

| Attribute   | Benchmark<br>North Vancouver<br>(CSD/CY, BC) |         | West Vancouver<br>(CSD/DM, BC) |         |       |
|---|--|---------|--------------------------------|---------|-------|
|   | Value  | Percent | Value                          | Percent | Index |
| <b>Population of Age 15 and Up</b>                                    | 51,426                                       |         | 39,463                         |         |       |
| <b>When Watching TV, also Using Other Media</b>                       |  |         |                                |         |       |
| When watching TV, also listening radio                                | 2,696  | 5.24%   | 1,898                          | 4.81%   | 92    |
| When watching TV, also using internet - Web browsing                  | 14,239                                       | 27.69%  | 9,677                          | 24.52%  | 89    |
| When watching TV, also using internet - Social media                  | 10,983                                       | 21.36%  | 6,268                          | 15.88%  | 74    |
| When watching TV, also reading daily newspapers                       | 6,306  | 12.26%  | 5,769                          | 14.62%  | 119   |
| When watching TV, also reading community newspapers                   | 6,441  | 12.52%  | 5,353                          | 13.56%  | 108   |
| When watching TV, also reading magazines                              | 5,419  | 10.54%  | 4,424                          | 11.21%  | 106   |
| When watching TV, not consuming other media                           | 24,748                                       | 48.12%  | 19,282                         | 48.86%  | 102   |
| <b>When Listening to Radio, also Using Other Media</b>                |  |         |                                |         |       |
| When listening radio, also watching TV                                | 3,172  | 6.17%   | 2,002                          | 5.07%   | 82    |
| When listening radio, also using internet - Web browsing              | 8,878  | 17.26%  | 6,098                          | 15.45%  | 90    |
| When listening radio, also using internet - Social media              | 6,163  | 11.98%  | 3,864                          | 9.79%   | 82    |
| When listening radio, also reading daily newspapers                   | 7,018  | 13.65%  | 7,022                          | 17.79%  | 130   |
| When listening radio, also reading community newspapers               | 5,562  | 10.82%  | 4,957                          | 12.56%  | 116   |
| When listening radio, also reading magazines                          | 4,706  | 9.15%   | 4,346                          | 11.01%  | 120   |
| When listening radio, not consuming other media                       | 30,727                                       | 59.75%  | 23,421                         | 59.35%  | 99    |
| <b>When Using Internet - Web Browsing, also Using Other Media</b>     |  |         |                                |         |       |
| When using internet - Web browsing, also watching TV                  | 15,410                                       | 29.97%  | 11,045                         | 27.99%  | 93    |
| When using internet - Web browsing, also listening radio              | 9,745  | 18.95%  | 6,841                          | 17.34%  | 92    |
| When using internet - Web browsing, also using social media           | 5,051  | 9.82%   | 3,209                          | 8.13%   | 83    |
| When using internet - Web browsing, also reading daily newspapers     | 1,166  | 2.27%   | 923                            | 2.34%   | 103   |
| When using internet - Web browsing, also reading community newspapers | 975  | 1.90%   | 566                            | 1.43%   | 75    |
| When using internet - Web browsing, also reading magazines            | 599  | 1.17%   | 349                            | 0.88%   | 75    |
| When using internet - Web browsing, not consuming other media         | 28,341                                       | 55.11%  | 22,734                         | 57.61%  | 105   |
| <b>When Using Internet - Social Media, also Using Other Media</b>     |  |         |                                |         |       |
| When using internet - Social media, also watching TV                  | 12,802                                       | 24.89%  | 8,324                          | 21.09%  | 85    |
| When using internet - Social media, also listening radio              | 6,690  | 13.01%  | 4,329                          | 10.97%  | 84    |
| When using internet - Social media, also using web browsing           | 4,845  | 9.42%   | 2,558                          | 6.48%   | 69    |
| When using internet - Social media, also reading daily newspapers     | 854  | 1.66%   | 666                            | 1.69%   | 102   |
| When using internet - Social media, also reading community newspapers | 516  | 1.00%   | 242                            | 0.61%   | 61    |
| When using internet - Social media, also reading magazines            | 574  | 1.12%   | 416                            | 1.05%   | 94    |
| When using internet - Social media, not consuming other media         | 32,239                                       | 62.69%  | 26,699                         | 67.66%  | 108   |
| <b>When Reading Daily Newspaper, also Using Other Media</b>           |  |         |                                |         |       |
| When reading daily newspaper, also watching TV                        | 10,565                                       | 20.54%  | 8,730                          | 22.12%  | 108   |
| When reading daily newspaper, also listening radio                    | 11,826                                       | 23.00%  | 10,595                         | 26.85%  | 117   |
| When reading daily newspaper, also using internet - Web browsing      | 1,598  | 3.11%   | 997                            | 2.53%   | 81    |
| When reading daily newspaper, also using internet - Social media      | 1,629  | 3.17%   | 820                            | 2.08%   | 66    |

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|  | Value  | Percent | Value                          | Percent | Index |
| When reading daily newspaper, also reading community newspapers      | 432  | 0.84%   | 246                            | 0.62%   | 74    |
| When reading daily newspaper, also reading magazines                 | 509  | 0.99%   | 448                            | 1.14%   | 115   |
| When reading daily newspaper, not consuming other media              | 32,008                                       | 62.24%  | 23,249                         | 58.91%  | 95    |
| <b>When Reading Community Newspaper, also Using Other Media</b>      |  |         |                                |         |       |
| When reading community newspaper, also watching TV                   | 11,456                                       | 22.28%  | 9,209                          | 23.34%  | 105   |
| When reading community newspaper, also listening radio               | 11,821                                       | 22.99%  | 10,239                         | 25.95%  | 113   |
| When reading community newspaper, also using internet - Web browsing | 1,382  | 2.69%   | 837                            | 2.12%   | 79    |
| When reading community newspaper, also using internet - Social media | 1,219  | 2.37%   | 714                            | 1.81%   | 76    |
| When reading community newspaper, also reading daily newspapers      | 537  | 1.04%   | 314                            | 0.80%   | 77    |
| When reading community newspaper, also reading magazines             | 275  | 0.54%   | 146                            | 0.37%   | 69    |
| When reading community newspaper, not consuming other media          | 32,637                                       | 63.47%  | 23,435                         | 59.39%  | 94    |
| <b>When Reading Magazine, also Using Other Media</b>                 |  |         |                                |         |       |
| When reading magazines, also watching TV                             | 9,724  | 18.91%  | 7,714                          | 19.55%  | 103   |
| When reading magazines, also listening radio                         | 10,165                                       | 19.77%  | 8,407                          | 21.31%  | 108   |
| When reading magazines, also using internet - Web browsing           | 1,327  | 2.58%   | 783                            | 1.98%   | 77    |
| When reading magazines, also using internet - Social media           | 1,372  | 2.67%   | 729                            | 1.85%   | 69    |
| When reading magazines, also reading daily newspapers                | 1,057  | 2.06%   | 592                            | 1.50%   | 73    |
| When reading magazines, also reading community newspapers            | 303  | 0.59%   | 145                            | 0.37%   | 63    |
| When reading magazines, not consuming other media                    | 33,910                                       | 65.94%  | 25,627                         | 64.94%  | 98    |
| <b>Watching TV Shows from Cable or Online on Average Month</b>       |  |         |                                |         |       |
| Watching TV shows from cable   | 35,956                                       | 69.92%  | 27,994                         | 70.94%  | 101   |
| Watching TV shows from online streaming or via download              | 11,150                                       | 21.68%  | 7,756                          | 19.65%  | 91    |
| Watching TV shows from cable: Once a month                           | 1,010  | 1.96%   | 738                            | 1.87%   | 95    |
| Watching TV shows from cable: 2-3 times a month                      | 3,344  | 6.50%   | 2,596                          | 6.58%   | 101   |
| Watching TV shows from cable: Once a week or more                    | 31,603                                       | 61.45%  | 24,659                         | 62.49%  | 102   |
| Watching TV shows from online: Once a month                          | 1,711  | 3.33%   | 1,453                          | 3.68%   | 111   |
| Watching TV shows from online: 2-3 times a month                     | 2,600  | 5.06%   | 2,043                          | 5.18%   | 102   |
| Watching TV shows from online: Once a week or more                   | 6,838  | 13.30%  | 4,260                          | 10.80%  | 81    |
| <b>Radio/TV Users</b>  |  |         |                                |         |       |
| Light radio/light TV   | 4,514  | 8.78%   | 3,068                          | 7.77%   | 88    |
| Heavy radio/light TV   | 3,488  | 6.78%   | 2,772                          | 7.03%   | 104   |
| Light radio/heavy TV   | 5,682  | 11.05%  | 3,945                          | 10.00%  | 90    |
| Heavy radio/heavy TV   | 8,072  | 15.70%  | 7,085                          | 17.95%  | 114   |
| <b>Radio/Daily Newspaper Users</b>                                   |  |         |                                |         |       |
| Light radio/light newspaper  | 1,616  | 3.14%   | 973                            | 2.47%   | 79    |
| Heavy radio/light newspaper  | 1,913  | 3.72%   | 1,511                          | 3.83%   | 103   |
| Light radio/heavy newspaper  | 1,747  | 3.40%   | 1,358                          | 3.44%   | 101   |
| Heavy radio/heavy newspaper  | 4,224  | 8.21%   | 4,384                          | 11.11%  | 135   |
| <b>TV/Daily Newspaper Users</b>                                      |  |         |                                |         |       |
| Light TV/light newspaper   | 957  | 1.86%   | 704                            | 1.79%   | 96    |

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|                                       | Value  | Percent | Value                          | Percent | Index |
| Heavy TV/light newspaper              | 2,117  | 4.12%   | 1,436                          | 3.64%   | 88    |
| Light TV/heavy newspaper              | 758  | 1.47%   | 900                            | 2.28%   | 155   |
| Heavy TV/heavy newspaper              | 4,607  | 8.96%   | 4,364                          | 11.06%  | 123   |
| <b>Radio/Internet Users</b>           |  |         |                                |         |       |
| Light radio/light internet            | 5,714  | 11.11%  | 4,483                          | 11.36%  | 102   |
| Heavy radio/light internet            | 8,119  | 15.79%  | 7,183                          | 18.20%  | 115   |
| Light radio/heavy internet            | 3,604  | 7.01%   | 2,553                          | 6.47%   | 92    |
| Heavy radio/heavy internet            | 3,270  | 6.36%   | 1,906                          | 4.83%   | 76    |
| <b>TV/Internet Users</b>              |  |         |                                |         |       |
| Light TV/light internet               | 3,572  | 6.95%   | 2,685                          | 6.80%   | 98    |
| Heavy TV/light internet               | 8,304  | 16.15%  | 7,505                          | 19.02%  | 118   |
| Light TV/heavy internet               | 3,271  | 6.36%   | 2,002                          | 5.07%   | 80    |
| Heavy TV/heavy internet               | 2,975  | 5.79%   | 1,470                          | 3.72%   | 64    |
| <b>Daily Newspaper/Internet Users</b> |  |         |                                |         |       |
| Light newspaper/light internet        | 2,199  | 4.28%   | 1,724                          | 4.37%   | 102   |
| Heavy newspaper/light internet        | 2,946  | 5.73%   | 3,745                          | 9.49%   | 166   |
| Light newspaper/heavy internet        | 952  | 1.85%   | 514                            | 1.30%   | 70    |
| Heavy newspaper/heavy internet        | 1,057  | 2.06%   | 796                            | 2.02%   | 98    |
| <b>Radio/Magazine Users</b>           |  |         |                                |         |       |
| Light radio/light magazines           | 990  | 1.93%   | 956                            | 2.42%   | 125   |
| Heavy radio/light magazines           | 1,948  | 3.79%   | 1,929                          | 4.89%   | 129   |
| Light radio/heavy magazines           | 1,124  | 2.19%   | 970                            | 2.46%   | 112   |
| Heavy radio/heavy magazines           | 2,409  | 4.68%   | 1,916                          | 4.86%   | 104   |
| <b>TV/Magazine Users</b>              |  |         |                                |         |       |
| Light TV/light magazines              | 665  | 1.29%   | 689                            | 1.75%   | 136   |
| Heavy TV/light magazines              | 1,803  | 3.51%   | 1,539                          | 3.90%   | 111   |
| Light TV/heavy magazines              | 518  | 1.01%   | 371                            | 0.94%   | 93    |
| Heavy TV/heavy magazines              | 2,486  | 4.84%   | 2,240                          | 5.68%   | 117   |
| <b>Daily Newspaper/Magazine Users</b> |  |         |                                |         |       |
| Light newspaper/light magazines       | 1,041  | 2.02%   | 630                            | 1.60%   | 79    |
| Heavy newspaper/light magazines       | 717  | 1.39%   | 970                            | 2.46%   | 177   |
| Light newspaper/heavy magazines       | 395  | 0.77%   | 287                            | 0.73%   | 95    |
| Heavy newspaper/heavy magazines       | 1,579  | 3.07%   | 1,462                          | 3.71%   | 121   |
| <b>Internet Users/Magazine Users</b>  |  |         |                                |         |       |
| Light internet/light magazines        | 2,217  | 4.31%   | 1,985                          | 5.03%   | 117   |
| Heavy internet/light magazines        | 830  | 1.61%   | 535                            | 1.36%   | 84    |
| Light internet/heavy magazines        | 1,501  | 2.92%   | 1,469                          | 3.72%   | 127   |
| Heavy internet/heavy magazines        | 823  | 1.60%   | 654                            | 1.66%   | 104   |

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

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