

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	57,379		41,761		
<b>TV Watching Summary</b>					
TV watching yesterday: Yes	38,501	67.10%	28,783	68.92%	103
TV watching weekday: Never	19,026	33.16%	12,546	30.04%	91
TV watching weekday: Less than 1 day a week	2,366	4.12%	1,578	3.78%	92
TV watching weekday: 1 day	643	1.12%	448	1.07%	96
TV watching weekday: 2 days	1,969	3.43%	1,428	3.42%	100
TV watching weekday: 3 days	4,033	7.03%	2,343	5.61%	80
TV watching weekday: 4 days	3,649	6.36%	2,771	6.64%	104
TV watching weekday: 5 days	25,693	44.78%	20,647	49.44%	110
TV watching weekend: Never	18,266	31.83%	11,987	28.71%	90
TV watching weekend: Less than 1 day	1,623	2.83%	1,191	2.85%	101
TV watching weekend: 1 day	2,125	3.70%	1,051	2.52%	68
TV watching weekend: 2 days	35,366	61.64%	27,531	65.93%	107
<b>Time Spent on TV Weekday</b>					
TV weekday: Did not watch	18,830	32.82%	12,789	30.62%	93
TV weekday: Less than 1 hour	1,876	3.27%	1,698	4.07%	124
TV weekday: 1 to 2 hrs	11,423	19.91%	7,437	17.81%	89
TV weekday: 2 to 4 hrs	13,185	22.98%	9,305	22.28%	97
TV weekday: 4 to 6 hrs	7,334	12.78%	6,141	14.71%	115
TV weekday: 6 to 8 hrs	2,822	4.92%	2,645	6.34%	129
TV weekday: More than 8 hrs	1,909	3.33%	1,745	4.18%	126
<b>Time Spent on TV Saturday</b>					
TV Saturday: Did not watch	23,470	40.90%	15,245	36.51%	89
TV Saturday: Less than 1 hour	633	1.10%	488	1.17%	106
TV Saturday: 1 to 2 hrs	9,216	16.06%	7,274	17.42%	108
TV Saturday: 2 to 4 hrs	12,597	21.95%	9,609	23.01%	105
TV Saturday: 4 to 6 hrs	7,313	12.74%	5,728	13.72%	108
TV Saturday: 6 to 8 hrs	2,351	4.10%	2,074	4.97%	121
TV Saturday: More than 8 hrs	1,799	3.14%	1,343	3.22%	103
<b>Time Spent on TV Sunday</b>					
TV Sunday: Did not watch	23,178	40.39%	15,168	36.32%	90
TV Sunday: Less than 1 hour	901	1.57%	741	1.78%	113
TV Sunday: 1 to 2 hrs	10,284	17.92%	7,612	18.23%	102
TV Sunday: 2 to 4 hrs	11,874	20.69%	9,209	22.05%	107
TV Sunday: 4 to 6 hrs	7,014	12.22%	5,454	13.06%	107
TV Sunday: 6 to 8 hrs	2,205	3.84%	2,045	4.90%	128
TV Sunday: More than 8 hrs	1,923	3.35%	1,532	3.67%	110
<b>Watching TV (M-Su) Average Day</b>					
Watching TV (M-Su) average day: Zero	12,085	21.06%	8,005	19.17%	91
Watching TV (M-Su) average day: Less than 1 hour	7,260	12.65%	4,961	11.88%	94
Watching TV (M-Su) average day: 1 to 2 hrs	12,160	21.19%	7,662	18.35%	87
Watching TV (M-Su) average day: 2 to 4 hrs	14,735	25.68%	11,439	27.39%	107

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Watching TV (M-Su) average day: 4 to 6 hrs	7,047	12.28%	6,492	15.54%	127
Watching TV (M-Su) average day: 6 to 8 hrs	2,694	4.70%	2,078	4.98%	106
Watching TV (M-Su) average day: More than 8 hrs	1,397	2.44%	1,124	2.69%	110
<b>Watching TV (Sa-Su)</b>					
Watching TV (Sa-Su) - total : Zero	18,410	32.09%	11,890	28.47%	89
Watching TV (Sa-Su) - total : Less than 1 hour	925	1.61%	571	1.37%	85
Watching TV (Sa-Su) - total : 1 to 2 hrs	4,681	8.16%	3,650	8.74%	107
Watching TV (Sa-Su) - total : 2 to 4 hrs	7,563	13.18%	5,303	12.70%	96
Watching TV (Sa-Su) - total : 4 to 6 hrs	8,432	14.70%	6,038	14.46%	98
Watching TV (Sa-Su) - total : 6 to 8 hrs	6,564	11.44%	4,934	11.82%	103
Watching TV (Sa-Su) - total : More than 8 hrs	10,803	18.83%	9,375	22.45%	119
<b>Terciles of Viewing</b>					
Terciles of TV viewing: No usage	12,749	22.22%	7,874	18.85%	85
Terciles of TV viewing: Light	17,867	31.14%	11,124	26.64%	86
Terciles of TV viewing: Medium	15,227	26.54%	11,495	27.53%	104
Terciles of TV viewing: Heavy	11,536	20.10%	11,269	26.99%	134
<b>TV Program</b>					
TV Program: Auto Racing	2,027	3.53%	1,409	3.37%	95
TV Program: Baseball (When in Season)	3,437	5.99%	2,995	7.17%	120
TV Program: Basketball (When in Season)	1,600	2.79%	1,634	3.91%	140
TV Program: Cartoons	3,700	6.45%	2,047	4.90%	76
TV Program: CFL Football (When in Season)	4,504	7.85%	4,340	10.39%	132
TV Program: Children's programs	2,100	3.66%	997	2.39%	65
TV Program: Contest shows (e.g. America's Got Talent)	4,838	8.43%	3,670	8.79%	104
TV Program: Cooking programs	8,836	15.40%	6,778	16.23%	105
TV Program: Curling (when in season)	2,641	4.60%	1,962	4.70%	102
TV Program: Daytime soap/serial dramas (e.g. The Young and the Restless)	2,141	3.73%	1,704	4.08%	109
TV Program: Daytime talk shows	2,382	4.15%	1,986	4.76%	115
TV Program: Documentaries	13,762	23.98%	11,578	27.73%	116
TV Program: Entertainment news programs (e.g. ET/etalk)	2,412	4.20%	1,949	4.67%	111
TV Program: Evening local news	18,279	31.86%	16,548	39.63%	124
TV Program: Figure skating	1,854	3.23%	1,876	4.49%	139
TV Program: Game shows	5,152	8.98%	3,925	9.40%	105
TV Program: Golf	3,686	6.42%	3,878	9.29%	145
TV Program: Hockey (when inseason)	9,536	16.62%	7,579	18.15%	109
TV Program: Home renovation/decoration shows	11,347	19.78%	8,721	20.88%	106
TV Program: Late night talk shows	4,747	8.27%	3,620	8.67%	105
TV Program: Mixed martial arts/wrestling (e.g. UFC, WWE Raw)	1,371	2.39%	674	1.62%	68
TV Program: Morning local news	8,870	15.46%	7,624	18.26%	118
TV Program: Movies	21,350	37.21%	15,954	38.20%	103
TV Program: National news/current affairs	14,391	25.08%	13,041	31.23%	125
TV Program: NFL Football (when inseason)	4,990	8.70%	4,426	10.60%	122

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TV Program: Personal makeover shows (e.g. The Biggest Loser)	928	1.62%	395	0.95%	59
TV Program: Primetime serial dramas (e.g. NCIS)	13,528	23.58%	10,292	24.65%	105
TV Program: Reality shows (e.g. Survivor)	7,729	13.47%	4,919	11.78%	87
TV Program: Situation comedies	9,766	17.02%	7,141	17.10%	100
TV Program: Soccer	5,130	8.94%	3,807	9.12%	102
TV Program: Suspense/crime dramas	13,205	23.01%	10,018	23.99%	104
TV Program: Tennis (when in season)	3,510	6.12%	3,217	7.70%	126
TV Program: TV Infomercials	188	0.33%	78	0.19%	58
TV Program: Variety/award specials	2,626	4.58%	2,104	5.04%	110
TV Program: Other programs	8,549	14.90%	5,924	14.18%	95
<b>TV Channel</b>					
TV Channel: A&E (Arts & Entertainment)	4,768	8.31%	3,514	8.41%	101
TV Channel: AMC	2,442	4.26%	1,650	3.95%	93
TV Channel: CablePulse24 (CP24)	2,201	3.84%	1,693	4.05%	105
TV Channel: CBC News Network	8,595	14.98%	7,380	17.67%	118
TV Channel: CMT	812	1.41%	557	1.34%	95
TV Channel: CNN	6,938	12.09%	6,036	14.46%	120
TV Channel: Crave	7,529	13.12%	4,951	11.86%	90
TV Channel: CTV News Channel	5,788	10.09%	5,931	14.20%	141
TV Channel: Discovery Channel	5,695	9.93%	4,851	11.62%	117
TV Channel: Disney Velocity	272	0.47%	129	0.31%	66
TV Channel: DTour	344	0.60%	120	0.29%	48
TV Channel: E! Entertainment Television	1,388	2.42%	819	1.96%	81
TV Channel: Family Jr.	237	0.41%	57	0.14%	34
TV Channel: Food Network	5,914	10.31%	3,893	9.32%	90
TV Channel: Fox News US	1,092	1.90%	761	1.82%	96
TV Channel: Global News BC	3,728	6.50%	3,161	7.57%	116
TV Channel: GSN	112	0.20%	89	0.21%	105
TV Channel: HBO Canada	4,525	7.89%	3,170	7.59%	96
TV Channel: HGTV	7,662	13.35%	6,362	15.23%	114
TV Channel: History Channel	6,574	11.46%	5,129	12.28%	107
TV Channel: HLN (Headline News)	489	0.85%	250	0.60%	71
TV Channel: Hollywood Suite	1,026	1.79%	645	1.54%	86
TV Channel: MSNBC US	1,674	2.92%	1,429	3.42%	117
TV Channel: MTV	757	1.32%	345	0.83%	63
TV Channel: Much	535	0.93%	176	0.42%	45
TV Channel: Nat Geo Wild	1,228	2.14%	1,144	2.74%	128
TV Channel: Showcase	5,369	9.36%	3,338	7.99%	85
TV Channel: Slice	1,682	2.93%	1,221	2.93%	100
TV Channel: Sportsnet	6,203	10.81%	5,523	13.23%	122
TV Channel: Sportsnet 360/SN 360	2,351	4.10%	1,788	4.28%	104
TV Channel: Teletoon (English)	106	0.19%	110	0.26%	137
TV Channel: The Learning Channel (TLC)	1,494	2.60%	1,044	2.50%	96

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TV Channel: The Shopping Channel (TSC)	473	0.83%	302	0.72%	87
TV Channel: The Weather Network	2,513	4.38%	2,280	5.46%	125
TV Channel: Treehouse TV	173	0.30%	97	0.23%	77
TV Channel: TSN	6,257	10.91%	5,937	14.22%	130
TV Channel: TSN2	2,689	4.69%	2,637	6.32%	135
TV Channel: Turner Classic Movies (TCM)	2,321	4.05%	1,947	4.66%	115
TV Channel: VisionTV	1,202	2.10%	1,079	2.58%	123
TV Channel: W Network	3,845	6.70%	2,923	7.00%	104
TV Channel: YTV	650	1.13%	429	1.03%	91
TV Channel: Other English specialty channels	2,884	5.03%	2,481	5.94%	118
TV Channel: ARTV	1,793	3.13%	1,306	3.13%	100
TV Channel: Canal D	1,925	3.36%	1,432	3.43%	102
TV Channel: Canal Vie	1,689	2.94%	1,181	2.83%	96
TV Channel: Evasion	1,149	2.00%	924	2.21%	111
TV Channel: Historia	1,296	2.26%	1,014	2.43%	108
TV Channel: Le Canal Nouvelles (LCN)	2,161	3.77%	1,425	3.41%	90
TV Channel: Le Reseau de l' information (RDI)	2,100	3.66%	1,354	3.24%	89
TV Channel: Le Reseau des Sports (RDS)	2,066	3.60%	1,504	3.60%	100
TV Channel: MeteoMedia	1,634	2.85%	1,193	2.86%	100
TV Channel: RDS2	1,202	2.10%	876	2.10%	100
TV Channel: Series+	1,570	2.74%	1,145	2.74%	100
TV Channel: Super Ecran	694	1.21%	505	1.21%	100
TV Channel: Teletoon (French)	243	0.42%	177	0.42%	100
TV Channel: TV5 Quebec Canada (TV5)	1,507	2.63%	880	2.11%	80
TV Channel: UNIS	581	1.01%	423	1.01%	100
TV Channel: VRAK TV	449	0.78%	325	0.78%	100
TV Channel: Z (Ztele)	987	1.72%	716	1.71%	99
TV Channel: Other French specialty channels	573	1.00%	464	1.11%	111
TV Channel: Premium multicultural foreign channels (e.g. DW, Al Jazeera, RT, Telelatino)	1,838	3.20%	1,178	2.82%	88

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.

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