

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>When Watching TV, also Using Other Media</b>					
When watching TV, also listening radio	2,287	3.99%	1,465	3.51%	88
When watching TV, also using internet - Web browsing	18,049	31.46%	13,484	32.29%	103
When watching TV, also using internet - Social media	15,165	26.43%	9,896	23.70%	90
When watching TV, also reading daily newspapers	3,093	5.39%	2,851	6.83%	127
When watching TV, also reading community newspapers	2,537	4.42%	1,827	4.37%	99
When watching TV, also reading magazines	2,587	4.51%	2,007	4.81%	107
When watching TV, not consuming other media	29,855	52.03%	21,974	52.62%	101
<b>When Listening to Radio, also Using Other Media</b>					
When listening radio, also watching TV	2,799	4.88%	1,705	4.08%	84
When listening radio, also using internet - Web browsing	12,136	21.15%	8,336	19.96%	94
When listening radio, also using internet - Social media	8,661	15.10%	5,760	13.79%	91
When listening radio, also reading daily newspapers	4,202	7.32%	3,811	9.13%	125
When listening radio, also reading community newspapers	3,037	5.29%	2,553	6.11%	116
When listening radio, also reading magazines	2,483	4.33%	2,300	5.51%	127
When listening radio, not consuming other media	37,214	64.86%	27,556	65.99%	102
<b>When Using Internet - Web Browsing, also Using Other Media</b>					
When using internet - Web browsing, also watching TV	14,445	25.17%	10,544	25.25%	100
When using internet - Web browsing, also listening radio	10,154	17.70%	7,090	16.98%	96
When using internet - Web browsing, also using social media	8,423	14.68%	5,065	12.13%	83
When using internet - Web browsing, also reading daily newspapers	1,800	3.14%	1,094	2.62%	83
When using internet - Web browsing, also reading community newspapers	1,337	2.33%	739	1.77%	76
When using internet - Web browsing, also reading magazines	1,070	1.87%	630	1.51%	81
When using internet - Web browsing, not consuming other media	32,302	56.30%	23,598	56.51%	100
<b>When Using Internet - Social Media, also Using Other Media</b>					
When using internet - Social media, also watching TV	13,391	23.34%	8,952	21.44%	92
When using internet - Social media, also listening radio	7,252	12.64%	4,737	11.34%	90
When using internet - Social media, also using web browsing	8,630	15.04%	5,171	12.38%	82
When using internet - Social media, also reading daily newspapers	1,335	2.33%	642	1.54%	66
When using internet - Social media, also reading community newspapers	945	1.65%	420	1.01%	61
When using internet - Social media, also reading magazines	734	1.28%	364	0.87%	68
When using internet - Social media, not consuming other media	35,521	61.91%	27,018	64.70%	105
<b>When Reading Daily Newspaper, also Using Other Media</b>					
When reading daily newspaper, also watching TV	8,223	14.33%	6,091	14.58%	102
When reading daily newspaper, also listening radio	7,394	12.89%	6,448	15.44%	120
When reading daily newspaper, also using internet - Web browsing	4,386	7.64%	2,605	6.24%	82
When reading daily newspaper, also using internet - Social media	2,640	4.60%	1,654	3.96%	86

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
When reading daily newspaper, also reading community newspapers	407	0.71%	240	0.58%	82
When reading daily newspaper, also reading magazines	304	0.53%	118	0.28%	53
When reading daily newspaper, not consuming other media	41,149	71.72%	29,507	70.66%	99
<b>When Reading Community Newspaper, also Using Other Media</b>					
When reading community newspaper, also watching TV	7,609	13.26%	6,078	14.55%	110
When reading community newspaper, also listening radio	7,326	12.77%	6,277	15.03%	118
When reading community newspaper, also using internet - Web browsing	3,231	5.63%	1,653	3.96%	70
When reading community newspaper, also using internet - Social media	2,874	5.01%	1,528	3.66%	73
When reading community newspaper, also reading daily newspapers	462	0.80%	263	0.63%	79
When reading community newspaper, also reading magazines	253	0.44%	104	0.25%	57
When reading community newspaper, not consuming other media	42,701	74.42%	30,208	72.34%	97
<b>When Reading Magazine, also Using Other Media</b>					
When reading magazines, also watching TV	7,429	12.95%	5,928	14.20%	110
When reading magazines, also listening radio	6,598	11.50%	5,487	13.14%	114
When reading magazines, also using internet - Web browsing	2,876	5.01%	1,820	4.36%	87
When reading magazines, also using internet - Social media	2,326	4.05%	1,303	3.12%	77
When reading magazines, also reading daily newspapers	289	0.50%	75	0.18%	36
When reading magazines, also reading community newspapers	48	0.08%	35	0.08%	100
When reading magazines, not consuming other media	43,375	75.59%	30,794	73.74%	98
<b>Watching TV Shows or Shows on Speciality Stations Avg Week</b>					
Watching TV shows: Regular TV (cable, satellite or antenna)	25,297	44.09%	21,083	50.48%	114
Watching TV shows: Regular TV (cable, satellite or antenna): Less than 1 hour	2,209	3.85%	1,542	3.69%	96
Watching TV shows: Regular TV (cable, satellite or antenna): 1-2 hours	4,128	7.19%	3,095	7.41%	103
Watching TV shows: Regular TV (cable, satellite or antenna): 3-6 hours	6,905	12.03%	5,658	13.55%	113
Watching TV shows: Regular TV (cable, satellite or antenna): 7 hours or more	12,055	21.01%	10,788	25.83%	123
Watching TV shows: Subscription-based video services (e.g. Netflix)	22,098	38.51%	17,045	40.82%	106
Watching TV shows: Subscription-based video services (e.g. Netflix): Less than 1 hour	1,382	2.41%	1,149	2.75%	114
Watching TV shows: Subscription-based video services (e.g. Netflix): 1-2 hours	4,958	8.64%	4,085	9.78%	113
Watching TV shows: Subscription-based video services (e.g. Netflix): 3-6 hours	9,475	16.51%	6,544	15.67%	95

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Watching TV shows: Subscription-based video services (e.g. Netflix): 7 hours or more	6,284	10.95%	5,266	12.61%	115
Watching TV shows: Free advertising-based video services (e.g. YouTube, CBC Gem, ICI TOU.TV)	18,840	32.83%	12,894	30.88%	94
Watching TV shows: Free advertising-based video services (e.g. YouTube): Less than 1 hour	4,133	7.20%	3,092	7.40%	103
Watching TV shows: Free advertising-based video services (e.g. YouTube): 1-2 hours	5,057	8.81%	3,466	8.30%	94
Watching TV shows: Free advertising-based video services (e.g. YouTube): 3-6 hours	5,244	9.14%	3,089	7.40%	81
Watching TV shows: Free advertising-based video services (e.g. YouTube): 7 hours or more	4,405	7.68%	3,247	7.78%	101
<b>Streaming - Paid Subscription-Based Video Services</b>					
Paid video streaming: Amazon Prime	19,664	34.27%	13,415	32.12%	94
Paid video streaming: Apple TV+	5,187	9.04%	4,180	10.01%	111
Paid video streaming: CBC Gem Premium	1,287	2.24%	843	2.02%	90
Paid video streaming: Club illico	326	0.57%	241	0.58%	102
Paid video streaming: Crave	8,929	15.56%	5,474	13.11%	84
Paid video streaming: Disney+	13,553	23.62%	7,471	17.89%	76
Paid video streaming: ICI TOU.TV Extra	529	0.92%	254	0.61%	66
Paid video streaming: Internet-based TV services (e.g. Shaw BlueCurve TV, Bell It TV, Rogers Ignite TV, illico.tv)	2,394	4.17%	1,567	3.75%	90
Paid video streaming: Netflix	31,535	54.96%	21,143	50.63%	92
Paid video streaming: Paramount+/CBS All Access	1,767	3.08%	721	1.73%	56
Paid video streaming: Video-on-demand cable providers	4,346	7.57%	2,652	6.35%	84
Paid video streaming: YouTube Premium	2,018	3.52%	861	2.06%	59
Paid video streaming: Any other paid subscription-based video services	2,785	4.85%	1,691	4.05%	84
<b>Streaming - Free Advertising-Based Video Services</b>					
Free video streaming: CBC Gem	4,816	8.39%	3,176	7.60%	91
Free video streaming: CTV Hub	967	1.69%	667	1.60%	95
Free video streaming: Facebook videos	7,035	12.26%	4,576	10.96%	89
Free video streaming: Global TV App	2,459	4.29%	1,389	3.33%	78
Free video streaming: ICI TOU.TV	752	1.31%	333	0.80%	61
Free video streaming: Noovo	312	0.54%	211	0.51%	94
Free video streaming: Tubi	699	1.22%	410	0.98%	80
Free video streaming: TVA+	574	1.00%	172	0.41%	41
Free video streaming: YouTube	25,356	44.19%	15,268	36.56%	83
Free video streaming: Any other free advertising-based video services	2,662	4.64%	1,722	4.12%	89
<b>Streaming - Paid Subscription-Based Music Services</b>					
Paid music streaming: Amzon Music	4,612	8.04%	3,158	7.56%	94
Paid music streaming: Apple Music	4,889	8.52%	2,950	7.06%	83

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Paid music streaming: Deezer Premium	622	1.08%	235	0.56%	52
Paid music streaming: LiveXLive	249	0.43%	114	0.27%	63
Paid music streaming: SiriusXM Radio (any station)	2,471	4.31%	1,868	4.47%	104
Paid music streaming: Spotify Premium	9,144	15.94%	5,749	13.77%	86
Paid music streaming: Tidal	500	0.87%	372	0.89%	102
Paid music streaming: YouTube Music (paid)	1,244	2.17%	518	1.24%	57
Paid music streaming: Any other paid subscription-based music services	271	0.47%	134	0.32%	68
<b>Streaming - Free Advertising-Based Music Services</b>					
Free music streaming: Deezer Basic	356	0.62%	233	0.56%	90
Free music streaming: iHeartRadio	1,684	2.93%	1,000	2.39%	82
Free music streaming: Spotify Basic	6,462	11.26%	3,114	7.46%	66
Free music streaming: YouTube (non-paid)	12,920	22.52%	7,712	18.47%	82
Free music streaming: Any other free advertising-based music streaming services	1,636	2.85%	1,007	2.41%	85
<b>Streaming - Paid Video Average Week</b>					
Paid video: Amazon Prime: Less than 1 hour	3,946	6.88%	3,160	7.57%	110
Paid video: Amazon Prime: 1-2 hours	8,834	15.40%	5,662	13.56%	88
Paid video: Amazon Prime: 3-6 hours	5,038	8.78%	3,394	8.13%	93
Paid video: Amazon Prime: 7 hours or more	1,845	3.22%	1,199	2.87%	89
Paid video: Apple TV+: Less than 1 hour	1,881	3.28%	1,568	3.76%	115
Paid video: Apple TV+: 1-2 hours	1,511	2.63%	1,019	2.44%	93
Paid video: Apple TV+: 3-6 hours	1,664	2.90%	1,408	3.37%	116
Paid video: Apple TV+: 7 hours or more	131	0.23%	184	0.44%	191
Paid video: CBC Gem Premium: Less than 1 hour	436	0.76%	278	0.67%	88
Paid video: CBC Gem Premium: 1-2 hours	742	1.29%	438	1.05%	81
Paid video: CBC Gem Premium: 3-6 hours	109	0.19%	127	0.30%	158
Paid video: Club illico: Less than 1 hour	87	0.15%	69	0.17%	113
Paid video: Club illico: 1-2 hours	155	0.27%	97	0.23%	85
Paid video: Club illico: 3-6 hours	84	0.15%	74	0.18%	120
Paid video: Crave: Less than 1 hour	1,035	1.80%	689	1.65%	92
Paid video: Crave: 1-2 hours	2,948	5.14%	1,703	4.08%	79
Paid video: Crave: 3-6 hours	4,036	7.03%	2,160	5.17%	74
Paid video: Crave: 7 hours or more	911	1.59%	922	2.21%	139
Paid video: Disney+: Less than 1 hour	2,940	5.12%	1,638	3.92%	77
Paid video: Disney+: 1-2 hours	6,225	10.85%	3,540	8.48%	78
Paid video: Disney+: 3-6 hours	3,498	6.10%	1,948	4.66%	76
Paid video: Disney+: 7 hours or more	890	1.55%	345	0.83%	54
Paid video: ICI TOU.TV Extra: Less than 1 hour	115	0.20%	24	0.06%	30
Paid video: ICI TOU.TV Extra: 1-2 hours	355	0.62%	194	0.47%	76
Paid video: ICI TOU.TV Extra: 3-6 hours	58	0.10%	36	0.09%	90
Paid video: Internet-based TV: Less than 1 hour	470	0.82%	159	0.38%	46
Paid video: Internet-based TV: 1-2 hours	418	0.73%	303	0.73%	100

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Paid video: Internet-based TV: 3-6 hours	848	1.48%	585	1.40%	95
Paid video: Internet-based TV: 7 hours or more	658	1.15%	520	1.24%	108
Paid video: Netflix: Less than 1 hour	3,510	6.12%	2,513	6.02%	98
Paid video: Netflix: 1-2 hours	8,022	13.98%	5,509	13.19%	94
Paid video: Netflix: 3-6 hours	13,780	24.02%	9,053	21.68%	90
Paid video: Netflix: 7 hours or more	6,223	10.85%	4,067	9.74%	90
Paid video: Paramount+/CBS All Access: Less than 1 hour	179	0.31%	95	0.23%	74
Paid video: Paramount+/CBS All Access: 1-2 hours	487	0.85%	93	0.22%	26
Paid video: Paramount+/CBS All Access: 3-6 hours	913	1.59%	500	1.20%	75
Paid video: Paramount+/CBS All Access: 7 hours or more	188	0.33%	33	0.08%	24
Paid video: Video-on-demand cable: Less than 1 hour	944	1.65%	747	1.79%	108
Paid video: Video-on-demand cable: 1-2 hours	2,403	4.19%	1,278	3.06%	73
Paid video: Video-on-demand cable: 3-6 hours	524	0.91%	469	1.12%	123
Paid video: Video-on-demand cable: 7 hours or more	475	0.83%	158	0.38%	46
Paid video: YouTube Premium: Less than 1 hour	161	0.28%	86	0.21%	75
Paid video: YouTube Premium: 1-2 hours	505	0.88%	180	0.43%	49
Paid video: YouTube Premium: 3-6 hours	460	0.80%	147	0.35%	44
Paid video: YouTube Premium: 7 hours or more	892	1.55%	448	1.07%	69
Paid video: Other paid video services: Less than 1 hour	105	0.18%	55	0.13%	72
Paid video: Other paid video services: 1-2 hours	1,403	2.45%	960	2.30%	94
Paid video: Other paid video services: 3-6 hours	421	0.73%	315	0.75%	103
Paid video: Other paid video services: 7 hours or more	856	1.49%	361	0.87%	58
<b>Streaming - Free Advertising-Based Video Avg Week</b>					
Free video: CBC Gem: Less than 1 hour	2,077	3.62%	1,419	3.40%	94
Free video: CBC Gem: 1-2 hours	1,926	3.36%	1,252	3.00%	89
Free video: CBC Gem: 3-6 hours	812	1.42%	505	1.21%	85
Free video: CTV Hub: Less than 1 hour	49	0.09%	38	0.09%	100
Free video: CTV Hub: 1-2 hours	704	1.23%	449	1.08%	88
Free video: CTV Hub: 3-6 hours	214	0.37%	180	0.43%	116
Free video: Facebook videos: Less than 1 hour	2,637	4.60%	1,871	4.48%	97
Free video: Facebook videos: 1-2 hours	2,592	4.52%	1,377	3.30%	73
Free video: Facebook videos: 3-6 hours	1,431	2.49%	970	2.32%	93
Free video: Facebook videos: 7 hours or more	374	0.65%	358	0.86%	132
Free video: Global TV App: Less than 1 hour	662	1.15%	539	1.29%	112
Free video: Global TV App: 1-2 hours	775	1.35%	366	0.88%	65
Free video: Global TV App: 3-6 hours	1,023	1.78%	484	1.16%	65
Free video: ICI TOU.TV: Less than 1 hour	140	0.24%	71	0.17%	71
Free video: ICI TOU.TV: 1-2 hours	564	0.98%	220	0.53%	54
Free video: ICI TOU.TV: 3-6 hours	49	0.09%	42	0.10%	111
Free video: Noovo: Less than 1 hour	38	0.07%	33	0.08%	114
Free video: Noovo: 1-2 hours	155	0.27%	105	0.25%	93
Free video: Noovo: 3-6 hours	119	0.21%	73	0.18%	86
Free video: Tubi: Less than 1 hour	282	0.49%	105	0.25%	51

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Free video: Tubi: 1-2 hours	381	0.66%	208	0.50%	76
Free video: Tubi: 3-6 hours	37	0.06%	97	0.23%	383
Free video: TVA+: Less than 1 hour	439	0.77%	53	0.13%	17
Free video: TVA+: 1-2 hours	94	0.16%	80	0.19%	119
Free video: TVA+: 3-6 hours	41	0.07%	39	0.09%	129
Free video: YouTube: Less than 1 hour	5,341	9.31%	3,508	8.40%	90
Free video: YouTube: 1-2 hours	6,580	11.47%	3,801	9.10%	79
Free video: YouTube: 3-6 hours	6,737	11.74%	3,812	9.13%	78
Free video: YouTube: 7 hours or more	6,697	11.67%	4,146	9.93%	85
Free video: Other free video services: Less than 1 hour	297	0.52%	264	0.63%	121
Free video: Other free video services: 1-2 hours	653	1.14%	361	0.86%	75
Free video: Other free video services: 3-6 hours	926	1.62%	470	1.13%	70
Free video: Other free video services: 7 hours or more	786	1.37%	627	1.50%	109
<b>Streaming - Paid Subscription-Based Music Avg Week</b>					
Paid music: Amazon Music: Less than 1 hour	1,382	2.41%	1,178	2.82%	117
Paid music: Amazon Music: 1-2 hours	1,435	2.50%	913	2.19%	88
Paid music: Amazon Music: 3-6 hours	765	1.33%	361	0.87%	65
Paid music: Amazon Music: 7 hours or more	1,030	1.80%	707	1.69%	94
Paid music: Apple Music: Less than 1 hour	1,149	2.00%	656	1.57%	79
Paid music: Apple Music: 1-2 hours	809	1.41%	358	0.86%	61
Paid music: Apple Music: 3-6 hours	1,257	2.19%	749	1.79%	82
Paid music: Apple Music: 7 hours or more	1,674	2.92%	1,187	2.84%	97
Paid music: SiriusXM Radio: Less than 1 hour	738	1.29%	511	1.22%	95
Paid music: SiriusXM Radio: 1-2 hours	635	1.11%	338	0.81%	73
Paid music: SiriusXM Radio: 3-6 hours	500	0.87%	468	1.12%	129
Paid music: SiriusXM Radio: 7 hours or more	598	1.04%	551	1.32%	127
Paid music: Spotify Premium: Less than 1 hour	674	1.18%	525	1.26%	107
Paid music: Spotify Premium: 1-2 hours	2,575	4.49%	1,169	2.80%	62
Paid music: Spotify Premium: 3-6 hours	3,924	6.84%	2,975	7.12%	104
Paid music: Spotify Premium: 7 hours or more	1,971	3.44%	1,081	2.59%	75
Paid music: YouTube Music (paid): Less than 1 hour	373	0.65%	249	0.60%	92
Paid music: YouTube Music (paid): 1-2 hours	170	0.30%	44	0.11%	37
Paid music: YouTube Music (paid): 3-6 hours	316	0.55%	78	0.19%	35
Paid music: YouTube Music (paid): 7 hours or more	385	0.67%	147	0.35%	52
Paid music: Other paid music services: Less than 1 hour	73	0.13%	41	0.10%	77
Paid music: Other paid music services: 7 hours or more	197	0.34%	92	0.22%	65
<b>Streaming - Free Advertising-Based Music Avg Week</b>					
Free music: iHeartRadio: Less than 1 hour	449	0.78%	420	1.01%	129
Free music: iHeartRadio: 1-2 hours	453	0.79%	206	0.49%	62
Free music: iHeartRadio: 3-6 hours	617	1.08%	249	0.60%	56
Free music: iHeartRadio: 7 hours or more	165	0.29%	124	0.30%	103
Free music: Spotify Basic: Less than 1 hour	1,758	3.06%	978	2.34%	76
Free music: Spotify Basic: 1-2 hours	2,112	3.68%	1,123	2.69%	73



Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Free music: Spotify Basic: 3-6 hours	1,176	2.05%	356	0.85%	41
Free music: Spotify Basic: 7 hours or more	1,417	2.47%	657	1.57%	64
Free music: YouTube (non-paid): Less than 1 hour	3,353	5.84%	2,057	4.93%	84
Free music: YouTube (non-paid): 1-2 hours	4,032	7.03%	2,456	5.88%	84
Free music: YouTube (non-paid): 3-6 hours	2,225	3.88%	1,319	3.16%	81
Free music: YouTube (non-paid): 7 hours or more	3,311	5.77%	1,880	4.50%	78
Free music: Other free music streaming services: Less than 1 hour	47	0.08%	39	0.09%	113
Free music: Other free music streaming services: 1-2 hours	443	0.77%	144	0.35%	45
Free music: Other free music streaming services: 3-6 hours	633	1.10%	420	1.01%	92
Free music: Other free music streaming services: 7 hours or more	512	0.89%	404	0.97%	109
<b>Cross Media Use - Radio/TV Users</b>					
Light radio/light TV	7,485	13.05%	5,094	12.20%	93
Heavy radio/light TV	4,612	8.04%	2,318	5.55%	69
Light radio/heavy TV	2,647	4.61%	2,626	6.29%	136
Heavy radio/heavy TV	4,620	8.05%	4,907	11.75%	146
<b>Cross Media Use - Radio/Daily Newspaper Users</b>					
Light radio/light newspaper	768	1.34%	812	1.95%	146
Heavy radio/light newspaper	1,353	2.36%	859	2.06%	87
Light radio/heavy newspaper	740	1.29%	720	1.72%	133
Heavy radio/heavy newspaper	1,870	3.26%	2,121	5.08%	156
<b>Cross Media Use - TV/Daily Newspaper Users</b>					
Light TV/light newspaper	1,047	1.82%	811	1.94%	107
Heavy TV/light newspaper	978	1.70%	737	1.76%	104
Light TV/heavy newspaper	382	0.67%	307	0.74%	110
Heavy TV/heavy newspaper	1,765	3.08%	2,120	5.08%	165
<b>Cross Media Use - Radio/Internet Users</b>					
Light radio/light internet	5,017	8.74%	4,233	10.14%	116
Heavy radio/light internet	6,672	11.63%	5,850	14.01%	120
Light radio/heavy internet	9,565	16.67%	5,656	13.54%	81
Heavy radio/heavy internet	3,543	6.17%	2,073	4.96%	80
<b>Cross Media Use - TV/Internet Users</b>					
Light TV/light internet	4,110	7.16%	3,213	7.69%	107
Heavy TV/light internet	4,601	8.02%	4,938	11.83%	148
Light TV/heavy internet	6,178	10.77%	4,127	9.88%	92
Heavy TV/heavy internet	2,837	4.95%	1,832	4.39%	89
<b>Cross Media Use - Daily Newspaper/Internet Users</b>					
Light newspaper/light internet	964	1.68%	884	2.12%	126
Heavy newspaper/light internet	1,640	2.86%	1,868	4.47%	156
Light newspaper/heavy internet	1,076	1.88%	739	1.77%	94
Heavy newspaper/heavy internet	831	1.45%	743	1.78%	123
<b>Cross Media Use - Radio/Magazines Users</b>					
Light radio/light magazines	386	0.67%	298	0.71%	106

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Heavy radio/light magazines	898	1.57%	853	2.04%	130
Light radio/heavy magazines	503	0.88%	323	0.77%	88
Heavy radio/heavy magazines	1,011	1.76%	1,000	2.39%	136
<b>Cross Media Use - TV/Magazines Users</b>					
Light TV/light magazines	441	0.77%	422	1.01%	131
Heavy TV/light magazines	546	0.95%	719	1.72%	181
Light TV/heavy magazines	193	0.34%	238	0.57%	168
Heavy TV/heavy magazines	1,057	1.84%	1,059	2.54%	138
<b>Cross Media Use - Daily Newspaper/Magazines Users</b>					
Light newspaper/light magazines	575	1.00%	334	0.80%	80
Heavy newspaper/light magazines	394	0.69%	442	1.06%	154
Light newspaper/heavy magazines	163	0.28%	87	0.21%	75
Heavy newspaper/heavy magazines	530	0.92%	585	1.40%	152
<b>Cross Media Use - Internet Users/Magazines Users</b>					
Light internet/light magazines	921	1.61%	861	2.06%	128
Heavy internet/light magazines	595	1.04%	530	1.27%	122
Light internet/heavy magazines	874	1.52%	752	1.80%	118
Heavy internet/heavy magazines	685	1.19%	407	0.97%	82



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