

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and up</b>	50,414		37,961		
<b>Used Video Rental and Purchase Services in the Past Month</b>					
Rented or purchased past month: DVD retail store locations (e.g. SuperClub Videotron)	842	1.67%	550	1.45%	87
Rented or purchased past month: iTunes	2,422	4.81%	1,753	4.62%	96
Rented or purchased past month: Other online video rental service (e.g. Cineplex)	1,295	2.57%	912	2.40%	93
Rented or purchased past month: Pay per view via cable/satellite/fibre optic	5,193	10.30%	3,839	10.11%	98
Have a paid media service subscription (e.g. Netflix)	24,896	49.38%	17,934	47.24%	96
<b>Time Spend Viewing Average Week</b>					
Spend viewing Crave TV: 1-59 minutes	340	0.67%	137	0.36%	54
Spend viewing Crave TV: 1-2 hours	869	1.72%	642	1.69%	98
Spend viewing Crave TV: 3 hours or more	710	1.41%	441	1.16%	82
Spend viewing Facebook videos: 1-59 minutes	6,301	12.50%	4,322	11.38%	91
Spend viewing Facebook videos: 1-2 hours	1,723	3.42%	974	2.57%	75
Spend viewing Facebook videos: 3 hours or more	1,148	2.28%	843	2.22%	97
Spend viewing illico: 1-59 minutes	61	0.12%	297	0.78%	650
Spend viewing illico: 1-2 hours	47	0.09%	223	0.59%	656
Spend viewing illico: 3 hours or more	217	0.43%	1,057	2.78%	647
Spend viewing Netflix: 1-59 minutes	4,001	7.94%	3,294	8.68%	109
Spend viewing Netflix: 1-2 hours	8,867	17.59%	5,936	15.64%	89
Spend viewing Netflix: 3 hours or more	13,977	27.72%	8,652	22.79%	82
Spend viewing TV websites: 1-59 minutes	1,270	2.52%	732	1.93%	77
Spend viewing TV websites: 1-2 hours	1,061	2.11%	692	1.82%	86
Spend viewing TV websites: 3 hours or more	2,152	4.27%	1,477	3.89%	91
Spend viewing video-on-demand cable providers: 1-59 minutes	975	1.94%	679	1.79%	92
Spend viewing video-on-demand cable providers: 1-2 hours	3,184	6.32%	2,202	5.80%	92
Spend viewing video-on-demand cable providers: 3 hours or more	1,858	3.69%	1,198	3.16%	86
Spend viewing YouTube: 1-59 minutes	7,322	14.52%	5,171	13.62%	94
Spend viewing YouTube: 1-2 hours	4,061	8.06%	2,267	5.97%	74
Spend viewing YouTube: 3 hours or more	5,391	10.69%	3,207	8.45%	79
Spend viewing Other services: 1-59 minutes	516	1.02%	340	0.90%	88
Spend viewing Other services: 1-2 hours	1,430	2.84%	868	2.29%	81
Spend viewing Other services: 3 hours or more	2,046	4.06%	1,411	3.72%	92

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.