

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		
Have Internet Access					
Have internet access from any location: Yes	44,396	86.33%	34,084	86.37%	100
Connected to internet yesterday: Yes	40,019	77.82%	30,349	76.91%	99
Accessed internet in the past 7 days: Yes	42,550	82.74%	32,244	81.71%	99
Accessed internet in the past 7 days: Less than 5 hours	3,586	6.97%	3,300	8.36%	120
Accessed internet in the past 7 days: 5 to 10 hours	6,448	12.54%	5,740	14.55%	116
Accessed internet in the past 7 days: 10 to 15 hours	6,354	12.36%	5,490	13.91%	113
Accessed internet in the past 7 days: 15 to 25 hours	11,103	21.59%	8,704	22.06%	102
Accessed internet in the past 7 days: More than 25 hours	16,890	32.84%	10,845	27.48%	84
Internet Access through					
Internet access through: ADSL/DSL/Fibre optic (e.g. Bell Fibe/Telus high speed)	20,923	40.69%	15,434	39.11%	96
Internet access through: Cable high speed (e.g. Rogers/Shaw/Cogeco high speed)	18,212	35.41%	14,411	36.52%	103
Internet access through: Mobile broadband modem or data stick	408	0.79%	434	1.10%	139
Internet access through: Other type of Internet access (e.g. Satellite, ISDN, dial-up)	265	0.52%	520	1.32%	254
Internet access through: Don't know	2,715	5.28%	1,894	4.80%	91
Internet access through: None, don't have Internet access at home	1,945	3.78%	1,332	3.38%	89
Internet Activities - Audio					
Download music/MP3 files (free or paid)	4,724	9.19%	2,926	7.42%	81
Listen to a podcast	5,302	10.31%	3,391	8.59%	83
Listen to a radio broadcast via streaming audio	5,202	10.12%	3,506	8.89%	88
Listen to Internet-only music service (e.g. Spotify)	6,160	11.98%	3,975	10.07%	84
Listen to music via streaming video service (e.g. YouTube, Vevo)	8,123	15.80%	4,786	12.13%	77
Internet Activities - Video					
Download any video content (free or paid)	5,928	11.53%	3,889	9.86%	86
Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	11,897	23.13%	8,162	20.68%	89
Watch a TV broadcast via streaming video	3,121	6.07%	1,854	4.70%	77
Watch free streaming music videos(e.g. YouTube, Vevo)	10,734	20.87%	7,146	18.11%	87
Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	936	1.82%	494	1.25%	69
Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	10,507	20.43%	6,820	17.28%	85
Internet Activities - Social					
Access online social networks (e.g. Facebook, Twitter)	21,953	42.69%	14,288	36.21%	85
Share/refer/link friends or people you know to a website or an article	8,879	17.27%	5,931	15.03%	87
Click on an internet advertisement	6,251	12.16%	4,494	11.39%	94
Enter online contests	4,034	7.84%	2,666	6.76%	86
Internet search - business, services, products	22,128	43.03%	17,005	43.09%	100

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
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Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	3,697	7.19%	2,566	6.50%	90
Play/download online games	11,388	22.14%	7,743	19.62%	89
Send/receive a text/instant message	26,968	52.44%	19,935	50.52%	96
Send/receive email	34,712	67.50%	26,521	67.20%	100
Take pictures/video	22,316	43.39%	15,220	38.57%	89
Use ad blocking software	7,304	14.20%	5,097	12.92%	91
Use apps	20,496	39.86%	14,062	35.63%	89
Use maps/directions service (e.g. Google maps)	24,009	46.69%	18,288	46.34%	99
Use online telephone directory to locate phone number/address	9,788	19.03%	7,288	18.47%	97
Internet Activities - Shopping/Services					
Compare products/prices while shopping	11,667	22.69%	7,937	20.11%	89
Consult consumer reviews	10,180	19.80%	7,188	18.21%	92
Do banking/pay bills online	23,601	45.89%	17,018	43.12%	94
Download/print discount coupon	5,449	10.60%	3,805	9.64%	91
Purchase group deal (e.g. Groupon, WagJag)	1,326	2.58%	838	2.12%	82
Purchase products or services	11,259	21.89%	8,476	21.48%	98
Receive store offers by SMS	2,852	5.55%	1,755	4.45%	80
Research products/services you might like to try or buy	14,674	28.53%	10,935	27.71%	97
Scan mobile tagging barcode/QR	2,223	4.32%	1,304	3.30%	76
Internet Activities - Content					
Access a news site	18,018	35.04%	13,206	33.46%	95
Access a radio station's website	5,359	10.42%	3,706	9.39%	90
Access a TV station's website	4,475	8.70%	2,945	7.46%	86
Access automotive news	2,248	4.37%	1,752	4.44%	102
Access celebrity gossip content	3,258	6.34%	1,997	5.06%	80
Access fashion or beauty-related content	3,404	6.62%	2,149	5.45%	82
Access food/recipes content	14,353	27.91%	10,430	26.43%	95
Access health-related content	9,252	17.99%	6,298	15.96%	89
Access home furnishings/decor-related content	4,104	7.98%	2,813	7.13%	89
Access professional sports content	5,795	11.27%	4,427	11.22%	100
Access real estate listings/sites	5,658	11.00%	4,400	11.15%	101
Access restaurant guides/reviews	8,661	16.84%	7,045	17.85%	106
Access travel content	8,391	16.32%	5,882	14.91%	91
Read or look into online magazines	3,243	6.31%	2,601	6.59%	104
Read or look into online newspapers	7,346	14.29%	5,853	14.83%	104
Internet Activities - Using Mobile Phone - Audio					
Mobile phone - Download music/MP3 files (free or paid)	3,040	5.91%	1,962	4.97%	84
Mobile phone - Listen to a podcast	3,633	7.06%	2,432	6.16%	87
Mobile phone - Listen to a radio broadcast via streaming audio	2,453	4.77%	1,618	4.10%	86
Mobile phone - Listen to Internet-only music service (e.g. Spotify)	4,900	9.53%	2,866	7.26%	76
Mobile phone - Listen to music via streaming video service (e.g. YouTube, Vevo)	4,591	8.93%	2,691	6.82%	76
Internet Activities - Using Mobile Phone - Video					
Mobile phone - Download any video content (free or paid)	2,300	4.47%	1,419	3.60%	81

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Mobile phone - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	4,383	8.52%	2,747	6.96%	82
Mobile phone - Watch a TV broadcast via streaming video	1,049	2.04%	448	1.14%	56
Mobile phone - Watch free streaming music videos(e.g. YouTube, Vevo)	5,836	11.35%	3,270	8.29%	73
Mobile phone - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	446	0.87%	210	0.53%	61
Mobile phone - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	5,387	10.48%	3,307	8.38%	80
Internet Activities - Using Mobile Phone - Social					
Mobile phone - Access online social networks (e.g. Facebook, Twitter)	14,694	28.57%	8,782	22.25%	78
Mobile phone - Share/refer/link friends or people you know to a website or an article	5,459	10.62%	2,899	7.35%	69
Mobile phone - Click on an internet advertisement	2,856	5.55%	1,693	4.29%	77
Mobile phone - Enter online contests	1,679	3.26%	839	2.13%	65
Mobile phone - Internet search - business, services, products	10,165	19.77%	7,127	18.06%	91
Mobile phone - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	1,848	3.59%	754	1.91%	53
Mobile phone - Play/download online games	5,892	11.46%	3,730	9.45%	82
Mobile phone - Send/receive a text/instant message	24,493	47.63%	17,798	45.10%	95
Mobile phone - Send/receive email	21,014	40.86%	15,467	39.19%	96
Mobile phone - Take pictures/video	20,706	40.26%	13,711	34.74%	86
Mobile phone - Use ad blocking software	2,398	4.66%	1,498	3.80%	82
Mobile phone - Use apps	18,084	35.17%	12,180	30.86%	88
Mobile phone - Use maps/directions service (e.g. Google maps)	17,427	33.89%	11,641	29.50%	87
Mobile phone - Use online telephone directory to locate phone number/address	4,781	9.30%	3,367	8.53%	92
Internet Activities - Using Mobile Phone - Shopping/Services					
Mobile phone - Compare products/prices while shopping	5,709	11.10%	3,424	8.68%	78
Mobile phone - Consult consumer reviews	4,811	9.35%	2,910	7.38%	79
Mobile phone - Do banking/pay bills online	7,658	14.89%	4,520	11.45%	77
Mobile phone - Download/print discount coupon	2,367	4.60%	1,032	2.62%	57
Mobile phone - Purchase group deal (e.g. Groupon, WagJag)	934	1.82%	455	1.15%	63
Mobile phone - Purchase products or services	3,115	6.06%	2,148	5.44%	90
Mobile phone - Receive store offers by SMS	2,549	4.96%	1,465	3.71%	75
Mobile phone - Research products/services you might like to try or buy	6,527	12.69%	3,387	8.58%	68
Mobile phone - Scan mobile tagging barcode/QR	1,894	3.68%	1,184	3.00%	82
Internet Activities - Using Mobile Phone - Content					
Mobile phone - Access a news site	8,898	17.30%	5,965	15.12%	87
Mobile phone - Access a radio station's website	1,970	3.83%	1,208	3.06%	80
Mobile phone - Access a TV station's website	1,210	2.35%	811	2.06%	88
Mobile phone - Access automotive news	925	1.80%	488	1.24%	69

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Mobile phone - Access celebrity gossip content	1,696	3.30%	901	2.28%	69
Mobile phone - Access fashion or beauty-related content	1,933	3.76%	1,126	2.85%	76
Mobile phone - Access food/recipes content	5,166	10.05%	3,357	8.51%	85
Mobile phone - Access health-related content	3,662	7.12%	1,950	4.94%	69
Mobile phone - Access home furnishings/decor-related content	1,308	2.54%	795	2.02%	80
Mobile phone - Access professional sports content	3,555	6.91%	2,458	6.23%	90
Mobile phone - Access real estate listings/sites	2,313	4.50%	1,458	3.69%	82
Mobile phone - Access restaurant guides/reviews	4,664	9.07%	3,621	9.18%	101
Mobile phone - Access travel content	3,316	6.45%	1,779	4.51%	70
Mobile phone - Read or look into online magazines	1,189	2.31%	803	2.04%	88
Mobile phone - Read or look into online newspapers	3,070	5.97%	2,358	5.98%	100
Internet Activities - Using Tablet/e-Reader - Audio					
Tablet - Download music/MP3 files (free or paid)	471	0.92%	355	0.90%	98
Tablet - Listen to a podcast	798	1.55%	598	1.52%	98
Tablet - Listen to a radio broadcast via streaming audio	948	1.84%	668	1.69%	92
Tablet - Listen to Internet-only music service (e.g. Spotify)	949	1.85%	692	1.75%	95
Tablet - Listen to music via streaming video service (e.g. YouTube, Vevo)	1,265	2.46%	787	2.00%	81
Internet Activities - Using Tablet/e-Reader - Video					
Tablet - Download any video content (free or paid)	1,169	2.27%	807	2.05%	90
Tablet - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	3,850	7.49%	2,545	6.45%	86
Tablet - Watch a TV broadcast via streaming video	758	1.47%	468	1.19%	81
Tablet - Watch free streaming music videos(e.g. YouTube, Vevo)	2,734	5.32%	1,848	4.68%	88
Tablet - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	220	0.43%	185	0.47%	109
Tablet - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	2,433	4.73%	1,599	4.05%	86
Internet Activities - Using Tablet/e-Reader - Social					
Tablet - Access online social networks (e.g. Facebook, Twitter)	5,523	10.74%	3,781	9.58%	89
Tablet - Share/refer/link friends or people you know to a website or an article	1,730	3.36%	1,343	3.40%	101
Tablet - Click on an internet advertisement	1,542	3.00%	1,363	3.46%	115
Tablet - Enter online contests	884	1.72%	478	1.21%	70
Tablet - Internet search - business, services, products	5,301	10.31%	4,438	11.25%	109
Tablet - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	616	1.20%	433	1.10%	92
Tablet - Play/download online games	2,981	5.80%	2,007	5.09%	88
Tablet - Send/receive a text/instant message	4,067	7.91%	3,528	8.94%	113
Tablet - Send/receive email	8,662	16.84%	6,870	17.41%	103
Tablet - Take pictures/video	3,000	5.83%	2,475	6.27%	108
Tablet - Use ad blocking software	886	1.72%	714	1.81%	105
Tablet - Use apps	6,731	13.09%	5,136	13.02%	99
Tablet - Use maps/directions service (e.g. Google maps)	3,654	7.11%	3,135	7.95%	112

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Tablet - Use online telephone directory to locate phone number/address	1,585	3.08%	1,098	2.78%	90
Internet Activities - Using Tablet/e-Reader - Shopping/Services					
Tablet - Compare products/prices while shopping	2,342	4.55%	1,858	4.71%	104
Tablet - Consult consumer reviews	2,194	4.27%	1,774	4.50%	105
Tablet - Do banking/pay bills online	3,464	6.74%	2,475	6.27%	93
Tablet - Download/print discount coupon	668	1.30%	468	1.19%	92
Tablet - Purchase group deal (e.g. Groupon, WagJag)	186	0.36%	146	0.37%	103
Tablet - Purchase products or services	1,749	3.40%	1,266	3.21%	94
Tablet - Receive store offers by SMS	473	0.92%	443	1.12%	122
Tablet - Research products/services you might like to try or buy	3,201	6.22%	2,675	6.78%	109
Tablet - Scan mobile tagging barcode/QR	130	0.25%	57	0.14%	56
Internet Activities - Using Tablet/e-Reader - Content					
Tablet - Access a news site	4,672	9.09%	3,701	9.38%	103
Tablet - Access a radio station's website	1,252	2.44%	863	2.19%	90
Tablet - Access a TV station's website	1,085	2.11%	845	2.14%	101
Tablet - Access automotive news	414	0.81%	339	0.86%	106
Tablet - Access celebrity gossip content	965	1.88%	728	1.84%	98
Tablet - Access fashion or beauty-related content	850	1.65%	619	1.57%	95
Tablet - Access food/recipes content	3,163	6.15%	2,511	6.36%	103
Tablet - Access health-related content	2,450	4.76%	1,900	4.81%	101
Tablet - Access home furnishings/decor-related content	1,074	2.09%	887	2.25%	108
Tablet - Access professional sports content	1,421	2.76%	1,131	2.87%	104
Tablet - Access real estate listings/sites	1,160	2.26%	940	2.38%	105
Tablet - Access restaurant guides/reviews	1,696	3.30%	1,778	4.51%	137
Tablet - Access travel content	1,838	3.57%	1,661	4.21%	118
Tablet - Read or look into online magazines	1,199	2.33%	921	2.33%	100
Tablet - Read or look into online newspapers	2,233	4.34%	2,040	5.17%	119
Internet Activities - Using PC/laptop - Audio					
PC - Download music/MP3 files (free or paid)	2,692	5.24%	1,686	4.27%	81
PC - Listen to a podcast	1,450	2.82%	956	2.42%	86
PC - Listen to a radio broadcast via streaming audio	2,379	4.63%	1,749	4.43%	96
PC - Listen to Internet-only music service (e.g. Spotify)	2,293	4.46%	1,555	3.94%	88
PC - Listen to music via streaming video service (e.g. YouTube, Vevo)	5,017	9.76%	3,411	8.64%	89
Internet Activities - Using PC/laptop - Video					
PC - Download any video content (free or paid)	4,256	8.28%	2,753	6.98%	84
PC - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	8,005	15.57%	5,692	14.42%	93
PC - Watch a TV broadcast via streaming video	1,958	3.81%	983	2.49%	65
PC - Watch free streaming music videos(e.g. YouTube, Vevo)	6,616	12.86%	4,445	11.26%	88
PC - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	453	0.88%	372	0.94%	107

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
PC - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	7,100	13.81%	4,801	12.17%	88
Internet Activities - Using PC/laptop - Social					
PC - Access online social networks (e.g. Facebook, Twitter)	12,062	23.46%	8,132	20.61%	88
PC - Share/refer/link friends or people you know to a website or an article	4,638	9.02%	3,203	8.12%	90
PC - Click on an internet advertisement	3,321	6.46%	2,553	6.47%	100
PC - Enter online contests	2,510	4.88%	1,713	4.34%	89
PC - Internet search - business, services, products	16,986	33.03%	13,140	33.30%	101
PC - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	2,139	4.16%	1,764	4.47%	107
PC - Play/download online games	5,692	11.07%	3,784	9.59%	87
PC - Send/receive a text/instant message	5,003	9.73%	3,839	9.73%	100
PC - Send/receive email	26,705	51.93%	20,658	52.35%	101
PC - Take pictures/video	1,559	3.03%	1,487	3.77%	124
PC - Use ad blocking software	6,536	12.71%	4,489	11.37%	89
PC - Use apps	4,232	8.23%	3,494	8.85%	108
PC - Use maps/directions service (e.g. Google maps)	10,889	21.17%	8,562	21.70%	103
PC - Use online telephone directory to locate phone number/address	5,674	11.03%	4,640	11.76%	107
Internet Activities - Using PC/laptop - Shopping/Services					
PC - Compare products/prices while shopping	7,278	14.15%	5,327	13.50%	95
PC - Consult consumer reviews	6,446	12.53%	4,964	12.58%	100
PC - Do banking/pay bills online	18,215	35.42%	13,770	34.89%	99
PC - Download/print discount coupon	3,410	6.63%	2,879	7.30%	110
PC - Purchase group deal (e.g. Groupon, WagJag)	460	0.89%	390	0.99%	111
PC - Purchase products or services	8,358	16.25%	6,989	17.71%	109
PC - Receive store offers by SMS	574	1.12%	396	1.00%	89
PC - Research products/services you might like to try or buy	10,430	20.28%	8,392	21.27%	105
PC - Scan mobile tagging barcode/QR	197	0.38%	136	0.34%	89
Internet Activities - Using PC/laptop - Content					
PC - Access a news site	12,531	24.37%	8,890	22.53%	92
PC - Access a radio station's website	3,068	5.97%	2,186	5.54%	93
PC - Access a TV station's website	3,417	6.64%	2,137	5.42%	82
PC - Access automotive news	1,399	2.72%	1,162	2.95%	108
PC - Access celebrity gossip content	1,511	2.94%	990	2.51%	85
PC - Access fashion or beauty-related content	1,446	2.81%	1,169	2.96%	105
PC - Access food/recipes content	8,669	16.86%	6,620	16.77%	99
PC - Access health-related content	5,359	10.42%	4,052	10.27%	99
PC - Access home furnishings/decor-related content	2,374	4.62%	1,766	4.48%	97
PC - Access professional sports content	2,953	5.74%	2,369	6.00%	105
PC - Access real estate listings/sites	3,197	6.22%	2,463	6.24%	100
PC - Access restaurant guides/reviews	3,951	7.68%	3,723	9.43%	123
PC - Access travel content	5,445	10.59%	4,246	10.76%	102

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PC - Read or look into online magazines	1,579	3.07%	1,326	3.36%	109
PC - Read or look into online newspapers	4,434	8.62%	3,300	8.36%	97
Online Social Networks Used in the Past 30 Days					
Social networks: Facebook	22,044	42.87%	14,981	37.96%	89
Social networks: Instagram	9,480	18.43%	6,028	15.28%	83
Social networks: LinkedIn	4,332	8.42%	3,122	7.91%	94
Social networks: Pinterest	4,856	9.44%	3,394	8.60%	91
Social networks: Snapchat	3,149	6.12%	1,941	4.92%	80
Social networks: Tumblr	781	1.52%	452	1.14%	75
Social networks: Twitter	5,140	10.00%	3,251	8.24%	82
Social networks: Online/internet dating sites/apps	979	1.90%	443	1.12%	59
Social networks: Video/photo sharing (e.g. Flickr)	795	1.55%	490	1.24%	80
Social networks: YouTube videos/channels	15,733	30.59%	10,123	25.65%	84
Social networks: Other	1,741	3.39%	1,245	3.15%	93
Online Yesterday					
Online yesterday: Internet search - business, services, products	27,203	52.90%	20,858	52.85%	100
Online yesterday: Access content (e.g. news, sports, commentary, information, travel, entertainment, etc.)	22,575	43.90%	17,759	45.00%	103
Online yesterday: Participate in a social network (e.g. Facebook, Twitter)	23,820	46.32%	15,441	39.13%	84
Online yesterday: Shop for products/services	12,156	23.64%	8,308	21.05%	89
Online yesterday: Listen to audio (e.g. podcast, radio streaming broadcast)	8,476	16.48%	4,861	12.32%	75
Online yesterday: Watch a video (e.g. TV streaming broadcast, subscription-based e.g. Netflix, YouTube)	17,634	34.29%	11,792	29.88%	87
Online yesterday: Other activities online	17,399	33.83%	12,816	32.48%	96
Internet Average Weekday Web Access					
Internet weekday access: Never	1,802	3.50%	1,744	4.42%	126
Internet weekday access: Less than 1 day a week	862	1.68%	675	1.71%	102
Internet weekday access: 1 day	212	0.41%	174	0.44%	107
Internet weekday access: 2 days	813	1.58%	647	1.64%	104
Internet weekday access: 3 days	1,707	3.32%	1,278	3.24%	98
Internet weekday access: 4 days	1,622	3.15%	1,232	3.12%	99
Internet weekday access: 5 days	37,295	72.52%	28,285	71.68%	99
Internet Average Weekend Web Access					
Internet weekend access: Never	3,481	6.77%	3,102	7.86%	116
Internet weekend access: Less than 1 day	2,090	4.06%	1,769	4.48%	110
Internet weekend access: 1 day	3,312	6.44%	2,442	6.19%	96
Internet weekend access: 2 days	35,436	68.91%	26,696	67.65%	98
Internet Time Spent Online Average Day					
Time spent online average day: Did not access	7,203	14.01%	5,390	13.66%	98
Time spent online average day: Less than 1 hour	5,646	10.98%	4,862	12.32%	112
Time spent online average day: 1 to 2 hours	9,367	18.21%	8,279	20.98%	115
Time spent online average day: 2 to 3 hours	8,371	16.28%	7,029	17.81%	109

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Time spent online average day: 3 to 4 hours	6,304	12.26%	4,791	12.14%	99
Time spent online average day: More than 4 hours	14,536	28.27%	9,112	23.09%	82
Internet Usage Terciles					
The Internet Terciles: No usage	7,102	13.81%	5,338	13.53%	98
The Internet Terciles: Light	20,217	39.31%	17,404	44.10%	112
The Internet Terciles: Medium	13,425	26.11%	10,427	26.42%	101
The Internet Terciles: Heavy	10,682	20.77%	6,295	15.95%	77
Internet Usage Quintiles					
The Internet Quintiles: No usage	7,110	13.83%	5,353	13.57%	98
The Internet Quintiles: Light	12,583	24.47%	11,073	28.06%	115
The Internet Quintiles: Medium light	10,911	21.22%	8,423	21.35%	101
The Internet Quintiles: Medium	8,545	16.62%	6,762	17.13%	103
The Internet Quintiles: Medium heavy	6,876	13.37%	4,706	11.93%	89
The Internet Quintiles: Heavy	5,401	10.50%	3,145	7.97%	76
Purchase/Intend to Purchase New Technology Products and Services					
5G/LTE mobile phones : Intend to buy in the next 2 years	4,249	8.26%	3,057	7.75%	94
5G/LTE mobile phones : Already purchased	7,917	15.39%	5,674	14.38%	93
Cloud computing (Internet application and data service): Intend to buy in the next 2 years	847	1.65%	629	1.59%	96
Cloud computing (Internet application and data service): Already purchased	5,062	9.84%	3,985	10.10%	103
HDTV cable or satellite service or fibre optic : Intend to buy in the next 2 years	1,281	2.49%	1,064	2.70%	108
HDTV cable or satellite service or fibre optic : Already purchased	10,774	20.95%	8,552	21.67%	103
Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Intend to buy in the next 2 years	879	1.71%	623	1.58%	92
Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Already purchased	5,492	10.68%	4,167	10.56%	99
Personal video recorder (PVR): Intend to buy in the next 2 years	667	1.30%	473	1.20%	92
Personal video recorder (PVR): Already purchased	10,691	20.79%	8,712	22.08%	106
Smart home appliances (e.g. fridge, security, lighting etc.) : Intend to buy in the next 2 years	1,938	3.77%	1,601	4.06%	108
Smart home appliances (e.g. fridge, security, lighting etc.) : Already purchased	3,010	5.85%	2,308	5.85%	100
Subscribe to a streaming music service (e.g. Spotify, Google Play Music): Intend to buy in the next 2 years	1,298	2.53%	982	2.49%	98
Subscribe to a streaming music service (e.g. Spotify, Google Play Music): Already purchased	4,208	8.18%	3,030	7.68%	94
Subscription to Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): Intend to buy in the next 2	842	1.64%	468	1.19%	73
Subscription to Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): Already purchased	4,672	9.09%	3,505	8.88%	98
Ultra HD TV 4K: Intend to buy in the next 2 years	2,687	5.23%	2,026	5.13%	98
Ultra HD TV 4K: Already purchased	3,343	6.50%	2,286	5.79%	89

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Voice-activated smart speakers (e.g. Amazon Alexa, Google Home): Intend to buy in the next 2 years	1,551	3.02%	991	2.51%	83
Voice-activated smart speakers (e.g. Amazon Alexa, Google Home): Already purchased	3,148	6.12%	2,257	5.72%	93
Wearable devices (e.g. smart watch, virtual reality glasses) : Intend to buy in the next 2 years	2,020	3.93%	1,395	3.54%	90
Wearable devices (e.g. smart watch, virtual reality glasses) : Already purchased	3,286	6.39%	2,377	6.02%	94
Time Spent on Internet - M-F (Average Day)					
Time spent on internet - M-F (Average day): Zero	7,580	14.74%	6,090	15.43%	105
Time spent on internet - M-F (Average day): Less than 1 hour	2,424	4.71%	2,361	5.98%	127
Time spent on internet - M-F (Average day): 1 to 2 hours	11,227	21.83%	9,535	24.16%	111
Time spent on internet - M-F (Average day): 2 to 3 hours	8,350	16.24%	6,591	16.70%	103
Time spent on internet - M-F (Average day): 3 to 4 hours	6,137	11.93%	4,589	11.63%	97
Time spent on internet - M-F (Average day): More than 4 hours	15,707	30.54%	10,297	26.09%	85
Time spent on internet - Sa-Su (Average day): Zero	9,433	18.34%	7,421	18.81%	103
Time spent on internet - Sa-Su (Average day): Less than 1 hour	3,667	7.13%	3,601	9.13%	128
Time spent on internet - Sa-Su (Average day): 1 to 2 hours	14,096	27.41%	11,869	30.08%	110
Time spent on internet - Sa-Su (Average day): 2 to 3 hours	6,596	12.83%	5,933	15.04%	117
Time spent on internet - Sa-Su (Average day): 3 to 4 hours	5,416	10.53%	3,691	9.35%	89
Time spent on internet - Sa-Su (Average day): More than 4 hours	12,219	23.76%	6,947	17.60%	74

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

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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.