

| Attribute | Benchmark North Vancouver (CSD/CY, BC) | | West Vancouver (CSD/DM, BC) | | |
|---|--|---------|--------------------------------|---------|-------|
| | Value | Percent | Value | Percent | Index |
| Population of Age 15 and Up | 51,426 | | 39,463 | | |
| Used Video Rental and Purchase Services in the Past Month | | | | | |
| Rented or purchased past month: DVD retail store locations (e.g. SuperClub Videotron) | 291 | 0.57% | 181 | 0.46% | 81 |
| Rented or purchased past month: iTunes | 3,213 | 6.25% | 2,295 | 5.82% | 93 |
| Rented or purchased past month: Other online video rental service (e.g. Cineplex) | 1,500 | 2.92% | 1,021 | 2.59% | 89 |
| Rented or purchased past month: Pay per view via cable/satellite/fibre optic | 5,695 | 11.07% | 4,562 | 11.56% | 104 |
| Have a paid media service subscription (e.g. Netflix) | 30,714 | 59.73% | 22,520 | 57.07% | 96 |
| Time Spend Viewing Average Week | | | | | |
| Spend viewing Amazon Prime Video: 1-59 minutes | 1,888 | 3.67% | 1,295 | 3.28% | 89 |
| Spend viewing Amazon Prime Video: 1-2 hours | 1,958 | 3.81% | 1,347 | 3.41% | 90 |
| Spend viewing Amazon Prime Video: 3 hours or more | 1,453 | 2.83% | 1,102 | 2.79% | 99 |
| Spend viewing illico: 1-59 minutes | 385 | 0.75% | 310 | 0.79% | 105 |
| Spend viewing illico: 1-2 hours | 587 | 1.14% | 394 | 1.00% | 88 |
| Spend viewing illico: 3 hours or more | 602 | 1.17% | 505 | 1.28% | 109 |
| Spend viewing Crave TV: 1-59 minutes | 1,208 | 2.35% | 806 | 2.04% | 87 |
| Spend viewing Crave TV: 1-2 hours | 2,403 | 4.67% | 1,489 | 3.77% | 81 |
| Spend viewing Crave TV: 3 hours or more | 2,031 | 3.95% | 1,397 | 3.54% | 90 |
| Spend viewing Facebook videos: 1-59 minutes | 4,663 | 9.07% | 3,215 | 8.15% | 90 |
| Spend viewing Facebook videos: 1-2 hours | 1,509 | 2.94% | 784 | 1.99% | 68 |
| Spend viewing Facebook videos: 3 hours or more | 869 | 1.69% | 541 | 1.37% | 81 |
| Spend viewing Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): 1-59 minutes | 452 | 0.88% | 361 | 0.91% | 103 |
| Spend viewing Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): 1-2 hours | 1,461 | 2.84% | 1,078 | 2.73% | 96 |
| Spend viewing Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): 3 hours or more | 5,878 | 11.43% | 4,396 | 11.14% | 97 |
| Spend viewing Netflix: 1-59 minutes | 3,923 | 7.63% | 3,335 | 8.45% | 111 |
| Spend viewing Netflix: 1-2 hours | 10,238 | 19.91% | 7,220 | 18.30% | 92 |
| Spend viewing Netflix: 3 hours or more | 17,224 | 33.49% | 11,791 | 29.88% | 89 |
| Spend viewing Tou.tv: 1-59 minutes | 126 | 0.25% | 88 | 0.22% | 88 |
| Spend viewing Tou.tv: 1-2 hours | 48 | 0.09% | 31 | 0.08% | 89 |
| Spend viewing Tou.tv: 3 hours or more | 30 | 0.06% | 22 | 0.06% | 100 |
| Spend viewing TV websites: 1-59 minutes | 802 | 1.56% | 595 | 1.51% | 97 |
| Spend viewing TV websites: 1-2 hours | 974 | 1.89% | 659 | 1.67% | 88 |
| Spend viewing TV websites: 3 hours or more | 904 | 1.76% | 496 | 1.26% | 72 |
| Spend viewing video-on-demand cable providers: 1-59 minutes | 1,132 | 2.20% | 949 | 2.41% | 110 |
| Spend viewing video-on-demand cable providers: 1-2 hours | 2,520 | 4.90% | 1,677 | 4.25% | 87 |
| Spend viewing video-on-demand cable providers: 3 hours or more | 1,479 | 2.88% | 1,156 | 2.93% | 102 |
| Spend viewing YouTube: 1-59 minutes | 5,452 | 10.60% | 3,907 | 9.90% | 93 |
| Spend viewing YouTube: 1-2 hours | 4,337 | 8.43% | 2,814 | 7.13% | 85 |

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| Spend viewing YouTube: 3 hours or more | 5,549 | 10.79% | 3,683 | 9.33% | 86 |
| Spend viewing Other services: 1-59 minutes | 256 | 0.50% | 179 | 0.45% | 90 |
| Spend viewing Other services: 1-2 hours | 679 | 1.32% | 423 | 1.07% | 81 |
| Spend viewing Other services: 3 hours or more | 1,816 | 3.53% | 1,397 | 3.54% | 100 |

| Index | Description |
|----------------|----------------|
| >=180 | Extremely High |
| >=110 and <180 | High |
| >=90 and <110 | Similar |
| >=50 and <90 | Lower |
| <50 | Extremely Low |

Powered By: PolarisIntelligence.com

Data Source: Manifold Data Mining Inc.

This report is based on consumer demographic and behaviour 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.