

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	57,379		41,761		
<b>Have Internet Access</b>					
Have internet access from any location: Yes	53,824	93.81%	39,108	93.65%	100
Connected to internet yesterday: Yes	50,879	88.67%	37,325	89.38%	101
Accessed internet in the past 7 days: Yes	53,082	92.51%	38,328	91.78%	99
Accessed internet in the past 7 days: Less than 5 hours	1,038	1.81%	1,071	2.57%	142
Accessed internet in the past 7 days: 5 to 10 hours	2,832	4.94%	2,972	7.12%	144
Accessed internet in the past 7 days: 10 to 15 hours	3,589	6.26%	2,835	6.79%	108
Accessed internet in the past 7 days: 15 to 25 hours	9,385	16.36%	8,164	19.55%	119
Accessed internet in the past 7 days: More than 25 hours	36,955	64.41%	24,054	57.60%	89
<b>Internet Access through</b>					
Internet access: ADSL/DSL/Fibre optic (e.g. Bell Fibe/Telus high speed)	24,211	42.20%	17,809	42.65%	101
Internet access: Cable high speed (e.g. Rogers/Shaw/Cogeco high speed)	23,008	40.10%	16,645	39.86%	99
Internet access: Mobile broadband modem or data stick	600	1.05%	517	1.24%	118
Internet access: Other type of Internet access (e.g. Satellite, ISDN, dial-up)	414	0.72%	1,061	2.54%	353
Internet access: Don't know	4,593	8.01%	2,591	6.21%	78
Internet access: None, don't have Internet access at home	973	1.70%	563	1.35%	79
<b>Internet Activities Past 7 Days - Audio</b>					
Download music/MP3 files (free or paid)	8,875	15.47%	6,071	14.54%	94
Listen to a podcast	11,447	19.95%	7,142	17.10%	86
Listen to a radio broadcast via streaming audio	6,239	10.87%	3,865	9.26%	85
Listen to Internet-only music service (free) (e.g. Spotify)	11,801	20.57%	7,059	16.90%	82
Listen to Internet-only music service (paid) (e.g. Tidal)	7,880	13.73%	4,629	11.09%	81
Listen to music via streaming video service (e.g. YouTube)	14,915	25.99%	7,239	17.34%	67
<b>Internet Activities Past 7 Days - Video</b>					
Download any video content (free or paid)	7,524	13.11%	5,395	12.92%	99
Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	23,176	40.39%	14,786	35.41%	88
Watch a TV broadcast via streaming video	5,513	9.61%	3,404	8.15%	85
Watch free streaming music videos(e.g. YouTube, Vevo)	20,398	35.55%	12,547	30.05%	85
Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	2,525	4.40%	1,432	3.43%	78
Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	19,261	33.57%	12,028	28.80%	86
<b>Internet Activities Past 7 Days - Social</b>					
Participate in an online social network (e.g. Facebook, Twitter)	30,106	52.47%	17,908	42.88%	82
Participate in an online video conference for business or personal	22,605	39.40%	15,320	36.69%	93
Share/refer/link friends or people you know to a website or an article	15,758	27.46%	10,233	24.50%	89
Click on an internet advertisement	8,619	15.02%	5,963	14.28%	95

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Enter online contests	4,647	8.10%	3,057	7.32%	90
Internet search - business, services, products	30,878	53.81%	21,770	52.13%	97
Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	6,734	11.74%	3,776	9.04%	77
Play/download online games	17,033	29.69%	10,237	24.51%	83
Send/receive a text/instant message	39,129	68.19%	27,781	66.53%	98
Send/receive email	41,763	72.78%	29,708	71.14%	98
Take pictures/video	31,651	55.16%	21,506	51.50%	93
Use ad blocking software	12,294	21.43%	7,766	18.60%	87
Use Apps	29,538	51.48%	18,955	45.39%	88
Use maps/directions service (e.g. Google maps)	31,648	55.16%	22,263	53.31%	97
Use online telephone directory to locate phone number/address	9,667	16.85%	7,100	17.00%	101
<b>Internet Activities Past 7 Days - Shopping/Services</b>					
Compare products/prices while shopping	19,165	33.40%	12,341	29.55%	88
Consult consumer reviews	14,689	25.60%	9,725	23.29%	91
Do banking/pay bills online	35,107	61.18%	24,338	58.28%	95
Download/print discount coupon	3,954	6.89%	2,492	5.97%	87
Purchase group deal (e.g. Groupon, WagJag)	302	0.53%	214	0.51%	96
Purchase products or services	18,022	31.41%	12,505	29.94%	95
Receive store offers by SMS	3,189	5.56%	2,089	5.00%	90
Research products/services you might like to try or buy	19,003	33.12%	13,312	31.88%	96
Scan mobile tagging barcode/QR	9,280	16.17%	5,085	12.18%	75
<b>Internet Activities Past 7 Days - Content</b>					
Access a news site	23,909	41.67%	15,869	38.00%	91
Access a radio station's website	5,519	9.62%	2,986	7.15%	74
Access a TV station's website	5,264	9.17%	3,169	7.59%	83
Access automotive news	1,881	3.28%	1,612	3.86%	118
Access celebrity gossip content	4,834	8.43%	2,827	6.77%	80
Access fashion or beauty-related	4,712	8.21%	3,164	7.58%	92
Access food/recipes content	17,678	30.81%	12,275	29.39%	95
Access health-related	11,373	19.82%	8,188	19.61%	99
Access home furnishings/decor-related	6,261	10.91%	3,538	8.47%	78
Access professional sports	5,515	9.61%	4,122	9.87%	103
Access real estate listings/sites	8,193	14.28%	5,978	14.31%	100
Access restaurant guides/reviews	11,306	19.70%	7,832	18.75%	95
Access travel content	6,008	10.47%	4,799	11.49%	110
Read or look into online magazines	4,162	7.25%	2,815	6.74%	93
Read or look into online newspapers	10,028	17.48%	7,517	18.00%	103
<b>Internet Activities - Using Mobile Phone - Audio</b>					
Mobile phone - Download music/MP3 files (free or paid)	6,351	11.07%	4,367	10.46%	94
Mobile phone - Listen to a podcast	9,511	16.58%	5,717	13.69%	83
Mobile phone - Listen to a radio broadcast via streaming audio	3,945	6.88%	2,328	5.57%	81

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Mobile phone - Listen to Internet-only music service (free) (e.g. Spotify)	8,328	14.51%	4,901	11.74%	81
Mobile phone - Listen to Internet-only music service (paid) (e.g. Tidal)	7,332	12.78%	4,183	10.02%	78
Mobile phone - Listen to music via streaming video service (e.g. YouTube)	8,713	15.19%	4,256	10.19%	67
<b>Internet Activities - Using Mobile phone - Video</b>					
Mobile phone - Download any video content (free or paid)	3,506	6.11%	2,317	5.55%	91
Mobile phone - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	10,082	17.57%	7,025	16.82%	96
Mobile phone - Watch a TV broadcast via streaming video	1,844	3.21%	975	2.34%	73
Mobile phone - Watch free streaming music videos(e.g. YouTube, Vevo)	12,510	21.80%	7,591	18.18%	83
Mobile phone - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	1,388	2.42%	654	1.57%	65
Mobile phone - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	11,783	20.54%	7,107	17.02%	83
<b>Internet Activities - Using Mobile phone - Social</b>					
Mobile phone - Participate in an online social network (e.g. Facebook, Twitter)	23,291	40.59%	13,105	31.38%	77
Mobile phone - Participate in an online video conference conference for business or personal	6,125	10.68%	3,660	8.76%	82
Mobile phone - Share/refer/link friends or people you know to a website or an article	11,582	20.19%	6,916	16.56%	82
Mobile phone - Click on an Internet advertisement	5,594	9.75%	3,656	8.76%	90
Mobile phone - Enter online contests	2,204	3.84%	1,228	2.94%	77
Mobile phone - Internet search - business, services, products	20,108	35.04%	12,964	31.04%	89
Mobile phone - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	3,209	5.59%	1,658	3.97%	71
Mobile phone - Play/download online games	9,133	15.92%	5,013	12.00%	75
Mobile phone - Send/receive a text/instant message	36,362	63.37%	25,307	60.60%	96
Mobile phone - Send/receive email	31,026	54.07%	20,743	49.67%	92
Mobile phone - Take pictures/video	30,165	52.57%	20,482	49.05%	93
Mobile phone - Use ad blocking software	4,378	7.63%	2,117	5.07%	66
Mobile phone - Use Apps	26,792	46.69%	16,810	40.25%	86
Mobile phone - Use maps/directions service (e.g. Google maps)	26,086	45.46%	18,085	43.31%	95
Mobile phone - Use online telephone directory to locate phone number/address	5,796	10.10%	3,590	8.60%	85
<b>Internet Activities - Using Mobile phone - Shopping/Services</b>					
Mobile phone - Compare products/prices while shopping	11,752	20.48%	6,719	16.09%	79
Mobile phone - Consult consumer reviews	8,638	15.06%	4,770	11.42%	76
Mobile phone - Do banking/pay bills online	17,537	30.56%	10,171	24.35%	80
Mobile phone - Download/print discount coupon	2,490	4.34%	1,457	3.49%	80

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Mobile phone - Purchase group deal (e.g. Groupon, WagJag)	184	0.32%	56	0.14%	44
Mobile phone - Purchase products or services	10,082	17.57%	6,033	14.45%	82
Mobile phone - Receive store offers by SMS	2,899	5.05%	1,940	4.65%	92
Mobile phone - Research products/services you might like to try or buy	11,320	19.73%	6,639	15.90%	81
Mobile phone - Scan mobile tagging barcode/QR	9,090	15.84%	5,120	12.26%	77
<b>Internet Activities - Using Mobile phone - Content</b>					
Mobile phone - Access a news site	15,279	26.63%	9,836	23.55%	88
Mobile phone - Access a radio station's website	3,371	5.88%	1,988	4.76%	81
Mobile phone - Access a TV station's website	1,676	2.92%	814	1.95%	67
Mobile phone - Access automotive news	996	1.74%	941	2.25%	129
Mobile phone - Access celebrity gossip content	3,579	6.24%	1,760	4.21%	67
Mobile phone - Access fashion or beauty-related	3,253	5.67%	2,375	5.69%	100
Mobile phone - Access food/recipes content	10,395	18.12%	5,915	14.16%	78
Mobile phone - Access health-related	6,541	11.40%	3,773	9.04%	79
Mobile phone - Access home furnishings/decor-related	3,970	6.92%	2,103	5.04%	73
Mobile phone - Access professional sports	3,352	5.84%	2,166	5.19%	89
Mobile phone - Access real estate listings/sites	4,641	8.09%	2,991	7.16%	89
Mobile phone - Access restaurant guides/reviews	7,541	13.14%	4,798	11.49%	87
Mobile phone - Access travel content	3,602	6.28%	2,097	5.02%	80
Mobile phone - Read or look into online magazines	1,921	3.35%	1,450	3.47%	104
Mobile phone - Read or look into online newspapers	6,061	10.56%	4,080	9.77%	93
<b>Internet Activities - Using Tablet/e-Reader - Audio</b>					
Tablet - Download music/MP3 files (free or paid)	432	0.75%	251	0.60%	80
Tablet - Listen to a podcast	781	1.36%	614	1.47%	108
Tablet - Listen to a radio broadcast via streaming audio	625	1.09%	568	1.36%	125
Tablet - Listen to Internet-only music service (free) (e.g. Spotify)	1,548	2.70%	729	1.75%	65
Tablet - Listen to Internet-only music service (paid) (e.g. Tidal)	522	0.91%	299	0.72%	79
Tablet - Listen to music via streaming video service (e.g. YouTube, Vevo)	1,344	2.34%	1,056	2.53%	108
<b>Internet Activities - Using Tablet/e-Reader - Video</b>					
Tablet - Download any video content (free or paid)	1,027	1.79%	799	1.91%	107
Tablet - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	5,815	10.13%	3,388	8.11%	80
Tablet - Watch a TV broadcast via streaming video	1,229	2.14%	656	1.57%	73
Tablet - Watch free streaming music videos(e.g. YouTube, Vevo)	3,528	6.15%	2,466	5.91%	96
Tablet - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	79	0.14%	65	0.15%	107
Tablet - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	3,622	6.31%	2,659	6.37%	101
<b>Internet Activities - Using Tablet/e-Reader - Social</b>					
Tablet - Participate in an online social network (e.g. Facebook, Twitter)	4,975	8.67%	3,565	8.54%	99

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Tablet - Participate in an online video conference for business or personal (e.g. Zoom, Teams, FaceTime)	3,133	5.46%	2,662	6.38%	117
Tablet - Share/refer/link friends or people you know to a website or an article	1,142	1.99%	1,038	2.49%	125
Tablet - Click on an Internet advertisement	1,215	2.12%	948	2.27%	107
Tablet - Enter online contests	466	0.81%	401	0.96%	119
Tablet - Internet search - business, services, products	4,665	8.13%	4,031	9.65%	119
Tablet - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	536	0.93%	277	0.66%	71
Tablet - Play/download online games	3,424	5.97%	2,455	5.88%	98
Tablet - Send/receive a text/instant message	4,488	7.82%	3,658	8.76%	112
Tablet - Send/receive email	7,757	13.52%	6,637	15.89%	118
Tablet - Take pictures/video	2,693	4.69%	2,270	5.44%	116
Tablet - Use ad blocking software	1,050	1.83%	471	1.13%	62
Tablet - Use Apps	6,838	11.92%	4,865	11.65%	98
Tablet - Use maps/directions service (e.g. Google maps)	2,831	4.93%	2,297	5.50%	112
Tablet - Use online telephone directory to locate phone number/address	618	1.08%	674	1.61%	149
<b>Internet Activities - Using Tablet/e-Reader - Shopping/Services</b>					
Tablet - Compare products/prices while shopping	2,862	4.99%	1,943	4.65%	93
Tablet - Consult consumer reviews	3,085	5.38%	2,070	4.96%	92
Tablet - Do banking/pay bills online	4,008	6.99%	2,833	6.78%	97
Tablet - Download/print discount coupon	167	0.29%	226	0.54%	186
Tablet - Purchase products or services	1,998	3.48%	1,364	3.27%	94
Tablet - Receive store offers by SMS	275	0.48%	164	0.39%	81
Tablet - Research products/services you might like to try or buy	3,344	5.83%	2,808	6.73%	115
Tablet - Scan mobile tagging barcode/QR	362	0.63%	197	0.47%	75
<b>Internet Activities - Using Tablet/e-Reader - Content</b>					
Tablet - Access a news site	4,752	8.28%	3,366	8.06%	97
Tablet - Access a radio station's website	842	1.47%	546	1.31%	89
Tablet - Access a TV station's website	894	1.56%	630	1.51%	97
Tablet - Access automotive news	347	0.61%	337	0.81%	133
Tablet - Access celebrity gossip content	549	0.96%	562	1.35%	141
Tablet - Access fashion or beauty-related	517	0.90%	377	0.90%	100
Tablet - Access food/recipes content	3,475	6.06%	2,867	6.87%	113
Tablet - Access health-related	1,587	2.77%	1,343	3.22%	116
Tablet - Access home furnishings/decor-related	1,081	1.88%	631	1.51%	80
Tablet - Access professional sports	902	1.57%	709	1.70%	108
Tablet - Access real estate listings/sites	1,164	2.03%	921	2.21%	109
Tablet - Access restaurant guides/reviews	1,418	2.47%	1,388	3.32%	134
Tablet - Access travel content	1,402	2.44%	1,360	3.26%	134
Tablet - Read or look into online magazines	951	1.66%	769	1.84%	111
Tablet - Read or look into online newspapers	2,144	3.74%	1,795	4.30%	115

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<b>Internet Activities - Using PC/laptop - Audio</b>					
PC - Download music/MP3 files (free or paid)	4,499	7.84%	3,262	7.81%	100
PC - Listen to a podcast	3,460	6.03%	2,193	5.25%	87
PC - Listen to a radio broadcast via streaming audio	1,902	3.31%	1,200	2.88%	87
PC - Listen to Internet-only music service (paid) (e.g. Tidal)	3,494	6.09%	2,019	4.84%	79
PC - Listen to music via streaming video service (e.g. YouTube, Vevo)	9,571	16.68%	5,040	12.07%	72
<b>Internet Activities - Using PC/laptop - Video</b>					
PC - Download any video content (free or paid)	4,800	8.37%	3,345	8.01%	96
PC - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	14,563	25.38%	9,149	21.91%	86
PC - Watch a TV broadcast via streaming video	3,323	5.79%	2,265	5.42%	94
PC - Watch free streaming music videos(e.g. YouTube, Vevo)	13,791	24.04%	8,434	20.20%	84
PC - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	978	1.71%	428	1.03%	60
PC - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	13,043	22.73%	8,432	20.19%	89
<b>Internet Activities - Using PC/laptop - Social</b>					
PC - Participate in an online social network (e.g. Facebook, Twitter)	14,779	25.76%	8,973	21.49%	83
PC - Participate in an online video conference for business or personal	17,163	29.91%	11,755	28.15%	94
PC - Share/refer/link friends or people you know to a website or an article	9,019	15.72%	6,173	14.78%	94
PC - Click on an Internet advertisement	4,944	8.62%	3,603	8.63%	100
PC - Enter online contests	2,760	4.81%	2,048	4.91%	102
PC - Internet search - business, services, products	24,307	42.36%	17,184	41.15%	97
PC - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	4,041	7.04%	2,364	5.66%	80
PC - Play/download online games	9,071	15.81%	5,427	13.00%	82
PC - Send/receive a text/instant message	10,791	18.81%	7,706	18.45%	98
PC - Send/receive email	32,588	56.79%	23,552	56.40%	99
PC - Take pictures/video	1,946	3.39%	1,026	2.46%	73
PC - Use ad blocking software	11,839	20.63%	7,548	18.08%	88
PC - Use Apps	9,194	16.02%	6,452	15.45%	96
PC - Use maps/directions service (e.g. Google maps)	12,414	21.63%	9,083	21.75%	101
PC - Use online telephone directory to locate phone number/address	5,222	9.10%	4,605	11.03%	121
<b>Internet Activities - Using PC/laptop - Shopping/Services</b>					
PC - Compare products/prices while shopping	11,778	20.53%	8,061	19.30%	94
PC - Consult consumer reviews	9,078	15.82%	6,525	15.63%	99
PC - Do banking/pay bills online	22,891	39.89%	16,946	40.58%	102
PC - Download/print discount coupon	1,864	3.25%	1,379	3.30%	102



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PC - Purchase group deal (e.g. Groupon, WagJag)	86	0.15%	98	0.24%	160
PC - Purchase products or services	11,752	20.48%	8,919	21.36%	104
PC - Receive store offers by SMS	439	0.76%	268	0.64%	84
PC - Research products/services you might like to try or buy	13,241	23.08%	9,424	22.57%	98
PC - Scan mobile tagging barcode/QR	188	0.33%	38	0.09%	27
<b>Internet Activities - Using PC/laptop - Content</b>					
PC - Access a news site	13,529	23.58%	9,465	22.67%	96
PC - Access a radio station's website	2,445	4.26%	1,600	3.83%	90
PC - Access a TV station's website	2,922	5.09%	2,035	4.87%	96
PC - Access automotive news	982	1.71%	806	1.93%	113
PC - Access celebrity gossip content	817	1.42%	730	1.75%	123
PC - Access fashion or beauty-related	2,128	3.71%	1,737	4.16%	112
PC - Access food/recipes content	8,774	15.29%	6,899	16.52%	108
PC - Access health-related	6,800	11.85%	5,605	13.42%	113
PC - Access home furnishings/decor-related	2,665	4.65%	1,585	3.80%	82
PC - Access professional sports	3,796	6.62%	2,608	6.25%	94
PC - Access real estate listings/sites	5,246	9.14%	3,801	9.10%	100
PC - Access restaurant guides/reviews	5,069	8.83%	4,535	10.86%	123
PC - Access travel content	3,865	6.74%	3,385	8.11%	120
PC - Read or look into online magazines	2,340	4.08%	1,529	3.66%	90
PC - Read or look into online newspapers	6,136	10.69%	4,437	10.63%	99
<b>Online Social Networks Used in the Past 7 Days</b>					
Social networks: Facebook	24,371	42.47%	16,546	39.62%	93
Social networks: Instagram	17,014	29.65%	10,924	26.16%	88
Social networks: LinkedIn	8,298	14.46%	5,071	12.14%	84
Social networks: Pinterest	5,131	8.94%	3,346	8.01%	90
Social networks: Reddit	5,788	10.09%	3,028	7.25%	72
Social networks: Snapchat	5,236	9.13%	3,411	8.17%	89
Social networks: TikTok	4,245	7.40%	2,394	5.73%	77
Social networks: Twitter	8,155	14.21%	5,549	13.29%	94
Social networks: Whatsapp	13,343	23.26%	8,827	21.14%	91
Social networks: Online/internet dating sites/apps	1,217	2.12%	591	1.42%	67
Social networks: YouTube videos/channels	24,295	42.34%	16,018	38.36%	91
Social networks: Other	3,676	6.41%	2,388	5.72%	89
<b>Online Yesterday</b>					
Online yesterday: Internet search - business, services, products	36,334	63.32%	25,823	61.84%	98
Online yesterday: Access content (e.g. news, sports, commentary, information, travel, entertainment, etc.)	30,099	52.46%	21,344	51.11%	97
Online yesterday: Participate in a social network (e.g. Facebook, Twitter)	32,688	56.97%	21,384	51.21%	90
Online yesterday: Shop for products/services	21,279	37.09%	14,748	35.32%	95
Online yesterday: Listen to audio (e.g. podcast, radio streaming broadcast)	16,860	29.38%	10,175	24.37%	83

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Online yesterday: Watch a video (e.g. TV streaming broadcast, subscription-based e.g. Netflix, YouTube)	32,273	56.25%	20,310	48.64%	86
Online yesterday: Other activities online	25,101	43.75%	16,317	39.07%	89
<b>Internet Average Weekday Web Access</b>					
Internet weekday access: Never	1,492	2.60%	1,269	3.04%	117
Internet weekday access: Less than 1 day a week	360	0.63%	271	0.65%	103
Internet weekday access: 1 day	88	0.15%	59	0.14%	93
Internet weekday access: 2 days	570	0.99%	543	1.30%	131
Internet weekday access: 3 days	1,040	1.81%	741	1.78%	98
Internet weekday access: 4 days	952	1.66%	833	1.99%	120
Internet weekday access: 5 days	49,320	85.95%	35,398	84.76%	99
<b>Internet Average Weekend Web Access</b>					
Internet weekend access: Never	1,485	2.59%	1,429	3.42%	132
Internet weekend access: Less than 1 day	1,106	1.93%	767	1.84%	95
Internet weekend access: 1 day	2,343	4.08%	2,110	5.05%	124
Internet weekend access: 2 days	48,873	85.18%	34,783	83.29%	98
<b>Internet Time Spent Online Average Day</b>					
Time spent online average day: Did not access	3,613	6.30%	2,681	6.42%	102
Time spent online average day: Less than 1 hour	1,728	3.01%	1,947	4.66%	155
Time spent online average day: 1 to 2 hours	5,133	8.95%	4,414	10.57%	118
Time spent online average day: 2 to 3 hours	6,048	10.54%	5,384	12.89%	122
Time spent online average day: 3 to 4 hours	6,894	12.02%	6,163	14.76%	123
Time spent online average day: More than 4 hours	33,963	59.19%	21,172	50.70%	86
<b>Internet Usage Terciles</b>					
The Internet Terciles: No usage	3,717	6.48%	2,710	6.49%	100
The Internet Terciles: Light	16,687	29.08%	14,359	34.38%	118
The Internet Terciles: Medium	17,053	29.72%	12,547	30.04%	101
The Internet Terciles: Heavy	19,922	34.72%	12,146	29.08%	84
<b>Internet Usage Quintiles</b>					
The Internet Quintiles: No usage	3,697	6.44%	2,661	6.37%	99
The Internet Quintiles: Light	9,591	16.71%	9,097	21.78%	130
The Internet Quintiles: Medium light	10,483	18.27%	8,972	21.48%	118
The Internet Quintiles: Medium	10,024	17.47%	6,824	16.34%	94
The Internet Quintiles: Medium heavy	10,730	18.70%	7,296	17.47%	93
The Internet Quintiles: Heavy	12,855	22.40%	6,911	16.55%	74
<b>Purchase/Intend to Purchase New Technology Products and Services</b>					
5G/LTE Mobile Phones: Intend to buy in the next 2 years	6,269	10.93%	3,493	8.37%	77
5G/LTE Mobile Phones: Already purchased	13,291	23.16%	8,945	21.42%	92
Cloud computing (Internet application and data service): Intend to buy in the next 2 years	295	0.52%	162	0.39%	75
Cloud computing (Internet application and data service): Already purchased	6,725	11.72%	5,152	12.34%	105



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HDTV cable or satellite service or fibre optic : Intend to buy in the next 2 years	938	1.64%	716	1.71%	104
HDTV cable or satellite service or fibre optic : Already purchased	9,406	16.39%	7,564	18.11%	110
Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Intend to buy in the next 2 years	822	1.43%	446	1.07%	75
Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Already purchased	7,847	13.68%	4,558	10.91%	80
Personal video recorder (PVR): Intend to buy in the next 2 years	186	0.32%	144	0.34%	106
Personal video recorder (PVR): Already purchased	7,638	13.31%	7,111	17.03%	128
Smart home appliances (e.g. fridge, security, lighting etc.) : Intend to buy in the next 2 years	1,365	2.38%	628	1.50%	63
Smart home appliances (e.g. fridge, security, lighting etc.) : Already purchased	5,248	9.15%	3,869	9.27%	101
Subscribe to a streaming music service (e.g. Spotify, YouTube Music): Intend to buy in the next 2 years	1,417	2.47%	686	1.64%	66
Subscribe to a streaming music service (e.g. Spotify, Google Play Music): Already purchased	10,578	18.44%	7,163	17.15%	93
Subscription to Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): Intend to buy in the next 2 years	353	0.62%	222	0.53%	85
Subscription to Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): Already purchased	6,167	10.75%	5,425	12.99%	121
Ultra HD TV 4K: Intend to buy in the next 2 years	2,703	4.71%	1,789	4.28%	91
Ultra HD TV 4K: Already purchased	5,303	9.24%	3,771	9.03%	98
Voice-activated smart speakers (e.g. Amazon Alexa, Google Home): Intend to buy in the next 2 years	957	1.67%	727	1.74%	104
Voice-activated smart speakers (e.g. Amazon Alexa, Google Home): Already purchased	6,314	11.01%	4,541	10.87%	99
Wearable devices (e.g. smart watch, virtual reality glasses) : Intend to buy in the next 2 years	2,528	4.41%	2,116	5.07%	115
Wearable devices (e.g. smart watch, virtual reality glasses) : Already purchased	5,957	10.38%	3,854	9.23%	89
Wireless headphones: Intend to buy in the next 2 years	2,986	5.20%	1,788	4.28%	82
Wireless headphones: Already purchased	13,058	22.76%	8,841	21.17%	93
<b>Time Spent on Internet - M-F (Average Day)</b>					
Time spent on internet - M-F: Zero	4,134	7.20%	2,811	6.73%	93
Time spent on internet - M-F: Less than 1 hour	1,051	1.83%	859	2.06%	113
Time spent on internet - M-F: 1 to 2 hours	6,601	11.51%	5,786	13.86%	120
Time spent on internet - M-F: 2 to 3 hours	5,327	9.28%	4,880	11.68%	126
Time spent on internet - M-F: 3 to 4 hours	6,236	10.87%	5,011	12.00%	110
Time spent on internet - M-F: More than 4 hours	34,029	59.31%	22,415	53.67%	90
Time spent on internet - Sa-Su: Zero	4,420	7.70%	3,475	8.32%	108
Time spent on internet - Sa-Su: Less than 1 hour	1,528	2.66%	1,599	3.83%	144

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
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Time spent on internet - Sa-Su: 1 to 2 hours	8,782	15.31%	8,381	20.07%	131
Time spent on internet - Sa-Su: 2 to 3 hours	7,516	13.10%	5,849	14.01%	107
Time spent on internet - Sa-Su: 3 to 4 hours	6,463	11.27%	4,907	11.75%	104
Time spent on internet - Sa-Su: More than 4 hours	28,670	49.97%	17,550	42.02%	84

Index	Description
$\geq 180$	Extremely High
$\geq 110$ and $< 180$	High
$\geq 90$ and $< 110$	Similar
$\geq 50$ and $< 90$	Low
$< 50$	Extremely Low

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**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.