

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		
TV Watching Summary					
TV watching yesterday: Yes	39,436	76.68%	31,054	78.69%	103
TV watching weekday: Never	8,661	16.84%	6,152	15.59%	93
TV watching weekday: Less than 1 day a week	1,941	3.77%	1,016	2.57%	68
TV watching weekday: 1 day	381	0.74%	267	0.68%	92
TV watching weekday: 2 days	1,574	3.06%	1,337	3.39%	111
TV watching weekday: 3 days	3,096	6.02%	2,166	5.49%	91
TV watching weekday: 4 days	4,131	8.03%	3,225	8.17%	102
TV watching weekday: 5 days	31,641	61.53%	25,300	64.11%	104
TV watching weekend: Never	8,399	16.33%	5,975	15.14%	93
TV watching weekend: Less than 1 day	1,241	2.41%	812	2.06%	85
TV watching weekend: 1 day	1,348	2.62%	1,147	2.91%	111
TV watching weekend: 2 days	40,439	78.64%	31,529	79.89%	102
Summary Time Spent on Watching TV Weekday					
TV watching weekday: Did not watch	9,071	17.64%	6,357	16.11%	91
TV watching weekday: Less than 1 hour	1,031	2.00%	828	2.10%	105
TV watching weekday: 1 to 2 hrs	8,051	15.66%	6,380	16.17%	103
TV watching weekday: 2 to 4 hrs	12,828	24.95%	10,280	26.05%	104
TV watching weekday: 4 to 6 hrs	10,449	20.32%	8,351	21.16%	104
TV watching weekday: 6 to 8 hrs	5,691	11.07%	4,166	10.56%	95
TV watching weekday: More than 8 hrs	4,305	8.37%	3,101	7.86%	94
Summary Time Spent on Watching TV Saturday					
TV watching Saturday: Did not watch	11,916	23.17%	8,724	22.11%	95
TV watching Saturday: Less than 1 hour	521	1.01%	483	1.22%	121
TV watching Saturday: 1 to 2 hrs	8,332	16.20%	6,876	17.42%	108
TV watching Saturday: 2 to 4 hrs	14,074	27.37%	11,585	29.36%	107
TV watching Saturday: 4 to 6 hrs	8,832	17.18%	6,680	16.93%	99
TV watching Saturday: 6 to 8 hrs	4,440	8.63%	3,111	7.88%	91
TV watching Saturday: More than 8 hrs	3,310	6.44%	2,005	5.08%	79
Summary Time Spent on Watching TV Sunday					
TV watching Sunday: Did not watch	11,603	22.56%	7,954	20.16%	89
TV watching Sunday: Less than 1 hour	597	1.16%	542	1.37%	118
TV watching Sunday: 1 to 2 hrs	8,486	16.50%	6,863	17.39%	105
TV watching Sunday: 2 to 4 hrs	13,787	26.81%	11,654	29.53%	110
TV watching Sunday: 4 to 6 hrs	8,732	16.98%	7,382	18.71%	110
TV watching Sunday: 6 to 8 hrs	4,448	8.65%	3,283	8.32%	96
TV watching Sunday: More than 8 hrs	3,772	7.33%	1,784	4.52%	62
Watching TV (M-Su) Average Day					
Watching TV (M-Su) average day: Zero	5,300	10.31%	3,831	9.71%	94
Watching TV (M-Su) average day: Less than 1 hour	3,028	5.89%	2,191	5.55%	94
Watching TV (M-Su) average day: 1 to 2 hrs	8,220	15.98%	5,991	15.18%	95
Watching TV (M-Su) average day: 2 to 4 hrs	15,297	29.75%	12,726	32.25%	108
Watching TV (M-Su) average day: 4 to 6 hrs	12,298	23.91%	9,951	25.22%	105

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Watching TV (M-Su) average day: 6 to 8 hrs	4,331	8.42%	3,104	7.86%	93
Watching TV (M-Su) average day: More than 8 hrs	2,954	5.74%	1,669	4.23%	74
Watching TV (Sa-Su)					
Watching TV (Sa-Su) - total : Zero	8,631	16.78%	5,925	15.01%	89
Watching TV (Sa-Su) - total : Less than 1 hour	528	1.03%	509	1.29%	125
Watching TV (Sa-Su) - total : 1 to 2 hrs	3,322	6.46%	2,488	6.30%	98
Watching TV (Sa-Su) - total : 2 to 4 hrs	5,793	11.26%	4,350	11.02%	98
Watching TV (Sa-Su) - total : 4 to 6 hrs	7,670	14.92%	6,642	16.83%	113
Watching TV (Sa-Su) - total : 6 to 8 hrs	7,923	15.41%	6,365	16.13%	105
Watching TV (Sa-Su) - total : More than 8 hrs	17,559	34.14%	13,185	33.41%	98
Terciles of Viewing					
TV viewing: No usage	5,298	10.30%	3,975	10.07%	98
TV viewing: Light	10,988	21.37%	8,343	21.14%	99
TV viewing: Medium	14,960	29.09%	12,273	31.10%	107
TV viewing: Heavy	20,180	39.24%	14,872	37.69%	96
Watching TV on a PVR/VCR					
Watch TV on PVR/VCR: Do not own a PVR/VCR	12,079	23.49%	7,771	19.69%	84
Watch TV on PVR/VCR: Always	25,411	49.41%	20,898	52.96%	107
Watch TV on PVR/VCR: Sometimes	9,477	18.43%	7,664	19.42%	105
Watch TV on PVR/VCR: Never	4,459	8.67%	3,130	7.93%	91
TV Program					
TV Program: Auto Racing	1,618	3.15%	1,344	3.41%	108
TV Program: Baseball (When in Season)	5,957	11.58%	4,916	12.46%	108
TV Program: Basketball (When in Season)	3,640	7.08%	3,152	7.99%	113
TV Program: Cartoons	2,187	4.25%	1,179	2.99%	70
TV Program: CFL Football (When in Season)	7,948	15.46%	6,702	16.98%	110
TV Program: Children's programs	1,768	3.44%	585	1.48%	43
TV Program: Contest shows (e.g. America's Got Talent)	6,905	13.43%	5,767	14.61%	109
TV Program: Cooking programs	11,933	23.20%	8,979	22.75%	98
TV Program: Curling (when in season)	4,421	8.60%	3,907	9.90%	115
TV Program: Daytime soap/serial dramas (e.g. The Young and the Restless)	3,074	5.98%	2,125	5.39%	90
TV Program: Daytime talk shows	5,903	11.48%	4,505	11.42%	99
TV Program: Documentaries	17,756	34.53%	14,823	37.56%	109
TV Program: Entertainment news programs (e.g. ET/Access Hollywood)	4,858	9.45%	3,452	8.75%	93
TV Program: Evening local news	25,936	50.43%	21,388	54.20%	107
TV Program: Figure skating	3,932	7.65%	3,227	8.18%	107
TV Program: Game shows	6,853	13.33%	5,114	12.96%	97
TV Program: Golf	5,425	10.55%	4,819	12.21%	116
TV Program: Hockey (when inseason)	12,655	24.61%	9,299	23.56%	96
TV Program: Home renovation/decoration shows	13,778	26.79%	10,372	26.28%	98
TV Program: Late night talk shows	7,919	15.40%	6,589	16.70%	108
TV Program: Mixed martial arts/wrestling (e.g. UFC, WWE Raw)	1,061	2.06%	575	1.46%	71

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TV Program: Morning local news	13,480	26.21%	9,776	24.77%	95
TV Program: Movies	23,796	46.27%	17,556	44.49%	96
TV Program: National news/current affairs	21,554	41.91%	18,907	47.91%	114
TV Program: NFL Football (when inseason)	6,527	12.69%	5,159	13.07%	103
TV Program: Personal makeover shows (e.g. The Biggest Loser)	901	1.75%	710	1.80%	103
TV Program: Primetime serial dramas (e.g. Criminal Minds)	16,373	31.84%	12,140	30.76%	97
TV Program: Reality shows (e.g. Survivor)	7,332	14.26%	5,087	12.89%	90
TV Program: Sci-Fi/fantasy/comic book shows (e.g. Arrow, Grimm)	5,499	10.69%	3,424	8.68%	81
TV Program: Situation comedies	13,094	25.46%	9,523	24.13%	95
TV Program: Soccer	4,996	9.72%	4,171	10.57%	109
TV Program: Suspense/crime dramas	16,618	32.31%	12,421	31.48%	97
TV Program: Tennis (when in season)	4,532	8.81%	4,084	10.35%	117
TV Program: TV Infomercials	423	0.82%	265	0.67%	82
TV Program: Variety/award specials	5,758	11.20%	4,704	11.92%	106
TV Program: Other programs	9,577	18.62%	7,132	18.07%	97
TV Channel					
TV Channel: A&E (Arts & Entertainment)	8,710	16.94%	6,172	15.64%	92
TV Channel: AMC	4,509	8.77%	2,881	7.30%	83
TV Channel: Bravo!	7,548	14.68%	6,018	15.25%	104
TV Channel: CablePulse24 (CP24)	2,410	4.69%	2,065	5.23%	112
TV Channel: CBC News Network	14,387	27.98%	12,627	32.00%	114
TV Channel: CMT	1,006	1.96%	566	1.44%	73
TV Channel: CNN	8,875	17.26%	7,602	19.26%	112
TV Channel: CTV News Channel	13,012	25.30%	10,378	26.30%	104
TV Channel: Discovery Channel	10,016	19.48%	7,789	19.74%	101
TV Channel: DTour (TVTropolis)	1,126	2.19%	625	1.58%	72
TV Channel: E! Entertainment Television	2,421	4.71%	1,691	4.29%	91
TV Channel: Family Channel	971	1.89%	466	1.18%	62
TV Channel: Family Jr.	441	0.86%	164	0.42%	49
TV Channel: Food Network	8,633	16.79%	6,743	17.09%	102
TV Channel: Fox News US	1,393	2.71%	975	2.47%	91
TV Channel: Golf Channel	3,978	7.74%	3,610	9.15%	118
TV Channel: Gusto/CTV Life	1,751	3.40%	1,463	3.71%	109
TV Channel: HBO Canada	5,650	10.99%	4,063	10.30%	94
TV Channel: HGTV (Home & Garden Television)	9,833	19.12%	6,731	17.06%	89
TV Channel: History Channel	10,236	19.91%	8,071	20.45%	103
TV Channel: HLN (Headline News)	640	1.25%	570	1.45%	116
TV Channel: MSNBC US	3,284	6.39%	2,869	7.27%	114
TV Channel: MTV	814	1.58%	449	1.14%	72
TV Channel: Much (MuchMusic)	431	0.84%	232	0.59%	70
TV Channel: OLN	779	1.52%	469	1.19%	78
TV Channel: OWN (Oprah Winfrey Network)	2,047	3.98%	1,088	2.76%	69
TV Channel: Paramount Network	830	1.61%	534	1.35%	84

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	Value	Percent	Value	Percent	Index
TV Channel: Showcase	7,061	13.73%	5,456	13.83%	101
TV Channel: Slice	2,978	5.79%	2,339	5.93%	102
TV Channel: Space	4,180	8.13%	2,493	6.32%	78
TV Channel: Sportsnet	10,179	19.79%	8,538	21.64%	109
TV Channel: Sportsnet 360/SN 360	4,601	8.95%	3,622	9.18%	103
TV Channel: Teletoon (English)	396	0.77%	145	0.37%	48
TV Channel: The Comedy Network	4,002	7.78%	2,626	6.65%	85
TV Channel: The Learning Channel (TLC)	4,484	8.72%	3,420	8.67%	99
TV Channel: The Movie Network (TMN)	3,247	6.32%	2,398	6.08%	96
TV Channel: The Shopping Channel (TSC)	1,163	2.26%	884	2.24%	99
TV Channel: The Weather Network	6,549	12.73%	6,074	15.39%	121
TV Channel: Treehouse TV	697	1.36%	389	0.99%	73
TV Channel: TSN	8,980	17.46%	7,880	19.97%	114
TV Channel: TSN2	3,963	7.71%	3,544	8.98%	116
TV Channel: Turner Classic Movies (TCM)	5,225	10.16%	5,294	13.42%	132
TV Channel: VisionTV	3,004	5.84%	2,517	6.38%	109
TV Channel: W Network	5,659	11.00%	4,347	11.01%	100
TV Channel: YTV	1,138	2.21%	767	1.94%	88
TV Channel: Other English specialty channels	7,532	14.65%	6,244	15.82%	108
TV Channel: ARTV	2,160	4.20%	837	2.12%	50
TV Channel: Canal D	2,773	5.39%	2,033	5.15%	96
TV Channel: Canal Vie	2,634	5.12%	1,822	4.62%	90
TV Channel: Evasion	1,433	2.79%	967	2.45%	88
TV Channel: Historia	1,881	3.66%	1,440	3.65%	100
TV Channel: Le Canal Nouvelles (LCN)	2,955	5.75%	2,170	5.50%	96
TV Channel: Le Reseau de l' information (RDI)	708	1.38%	1,022	2.59%	188
TV Channel: Le Reseau des Sports (RDS)	2,272	4.42%	1,802	4.57%	103
TV Channel: MeteoMedia	2,223	4.32%	1,731	4.39%	102
TV Channel: MusiquePlus	127	0.25%	137	0.35%	140
TV Channel: RDS2	1,015	1.97%	645	1.63%	83
TV Channel: Series+	1,895	3.68%	1,284	3.25%	88
TV Channel: Super Ecran	1,181	2.30%	900	2.28%	99
TV Channel: Teletoon (French)	485	0.94%	387	0.98%	104
TV Channel: TV5 Quebec Canada (TV5)	400	0.78%	377	0.96%	123
TV Channel: UNIS	560	1.09%	243	0.62%	57
TV Channel: VRAK TV	135	0.26%	106	0.27%	104
TV Channel: Z (Ztele)	1,258	2.45%	919	2.33%	95
TV Channel: Other French specialty channels	1,823	3.54%	1,348	3.42%	97
TV Channel: Premium multicultural foreign channels (e.g. DW, Al Jazeera, RT, Teletatino)	1,566	3.04%	1,373	3.48%	114
Digital Channel					
Digital Channel: ABC Spark	1,255	2.44%	631	1.60%	66
Digital Channel: Action	1,132	2.20%	553	1.40%	64
Digital Channel: Animal Planet	2,988	5.81%	2,096	5.31%	91

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	Value	Percent	Value	Percent	Index
Digital Channel: Cottage Life	1,058	2.06%	928	2.35%	114
Digital Channel: Crime + Investigation (Mystery)	3,123	6.07%	2,282	5.78%	95
Digital Channel: DejaView	860	1.67%	545	1.38%	83
Digital Channel: Discovery Science	3,642	7.08%	2,964	7.51%	106
Digital Channel: Discovery Velocity	987	1.92%	930	2.36%	123
Digital Channel: Disney Channel	1,194	2.32%	752	1.91%	82
Digital Channel: Disney Junior	405	0.79%	252	0.64%	81
Digital Channel: Disney XD	334	0.65%	145	0.37%	57
Digital Channel: DIY Network	1,778	3.46%	1,198	3.04%	88
Digital Channel: FX Canada/FXX	1,687	3.28%	1,035	2.62%	80
Digital Channel: Game TV	1,489	2.90%	1,083	2.75%	95
Digital Channel: Independent Film Channel (IFC)	647	1.26%	395	1.00%	79
Digital Channel: Investigation Discovery	1,216	2.36%	673	1.71%	72
Digital Channel: Leafs TV	72	0.14%	44	0.11%	79
Digital Channel: Lifetime	1,330	2.59%	896	2.27%	88
Digital Channel: MovieTime	2,004	3.90%	1,471	3.73%	96
Digital Channel: Nat Geo Wild	3,051	5.93%	2,123	5.38%	91
Digital Channel: National Geographic Channel	5,851	11.38%	4,751	12.04%	106
Digital Channel: NBA TV Canada	376	0.73%	331	0.84%	115
Digital Channel: Sportsnet ONE	2,972	5.78%	2,301	5.83%	101
Digital Channel: Travel + Escape	586	1.14%	486	1.23%	108
Digital Channel: English On-demand channels (any)	936	1.82%	743	1.88%	103
Digital Channel: Other English digital channels	2,043	3.97%	1,564	3.96%	100
Digital Channel: addikTV	1,651	3.21%	1,435	3.64%	113
Digital Channel: CASA	1,234	2.40%	974	2.47%	103
Digital Channel: Cinepop	1,146	2.23%	872	2.21%	99
Digital Channel: Explora	1,047	2.04%	806	2.04%	100
Digital Channel: Investigation	474	0.92%	372	0.94%	102
Digital Channel: La Chaine Disney	58	0.11%	78	0.20%	182
Digital Channel: Moi&Cie	1,015	1.97%	771	1.95%	99
Digital Channel: Prise 2	1,156	2.25%	777	1.97%	88
Digital Channel: RDS Info	609	1.18%	231	0.59%	50
Digital Channel: Telemagino	39	0.08%	52	0.13%	163
Digital Channel: TVA Sports	2,030	3.95%	1,688	4.28%	108
Digital Channel: TVA Sports 2	1,056	2.05%	772	1.96%	96
Digital Channel: Yoopa	129	0.25%	93	0.24%	96
Digital Channel: Zeste	598	1.16%	414	1.05%	91
Digital Channel: French On-demand channels (any)	53	0.10%	49	0.12%	120
Digital Channel: Other French digital channels	674	1.31%	180	0.46%	35

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