

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	60,240		42,869		
<b>When Watching TV, also Using Other Media</b>					
When watching TV, also listening radio	2,709	4.50%	1,613	3.76%	84
When watching TV, also using internet - Web browsing	20,873	34.65%	14,721	34.34%	99
When watching TV, also using internet - Social media	17,487	29.03%	10,606	24.74%	85
When watching TV, also reading daily newspapers	3,331	5.53%	3,174	7.40%	134
When watching TV, also reading community newspapers	3,300	5.48%	2,914	6.80%	124
When watching TV, also reading magazines	3,148	5.23%	3,111	7.26%	139
When watching TV, not consuming other media	29,983	49.77%	21,070	49.15%	99
<b>When Listening to Radio, also Using Other Media</b>					
When listening radio, also watching TV	3,488	5.79%	2,051	4.79%	83
When listening radio, also using internet - Web browsing	13,915	23.10%	9,071	21.16%	92
When listening radio, also using internet - Social media	12,599	20.92%	7,804	18.21%	87
When listening radio, also reading daily newspapers	3,460	5.74%	3,187	7.44%	130
When listening radio, also reading community newspapers	2,731	4.53%	2,865	6.68%	147
When listening radio, also reading magazines	3,090	5.13%	2,531	5.90%	115
When listening radio, not consuming other media	38,495	63.90%	26,723	62.34%	98
<b>When Using Internet - Web Browsing, also Using Other Media</b>					
When using internet - Web browsing, also watching TV	16,006	26.57%	11,267	26.28%	99
When using internet - Web browsing, also listening radio	10,697	17.76%	8,038	18.75%	106
When using internet - Web browsing, also using social media	11,013	18.28%	5,956	13.89%	76
When using internet - Web browsing, also reading daily newspapers	1,158	1.92%	851	1.98%	103
When using internet - Web browsing, also reading community newspapers	1,418	2.35%	1,105	2.58%	110
When using internet - Web browsing, also reading magazines	1,266	2.10%	936	2.18%	104
When using internet - Web browsing, not consuming other media	31,959	53.05%	23,368	54.51%	103
<b>When Using Internet - Social Media, also Using Other Media</b>					
When using internet - Social media, also watching TV	15,022	24.94%	9,380	21.88%	88
When using internet - Social media, also listening radio	8,716	14.47%	5,432	12.67%	88
When using internet - Social media, also using web browsing	10,437	17.33%	5,653	13.19%	76
When using internet - Social media, also reading daily newspapers	583	0.97%	466	1.09%	112
When using internet - Social media, also reading community newspapers	856	1.42%	471	1.10%	77
When using internet - Social media, also reading magazines	697	1.16%	479	1.12%	97
When using internet - Social media, not consuming other media	34,773	57.72%	26,832	62.59%	108
<b>When Reading Daily Newspaper, also Using Other Media</b>					
When reading daily newspaper, also watching TV	7,702	12.79%	6,263	14.61%	114
When reading daily newspaper, also listening radio	7,986	13.26%	6,932	16.17%	122
When reading daily newspaper, also using internet - Web browsing	4,330	7.19%	2,795	6.52%	91
When reading daily newspaper, also using internet - Social media	3,011	5.00%	2,056	4.80%	96

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When reading daily newspaper, also reading community newspapers	287	0.48%	229	0.54%	113
When reading daily newspaper, also reading magazines	539	0.90%	401	0.94%	104
When reading daily newspaper, not consuming other media	45,144	74.94%	30,549	71.26%	95
<b>When Reading Community Newspaper, also Using Other Media</b>					
When reading community newspaper, also watching TV	7,619	12.65%	5,749	13.41%	106
When reading community newspaper, also listening radio	8,154	13.54%	6,606	15.41%	114
When reading community newspaper, also using internet - Web browsing	3,575	5.94%	2,389	5.57%	94
When reading community newspaper, also using internet - Social media	3,333	5.53%	2,318	5.41%	98
When reading community newspaper, also reading daily newspapers	313	0.52%	311	0.73%	140
When reading community newspaper, also reading magazines	335	0.56%	330	0.77%	138
When reading community newspaper, not consuming other media	45,263	75.14%	31,563	73.63%	98
<b>When Reading Magazine, also Using Other Media</b>					
When reading magazines, also watching TV	7,078	11.75%	5,660	13.20%	112
When reading magazines, also listening radio	6,497	10.79%	5,361	12.51%	116
When reading magazines, also using internet - Web browsing	2,815	4.67%	1,628	3.80%	81
When reading magazines, also using internet - Social media	2,750	4.57%	1,572	3.67%	80
When reading magazines, also reading daily newspapers	231	0.38%	183	0.43%	113
When reading magazines, also reading community newspapers	239	0.40%	62	0.15%	38
When reading magazines, not consuming other media	47,390	78.67%	33,078	77.16%	98
<b>Watching TV Shows or Shows on Speciality Stations Avg Week</b>					
Watching TV shows: Regular TV (cable, satellite or antenna)	24,662	40.94%	20,668	48.21%	118
Watching TV shows: Regular TV (cable, satellite or antenna): Less than 1 hour	2,001	3.32%	1,649	3.85%	116
Watching TV shows: Regular TV (cable, satellite or antenna): 1-2 hours	3,425	5.69%	2,905	6.78%	119
Watching TV shows: Regular TV (cable, satellite or antenna): 3-6 hours	6,688	11.10%	5,092	11.88%	107
Watching TV shows: Regular TV (cable, satellite or antenna): 7 hours or more	12,548	20.83%	11,021	25.71%	123
Watching TV shows: Subscription-based video services (e.g. Netflix)	22,990	38.17%	16,700	38.96%	102
Watching TV shows: Subscription-based video services (e.g. Netflix): Less than 1 hour	1,940	3.22%	1,645	3.84%	119
Watching TV shows: Subscription-based video services (e.g. Netflix): 1-2 hours	5,015	8.33%	4,663	10.88%	131
Watching TV shows: Subscription-based video services (e.g. Netflix): 3-6 hours	7,125	11.83%	5,256	12.26%	104
Watching TV shows: Subscription-based video services (e.g. Netflix): 7 hours or more	8,910	14.79%	5,136	11.98%	81

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Watching TV shows: Free advertising-based video services (e.g. YouTube, CBC Gem, ICI TOU.TV)	20,109	33.38%	12,485	29.12%	87
Watching TV shows: Free advertising-based video services (e.g. YouTube): Less than 1 hour	3,334	5.54%	2,433	5.67%	102
Watching TV shows: Free advertising-based video services (e.g. YouTube): 1-2 hours	6,188	10.27%	3,868	9.02%	88
Watching TV shows: Free advertising-based video services (e.g. YouTube): 3-6 hours	5,527	9.18%	3,119	7.28%	79
Watching TV shows: Free advertising-based video services (e.g. YouTube): 7 hours or more	5,060	8.40%	3,066	7.15%	85
<b>Streaming - Paid Subscription-Based Video Services</b>					
Paid video streaming: Amazon Prime	22,156	36.78%	13,652	31.85%	87
Paid video streaming: Apple TV+	6,588	10.94%	4,582	10.69%	98
Paid video streaming: CBC Gem Premium	1,137	1.89%	1,071	2.50%	132
Paid video streaming: Club illico	272	0.45%	312	0.73%	162
Paid video streaming: Crave	11,311	18.78%	7,662	17.87%	95
Paid video streaming: Disney+	14,429	23.95%	9,087	21.20%	89
Paid video streaming: ICI TOU.TV Extra	286	0.48%	458	1.07%	223
Paid video streaming: Internet-based TV services (e.g. Shaw BlueCurve TV, Bell It TV, Rogers Ignite TV, illico.tv)	3,640	6.04%	2,709	6.32%	105
Paid video streaming: Netflix	30,900	51.30%	20,364	47.50%	93
Paid video streaming: Paramount+/CBS All Access	3,201	5.31%	2,081	4.86%	92
Paid video streaming: Video-on-demand cable providers	2,472	4.10%	1,732	4.04%	99
Paid video streaming: YouTube Premium	3,978	6.60%	1,818	4.24%	64
Paid video streaming: Any other paid subscription-based video services	4,323	7.18%	2,516	5.87%	82
<b>Streaming - Free Advertising-Based Video Services</b>					
Free video streaming: CBC Gem	4,848	8.05%	3,545	8.27%	103
Free video streaming: CTV Hub	1,138	1.89%	429	1.00%	53
Free video streaming: Facebook videos	5,770	9.58%	3,663	8.55%	89
Free video streaming: Global TV App	1,485	2.47%	1,039	2.43%	98
Free video streaming: ICI TOU.TV	340	0.56%	306	0.71%	127
Free video streaming: Noovo	397	0.66%	379	0.88%	133
Free video streaming: Tubi	2,311	3.84%	1,316	3.07%	80
Free video streaming: TVA+	176	0.29%	173	0.40%	138
Free video streaming: YouTube	27,524	45.69%	16,499	38.49%	84
Free video streaming: Any other free advertising-based video services	2,722	4.52%	1,556	3.63%	80
<b>Streaming - Paid Subscription-Based Music Services</b>					
Paid music streaming: Amazon Music	4,353	7.23%	2,440	5.69%	79
Paid music streaming: Apple Music	4,560	7.57%	2,426	5.66%	75
Paid music streaming: Deezer Premium	378	0.63%	354	0.83%	132
Paid music streaming: LiveXLive	241	0.40%	48	0.11%	28
Paid music streaming: SiriusXM Radio (any station)	3,315	5.50%	2,630	6.14%	112

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Paid music streaming: Spotify Premium	10,200	16.93%	5,391	12.58%	74
Paid music streaming: Tidal	421	0.70%	337	0.79%	113
Paid music streaming: YouTube Music (paid)	3,065	5.09%	1,287	3.00%	59
Paid music streaming: Any other paid subscription-based music services	1,431	2.38%	582	1.36%	57
<b>Streaming - Free Advertising-Based Music Services</b>					
Free music streaming: Deezer Basic	281	0.47%	161	0.38%	81
Free music streaming: iHeartRadio	2,491	4.14%	1,207	2.82%	68
Free music streaming: Spotify Basic	5,207	8.65%	3,618	8.44%	98
Free music streaming: YouTube (non-paid)	12,816	21.27%	7,762	18.11%	85
Free music streaming: Any other free advertising-based music streaming services	2,379	3.95%	1,459	3.40%	86
<b>Streaming - Paid Video Average Week</b>					
Paid video: Amazon Prime: Less than 1 hour	3,978	6.60%	2,176	5.08%	77
Paid video: Amazon Prime: 1-2 hours	9,279	15.40%	5,955	13.89%	90
Paid video: Amazon Prime: 3-6 hours	6,115	10.15%	3,531	8.24%	81
Paid video: Amazon Prime: 7 hours or more	2,783	4.62%	1,990	4.64%	100
Paid video: Apple TV+: Less than 1 hour	1,716	2.85%	1,298	3.03%	106
Paid video: Apple TV+: 1-2 hours	3,732	6.20%	2,670	6.23%	100
Paid video: Apple TV+: 3-6 hours	1,057	1.75%	572	1.34%	77
Paid video: Apple TV+: 7 hours or more	84	0.14%	42	0.10%	71
Paid video: CBC Gem Premium: Less than 1 hour	434	0.72%	286	0.67%	93
Paid video: CBC Gem Premium: 1-2 hours	702	1.17%	785	1.83%	156
Paid video: Club illico: Less than 1 hour	75	0.13%	68	0.16%	123
Paid video: Club illico: 1-2 hours	176	0.29%	160	0.37%	128
Paid video: Club illico: 3-6 hours	20	0.03%	85	0.20%	667
Paid video: Crave: Less than 1 hour	1,732	2.88%	855	2.00%	69
Paid video: Crave: 1-2 hours	5,578	9.26%	4,406	10.28%	111
Paid video: Crave: 3-6 hours	3,117	5.17%	1,759	4.10%	79
Paid video: Crave: 7 hours or more	883	1.47%	642	1.50%	102
Paid video: Disney+: Less than 1 hour	2,559	4.25%	1,913	4.46%	105
Paid video: Disney+: 1-2 hours	7,231	12.00%	4,479	10.45%	87
Paid video: Disney+: 3-6 hours	3,863	6.41%	2,357	5.50%	86
Paid video: Disney+: 7 hours or more	775	1.29%	338	0.79%	61
Paid video: ICI TOU.TV Extra: Less than 1 hour	179	0.30%	258	0.60%	200
Paid video: ICI TOU.TV Extra: 1-2 hours	69	0.12%	89	0.21%	175
Paid video: ICI TOU.TV Extra: 3-6 hours	37	0.06%	111	0.26%	433
Paid video: Internet-based TV: Less than 1 hour	173	0.29%	97	0.23%	79
Paid video: Internet-based TV: 1-2 hours	1,314	2.18%	859	2.00%	92
Paid video: Internet-based TV: 3-6 hours	946	1.57%	690	1.61%	103
Paid video: Internet-based TV: 7 hours or more	1,206	2.00%	1,062	2.48%	124
Paid video: Netflix: Less than 1 hour	2,933	4.87%	1,972	4.60%	94
Paid video: Netflix: 1-2 hours	10,091	16.75%	6,980	16.28%	97
Paid video: Netflix: 3-6 hours	11,008	18.27%	7,620	17.77%	97

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Paid video: Netflix: 7 hours or more	6,868	11.40%	3,793	8.85%	78
Paid video: Paramount+/CBS All Access: Less than 1 hour	1,293	2.15%	996	2.32%	108
Paid video: Paramount+/CBS All Access: 1-2 hours	1,176	1.95%	612	1.43%	73
Paid video: Paramount+/CBS All Access: 3-6 hours	616	1.02%	358	0.84%	82
Paid video: Paramount+/CBS All Access: 7 hours or more	117	0.19%	116	0.27%	142
Paid video: Video-on-demand cable: Less than 1 hour	244	0.41%	91	0.21%	51
Paid video: Video-on-demand cable: 1-2 hours	1,664	2.76%	1,208	2.82%	102
Paid video: Video-on-demand cable: 3-6 hours	519	0.86%	412	0.96%	112
Paid video: Video-on-demand cable: 7 hours or more	45	0.08%	22	0.05%	63
Paid video: YouTube Premium: Less than 1 hour	400	0.67%	276	0.64%	96
Paid video: YouTube Premium: 1-2 hours	982	1.63%	558	1.30%	80
Paid video: YouTube Premium: 3-6 hours	487	0.81%	272	0.64%	79
Paid video: YouTube Premium: 7 hours or more	2,108	3.50%	713	1.66%	47
Paid video: Other paid video services: Less than 1 hour	392	0.65%	168	0.39%	60
Paid video: Other paid video services: 1-2 hours	927	1.54%	438	1.02%	66
Paid video: Other paid video services: 3-6 hours	2,041	3.39%	1,112	2.60%	77
Paid video: Other paid video services: 7 hours or more	963	1.60%	797	1.86%	116
<b>Streaming - Free Advertising-Based Video Avg Week</b>					
Free video: CBC Gem: Less than 1 hour	2,059	3.42%	1,344	3.14%	92
Free video: CBC Gem: 1-2 hours	2,120	3.52%	1,592	3.71%	105
Free video: CBC Gem: 3-6 hours	670	1.11%	609	1.42%	128
Free video: CTV Hub: Less than 1 hour	609	1.01%	262	0.61%	60
Free video: CTV Hub: 1-2 hours	449	0.75%	105	0.25%	33
Free video: CTV Hub: 3-6 hours	79	0.13%	62	0.14%	108
Free video: Facebook videos: Less than 1 hour	2,459	4.08%	1,233	2.88%	71
Free video: Facebook videos: 1-2 hours	1,721	2.86%	1,061	2.48%	87
Free video: Facebook videos: 3-6 hours	942	1.56%	585	1.36%	87
Free video: Facebook videos: 7 hours or more	648	1.08%	784	1.83%	169
Free video: Global TV App: Less than 1 hour	831	1.38%	573	1.34%	97
Free video: Global TV App: 1-2 hours	590	0.98%	406	0.95%	97
Free video: Global TV App: 3-6 hours	63	0.11%	60	0.14%	127
Free video: ICI TOU.TV: Less than 1 hour	107	0.18%	111	0.26%	144
Free video: ICI TOU.TV: 1-2 hours	31	0.05%	121	0.28%	560
Free video: ICI TOU.TV: 3-6 hours	201	0.33%	74	0.17%	52
Free video: Noovo: Less than 1 hour	103	0.17%	119	0.28%	165
Free video: Noovo: 1-2 hours	126	0.21%	115	0.27%	129
Free video: Noovo: 3-6 hours	168	0.28%	145	0.34%	121
Free video: Tubi: Less than 1 hour	1,140	1.89%	694	1.62%	86
Free video: Tubi: 1-2 hours	1,028	1.71%	514	1.20%	70
Free video: Tubi: 3-6 hours	142	0.24%	107	0.25%	104
Free video: TVA+: Less than 1 hour	20	0.03%	26	0.06%	200
Free video: TVA+: 1-2 hours	90	0.15%	86	0.20%	133
Free video: TVA+: 3-6 hours	65	0.11%	61	0.14%	127
Free video: YouTube: Less than 1 hour	5,473	9.09%	3,604	8.41%	93

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Free video: YouTube: 1-2 hours	8,291	13.76%	5,144	12.00%	87
Free video: YouTube: 3-6 hours	6,468	10.74%	3,935	9.18%	85
Free video: YouTube: 7 hours or more	7,292	12.11%	3,815	8.90%	73
Free video: Other free video services: Less than 1 hour	450	0.75%	251	0.59%	79
Free video: Other free video services: 1-2 hours	913	1.52%	586	1.37%	90
Free video: Other free video services: 3-6 hours	637	1.06%	270	0.63%	59
Free video: Other free video services: 7 hours or more	721	1.20%	449	1.05%	88
<b>Streaming - Paid Subscription-Based Music Avg Week</b>					
Paid music: Amazon Music: Less than 1 hour	741	1.23%	667	1.56%	127
Paid music: Amazon Music: 1-2 hours	2,697	4.48%	1,209	2.82%	63
Paid music: Amazon Music: 3-6 hours	408	0.68%	303	0.71%	104
Paid music: Amazon Music: 7 hours or more	508	0.84%	261	0.61%	73
Paid music: Apple Music: Less than 1 hour	517	0.86%	403	0.94%	109
Paid music: Apple Music: 1-2 hours	1,093	1.81%	673	1.57%	87
Paid music: Apple Music: 3-6 hours	1,478	2.45%	744	1.74%	71
Paid music: Apple Music: 7 hours or more	1,472	2.44%	606	1.41%	58
Paid music: SiriusXM Radio: Less than 1 hour	190	0.32%	138	0.32%	100
Paid music: SiriusXM Radio: 1-2 hours	1,385	2.30%	1,234	2.88%	125
Paid music: SiriusXM Radio: 3-6 hours	839	1.39%	583	1.36%	98
Paid music: SiriusXM Radio: 7 hours or more	902	1.50%	676	1.58%	105
Paid music: Spotify Premium: Less than 1 hour	532	0.88%	481	1.12%	127
Paid music: Spotify Premium: 1-2 hours	1,341	2.23%	772	1.80%	81
Paid music: Spotify Premium: 3-6 hours	3,115	5.17%	1,683	3.93%	76
Paid music: Spotify Premium: 7 hours or more	5,213	8.65%	2,455	5.73%	66
Paid music: YouTube Music (paid): Less than 1 hour	1,122	1.86%	447	1.04%	56
Paid music: YouTube Music (paid): 1-2 hours	207	0.34%	328	0.77%	226
Paid music: YouTube Music (paid): 3-6 hours	1,113	1.85%	267	0.62%	34
Paid music: YouTube Music (paid): 7 hours or more	622	1.03%	245	0.57%	55
<b>Streaming - Free Advertising-Based Music Avg Week</b>					
Free music: iHeartRadio: Less than 1 hour	630	1.05%	331	0.77%	73
Free music: iHeartRadio: 1-2 hours	1,155	1.92%	435	1.02%	53
Free music: iHeartRadio: 3-6 hours	271	0.45%	159	0.37%	82
Free music: iHeartRadio: 7 hours or more	435	0.72%	282	0.66%	92
Free music: Spotify Basic: Less than 1 hour	573	0.95%	389	0.91%	96
Free music: Spotify Basic: 1-2 hours	2,039	3.39%	1,451	3.38%	100
Free music: Spotify Basic: 3-6 hours	1,767	2.93%	1,260	2.94%	100
Free music: Spotify Basic: 7 hours or more	829	1.38%	518	1.21%	88
Free music: YouTube (non-paid): Less than 1 hour	2,985	4.96%	1,782	4.16%	84
Free music: YouTube (non-paid): 1-2 hours	3,936	6.53%	2,312	5.39%	83
Free music: YouTube (non-paid): 3-6 hours	3,177	5.27%	1,874	4.37%	83
Free music: YouTube (non-paid): 7 hours or more	2,718	4.51%	1,795	4.19%	93
Free music: Other free music streaming services: Less than 1 hour	229	0.38%	213	0.50%	132
Free music: Other free music streaming services: 1-2 hours	1,058	1.76%	597	1.39%	79

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Free music: Other free music streaming services: 3-6 hours	783	1.30%	437	1.02%	78
Free music: Other free music streaming services: 7 hours or more	309	0.51%	212	0.50%	98
<b>Cross Media Use - Radio/TV Users</b>					
Light radio/light TV	7,688	12.76%	4,727	11.03%	86
Heavy radio/light TV	4,472	7.42%	2,370	5.53%	75
Light radio/heavy TV	3,157	5.24%	2,599	6.06%	116
Heavy radio/heavy TV	5,959	9.89%	5,029	11.73%	119
<b>Cross Media Use - Radio/Daily Newspaper Users</b>					
Light radio/light newspaper	874	1.45%	559	1.31%	90
Heavy radio/light newspaper	1,346	2.24%	1,023	2.39%	107
Light radio/heavy newspaper	674	1.12%	494	1.15%	103
Heavy radio/heavy newspaper	2,030	3.37%	2,567	5.99%	178
<b>Cross Media Use - TV/Daily Newspaper Users</b>					
Light TV/light newspaper	600	1.00%	185	0.43%	43
Heavy TV/light newspaper	1,192	1.98%	1,087	2.54%	128
Light TV/heavy newspaper	360	0.60%	291	0.68%	113
Heavy TV/heavy newspaper	1,910	3.17%	2,214	5.17%	163
<b>Cross Media Use - Radio/Internet Users</b>					
Light radio/light internet	4,498	7.47%	3,663	8.54%	114
Heavy radio/light internet	7,064	11.73%	6,239	14.55%	124
Light radio/heavy internet	10,031	16.65%	6,499	15.16%	91
Heavy radio/heavy internet	4,395	7.30%	2,146	5.01%	69
<b>Cross Media Use - TV/Internet Users</b>					
Light TV/light internet	4,045	6.72%	2,649	6.18%	92
Heavy TV/light internet	5,311	8.82%	5,535	12.91%	146
Light TV/heavy internet	6,935	11.51%	3,332	7.77%	68
Heavy TV/heavy internet	3,287	5.46%	2,119	4.94%	90
<b>Cross Media Use - Daily Newspaper/Internet Users</b>					
Light newspaper/light internet	1,103	1.83%	845	1.97%	108
Heavy newspaper/light internet	1,399	2.32%	1,831	4.27%	184
Light newspaper/heavy internet	765	1.27%	335	0.78%	61
Heavy newspaper/heavy internet	895	1.49%	928	2.16%	145
<b>Cross Media Use - Radio/Magazines Users</b>					
Light radio/light magazines	622	1.03%	449	1.05%	102
Heavy radio/light magazines	879	1.46%	947	2.21%	151
Light radio/heavy magazines	377	0.63%	355	0.83%	132
Heavy radio/heavy magazines	1,146	1.90%	1,227	2.86%	151
<b>Cross Media Use - TV/Magazines Users</b>					
Light TV/light magazines	575	0.95%	319	0.74%	78
Heavy TV/light magazines	735	1.22%	903	2.11%	173
Light TV/heavy magazines	150	0.25%	125	0.29%	116
Heavy TV/heavy magazines	1,311	2.18%	1,155	2.69%	123
<b>Cross Media Use - Daily Newspaper/Magazines Users</b>					
Light newspaper/light magazines	473	0.79%	207	0.48%	61

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Heavy newspaper/light magazines	328	0.55%	417	0.97%	176
Light newspaper/heavy magazines	232	0.39%	168	0.39%	100
Heavy newspaper/heavy magazines	939	1.56%	1,078	2.52%	162
<b>Cross Media Use - Internet Users/Magazines Users</b>					
Light internet/light magazines	779	1.29%	793	1.85%	143
Heavy internet/light magazines	814	1.35%	348	0.81%	60
Light internet/heavy magazines	764	1.27%	943	2.20%	173
Heavy internet/heavy magazines	670	1.11%	463	1.08%	97



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

**Powered By:** PolarisIntelligence.com

**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