

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	50,414		37,961		
Internet Connection					
Internet access at home	41,833	82.98%	30,985	81.62%	98
Internet access at work	21,366	42.38%	12,799	33.72%	80
Internet access at school/college/university	5,087	10.09%	3,717	9.79%	97
Internet access at some other location	12,351	24.50%	8,231	21.68%	88
Accessed internet yesterday: yes	39,605	78.56%	28,741	75.71%	96
Did not access the internet in the past 7 days	6,232	12.36%	5,125	13.50%	109
Accessed internet in the past 7 days: Less than 5 hours	4,010	7.96%	3,476	9.16%	115
Accessed internet in the past 7 days: 5 to 10 hours	6,466	12.83%	5,963	15.71%	122
Accessed internet in the past 7 days: 10 to 15 hours	6,378	12.65%	5,316	14.00%	111
Accessed internet in the past 7 days: 15 to 25 hours	10,402	20.63%	8,194	21.59%	105
Accessed internet in the past 7 days: More than 25 hours	16,925	33.57%	9,887	26.05%	78
Internet Access through					
Internet access through: ADSL/DSL/Fibre optic (e.g. Bell Fibe/Telus high speed)	20,916	41.49%	14,808	39.01%	94
Internet access through: Cable high speed (e.g. Rogers/Shaw/Cogeco high speed)	19,025	37.74%	14,254	37.55%	99
Internet access through: Mobile broadband modem or data stick	285	0.57%	304	0.80%	140
Internet access through: Other type of Internet access (e.g. Satellite, ISDN, dial-up)	268	0.53%	312	0.82%	155
Internet access through: Don't know	1,912	3.79%	1,418	3.74%	99
Internet access through: None, don't have Internet access at home	1,951	3.87%	1,603	4.22%	109
Mobile Internet Access through					
Mobile internet access in past 7 days: Gaming console	4,936	9.79%	3,079	8.11%	83
Mobile internet access in past 7 days: Mobile phones or smartphones	31,497	62.48%	22,213	58.52%	94
Mobile internet access in past 7 days: Tablets (i.e. iPad, PlayBook, Android)	25,985	51.54%	20,768	54.71%	106
Internet Usage					
Listen to a radio broadcast via streaming audio	6,902	13.69%	4,705	12.39%	91
Listen to internet-only music service (e.g. Spotify)	6,196	12.29%	3,598	9.48%	77
Listen to a podcast	5,305	10.52%	3,303	8.70%	83
Download music/MP3 files (free or paid)	6,468	12.83%	3,919	10.32%	80
Access a radio station's website	6,953	13.79%	4,512	11.89%	86
Watch a TV broadcast via streaming video	5,360	10.63%	3,412	8.99%	85
Watch any other streaming video (not a TV broadcast, not a download)	9,340	18.53%	5,393	14.21%	77
Download any video	4,475	8.88%	2,838	7.48%	84
Access a TV station's website	5,251	10.42%	3,406	8.97%	86
Read or look into online magazines	5,066	10.05%	3,443	9.07%	90
Read or look into online newspapers	10,705	21.23%	7,974	21.01%	99
Use online telephone directory to locate phone number/address	11,034	21.89%	8,481	22.34%	102

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Participate in an online social network (e.g. Facebook, Twitter)	21,481	42.61%	14,080	37.09%	87
Click on an internet advertisement	6,282	12.46%	4,440	11.70%	94
Consult consumer reviews	9,914	19.67%	6,675	17.58%	89
Place/respond to an online classified advertisement (e.g. Craigslist, eBay)	4,228	8.39%	2,789	7.35%	88
Purchase group deal (e.g. Groupon, WagJag)	2,338	4.64%	1,575	4.15%	89
Purchase products or services	10,965	21.75%	7,732	20.37%	94
Do banking/pay bills online	25,403	50.39%	17,562	46.26%	92
Access a news site	20,135	39.94%	14,154	37.29%	93
Access automotive news	2,822	5.60%	1,860	4.90%	88
Access celebrity gossip content	4,333	8.59%	2,694	7.10%	83
Access fashion or beauty-related	4,057	8.05%	2,693	7.09%	88
Access food/recipes content	17,614	34.94%	12,389	32.64%	93
Access health-related	12,362	24.52%	8,564	22.56%	92
Access home furnishings	5,673	11.25%	3,998	10.53%	94
Access professional sports	6,937	13.76%	5,042	13.28%	97
Access real estate listings	6,696	13.28%	5,014	13.21%	99
Access restaurant guides	12,168	24.14%	9,262	24.40%	101
Access travel content	10,949	21.72%	8,171	21.53%	99
Use maps/directions service (e.g. Google maps)	25,401	50.39%	17,542	46.21%	92
Research products/services you might like to try or buy	19,291	38.27%	13,437	35.40%	93
Share/refer/link friends or people you know to a website or an article	8,876	17.61%	6,027	15.88%	90
Enter online contests	5,170	10.26%	2,964	7.81%	76
Download/print discount coupon	7,221	14.32%	5,328	14.04%	98
Play online games	8,034	15.94%	4,918	12.96%	81
Use ad. blocking software	5,668	11.24%	3,461	9.12%	81
Online Social Networks Used in the Past 30 Days					
Social networks: Facebook	24,755	49.10%	15,423	40.63%	83
Social networks: Instagram	9,348	18.54%	5,719	15.07%	81
Social networks: LinkedIn	6,057	12.01%	4,042	10.65%	89
Social networks: Pinterest	7,000	13.88%	4,611	12.15%	88
Social networks: Snapchat	3,659	7.26%	2,340	6.17%	85
Social networks: Tumblr	1,501	2.98%	899	2.37%	80
Social networks: Twitter	5,641	11.19%	3,257	8.58%	77
Social networks: Online/internet dating sites/apps	1,346	2.67%	613	1.62%	61
Social networks: Video/photo sharing (e.g. Flickr)	1,612	3.20%	702	1.85%	58
Social networks: YouTube videos/channels	20,748	41.16%	13,159	34.66%	84
Social networks: Other	1,809	3.59%	1,030	2.71%	75
Internet Average Weekday Web Access					
Internet weekday access: Never	1,963	3.89%	1,643	4.33%	111
Internet weekday access: Less than 1 day a week	1,080	2.14%	814	2.15%	100
Internet weekday access: 1 day	251	0.50%	207	0.54%	108
Internet weekday access: 2 days	978	1.94%	726	1.91%	98

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Internet weekday access: 3 days	1,858	3.69%	1,626	4.28%	116
Internet weekday access: 4 days	2,130	4.23%	1,855	4.89%	116
Internet weekday access: 5 days	36,020	71.45%	25,849	68.09%	95
Internet Average Weekend Web Access					
Internet weekend access: Never	2,931	5.81%	2,657	7.00%	120
Internet weekend access: Less than 1 day	3,031	6.01%	1,941	5.11%	85
Internet weekend access: 1 day	3,423	6.79%	2,757	7.26%	107
Internet weekend access: 2 days	34,753	68.94%	25,289	66.62%	97
Internet Weekdays 6am - 9am (<=180 min)					
Internet weekdays 6am - 9am: Did not surf	25,572	50.72%	19,248	50.70%	100
Internet weekdays 6am - 9am: Less than 30 min	9,228	18.30%	6,936	18.27%	100
Internet weekdays 6am - 9am: Less than 60 min	6,443	12.78%	4,577	12.06%	94
Internet weekdays 6am - 9am: Less than 120 min	2,486	4.93%	1,715	4.52%	92
Internet weekdays 6am - 9am: Less than 180 min	484	0.96%	254	0.67%	70
Internet Weekdays 9am - noon (<=180M)					
Internet weekdays 9am - noon: Did not surf	17,968	35.64%	13,361	35.20%	99
Internet weekdays 9am - noon: Less than 30 min	8,787	17.43%	7,004	18.45%	106
Internet weekdays 9am - noon: Less than 60 min	9,565	18.97%	7,172	18.89%	100
Internet weekdays 9am - noon: Less than 120 min	4,654	9.23%	3,405	8.97%	97
Internet weekdays 9am - noon: Less than 180 min	3,236	6.42%	1,927	5.08%	79
Internet Weekdays Noon - 5pm (<=300M)					
Internet weekdays Noon - 5pm: Not surf	15,148	30.05%	11,716	30.86%	103
Internet weekdays Noon - 5pm: Less than 30 min	7,944	15.76%	6,011	15.84%	101
Internet weekdays Noon - 5pm: Less than 60 min	9,673	19.19%	7,437	19.59%	102
Internet weekdays Noon - 5pm: Less than 120 min	5,817	11.54%	4,309	11.35%	98
Internet weekdays Noon - 5pm: Less than 180 min	2,898	5.75%	1,716	4.52%	79
Internet weekdays Noon - 5pm: Greater than 180 min	2,729	5.41%	1,561	4.11%	76
Internet Weekdays 5pm - 7pm (<120M)					
Internet weekdays 5pm - 7pm: Did not surf	20,751	41.16%	16,684	43.95%	107
Internet weekdays 5pm - 7pm: Less than 30 min	7,853	15.58%	6,036	15.90%	102
Internet weekdays 5pm - 7pm: Less than 60 min	9,857	19.55%	6,573	17.32%	89
Internet weekdays 5pm - 7pm: Less than 120 min	5,750	11.41%	3,415	9.00%	79
Internet Weekdays 7pm - 11pm (<=240M)					
Internet weekdays 7pm - 11pm: Did not surf	12,704	25.20%	10,250	27.00%	107
Internet weekdays 7pm - 11pm: Less than 30 min	7,287	14.46%	6,325	16.66%	115
Internet weekdays 7pm - 11pm: Less than 60 min	11,272	22.36%	8,085	21.30%	95
Internet weekdays 7pm - 11pm: Less than 120 min	8,507	16.87%	5,644	14.87%	88
Internet weekdays 7pm - 11pm: Less than 180 min	3,101	6.15%	1,756	4.63%	75
Internet weekdays 7pm - 11pm: Greater than 180 min	1,372	2.72%	777	2.05%	75
Internet Weekdays 11pm - 2am (<=180M)					
Internet weekdays 11pm - 2am: Did not surf	37,080	73.55%	28,006	73.77%	100
Internet weekdays 11pm - 2am: Less than 30 min	2,072	4.11%	1,368	3.61%	88
Internet weekdays 11pm - 2am: Less than 60 min	3,111	6.17%	2,095	5.52%	89
Internet weekdays 11pm - 2am: Less than 120 min	1,438	2.85%	889	2.34%	82

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Internet weekdays 11pm - 2am: Less than 180 min	491	0.97%	351	0.93%	96
Internet Weekdays 2am - 6am (<=240M)					
Internet weekdays 2am - 6am: Did not surf	42,726	84.75%	31,875	83.97%	99
Internet weekdays 2am - 6am: Less than 30 min	456	0.91%	253	0.67%	74
Internet weekdays 2am - 6am: Less than 60 min	596	1.18%	304	0.80%	68
Internet weekdays 2am - 6am: Less than 120 min	374	0.74%	224	0.59%	80
Internet weekdays 2am - 6am: Less than 180 min	33	0.07%	21	0.06%	86
Internet weekdays 2am - 6am: Greater than 180 min	52	0.10%	29	0.08%	80
Internet Time Spent Online Average Day					
Time spent online average day: Did not access	6,278	12.45%	5,239	13.80%	111
Time spent online average day: Less than 1 hour	6,131	12.16%	5,561	14.65%	120
Time spent online average day: 1 to 2 hours	9,700	19.24%	8,221	21.66%	113
Time spent online average day: 2 to 3 hours	7,847	15.57%	6,556	17.27%	111
Time spent online average day: 3 to 4 hours	6,473	12.84%	4,423	11.65%	91
Time spent online average day: More than 4 hours	13,985	27.74%	7,962	20.97%	76
Internet Usage Terciles					
The Internet Terciles: No usage	6,300	12.50%	5,148	13.56%	108
The Internet Terciles: Light	19,742	39.16%	17,092	45.03%	115
The Internet Terciles: Medium	14,523	28.81%	10,034	26.43%	92
The Internet Terciles: Heavy	9,849	19.54%	5,687	14.98%	77
Internet Usage Quintiles					
The Internet Quintiles: No usage	6,299	12.50%	5,122	13.49%	108
The Internet Quintiles: Light	12,433	24.66%	11,070	29.16%	118
The Internet Quintiles: Medium light	10,380	20.59%	8,503	22.40%	109
The Internet Quintiles: Medium	8,985	17.82%	5,833	15.37%	86
The Internet Quintiles: Medium heavy	7,238	14.36%	4,261	11.22%	78
The Internet Quintiles: Heavy	5,078	10.07%	3,171	8.35%	83
Purchase/Intend to Purchase New Technology Products and Services					
4G/LTE mobile phones: Intend to buy in the next 2 years	4,914	9.75%	3,397	8.95%	92
4G/LTE mobile phones: Already purchased	12,304	24.41%	8,567	22.57%	92
Cloud computing (Internet application and data service): Intend to buy in the next 2 years	1,207	2.40%	828	2.18%	91
Cloud computing (Internet application and data service): Already purchased	5,840	11.58%	4,422	11.65%	101
HDTV cable or satellite service or fibre optic: Intend to buy in the next 2 years	1,777	3.53%	1,157	3.05%	86
HDTV cable or satellite service or fibre optic: Already purchased	12,265	24.33%	9,823	25.88%	106
Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Intend to buy in the next 2 years	1,347	2.67%	780	2.06%	77
Media streaming players/set-top boxes/smart TV/sticks (i.e. Apple TV, Roku): Already purchased	6,274	12.45%	4,743	12.49%	100
Personal video recorder (PVR): Intend to buy in the next 2 years	1,093	2.17%	778	2.05%	94
Personal video recorder (PVR): Already purchased	12,864	25.52%	9,265	24.41%	96

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
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Subscribe to a streaming music service (e.g. Spotify, Google Play Music): Intend to buy in the next 2 years	1,220	2.42%	867	2.28%	94
Subscribe to a streaming music service (e.g. Spotify, Google Play Music): Already purchased	3,532	7.01%	2,696	7.10%	101
Subscription based satellite radio service (e.g. SiriusXM): Intend to buy in the next 2 years	914	1.81%	656	1.73%	96
Subscription based satellite radio service (e.g. SiriusXM): Already purchased	2,343	4.65%	2,190	5.77%	124
Ultra HD TV 4K: Intend to buy in the next 2 years	2,414	4.79%	1,559	4.11%	86
Ultra HD TV 4K: Already purchased	1,849	3.67%	1,431	3.77%	103
Wearable devices (e.g. Apple Watch): Intend to buy in the next 2 years	3,257	6.46%	2,400	6.32%	98
Wearable devices (e.g. Apple Watch): Already purchased	5,717	11.34%	4,213	11.10%	98

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

Data Source: Manifold Data Mining Inc.

This report is based on consumer demographic and behavior 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.