

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Population of age 15 and over	60,240		42,869		
Have Internet Access					
Have internet access from any location: Yes	56,844	94.36%	39,650	92.49%	98
Connected to internet yesterday: Yes	54,686	90.78%	37,744	88.04%	97
Accessed internet in the past 7 days: Yes	56,017	92.99%	39,380	91.86%	99
Accessed internet in the past 7 days: Less than 5 hours	1,251	2.08%	1,241	2.90%	139
Accessed internet in the past 7 days: 5 to 10 hours	2,820	4.68%	3,017	7.04%	150
Accessed internet in the past 7 days: 10 to 15 hours	3,597	5.97%	3,428	8.00%	134
Accessed internet in the past 7 days: 15 to 25 hours	9,160	15.21%	7,347	17.14%	113
Accessed internet in the past 7 days: More than 25 hours	39,754	65.99%	24,670	57.55%	87
Internet Access through					
Internet access: ADSL/DSL/Fibre optic (e.g. Bell Fibe/Telus high speed)	29,923	49.67%	20,661	48.20%	97
Internet access: Cable high speed (e.g. Rogers/Shaw/Cogeco high speed)	20,103	33.37%	14,370	33.52%	100
Internet access: Mobile broadband modem or data stick	544	0.90%	220	0.51%	57
Internet access: Other type of Internet access (e.g. Satellite, ISDN, dial-up)	959	1.59%	1,022	2.39%	150
Internet access: Don't know	3,934	6.53%	2,824	6.59%	101
Internet access: None, don't have Internet access at home	1,291	2.14%	842	1.96%	92
Internet Activities Past 7 Days - Audio					
Download music/MP3 files (free or paid)	8,333	13.83%	5,522	12.88%	93
Listen to a podcast	15,236	25.29%	9,065	21.15%	84
Listen to a radio broadcast via streaming audio	7,570	12.57%	5,250	12.25%	97
Listen to Internet-only music service (free) (e.g. Spotify)	13,751	22.83%	8,547	19.94%	87
Listen to Internet-only music service (paid) (e.g. Tidal)	9,366	15.55%	5,333	12.44%	80
Listen to music via streaming video service (e.g. YouTube)	15,769	26.18%	8,672	20.23%	77
Internet Activities Past 7 Days - Video					
Download any video content (free or paid)	8,648	14.36%	6,183	14.42%	100
Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	23,641	39.24%	13,471	31.42%	80
Watch a TV broadcast via streaming video	6,422	10.66%	4,301	10.03%	94
Watch free streaming music videos(e.g. YouTube, Vevo)	20,726	34.41%	11,993	27.98%	81
Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	2,253	3.74%	1,341	3.13%	84
Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	21,412	35.55%	14,340	33.45%	94
Internet Activities Past 7 Days - Social					
Access online social networks (e.g. Facebook, Twitter)	31,415	52.15%	18,782	43.81%	84
Participate in an online video conference for business or personal	19,365	32.15%	12,227	28.52%	89
Share/refer/link friends or people you know to a website or an article	16,464	27.33%	9,753	22.75%	83
Click on an internet advertisement	9,830	16.32%	6,680	15.58%	95
Enter online contests	4,936	8.19%	3,040	7.09%	87

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Internet search - business, services, products	30,505	50.64%	20,721	48.34%	95
Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	5,854	9.72%	2,821	6.58%	68
Play/download online games	17,238	28.62%	11,628	27.12%	95
Send/receive a text/instant message	40,845	67.80%	27,897	65.08%	96
Send/receive email	42,904	71.22%	29,275	68.29%	96
Take pictures/video	33,356	55.37%	21,584	50.35%	91
Use ad blocking software	12,998	21.58%	8,037	18.75%	87
Use Apps	34,533	57.33%	21,370	49.85%	87
Use maps/directions service (e.g. Google maps)	36,041	59.83%	24,619	57.43%	96
Use online telephone directory to locate phone number/address	10,420	17.30%	8,058	18.80%	109
Internet Activities Past 7 Days - Shopping/Services					
Compare products/prices while shopping	19,819	32.90%	13,658	31.86%	97
Consult consumer reviews	15,255	25.32%	9,565	22.31%	88
Do banking/pay bills online	37,328	61.97%	26,145	60.99%	98
Download/print discount coupon	6,394	10.62%	4,438	10.35%	97
Purchase group deal (e.g. Groupon, WagJag)	1,149	1.91%	826	1.93%	101
Purchase products or services	19,463	32.31%	13,844	32.29%	100
Receive store offers by SMS	5,793	9.62%	3,480	8.12%	84
Research products/services you might like to try or buy	22,835	37.91%	15,156	35.35%	93
Scan mobile tagging barcode/QR	9,654	16.03%	6,551	15.28%	95
Internet Activities Past 7 Days - Content					
Access a news site	24,602	40.84%	16,874	39.36%	96
Access a radio station's website	6,357	10.55%	4,524	10.55%	100
Access a TV station's website	5,221	8.67%	3,756	8.76%	101
Access automotive news	4,176	6.93%	2,959	6.90%	100
Access celebrity gossip content	4,533	7.53%	2,845	6.64%	88
Access fashion or beauty-related content	4,786	7.95%	3,023	7.05%	89
Access food/recipes content	19,122	31.74%	12,937	30.18%	95
Access health-related content	12,377	20.55%	8,895	20.75%	101
Access home furnishings/decor-related content	5,221	8.67%	3,517	8.20%	95
Access professional sports content	8,464	14.05%	5,753	13.42%	96
Access real estate listings/sites	9,302	15.44%	6,006	14.01%	91
Access restaurant guides/reviews	13,497	22.41%	10,465	24.41%	109
Access travel content	10,039	16.67%	7,824	18.25%	109
Read or look into online magazines	4,348	7.22%	3,150	7.35%	102
Read or look into online newspapers	10,550	17.51%	8,722	20.35%	116
Internet Activities - Using Mobile Phone - Audio					
Mobile phone - Download music/MP3 files (free or paid)	5,175	8.59%	3,047	7.11%	83
Mobile phone - Listen to a podcast	12,177	20.21%	6,993	16.31%	81
Mobile phone - Listen to a radio broadcast via streaming audio	4,456	7.40%	2,601	6.07%	82
Mobile phone - Listen to Internet-only music service (free) (e.g. Spotify)	10,332	17.15%	6,076	14.17%	83
Mobile phone - Listen to Internet-only music service (paid) (e.g. Tidal)	8,180	13.58%	5,038	11.75%	87

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	Value	Percent	Value	Percent	Index
Mobile phone - Listen to music via streaming video service (e.g. YouTube)	9,642	16.01%	5,218	12.17%	76
Internet Activities - Using Mobile phone - Video					
Mobile phone - Download any video content (free or paid)	3,488	5.79%	2,053	4.79%	83
Mobile phone - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	8,985	14.92%	4,909	11.45%	77
Mobile phone - Watch a TV broadcast via streaming video	2,265	3.76%	1,224	2.86%	76
Mobile phone - Watch free streaming music videos(e.g. YouTube, Vevo)	12,663	21.02%	6,926	16.16%	77
Mobile phone - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	953	1.58%	585	1.37%	87
Mobile phone - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	13,859	23.01%	8,600	20.06%	87
Internet Activities - Using Mobile phone - Social					
Mobile phone - Access online social networks (e.g. Facebook, Twitter)	24,818	41.20%	14,054	32.78%	80
Mobile phone - Participate in an online video conference for business or personal	5,279	8.76%	2,970	6.93%	79
Mobile phone - Share/refer/link friends or people you know to a website or an article	13,085	21.72%	7,289	17.00%	78
Mobile phone - Click on an Internet advertisement	6,767	11.23%	3,574	8.34%	74
Mobile phone - Enter online contests	3,070	5.10%	1,977	4.61%	90
Mobile phone - Internet search - business, services, products	19,342	32.11%	11,668	27.22%	85
Mobile phone - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	3,892	6.46%	1,174	2.74%	42
Mobile phone - Play/download online games	9,387	15.58%	5,793	13.51%	87
Mobile phone - Send/receive a text/instant message	38,740	64.31%	26,320	61.40%	95
Mobile phone - Send/receive email	33,324	55.32%	21,650	50.50%	91
Mobile phone - Take pictures/video	31,950	53.04%	20,858	48.66%	92
Mobile phone - Use ad blocking software	4,070	6.76%	2,168	5.06%	75
Mobile phone - Use Apps	32,876	54.58%	19,300	45.02%	82
Mobile phone - Use maps/directions service (e.g. Google maps)	30,954	51.39%	20,263	47.27%	92
Mobile phone - Use online telephone directory to locate phone number/address	8,193	13.60%	5,313	12.39%	91
Internet Activities - Using Mobile phone - Shopping/Services					
Mobile phone - Compare products/prices while shopping	12,858	21.35%	8,440	19.69%	92
Mobile phone - Consult consumer reviews	9,694	16.09%	5,934	13.84%	86
Mobile phone - Do banking/pay bills online	18,603	30.88%	12,021	28.04%	91
Mobile phone - Download/print discount coupon	3,729	6.19%	2,314	5.40%	87
Mobile phone - Purchase group deal (e.g. Groupon, WagJag)	323	0.54%	302	0.70%	130
Mobile phone - Purchase products or services	11,173	18.55%	7,028	16.40%	88
Mobile phone - Receive store offers by SMS	5,628	9.34%	3,347	7.81%	84
Mobile phone - Research products/services you might like to try or buy	14,430	23.95%	8,344	19.46%	81

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Mobile phone - Scan mobile tagging barcode/QR	9,373	15.56%	6,063	14.14%	91
Internet Activities - Using Mobile phone - Content					
Mobile phone - Access a news site	16,615	27.58%	10,387	24.23%	88
Mobile phone - Access a radio station's website	3,793	6.30%	2,332	5.44%	86
Mobile phone - Access a TV station's website	2,068	3.43%	1,435	3.35%	98
Mobile phone - Access automotive news	3,354	5.57%	2,182	5.09%	91
Mobile phone - Access celebrity gossip content	2,949	4.90%	1,924	4.49%	92
Mobile phone - Access fashion or beauty-related content	3,797	6.30%	2,026	4.73%	75
Mobile phone - Access food/recipes content	11,032	18.31%	6,549	15.28%	83
Mobile phone - Access health-related content	7,451	12.37%	3,988	9.30%	75
Mobile phone - Access home furnishings/decor-related content	2,348	3.90%	1,432	3.34%	86
Mobile phone - Access professional sports content	6,137	10.19%	3,665	8.55%	84
Mobile phone - Access real estate listings/sites	5,605	9.31%	3,201	7.47%	80
Mobile phone - Access restaurant guides/reviews	8,904	14.78%	6,559	15.30%	104
Mobile phone - Access travel content	5,869	9.74%	4,021	9.38%	96
Mobile phone - Read or look into online magazines	2,294	3.81%	1,403	3.27%	86
Mobile phone - Read or look into online newspapers	6,676	11.08%	4,676	10.91%	98
Internet Activities - Using Tablet/e-Reader - Audio					
Tablet - Download music/MP3 files (free or paid)	1,789	2.97%	1,236	2.88%	97
Tablet - Listen to a podcast	1,689	2.80%	1,135	2.65%	95
Tablet - Listen to a radio broadcast via streaming audio	1,373	2.28%	1,107	2.58%	113
Tablet - Listen to Internet-only music service (free) (e.g. Spotify)	1,700	2.82%	1,051	2.45%	87
Tablet - Listen to Internet-only music service (paid) (e.g. Tidal)	835	1.39%	482	1.13%	81
Tablet - Listen to music via streaming video service (e.g. YouTube, Vevo)	3,538	5.87%	2,179	5.08%	87
Internet Activities - Using Tablet/e-Reader - Video					
Tablet - Download any video content (free or paid)	2,082	3.46%	1,544	3.60%	104
Tablet - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	6,633	11.01%	3,735	8.71%	79
Tablet - Watch a TV broadcast via streaming video	1,715	2.85%	1,276	2.98%	105
Tablet - Watch free streaming music videos(e.g. YouTube, Vevo)	4,711	7.82%	3,223	7.52%	96
Tablet - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	259	0.43%	149	0.35%	81
Tablet - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	4,644	7.71%	3,509	8.19%	106
Internet Activities - Using Tablet/e-Reader - Social					
Tablet - Access online social networks (e.g. Facebook, Twitter)	6,329	10.51%	4,504	10.51%	100
Tablet - Participate in an online video conference for business or personal B36(e.g. Zoom, Teams, FaceTime)	1,873	3.11%	1,601	3.73%	120
Tablet - Share/refer/link friends or people you know to a website or an article	1,985	3.30%	1,237	2.89%	88
Tablet - Click on an Internet advertisement	2,265	3.76%	1,884	4.40%	117
Tablet - Enter online contests	890	1.48%	652	1.52%	103
Tablet - Internet search - business, services, products	7,433	12.34%	5,409	12.62%	102

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	Value	Percent	Value	Percent	Index
Tablet - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	1,167	1.94%	786	1.83%	94
Tablet - Play/download online games	4,202	6.98%	2,973	6.94%	99
Tablet - Send/receive a text/instant message	4,114	6.83%	3,291	7.68%	112
Tablet - Send/receive email	8,218	13.64%	6,310	14.72%	108
Tablet - Take pictures/video	2,944	4.89%	2,503	5.84%	119
Tablet - Use ad blocking software	2,060	3.42%	1,490	3.48%	102
Tablet - Use Apps	9,802	16.27%	7,354	17.15%	105
Tablet - Use maps/directions service (e.g. Google maps)	4,541	7.54%	3,831	8.94%	119
Tablet - Use online telephone directory to locate phone number/address	1,343	2.23%	1,203	2.81%	126
Internet Activities - Using Tablet/e-Reader - Shopping/Services					
Tablet - Compare products/prices while shopping	3,343	5.55%	2,771	6.47%	117
Tablet - Consult consumer reviews	3,015	5.01%	2,228	5.20%	104
Tablet - Do banking/pay bills online	3,902	6.48%	3,055	7.13%	110
Tablet - Download/print discount coupon	667	1.11%	405	0.94%	85
Tablet - Purchase products or services	2,873	4.77%	1,996	4.66%	98
Tablet - Receive store offers by SMS	129	0.21%	138	0.32%	152
Tablet - Research products/services you might like to try or buy	6,453	10.71%	4,403	10.27%	96
Tablet - Scan mobile tagging barcode/QR	211	0.35%	263	0.61%	174
Internet Activities - Using Tablet/e-Reader - Content					
Tablet - Access a news site	5,304	8.81%	4,165	9.72%	110
Tablet - Access a radio station's website	567	0.94%	605	1.41%	150
Tablet - Access a TV station's website	744	1.24%	670	1.56%	126
Tablet - Access automotive news	723	1.20%	499	1.16%	97
Tablet - Access celebrity gossip content	844	1.40%	610	1.42%	101
Tablet - Access fashion or beauty-related content	528	0.88%	380	0.89%	101
Tablet - Access food/recipes content	4,677	7.76%	3,908	9.12%	118
Tablet - Access health-related content	2,234	3.71%	2,177	5.08%	137
Tablet - Access home furnishings/decor-related content	1,857	3.08%	1,820	4.25%	138
Tablet - Access professional sports content	1,473	2.45%	1,308	3.05%	124
Tablet - Access real estate listings/sites	1,549	2.57%	930	2.17%	84
Tablet - Access restaurant guides/reviews	2,485	4.13%	2,037	4.75%	115
Tablet - Access travel content	2,610	4.33%	2,603	6.07%	140
Tablet - Read or look into online magazines	1,982	3.29%	1,301	3.04%	92
Tablet - Read or look into online newspapers	2,497	4.15%	2,578	6.01%	145
Internet Activities - Using PC/laptop - Audio					
PC - Download music/MP3 files (free or paid)	4,630	7.69%	2,466	5.75%	75
PC - Listen to a podcast	5,546	9.21%	2,427	5.66%	61
PC - Listen to a radio broadcast via streaming audio	3,968	6.59%	2,823	6.59%	100
PC - Listen to Internet-only music service (paid) (e.g. Tidal)	5,034	8.36%	2,988	6.97%	83
PC - Listen to music via streaming video service (e.g. YouTube, Vevo)	10,161	16.87%	5,726	13.36%	79
Internet Activities - Using PC/laptop - Video					
PC - Download any video content (free or paid)	5,632	9.35%	3,487	8.13%	87

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	Value	Percent	Value	Percent	Index
PC - Watch a subscription-based video service (e.g. Netflix, CraveTV, Amazon Prime Video)	16,124	26.77%	9,524	22.22%	83
PC - Watch a TV broadcast via streaming video	4,122	6.84%	2,918	6.81%	100
PC - Watch free streaming music videos(e.g. YouTube, Vevo)	12,677	21.04%	7,075	16.51%	78
PC - Watch streaming purchased/rented videos (e.g. UltraViolet, Flixster, iTunes)	1,771	2.94%	855	2.00%	68
PC - Watch other online free streaming videos (e.g. Dailymotion, Facebook, YouTube)	13,608	22.59%	8,219	19.17%	85
Internet Activities - Using PC/laptop - Social					
PC - Access social networks (e.g. Facebook, Twitter)	13,960	23.17%	8,446	19.70%	85
PC - Participate in an online video conference for business or personal	16,964	28.16%	10,515	24.53%	87
PC - Share/refer/link friends or people you know to a website or an article	8,824	14.65%	5,141	11.99%	82
PC - Click on an Internet advertisement	5,135	8.52%	3,691	8.61%	101
PC - Enter online contests	3,005	4.99%	2,097	4.89%	98
PC - Internet search - business, services, products	22,016	36.55%	15,003	35.00%	96
PC - Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	2,521	4.19%	1,819	4.24%	101
PC - Play/download online games	9,160	15.21%	5,943	13.86%	91
PC - Send/receive a text/instant message	9,069	15.05%	6,187	14.43%	96
PC - Send/receive email	32,618	54.15%	22,211	51.81%	96
PC - Take pictures/video	1,562	2.59%	1,107	2.58%	100
PC - Use ad blocking software	11,612	19.28%	7,044	16.43%	85
PC - Use Apps	10,884	18.07%	7,663	17.88%	99
PC - Use maps/directions service (e.g. Google maps)	13,923	23.11%	10,051	23.45%	101
PC - Use online telephone directory to locate phone number/address	5,595	9.29%	4,384	10.23%	110
Internet Activities - Using PC/laptop - Shopping/Services					
PC - Compare products/prices while shopping	11,046	18.34%	7,122	16.61%	91
PC - Consult consumer reviews	10,229	16.98%	6,958	16.23%	96
PC - Do banking/pay bills online	24,951	41.42%	17,845	41.63%	101
PC - Download/print discount coupon	3,694	6.13%	2,938	6.85%	112
PC - Purchase group deal (e.g. Groupon, WagJag)	342	0.57%	194	0.45%	79
PC - Purchase products or services	13,846	22.99%	10,022	23.38%	102
PC - Receive store offers by SMS	235	0.39%	218	0.51%	131
PC - Research products/services you might like to try or buy	16,887	28.03%	11,376	26.54%	95
PC - Scan mobile tagging barcode/QR	215	0.36%	263	0.61%	169
Internet Activities - Using PC/laptop - Content					
PC - Access a news site	16,265	27.00%	10,841	25.29%	94
PC - Access a radio station's website	4,259	7.07%	2,861	6.68%	94
PC - Access a TV station's website	3,610	5.99%	2,689	6.27%	105
PC - Access automotive news	2,315	3.84%	1,858	4.34%	113
PC - Access celebrity gossip content	1,438	2.39%	940	2.19%	92

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PC - Access fashion or beauty-related content	1,550	2.57%	886	2.07%	81
PC - Access food/recipes content	9,560	15.87%	6,572	15.33%	97
PC - Access health-related content	6,848	11.37%	5,668	13.22%	116
PC - Access home furnishings/decor-related content	2,627	4.36%	2,003	4.67%	107
PC - Access professional sports content	3,620	6.01%	2,780	6.49%	108
PC - Access real estate listings/sites	5,304	8.80%	3,916	9.14%	104
PC - Access restaurant guides/reviews	6,089	10.11%	4,611	10.76%	106
PC - Access travel content	6,583	10.93%	5,551	12.95%	118
PC - Read or look into online magazines	2,278	3.78%	1,951	4.55%	120
PC - Read or look into online newspapers	6,482	10.76%	5,409	12.62%	117
Online Social Networks Used in the Past 7 Days					
Social networks: Facebook	25,076	41.63%	15,326	35.75%	86
Social networks: Instagram	19,262	31.98%	11,439	26.69%	83
Social networks: LinkedIn	9,540	15.84%	5,699	13.29%	84
Social networks: Pinterest	6,047	10.04%	3,818	8.91%	89
Social networks: Reddit	7,079	11.75%	3,597	8.39%	71
Social networks: Snapchat	5,027	8.35%	3,135	7.31%	88
Social networks: TikTok	6,302	10.46%	3,720	8.68%	83
Social networks: Twitter	7,924	13.16%	5,322	12.41%	94
Social networks: Whatsapp	14,762	24.51%	10,512	24.52%	100
Social networks: Online/internet dating sites/apps	1,697	2.82%	826	1.93%	68
Social networks: YouTube videos/channels	25,126	41.71%	16,370	38.19%	92
Social networks: Other	2,754	4.57%	1,787	4.17%	91
Online Yesterday					
Online yesterday: Internet search - business, services, products	39,495	65.56%	26,958	62.89%	96
Online yesterday: Access content (e.g. news, sports, commentary, information, travel, entertainment, etc.)	35,798	59.43%	24,268	56.61%	95
Online yesterday: Participate in a social network (e.g. Facebook, Twitter)	35,319	58.63%	22,202	51.79%	88
Online yesterday: Shop for products/services	20,978	34.82%	14,260	33.27%	96
Online yesterday: Listen to audio (e.g. podcast, radio streaming broadcast)	21,610	35.87%	12,926	30.15%	84
Online yesterday: Watch a video (e.g. TV streaming broadcast, subscription-based e.g. Netflix, YouTube)	32,329	53.67%	19,776	46.13%	86
Online yesterday: Other activities online	28,734	47.70%	18,850	43.97%	92
Internet Average Weekday Web Access					
Internet weekday access: Never	1,263	2.10%	871	2.03%	97
Internet weekday access: Less than 1 day a week	610	1.01%	264	0.62%	61
Internet weekday access: 1 day	106	0.18%	142	0.33%	183
Internet weekday access: 2 days	241	0.40%	287	0.67%	168
Internet weekday access: 3 days	910	1.51%	903	2.11%	140
Internet weekday access: 4 days	1,320	2.19%	1,208	2.82%	129
Internet weekday access: 5 days	52,379	86.95%	36,027	84.04%	97
Internet Average Weekend Web Access					
Internet weekend access: Never	1,832	3.04%	1,557	3.63%	119

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Internet weekend access: Less than 1 day	1,480	2.46%	1,373	3.20%	130
Internet weekend access: 1 day	2,526	4.19%	2,023	4.72%	113
Internet weekend access: 2 days	51,025	84.70%	34,741	81.04%	96
Internet Time Spent Online Average Day					
Time spent online average day: Did not access	3,564	5.92%	3,050	7.11%	120
Time spent online average day: Less than 1 hour	1,838	3.05%	1,828	4.26%	140
Time spent online average day: 1 to 2 hours	4,744	7.88%	4,761	11.11%	141
Time spent online average day: 2 to 3 hours	6,332	10.51%	5,672	13.23%	126
Time spent online average day: 3 to 4 hours	7,060	11.72%	4,817	11.24%	96
Time spent online average day: More than 4 hours	36,702	60.93%	22,742	53.05%	87
Internet Usage Terciles					
The Internet Terciles: No usage	3,663	6.08%	3,075	7.17%	118
The Internet Terciles: Light	16,670	27.67%	15,089	35.20%	127
The Internet Terciles: Medium	18,828	31.26%	13,291	31.00%	99
The Internet Terciles: Heavy	21,079	34.99%	11,415	26.63%	76
Internet Usage Quintiles					
The Internet Quintiles: No usage	3,656	6.07%	3,123	7.29%	120
The Internet Quintiles: Light	9,522	15.81%	9,372	21.86%	138
The Internet Quintiles: Medium light	10,892	18.08%	8,257	19.26%	107
The Internet Quintiles: Medium	11,543	19.16%	7,906	18.44%	96
The Internet Quintiles: Medium heavy	11,225	18.63%	7,109	16.58%	89
The Internet Quintiles: Heavy	13,401	22.25%	7,102	16.57%	74
Purchase/Intend to Purchase New Technology Products and Services					
5G/LTE Mobile Phones: Intend to buy in the next 2 years	5,507	9.14%	3,817	8.90%	97
5G/LTE Mobile Phones: Already purchased	15,779	26.19%	10,679	24.91%	95
Cloud computing (Internet application and data service): Intend to buy in the next 2 years	985	1.64%	777	1.81%	110
Cloud computing (Internet application and data service): Already purchased	6,907	11.47%	4,912	11.46%	100
HDTV cable or satellite service or fibre optic: Intend to buy in the next 2 years	689	1.14%	490	1.14%	100
HDTV cable or satellite service or fibre optic: Already purchased	11,670	19.37%	9,558	22.30%	115
Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Intend to buy in the next 2 years	656	1.09%	507	1.18%	108
Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Already purchased	10,176	16.89%	7,152	16.68%	99
Personal video recorder (PVR): Intend to buy in the next 2 years	791	1.31%	645	1.51%	115
Personal video recorder (PVR): Already purchased	7,389	12.27%	5,695	13.29%	108
Smart home appliances (e.g. fridge, security, lighting etc.): Intend to buy in the next 2 years	1,425	2.37%	1,144	2.67%	113
Smart home appliances (e.g. fridge, security, lighting etc.): Already purchased	6,121	10.16%	4,692	10.94%	108
Subscribe to a streaming music service (e.g. Spotify, YouTube Music): Intend to buy in the next 2 years	1,466	2.43%	895	2.09%	86

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Subscribe to a streaming music service (e.g. Spotify, Google Play Music): Already purchased	11,795	19.58%	6,566	15.32%	78
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	565	0.94%	578	1.35%	144
Subscription to Internet-based TV services (e.g. Shaw BlueSky TV, Bell Alt TV, Rogers Ignite TV): Already purchased	7,070	11.74%	5,995	13.99%	119
Ultra HD TV 4K: Intend to buy in the next 2 years	2,013	3.34%	1,562	3.65%	109
Ultra HD TV 4K: Already purchased	6,831	11.34%	5,323	12.42%	110
Voice-activated smart speakers (e.g. Amazon Alexa, Google Home): Intend to buy in the next 2 years	1,070	1.78%	838	1.96%	110
Voice-activated smart speakers (e.g. Amazon Alexa, Google Home): Already purchased	6,343	10.53%	4,729	11.03%	105
Wearable devices (e.g. smart watch, virtual reality glasses): Intend to buy in the next 2 years	2,651	4.40%	1,678	3.91%	89
Wearable devices (e.g. smart watch, virtual reality glasses): Already purchased	8,754	14.53%	5,008	11.68%	80
Wireless headphones: Intend to buy in the next 2 years	2,711	4.50%	1,940	4.53%	101
Wireless headphones: Already purchased	14,299	23.74%	8,925	20.82%	88
Time Spent on Internet - M-F (Average Day)					
Time spent on internet - M-F: Zero	4,086	6.78%	3,372	7.87%	116
Time spent on internet - M-F: Less than 1 hour	1,022	1.70%	1,150	2.68%	158
Time spent on internet - M-F: 1 to 2 hours	5,813	9.65%	5,800	13.53%	140
Time spent on internet - M-F: 2 to 3 hours	5,577	9.26%	4,726	11.03%	119
Time spent on internet - M-F: 3 to 4 hours	6,972	11.57%	4,681	10.92%	94
Time spent on internet - M-F: More than 4 hours	36,769	61.04%	23,139	53.98%	88
Time spent on internet - Sa-Su: Zero	4,640	7.70%	3,822	8.92%	116
Time spent on internet - Sa-Su: Less than 1 hour	1,344	2.23%	1,481	3.46%	155
Time spent on internet - Sa-Su: 1 to 2 hours	8,572	14.23%	8,506	19.84%	139
Time spent on internet - Sa-Su: 2 to 3 hours	7,334	12.18%	5,601	13.07%	107
Time spent on internet - Sa-Su: 3 to 4 hours	7,662	12.72%	4,873	11.37%	89
Time spent on internet - Sa-Su: More than 4 hours	30,689	50.94%	18,586	43.36%	85

Index	Description
≥ 180	Extremely High
≥ 110 and < 180	High
≥ 90 and < 110	Similar
≥ 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.

Data Vintage: 2024/2025