

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		
TV Watching Summary					
TV watching yesterday: Yes	39,517	78.39%	30,915	81.44%	104
TV watching weekday: Never	8,200	16.27%	5,258	13.85%	85
TV watching weekday: Less than 1 day a week	1,638	3.25%	1,372	3.61%	111
TV watching weekday: 1 day	654	1.30%	475	1.25%	96
TV watching weekday: 2 days	1,973	3.91%	1,310	3.45%	88
TV watching weekday: 3 days	3,273	6.49%	2,319	6.11%	94
TV watching weekday: 4 days	4,373	8.67%	3,365	8.86%	102
TV watching weekday: 5 days	30,304	60.11%	23,863	62.86%	105
TV watching weekend: Never	7,867	15.61%	4,837	12.74%	82
TV watching weekend: Less than 1 day	1,085	2.15%	718	1.89%	88
TV watching weekend: 1 day	1,389	2.76%	864	2.28%	83
TV watching weekend: 2 days	40,073	79.49%	31,542	83.09%	105
Summary Time Spent on Watching TV Weekday					
TV watching weekday: Did not watch	8,270	16.41%	5,188	13.67%	83
TV watching weekday: Less than 1 hour	793	1.57%	423	1.11%	71
TV watching weekday: 1 to 2 hrs	8,935	17.72%	6,789	17.89%	101
TV watching weekday: 2 to 4 hrs	13,679	27.13%	11,325	29.83%	110
TV watching weekday: 4 to 6 hrs	10,484	20.80%	7,848	20.67%	99
TV watching weekday: 6 to 8 hrs	4,724	9.37%	4,088	10.77%	115
TV watching weekday: More than 8 hrs	3,528	7.00%	2,300	6.06%	87
Summary Time Spent on Watching TV Saturday					
TV watching Saturday: Did not watch	11,468	22.75%	7,721	20.34%	89
TV watching Saturday: Less than 1 hour	670	1.33%	420	1.11%	83
TV watching Saturday: 1 to 2 hrs	9,067	17.98%	7,309	19.25%	107
TV watching Saturday: 2 to 4 hrs	14,306	28.38%	11,619	30.61%	108
TV watching Saturday: 4 to 6 hrs	8,288	16.44%	6,616	17.43%	106
TV watching Saturday: 6 to 8 hrs	3,840	7.62%	2,782	7.33%	96
TV watching Saturday: More than 8 hrs	2,774	5.50%	1,495	3.94%	72
Summary Time Spent on Watching TV Sunday					
TV watching Sunday: Did not watch	10,919	21.66%	7,164	18.87%	87
TV watching Sunday: Less than 1 hour	670	1.33%	473	1.25%	94
TV watching Sunday: 1 to 2 hrs	9,634	19.11%	7,548	19.88%	104
TV watching Sunday: 2 to 4 hrs	14,160	28.09%	11,461	30.19%	107
TV watching Sunday: 4 to 6 hrs	8,508	16.88%	7,234	19.06%	113
TV watching Sunday: 6 to 8 hrs	3,699	7.34%	2,572	6.78%	92
TV watching Sunday: More than 8 hrs	2,823	5.60%	1,509	3.98%	71
Terciles of Viewing					
TV viewing: No usage	4,427	8.78%	2,618	6.90%	79
TV viewing: Light	12,285	24.37%	9,416	24.80%	102
TV viewing: Medium	15,713	31.17%	12,422	32.72%	105
TV viewing: Heavy	17,989	35.68%	13,505	35.58%	100
Time Spent on Watching TV					
Watching TV weekdays 6am - 9am: None	40,014	79.37%	30,002	79.03%	100

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Watching TV weekdays 6am - 9am: 30 min	2,843	5.64%	2,061	5.43%	96
Watching TV weekdays 6am - 9am: 60 min	3,855	7.65%	3,118	8.21%	107
Watching TV weekdays 6am - 9am: 120 min	2,869	5.69%	2,141	5.64%	99
Watching TV weekdays 6am - 9am: 180 min	834	1.65%	640	1.69%	102
Watching TV weekdays 9am - Noon: None	42,004	83.32%	31,463	82.88%	99
Watching TV weekdays 9am - Noon: 30 min	1,165	2.31%	1,127	2.97%	129
Watching TV weekdays 9am - Noon: 60 min	3,365	6.68%	2,508	6.61%	99
Watching TV weekdays 9am - Noon: 120 min	2,319	4.60%	1,796	4.73%	103
Watching TV weekdays 9m - Noon: 180 min	1,560	3.10%	1,067	2.81%	91
Watching TV weekdays Noon - 5pm: None	35,933	71.28%	26,314	69.32%	97
Watching TV weekdays Noon - 5pm: 30 min	1,446	2.87%	1,115	2.94%	102
Watching TV weekdays Noon - 5pm: 60 min	5,705	11.32%	4,842	12.76%	113
Watching TV weekdays Noon - 5pm: 120 min	4,253	8.44%	3,594	9.47%	112
Watching TV weekdays Noon - 5pm: 180 min	1,769	3.51%	1,248	3.29%	94
Watching TV weekdays Noon - 5pm: 180+ min	1,307	2.59%	848	2.23%	86
Watching TV weekdays 5pm - 7pm: None	23,203	46.03%	17,226	45.38%	99
Watching TV weekdays 5pm - 7pm: 30 min	2,170	4.30%	1,594	4.20%	98
Watching TV weekdays 5pm - 7pm: 60 min	10,418	20.66%	8,018	21.12%	102
Watching TV weekdays 5pm - 7pm: 120 min	14,623	29.01%	11,123	29.30%	101
Watching TV weekdays 7pm - 11pm: None	15,331	30.41%	9,892	26.06%	86
Watching TV weekdays 7pm - 11pm: 30 min	557	1.11%	306	0.81%	73
Watching TV weekdays 7pm - 11pm: 60 min	5,281	10.48%	4,458	11.74%	112
Watching TV weekdays 7pm - 11pm: 120 min	12,842	25.47%	10,701	28.19%	111
Watching TV weekdays 7pm - 11pm: 180 min	9,712	19.27%	7,754	20.43%	106
Watching TV weekdays 7pm - 11pm: 180+ min	6,690	13.27%	4,850	12.78%	96
Watching TV weekdays 11pm - 2am: None	41,397	82.12%	30,958	81.55%	99
Watching TV weekdays 11pm - 2am: 30 min	1,902	3.77%	1,861	4.90%	130
Watching TV weekdays 11pm - 2am: 60 min	4,969	9.86%	3,686	9.71%	98
Watching TV weekdays 11pm - 2am: 120 min	1,639	3.25%	1,205	3.17%	98
Watching TV weekdays 11pm - 2am: 180 min	507	1.01%	252	0.66%	65
Watching TV weekdays 2a - 6am: None	48,923	97.04%	36,891	97.18%	100
Watching TV weekdays 2am - 6am: 30 min	345	0.69%	306	0.81%	117
Watching TV weekdays 2am - 6am: 60 min	603	1.20%	361	0.95%	79
Watching TV weekdays 2am - 6am: 120 min	460	0.91%	360	0.95%	104
Watching TV weekdays 2am - 6am: 180 min	49	0.10%	26	0.07%	70
Watching TV weekdays 2am - 6am: 180+ min	34	0.07%	17	0.05%	71
Watching TV Saturday 6am - Noon: None	36,783	72.96%	28,851	76.00%	104
Watching TV Saturday 6am - Noon: 30 min	1,458	2.89%	894	2.36%	82
Watching TV Saturday 6am - Noon: 60 min	4,485	8.90%	3,253	8.57%	96
Watching TV Saturday 6am - Noon: 120 min	4,825	9.57%	3,392	8.94%	93
Watching TV Saturday 6am - Noon: 180 min	2,009	3.99%	1,160	3.06%	77
Watching TV Saturday 6am - Noon: 180+ min	854	1.69%	411	1.08%	64
Watching TV Saturday Noon - 7pm: None	29,109	57.74%	22,368	58.92%	102
Watching TV Saturday Noon - 7pm: 30 min	768	1.52%	553	1.46%	96

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	Watching TV Saturday Noon - 7pm: 60 min	6,364	12.62%	4,747	12.51%
Watching TV Saturday Noon - 7pm: 120 min	8,050	15.97%	6,141	16.18%	101
Watching TV Saturday Noon - 7pm: 180 min	3,203	6.35%	2,342	6.17%	97
Watching TV Saturday Noon - 7pm: 180+ min	2,920	5.79%	1,810	4.77%	82
Watching TV Saturday 7pm - 11pm: None	18,325	36.35%	12,389	32.64%	90
Watching TV Saturday 7pm - 11pm: 30 min	295	0.59%	240	0.63%	107
Watching TV Saturday 7pm - 11pm: 60 min	3,781	7.50%	3,047	8.03%	107
Watching TV Saturday 7pm - 11pm: 120 min	11,648	23.11%	9,062	23.87%	103
Watching TV Saturday 7pm - 11pm: 180 min	9,508	18.86%	7,864	20.72%	110
Watching TV Saturday 7pm - 11pm: 180+ min	6,857	13.60%	5,360	14.12%	104
Watching TV Saturday 11pm - 2am: None	41,054	81.43%	31,393	82.70%	102
Watching TV Saturday 11pm - 2am: 30 min	1,414	2.81%	1,136	2.99%	106
Watching TV Saturday 11pm - 2am: 60 min	5,049	10.02%	3,657	9.63%	96
Watching TV Saturday 11pm - 2am: 120 min	2,024	4.02%	1,245	3.28%	82
Watching TV Saturday 11pm - 2am: 180 min	872	1.73%	530	1.40%	81
Watching TV Saturday 2am - 6am: None	49,333	97.86%	37,344	98.38%	101
Watching TV Saturday 2am - 6am: 30 min	150	0.30%	74	0.20%	67
Watching TV Saturday 2am - 6am: 60 min	582	1.16%	362	0.95%	82
Watching TV Saturday 2am - 6am: 120 min	141	0.28%	98	0.26%	93
Watching TV Saturday 2am - 6am: 180 min	164	0.33%	61	0.16%	48
Watching TV Saturday 2am - 6am: 180+ min	43	0.09%	22	0.06%	67
Watching TV Sunday 6am - Noon: None	37,179	73.75%	28,159	74.18%	101
Watching TV Sunday 6am - Noon: 30 min	1,248	2.48%	1,004	2.65%	107
Watching TV Sunday 6am - Noon: 60 min	4,360	8.65%	3,525	9.29%	107
Watching TV Sunday 6am - Noon: 120 min	5,178	10.27%	3,847	10.13%	99
Watching TV Sunday 6am - Noon: 180 min	1,752	3.47%	1,029	2.71%	78
Watching TV Sunday 6am - Noon: 180+ min	698	1.38%	397	1.05%	76
Watching TV Sunday Noon - 7pm: None	29,405	58.33%	21,495	56.62%	97
Watching TV Sunday Noon - 7pm: 30 min	723	1.43%	630	1.66%	116
Watching TV Sunday Noon - 7pm: 60 min	6,238	12.37%	5,058	13.32%	108
Watching TV Sunday Noon - 7pm: 120 min	7,952	15.77%	6,290	16.57%	105
Watching TV Sunday Noon - 7pm: 180 min	2,593	5.14%	2,091	5.51%	107
Watching TV Sunday Noon - 7pm: 180+ min	3,504	6.95%	2,397	6.31%	91
Watching TV Sunday 7pm - 11pm: None	17,456	34.63%	12,054	31.75%	92
Watching TV Sunday 7pm - 11pm: 30 min	195	0.39%	137	0.36%	92
Watching TV Sunday 7pm - 11pm: 60 min	3,897	7.73%	3,046	8.02%	104
Watching TV Sunday 7pm - 11pm: 120 min	12,248	24.30%	9,280	24.45%	101
Watching TV Sunday 7pm - 11pm: 180 min	9,783	19.41%	7,947	20.93%	108
Watching TV Sunday 7pm - 11pm: 180+ min	6,835	13.56%	5,498	14.48%	107
Watching TV Sunday 11pm - 2am: None	43,403	86.09%	32,754	86.29%	100
Watching TV Sunday 11pm - 2am: 30 min	1,468	2.91%	1,333	3.51%	121
Watching TV Sunday 11pm - 2am: 60 min	4,059	8.05%	2,940	7.74%	96
Watching TV Sunday 11pm - 2am: 120 min	908	1.80%	640	1.69%	94
Watching TV Sunday 11pm - 2am: 180 min	576	1.14%	293	0.77%	68

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Watching TV Sunday 2am - 6am: None	49,556	98.30%	37,386	98.49%	100
Watching TV Sunday 2am - 6am: 30 min	121	0.24%	119	0.31%	129
Watching TV Sunday 2am - 6am: 60 min	416	0.83%	222	0.58%	70
Watching TV Sunday 2am - 6am: 120 min	194	0.39%	119	0.31%	79
Watching TV Sunday 2am - 6am: 180 min	87	0.17%	74	0.20%	118
Watching TV Sunday 2am - 6am: 180+ min	39	0.08%	42	0.11%	138
Watching TV on a PVR/VCR					
Watch TV on PVR/VCR: Do not own a PVR/VCR	12,914	25.62%	9,203	24.24%	95
Watch TV on PVR/VCR: Always	23,688	46.99%	18,388	48.44%	103
Watch TV on PVR/VCR: Sometimes	8,896	17.65%	7,140	18.81%	107
Watch TV on PVR/VCR: Never	4,916	9.75%	3,231	8.51%	87
TV Program					
TV Program: Auto Racing	1,779	3.53%	1,421	3.74%	106
TV Program: Baseball (When in Season)	7,841	15.55%	6,524	17.19%	111
TV Program: Basketball (When in Season)	3,461	6.87%	2,986	7.87%	115
TV Program: Cartoons	3,313	6.57%	1,733	4.57%	70
TV Program: CFL Football (When in Season)	8,892	17.64%	6,897	18.17%	103
TV Program: Children's programs	2,138	4.24%	1,045	2.75%	65
TV Program: Contest shows (e.g. America's Got Talent)	8,412	16.69%	6,112	16.10%	96
TV Program: Cooking programs	14,516	28.79%	10,585	27.89%	97
TV Program: Curling (when in season)	4,979	9.88%	4,310	11.35%	115
TV Program: Daytime soap/serial dramas (e.g. The Young and the Restless)	3,306	6.56%	2,370	6.24%	95
TV Program: Daytime talk shows	6,799	13.49%	4,703	12.39%	92
TV Program: Documentaries	19,109	37.90%	15,144	39.89%	105
TV Program: Entertainment news programs (e.g. ET/Access Hollywood)	5,314	10.54%	3,743	9.86%	94
TV Program: Evening local news	29,000	57.52%	23,754	62.58%	109
TV Program: Figure skating	4,355	8.64%	3,907	10.29%	119
TV Program: Game shows	6,666	13.22%	4,445	11.71%	89
TV Program: Golf	4,864	9.65%	5,235	13.79%	143
TV Program: Hockey (when inseason)	13,363	26.51%	10,494	27.64%	104
TV Program: Home renovation/decoration shows	14,346	28.46%	11,589	30.53%	107
TV Program: Late night talk shows	7,867	15.60%	6,050	15.94%	102
TV Program: Mixed martial arts/wrestling (e.g. UFC, WWE Raw)	1,298	2.58%	735	1.94%	75
TV Program: Morning local news	14,084	27.94%	10,413	27.43%	98
TV Program: Movies	23,469	46.55%	17,124	45.11%	97
TV Program: National news/current affairs	22,008	43.65%	18,836	49.62%	114
TV Program: NFL Football (when inseason)	7,930	15.73%	6,595	17.37%	110
TV Program: Personal makeover shows (e.g. The Biggest Loser)	1,262	2.50%	869	2.29%	92
TV Program: Primetime serial dramas (e.g. Criminal Minds)	18,578	36.85%	13,860	36.51%	99
TV Program: Reality shows (e.g. Survivor)	8,298	16.46%	5,489	14.46%	88
TV Program: Sci-Fi/fantasy/comic book shows (e.g. Arrow, Grimm)	6,535	12.96%	3,826	10.08%	78

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TV Program: Situation comedies	13,906	27.58%	9,066	23.88%	87
TV Program: Soccer	5,919	11.74%	4,616	12.16%	104
TV Program: Suspense/crime dramas	16,627	32.98%	12,901	33.99%	103
TV Program: Tennis (when in season)	4,758	9.44%	5,047	13.30%	141
TV Program: TV Infomercials	368	0.73%	210	0.55%	75
TV Program: Variety/award specials	7,317	14.51%	5,674	14.95%	103
TV Program: Other programs	9,886	19.61%	7,843	20.66%	105
TV Channel					
TV Channel: A&E (Arts & Entertainment)	10,218	20.27%	7,140	18.81%	93
TV Channel: AMC	5,404	10.72%	2,974	7.84%	73
TV Channel: BNN (Business News Network)	2,739	5.43%	2,616	6.89%	127
TV Channel: Bravo!	8,659	17.18%	6,315	16.64%	97
TV Channel: CablePulse24 (CP24)	2,377	4.72%	2,065	5.44%	115
TV Channel: CBC News Network	14,655	29.07%	13,311	35.07%	121
TV Channel: CMT	1,170	2.32%	601	1.58%	68
TV Channel: CNN	9,412	18.67%	8,439	22.23%	119
TV Channel: CTV News Channel	14,864	29.48%	11,840	31.19%	106
TV Channel: Discovery Channel	10,449	20.73%	8,120	21.39%	103
TV Channel: DTour (TVTropolis)	1,128	2.24%	738	1.94%	87
TV Channel: E! Entertainment Television	3,283	6.51%	1,998	5.26%	81
TV Channel: English TV Listings Channel (any)	5,094	10.10%	4,190	11.04%	109
TV Channel: Family Channel	1,909	3.79%	1,119	2.95%	78
TV Channel: Family Jr.	603	1.20%	194	0.51%	43
TV Channel: Food Network	10,973	21.77%	7,383	19.45%	89
TV Channel: Fox Sports Racing	665	1.32%	528	1.39%	105
TV Channel: Golf Channel	3,208	6.36%	3,412	8.99%	141
TV Channel: GSN	342	0.68%	204	0.54%	79
TV Channel: HBO Canada	5,461	10.83%	3,754	9.89%	91
TV Channel: HGTV (Home & Garden Television)	11,134	22.09%	8,032	21.16%	96
TV Channel: History Channel	11,440	22.69%	8,654	22.80%	100
TV Channel: HLN (Headline News)	1,010	2.00%	875	2.30%	115
TV Channel: M3 (MuchMore)	412	0.82%	238	0.63%	77
TV Channel: MSNBC US	1,776	3.52%	1,698	4.47%	127
TV Channel: MTV	1,052	2.09%	580	1.53%	73
TV Channel: Much (MuchMusic)	1,626	3.23%	812	2.14%	66
TV Channel: OLN	1,248	2.48%	816	2.15%	87
TV Channel: OWN (Oprah Winfrey Network)	2,822	5.60%	1,939	5.11%	91
TV Channel: Showcase	8,662	17.18%	6,314	16.63%	97
TV Channel: Slice	3,853	7.64%	2,618	6.90%	90
TV Channel: Space	5,432	10.77%	3,082	8.12%	75
TV Channel: Spike	1,926	3.82%	1,024	2.70%	71
TV Channel: Sportsnet	11,049	21.92%	8,457	22.28%	102
TV Channel: Sportsnet 360/SN 360	4,623	9.17%	3,568	9.40%	103
TV Channel: Teletoon (English)	880	1.75%	510	1.34%	77

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TV Channel: The Comedy Network	4,314	8.56%	2,635	6.94%	81
TV Channel: The Learning Channel (TLC)	4,930	9.78%	3,528	9.29%	95
TV Channel: The Movie Network (TMN)	4,915	9.75%	3,432	9.04%	93
TV Channel: The Shopping Channel (TSC)	1,325	2.63%	701	1.85%	70
TV Channel: The Weather Network	8,932	17.72%	7,287	19.20%	108
TV Channel: Treehouse TV	748	1.48%	253	0.67%	45
TV Channel: TSN	11,675	23.16%	9,177	24.17%	104
TV Channel: TSN2	5,987	11.88%	5,104	13.45%	113
TV Channel: Turner Classic Movies (TCM)	5,642	11.19%	4,872	12.84%	115
TV Channel: VisionTV	3,522	6.99%	2,603	6.86%	98
TV Channel: W Network	5,552	11.01%	4,211	11.09%	101
TV Channel: YTV	1,637	3.25%	721	1.90%	58
TV Channel: Other English specialty channels	8,884	17.62%	7,678	20.23%	115
TV Channel: ARTV	1,972	3.91%	1,494	3.94%	101
TV Channel: Canal D	3,286	6.52%	2,218	5.84%	90
TV Channel: Canal Vie	2,870	5.69%	2,105	5.54%	97
TV Channel: Evasion	1,537	3.05%	1,206	3.18%	104
TV Channel: French TV Listings Channel (any)	215	0.43%	156	0.41%	95
TV Channel: Historia	2,119	4.20%	1,548	4.08%	97
TV Channel: Le Canal Nouvelles (LCN)	2,895	5.74%	2,100	5.53%	96
TV Channel: Le Reseau de l' information (RDI)	2,953	5.86%	2,041	5.38%	92
TV Channel: Le Reseau des Sports (RDS)	2,753	5.46%	1,969	5.19%	95
TV Channel: MeteoMedia	2,400	4.76%	1,835	4.84%	102
TV Channel: MusiMax	628	1.25%	538	1.42%	114
TV Channel: MusiquePlus	695	1.38%	509	1.34%	97
TV Channel: RDS2	1,297	2.57%	960	2.53%	98
TV Channel: Series+	1,988	3.94%	1,535	4.04%	103
TV Channel: Super Ecran	1,418	2.81%	304	0.80%	28
TV Channel: Teletoon (French)	641	1.27%	510	1.34%	106
TV Channel: TV5 Quebec Canada (TV5)	338	0.67%	323	0.85%	127
TV Channel: UNIS	516	1.02%	371	0.98%	96
TV Channel: VRAK TV	873	1.73%	635	1.67%	97
TV Channel: Z (Ztele)	1,433	2.84%	1,221	3.22%	113
TV Channel: Other French specialty channels	1,769	3.51%	1,371	3.61%	103
TV Channel: Premium multicultural foreign channels (e.g. DW, Al Jazeera, RT, Telelatino)	1,435	2.85%	1,026	2.70%	95
Digital Channel					
Digital Channel: ABC Spark	1,239	2.46%	714	1.88%	76
Digital Channel: Action	1,698	3.37%	1,059	2.79%	83
Digital Channel: Animal Planet	2,376	4.71%	1,523	4.01%	85
Digital Channel: Cartoon Network	1,160	2.30%	639	1.68%	73
Digital Channel: Cottage Life	1,090	2.16%	726	1.91%	88
Digital Channel: Crime + Investigation (Mystery)	3,687	7.31%	2,486	6.55%	90
Digital Channel: DejaView	1,054	2.09%	685	1.81%	87

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	Value	Percent	Value	Percent	Index
Digital Channel: Discovery Science	3,973	7.88%	3,049	8.03%	102
Digital Channel: Disney Channel	1,435	2.85%	876	2.31%	81
Digital Channel: Disney Junior	698	1.38%	359	0.95%	69
Digital Channel: DIY Network	1,530	3.04%	996	2.62%	86
Digital Channel: Family Chrgd	169	0.34%	106	0.28%	82
Digital Channel: FX Canada/FXX	2,674	5.30%	1,614	4.25%	80
Digital Channel: Game TV	470	0.93%	338	0.89%	96
Digital Channel: H2	1,551	3.08%	1,028	2.71%	88
Digital Channel: iChannel	25	0.05%	20	0.05%	100
Digital Channel: Independent Film Channel (IFC)	743	1.47%	530	1.40%	95
Digital Channel: Investigation Discovery	1,227	2.44%	750	1.98%	81
Digital Channel: Leafs TV	400	0.79%	312	0.82%	104
Digital Channel: Lifetime	1,667	3.31%	1,010	2.66%	80
Digital Channel: MovieTime	1,919	3.81%	1,368	3.60%	94
Digital Channel: Nat Geo Wild	3,728	7.40%	2,460	6.48%	88
Digital Channel: National Geographic Channel	8,200	16.26%	6,464	17.03%	105
Digital Channel: NBA TV Canada	333	0.66%	185	0.49%	74
Digital Channel: Sportsnet ONE	4,097	8.13%	3,211	8.46%	104
Digital Channel: Travel + Escape	1,256	2.49%	968	2.55%	102
Digital Channel: W Movies	3,087	6.12%	2,073	5.46%	89
Digital Channel: English On-demand channels (any)	1,139	2.26%	787	2.07%	92
Digital Channel: Other English digital channels	2,539	5.04%	2,056	5.42%	108
Digital Channel: addikTV	1,778	3.53%	1,271	3.35%	95
Digital Channel: CASA	1,305	2.59%	1,019	2.68%	103
Digital Channel: Cinpop	1,265	2.51%	929	2.45%	98
Digital Channel: Explora	1,019	2.02%	730	1.92%	95
Digital Channel: Investigation	604	1.20%	437	1.15%	96
Digital Channel: La Chaîne Disney	197	0.39%	223	0.59%	151
Digital Channel: MOI&cie	964	1.91%	715	1.88%	98
Digital Channel: Prise 2	1,287	2.55%	973	2.56%	100
Digital Channel: RDS Info	919	1.82%	706	1.86%	102
Digital Channel: Telemagino	226	0.45%	170	0.45%	100
Digital Channel: TVA Sports	2,208	4.38%	1,733	4.57%	104
Digital Channel: TVA Sports 2	1,119	2.22%	841	2.22%	100
Digital Channel: Yoopa	417	0.83%	299	0.79%	95
Digital Channel: Zeste	729	1.45%	370	0.97%	67
Digital Channel: French On-demand channels (any)	385	0.76%	319	0.84%	111
Digital Channel: Other French digital channels	151	0.30%	261	0.69%	230

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.