

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and up</b>	50,414		37,961		
<b>When Watching TV, also Using Other Media</b>					
When watching TV, also listening radio	2,965	5.88%	2,274	5.99%	102
When watching TV, also using internet - Web browsing	16,836	33.40%	11,238	29.61%	89
When watching TV, also using internet - Social media	13,239	26.26%	7,880	20.76%	79
When watching TV, also reading daily newspapers	8,673	17.20%	7,339	19.33%	112
When watching TV, also reading community newspapers	7,718	15.31%	6,566	17.30%	113
When watching TV, also reading magazines	6,870	13.63%	5,827	15.35%	113
When watching TV, not consuming other media	18,759	37.21%	15,157	39.93%	107
<b>When Listening to Radio, also Using Other Media</b>					
When listening radio, also watching TV	3,852	7.64%	2,319	6.11%	80
When listening radio, also using internet - Web browsing	11,202	22.22%	7,223	19.03%	86
When listening radio, also using internet - Social media	7,453	14.78%	4,776	12.58%	85
When listening radio, also reading daily newspapers	8,522	16.90%	8,860	23.34%	138
When listening radio, also reading community newspapers	6,431	12.76%	5,667	14.93%	117
When listening radio, also reading magazines	5,682	11.27%	4,804	12.66%	112
When listening radio, not consuming other media	25,475	50.53%	19,183	50.53%	100
<b>When Using Internet - Web Browsing, also Using Other Media</b>					
When using internet - Web browsing, also watching TV	18,836	37.36%	12,303	32.41%	87
When using internet - Web browsing, also listening radio	11,610	23.03%	8,235	21.69%	94
When using internet - Web browsing, also using social media	6,669	13.23%	3,518	9.27%	70
When using internet - Web browsing, also reading daily newspapers	1,196	2.37%	937	2.47%	104
When using internet - Web browsing, also reading community newspapers	1,030	2.04%	717	1.89%	93
When using internet - Web browsing, also reading magazines	1,383	2.74%	1,073	2.83%	103
When using internet - Web browsing, not consuming other media	22,711	45.05%	19,191	50.55%	112
<b>When Using Internet - Social Media, also Using Other Media</b>					
When using internet - Social media, also watching TV	15,805	31.35%	10,084	26.57%	85
When using internet - Social media, also listening radio	8,445	16.75%	6,181	16.28%	97
When using internet - Social media, also using web browsing	6,172	12.24%	3,242	8.54%	70
When using internet - Social media, also reading daily newspapers	1,167	2.32%	878	2.31%	100
When using internet - Social media, also reading community newspapers	975	1.93%	708	1.87%	97
When using internet - Social media, also reading magazines	981	1.95%	798	2.10%	108
When using internet - Social media, not consuming other media	26,907	53.37%	22,153	58.36%	109
<b>When Reading Daily Newspaper, also Using Other Media</b>					
When reading daily newspaper, also watching TV	13,598	26.97%	10,434	27.49%	102
When reading daily newspaper, also listening radio	13,542	26.86%	11,116	29.28%	109
When reading daily newspaper, also using internet - Web browsing	2,187	4.34%	1,342	3.54%	82
When reading daily newspaper, also using internet - Social media	1,907	3.78%	1,094	2.88%	76

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When reading daily newspaper, also reading community newspapers	857	1.70%	773	2.04%	120
When reading daily newspaper, also reading magazines	759	1.51%	507	1.33%	88
When reading daily newspaper, not consuming other media	26,471	52.51%	19,577	51.57%	98
<b>When Reading Community Newspaper, also Using Other Media</b>					
When reading community newspaper, also watching TV	14,191	28.15%	10,901	28.72%	102
When reading community newspaper, also listening radio	12,052	23.91%	10,057	26.49%	111
When reading community newspaper, also using internet - Web browsing	2,276	4.52%	1,192	3.14%	69
When reading community newspaper, also using internet - Social media	1,722	3.42%	828	2.18%	64
When reading community newspaper, also reading daily newspapers	940	1.87%	749	1.97%	105
When reading community newspaper, also reading magazines	707	1.40%	533	1.40%	100
When reading community newspaper, not consuming other media	27,662	54.87%	19,911	52.45%	96
<b>When Reading Magazine, also Using Other Media</b>					
When reading magazines, also watching TV	12,256	24.31%	9,217	24.28%	100
When reading magazines, also listening radio	11,315	22.44%	9,340	24.61%	110
When reading magazines, also using internet - Web browsing	2,152	4.27%	1,206	3.18%	74
When reading magazines, also using internet - Social media	1,534	3.04%	939	2.48%	82
When reading magazines, also reading daily newspapers	513	1.02%	484	1.27%	125
When reading magazines, also reading community newspapers	513	1.02%	351	0.93%	91
When reading magazines, not consuming other media	29,582	58.68%	21,914	57.73%	98
<b>Watching TV Shows from Cable or Online on Average Month</b>					
Watching TV shows from cable	40,125	79.59%	31,754	83.65%	105
Watching TV shows from online streaming or via download	14,179	28.13%	8,488	22.36%	79
Watching TV shows from cable: Once a month	2,035	4.04%	1,629	4.29%	106
Watching TV shows from cable: 2-3 times a month	4,051	8.04%	2,956	7.79%	97
Watching TV shows from cable: Once a week or more	34,039	67.52%	27,169	71.57%	106
Watching TV shows from online: Once a month	2,723	5.40%	1,929	5.08%	94
Watching TV shows from online: 2-3 times a month	3,595	7.13%	2,160	5.69%	80
Watching TV shows from online: Once a week or more	7,861	15.59%	4,400	11.59%	74
<b>Radio/TV Users</b>					
Light radio/light TV	5,179	10.27%	3,848	10.14%	99
Heavy radio/light TV	3,399	6.74%	2,316	6.10%	91
Light radio/heavy TV	4,754	9.43%	3,319	8.74%	93
Heavy radio/heavy TV	7,198	14.28%	5,694	15.00%	105
<b>Radio/Daily Newspaper Users</b>					
Light radio/light newspaper	2,083	4.13%	1,553	4.09%	99
Heavy radio/light newspaper	2,390	4.74%	1,636	4.31%	91
Light radio/heavy newspaper	2,048	4.06%	2,011	5.30%	131
Heavy radio/heavy newspaper	4,628	9.18%	4,893	12.89%	140
<b>TV/Daily Newspaper Users</b>					
Light TV/light newspaper	1,233	2.45%	954	2.51%	102

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Heavy TV/light newspaper	2,458	4.88%	1,754	4.62%	95
Light TV/heavy newspaper	908	1.80%	1,278	3.37%	187
Heavy TV/heavy newspaper	4,780	9.48%	4,242	11.18%	118
<b>Radio/Internet Users</b>					
Light radio/light internet	5,978	11.86%	4,567	12.03%	101
Heavy radio/light internet	7,653	15.18%	7,044	18.56%	122
Light radio/heavy internet	3,945	7.83%	2,280	6.01%	77
Heavy radio/heavy internet	2,387	4.74%	1,244	3.28%	69
<b>TV/Internet Users</b>					
Light TV/light internet	4,159	8.25%	3,479	9.16%	111
Heavy TV/light internet	7,934	15.74%	6,956	18.32%	116
Light TV/heavy internet	3,234	6.42%	1,935	5.10%	79
Heavy TV/heavy internet	2,587	5.13%	1,383	3.64%	71
<b>Daily Newspaper/Internet Users</b>					
Light newspaper/light internet	3,110	6.17%	2,526	6.65%	108
Heavy newspaper/light internet	3,658	7.26%	4,851	12.78%	176
Light newspaper/heavy internet	906	1.80%	384	1.01%	56
Heavy newspaper/heavy internet	1,536	3.05%	962	2.54%	83
<b>Radio/Magazine Users</b>					
Light radio/light magazines	978	1.94%	799	2.10%	108
Heavy radio/light magazines	1,594	3.16%	1,673	4.41%	140
Light radio/heavy magazines	877	1.74%	659	1.74%	100
Heavy radio/heavy magazines	2,012	3.99%	1,969	5.19%	130
<b>TV/Magazine Users</b>					
Light TV/light magazines	909	1.80%	823	2.17%	121
Heavy TV/light magazines	1,521	3.02%	1,341	3.53%	117
Light TV/heavy magazines	539	1.07%	544	1.43%	134
Heavy TV/heavy magazines	1,976	3.92%	1,727	4.55%	116
<b>Daily Newspaper/Magazine Users</b>					
Light newspaper/light magazines	860	1.71%	601	1.58%	92
Heavy newspaper/light magazines	937	1.86%	1,005	2.65%	142
Light newspaper/heavy magazines	514	1.02%	400	1.06%	104
Heavy newspaper/heavy magazines	1,724	3.42%	1,857	4.89%	143
<b>Internet Users/Magazine Users</b>					
Light internet/light magazines	1,733	3.44%	1,991	5.24%	152
Heavy internet/light magazines	785	1.56%	585	1.54%	99
Light internet/heavy magazines	1,460	2.90%	1,621	4.27%	147
Heavy internet/heavy magazines	726	1.44%	439	1.16%	81

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.