	8.90%	3,914	10.87%	122
Beauty/Fashion	4,836	9.98%	3,588	9.97%	100
Entertainment (Books, Movies, Music)	7,083	14.62%	5,937	16.49%	113
Finance	4,930	10.18%	4,506	12.52%	123
Food/Recipes	7,651	15.79%	6,211	17.26%	109
Health	6,066	12.52%	4,942	13.73%	110
Home Improvements/Decor	4,122	8.51%	3,446	9.57%	112
Investments	4,331	8.94%	3,966	11.02%	123
Maps/Map Directions	7,296	15.06%	6,542	18.17%	121
News	9,138	18.86%	7,640	21.22%	113
Online Classifieds	3,991	8.24%	3,962	11.01%	134
Online Dating	3,550	7.33%	2,697	7.49%	102
Real Estate	3,667	7.57%	3,179	8.83%	117
Sports	5,181	10.70%	4,258	11.83%	111
Travel/Tourism	6,068	12.53%	5,395	14.99%	120
Weather	6,311	13.03%	5,464	15.18%	117
Other	3,516	7.26%	2,299	6.39%	88
<b>Online Activities by Device Past Month - Computer</b>					
Access/Read Magazine or Newspaper	22,826	47.12%	18,319	50.89%	108
Access News Websites	27,097	55.93%	22,143	61.51%	110
Career/Job Search	20,997	43.34%	15,324	42.57%	98
Clip Mobile Coupon	14,201	29.31%	9,671	26.87%	92
Download Apps	13,419	27.70%	9,061	25.17%	91
E-mail	34,875	71.99%	28,043	77.90%	108
Gambling	12,701	26.22%	9,306	25.85%	99
Games	16,846	34.77%	12,093	33.60%	97
Instant Messaging	14,788	30.52%	10,515	29.21%	96
Listen to radio/podcast	17,556	36.24%	11,749	32.64%	90
Music Streaming	17,142	35.38%	12,898	35.83%	101
Online Shopping	24,578	50.73%	19,037	52.88%	104
Read E-books/Listened to Audiobooks	10,449	21.57%	8,040	22.33%	104
Search	29,489	60.87%	22,738	63.16%	104
Social Media (e.g. Facebook, Twitter, Pinterest, Instagram, etc.)	26,935	55.60%	19,706	54.74%	98
Text Messaging	9,817	20.26%	8,137	22.60%	112
Watched Long Form Videos	17,782	36.71%	13,818	38.39%	105
Watched Short Form Videos	18,933	39.08%	15,298	42.50%	109
Watched TV	21,276	43.92%	14,107	39.19%	89
Watched YouTube	26,672	55.05%	19,749	54.86%	100
Other	10,332	21.33%	7,420	20.61%	97
<b>Online Activities by Device Past Month - Mobile Phone</b>					
Access/Read Magazine or Newspaper	11,998	24.77%	8,155	22.66%	91



Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Access News Websites	21,083	43.52%	14,352	39.87%	92
Career/Job Search	6,925	14.29%	4,381	12.17%	85
Clip Mobile Coupon	8,244	17.02%	5,759	16.00%	94
Download Apps	18,289	37.75%	14,216	39.49%	105
E-mail	26,512	54.72%	18,971	52.70%	96
Gambling	4,421	9.13%	3,248	9.02%	99
Games	14,060	29.02%	8,638	24.00%	83
Instant Messaging	24,571	50.72%	17,906	49.74%	98
Listen to radio/podcast	12,137	25.05%	7,870	21.86%	87
Music Streaming	13,237	27.32%	7,998	22.22%	81
Online Shopping	9,547	19.71%	6,130	17.03%	86
Read E-books/Listened to Audiobooks	8,057	16.63%	5,447	15.13%	91
Search	20,631	42.59%	17,045	47.35%	111
Social Media (e.g. Facebook, Twitter, Pinterest, Instagram, etc.)	23,244	47.98%	15,620	43.39%	90
Text Messaging	30,978	63.94%	21,182	58.84%	92
Watched Long Form Videos	8,423	17.39%	5,138	14.27%	82
Watched Short Form Videos	14,787	30.52%	9,506	26.41%	87
Watched TV	7,028	14.51%	6,439	17.89%	123
Watched YouTube	16,796	34.67%	11,442	31.79%	92
Other	6,694	13.82%	5,554	15.43%	112
<b>Online Activities by Device Past Month - Tablet</b>					
Access/Read Magazine or Newspaper	8,747	18.05%	7,440	20.67%	115
Access News Websites	9,848	20.33%	8,394	23.32%	115
Career/Job Search	6,573	13.57%	4,208	11.69%	86
Clip Mobile Coupon	4,577	9.45%	3,283	9.12%	97
Download Apps	8,452	17.45%	6,455	17.93%	103
E-mail	12,212	25.21%	10,551	29.31%	116
Gambling	4,774	9.85%	3,770	10.47%	106
Games	8,560	17.67%	6,616	18.38%	104
Instant Messaging	6,468	13.35%	4,361	12.12%	91
Listen to radio/podcast	4,289	8.85%	4,173	11.59%	131
Music Streaming	6,596	13.62%	5,571	15.48%	114
Online Shopping	6,784	14.00%	5,543	15.40%	110
Read E-books/Listened to Audiobooks	8,123	16.77%	5,675	15.77%	94
Search	12,152	25.08%	9,659	26.83%	107
Social Media (e.g. Facebook, Twitter, Pinterest, Instagram, etc.)	10,006	20.65%	8,148	22.63%	110
Text Messaging	3,916	8.08%	3,667	10.19%	126
Watched Long Form Videos	4,772	9.85%	3,251	9.03%	92
Watched Short Form Videos	6,528	13.47%	4,343	12.06%	90
Watched TV	6,667	13.76%	5,481	15.23%	111
Watched YouTube	10,097	20.84%	8,547	23.74%	114
Other	3,900	8.05%	2,678	7.44%	92
<b>Simultaneous Activities While on Internet</b>					
Watch Television	25,360	52.35%	17,661	49.06%	94

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Read Magazines	3,962	8.18%	2,743	7.62%	93
Read Daily Newspapers	2,695	5.56%	1,875	5.21%	94
Read Community Newspapers	3,392	7.00%	2,083	5.79%	83
Listen to Conventional Radio	10,558	21.79%	6,421	17.84%	82
Other	4,687	9.68%	3,270	9.08%	94
None	16,140	33.32%	13,288	36.91%	111
<b>Service Provider - Type of Access Hhld has</b>					
Cable service	33,295	68.72%	23,991	66.65%	97
Phone Land Line	10,559	21.80%	8,363	23.23%	107
Fiber Optic	12,164	25.11%	9,066	25.19%	100
Mobile Device	11,291	23.31%	7,511	20.86%	89
Internet Stick	1,683	3.47%	1,760	4.89%	141
<b>Online Purchase Made Past Year</b>	<b>33,397</b>	<b>68.94%</b>	<b>25,710</b>	<b>71.42%</b>	<b>104</b>
<b>Online Purchase - Kinds Past Month</b>					
Books	14,504	29.94%	11,812	32.81%	110
Clothing/Footwear	12,215	25.21%	8,783	24.40%	97
Computer Hardware/Software	5,947	12.28%	4,655	12.93%	105
Cosmetics/Skin Care	4,600	9.49%	3,599	10.00%	105
Grocery	3,930	8.11%	1,666	4.63%	57
Home Electronics	5,680	11.73%	5,279	14.66%	125
Home Furnishings	3,156	6.51%	3,019	8.39%	129
Movies	3,546	7.32%	3,525	9.79%	134
Music	5,037	10.40%	3,188	8.86%	85
Sports Equipment	2,227	4.60%	1,892	5.26%	114
Tickets - Concert	8,115	16.75%	6,405	17.79%	106
Tickets - Movie	6,585	13.59%	5,062	14.06%	103
Tickets - Sporting Events	2,110	4.36%	2,804	7.79%	179
Tickets - Theatre	3,731	7.70%	4,106	11.41%	148
Toys/Games	3,386	6.99%	2,119	5.89%	84
Travel	5,600	11.56%	5,817	16.16%	140
Video Games	3,195	6.59%	1,575	4.37%	66
<b>Online Purchase - \$ Spent Past Month</b>					
\$1-100	13,631	28.14%	9,219	25.61%	91
\$101-250	9,261	19.12%	6,369	17.69%	93
\$251-400	5,149	10.63%	4,816	13.38%	126
\$401-1,000	2,996	6.19%	2,573	7.15%	116
\$1,001+	2,359	4.87%	2,733	7.59%	156
<b>Online Purchase - Payment Method Used</b>					
Credit Card	27,811	57.41%	21,964	61.02%	106
Debit Card	3,694	7.63%	2,700	7.50%	98
E-Transfer	2,892	5.97%	1,892	5.26%	88
Mobile Wallet	234	0.48%	126	0.35%	73
PayPal	13,237	27.32%	10,292	28.59%	105
Other	1,939	4.00%	1,080	3.00%	75

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Online Purchase - from Canadian Websites Past Year</b>					
amazon.ca	21,938	45.28%	17,910	49.75%	110
canadiantire.ca	1,736	3.58%	1,763	4.90%	137
chapters.indigo.ca	5,111	10.55%	3,797	10.55%	100
ebay.ca	6,197	12.79%	4,415	12.26%	96
factorydirect.ca	57	0.12%	36	0.10%	83
groupon.com	4,195	8.66%	2,440	6.78%	78
hbc.com	2,181	4.50%	1,454	4.04%	90
homedepot.ca	1,361	2.81%	1,671	4.64%	165
shop.ca	300	0.62%	162	0.45%	73
tigerdirect.ca	273	0.56%	286	0.79%	141
tuango.ca	0	0.00%	0	0.00%	
vieurbaine.ca	0	0.00%	0	0.00%	
walmart.ca	2,672	5.52%	1,771	4.92%	89
wayfair.ca	2,175	4.49%	1,711	4.75%	106
well.ca	815	1.68%	352	0.98%	58
Any Other Canadian Website	8,096	16.71%	6,183	17.18%	103
<b>Electronics/Wearables - Owned</b>					
Portable Gaming Console	5,123	19.36%	3,240	18.46%	95
Fitness Band (e.g. Fitbit, Jawbone Up, etc.)	4,019	15.19%	3,564	20.30%	134
Smart Watch (e.g. Apple watch, Samsung Galaxy gear, etc.)	1,483	5.60%	1,355	7.72%	138
Smart TV (a TV that can access and surf the Internet)	7,625	28.82%	5,324	30.33%	105
TV that is not a Smart TV	12,514	47.30%	8,127	46.30%	98
AR/VR Headsets	850	3.21%	586	3.34%	104
<b>Electronics/Wearables - Used to Access Internet Past Month</b>					
Portable Gaming Console	3,572	7.37%	2,261	6.28%	85
Smart Watch (e.g. Apple watch, Samsung Galaxy gear, etc.)	1,157	2.39%	1,049	2.91%	122
Smart TV (a TV that can access and surf the Internet)	8,761	18.08%	6,258	17.39%	96
AR/VR Headsets	262	0.54%	163	0.45%	83
<b>Views on Internet - In the online world, I can better express my feelings</b>					
Any Agree	8,279	17.09%	5,588	15.52%	91
Completely Agree 5	3,019	6.23%	1,703	4.73%	76
<b>Views on Internet - The Internet improves the relationships I have with other people</b>					
Any Agree	14,946	30.85%	11,353	31.54%	102
Completely Agree 5	4,548	9.39%	3,304	9.18%	98
<b>Views on Internet - Life without the Internet would be a lot less fun</b>					
Any Agree	24,113	49.77%	17,790	49.42%	99
Completely Agree 5	10,072	20.79%	7,848	21.80%	105
<b>Views on Internet - I am concerned about data protection and privacy in the Internet</b>					
Any Agree	34,898	72.03%	25,690	71.37%	99
Completely Agree 5	23,026	47.53%	16,692	46.37%	98
<b>Views on Internet - I can't imagine a life without the Internet anymore</b>					
Any Agree	27,392	56.54%	19,949	55.42%	98
Completely Agree 5	15,824	32.66%	11,249	31.25%	96

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Views on Internet - I often watch TV while surfing the net</b>					
Any Agree	18,712	38.62%	12,920	35.89%	93
Completely Agree 5	9,631	19.88%	6,473	17.98%	90
<b>Views on Internet - Internet allows freedom of expression</b>					
Any Agree	19,123	39.47%	13,813	38.37%	97
Completely Agree 5	5,338	11.02%	3,672	10.20%	93
<b>Views on Internet - Internet enables me to belong and be accepted by my friends</b>					
Any Agree	6,360	13.13%	4,311	11.98%	91
Completely Agree 5	2,417	4.99%	1,678	4.66%	93
<b>Views on Internet - Internet provides a personal space</b>					
Any Agree	13,054	26.95%	7,707	21.41%	79
Completely Agree 5	5,298	10.94%	3,300	9.17%	84
<b>Views on Internet - Internet allows me to stand out and be different</b>					
Any Agree	6,677	13.78%	4,011	11.14%	81
Completely Agree 5	2,200	4.54%	1,325	3.68%	81
<b>Views on Internet - Internet helps me connect with other like-minded individuals</b>					
Any Agree	18,055	37.27%	11,804	32.79%	88
Completely Agree 5	6,275	12.95%	3,513	9.76%	75
<b>Digital Lifestyle Segments</b>					
Functional	17,274	35.66%	15,122	42.01%	118
Connector	5,234	10.80%	4,095	11.38%	105
Observer	15,002	30.97%	9,831	27.31%	88
Leader	10,937	22.58%	6,950	19.31%	86
<b>Personally Have Mobile Phone</b>					
44,130 91.09% 33,110 91.98% 101					
<b>Mobile Phone - Type of Plan Have</b>					
With Data	31,584	65.19%	22,690	63.03%	97
Without Data	12,546	25.90%	10,420	28.95%	112
<b>Mobile Phone - Type of Payment</b>					
Prepaid (Pay As You Go)	6,712	13.85%	5,851	16.25%	117
Monthly	35,092	72.44%	25,498	70.83%	98
Bundled with Other Internet TV Or Telephone Services	4,448	9.18%	3,066	8.52%	93
<b>Mobile Phone - \$ Personally Spent Per Month</b>					
Less Than \$25	7,942	16.39%	7,013	19.48%	119
\$26-\$50	12,428	25.65%	10,588	29.41%	115
\$51-\$75	11,942	24.65%	8,413	23.37%	95
\$76-\$100	6,681	13.79%	4,520	12.56%	91
More Than \$100	5,136	10.60%	2,576	7.16%	68
<b>Mobile Phone - Primarily Used for Past Month</b>					
Personal	32,337	66.75%	23,632	65.65%	98
Business	687	1.42%	710	1.97%	139
Personal and Business Equally	11,184	23.09%	8,696	24.16%	105

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.