

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and up</b>	49,892		37,749		
<b>When Watching TV, Also Consuming Other Media</b>					
When watching TV, also listening Radio	2,860	5.73%	1,792	4.75%	83
When watching TV, also using Internet	18,668	37.42%	12,241	32.43%	87
When watching TV, also reading Daily newspapers	8,922	17.88%	8,749	23.18%	130
When watching TV, also reading Community newspapers	8,402	16.84%	6,562	17.38%	103
When watching TV, also reading Magazines	7,647	15.33%	6,765	17.92%	117
When watching TV, not consuming other media	19,701	39.49%	15,143	40.12%	102
<b>When Listening Radio, Also Consuming Other Media</b>					
When listening Radio, also watching TV	3,243	6.50%	2,146	5.68%	87
When listening Radio, also using Internet	12,368	24.79%	8,392	22.23%	90
When listening Radio, also reading Daily newspapers	9,443	18.93%	9,730	25.78%	136
When listening Radio, also reading Community newspapers	7,222	14.48%	6,539	17.32%	120
When listening Radio, also reading Magazines	6,637	13.30%	6,047	16.02%	120
When listening Radio, not consuming other media	25,482	51.08%	18,762	49.70%	97
<b>When Connecting Internet, Also Consuming Other Media</b>					
When connecting Internet, also watching TV	18,675	37.43%	12,741	33.75%	90
When connecting Internet, also listening Radio	10,964	21.98%	8,061	21.35%	97
When connecting Internet, also reading Daily newspapers	2,230	4.47%	1,961	5.19%	116
When connecting Internet, also reading Community newspapers	2,104	4.22%	1,767	4.68%	111
When connecting Internet, also reading Magazines	1,746	3.50%	1,076	2.85%	81
When connecting Internet, not consuming other media	24,343	48.79%	19,612	51.95%	106
<b>When Reading Daily Newspaper, Also Consuming Other Media</b>					
When reading Daily Newspaper, also watching TV	12,299	24.65%	10,089	26.73%	108
When reading Daily Newspaper, also listening Radio	13,251	26.56%	11,647	30.86%	116
When reading Daily Newspaper, also using Internet	3,431	6.88%	2,550	6.76%	98
When reading Daily Newspaper, also reading Community newspapers	1,063	2.13%	709	1.88%	88
When reading Daily Newspaper, also reading Magazines	638	1.28%	503	1.33%	104
When reading Daily Newspaper, not consuming other media	26,847	53.81%	18,716	49.58%	92
<b>When Reading Community Newspaper, Also Consuming Other Media</b>					
When reading Community Newspaper, also watching TV	13,547	27.15%	10,795	28.60%	105
When reading Community Newspaper, also listening Radio	11,992	24.04%	10,334	27.38%	114
When reading Community Newspaper, also using Internet	3,121	6.26%	1,882	4.99%	80
When reading Community Newspaper, also reading Daily newspapers	760	1.52%	629	1.67%	110
When reading Community Newspaper, also reading Magazines	443	0.89%	340	0.90%	101
When reading Community Newspaper, not consuming other media	28,084	56.29%	20,286	53.74%	95
<b>When Reading Magazine, Also Consuming Other Media</b>					
When reading Magazines, also watching TV	12,479	25.01%	9,967	26.40%	106
When reading Magazines, also listening Radio	11,665	23.38%	9,709	25.72%	110
When reading Magazines, also using Internet	3,616	7.25%	1,790	4.74%	65
When reading Magazines, also reading Daily newspapers	567	1.14%	471	1.25%	110

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	Value	Percent	Value	Percent	Index
When reading Magazines, also reading Community newspapers	778	1.56%	443	1.17%	75
When reading Magazines, not consuming other media	28,808	57.74%	20,951	55.50%	96
<b>Watching TV Shows from Cable or Online</b>					
Watching TV shows from cable	40,025	80.22%	31,365	83.09%	104
Watching TV shows from online streaming or via download	12,303	24.66%	7,713	20.43%	83
Watching TV shows from cable: Once a month	1,877	3.76%	1,429	3.79%	101
Watching TV shows from cable: 2-3 times a month	3,806	7.63%	2,905	7.70%	101
Watching TV shows from cable: Once a week or more	34,342	68.83%	27,031	71.61%	104
Watching TV shows from online: Once a month	2,274	4.56%	1,554	4.12%	90
Watching TV shows from online: 2-3 times a month	3,061	6.14%	1,876	4.97%	81
Watching TV shows from online: Once a week or more	6,968	13.97%	4,283	11.35%	81
<b>Radio/TV Users</b>					
Light Radio/Light TV	5,572	11.17%	3,668	9.72%	87
Heavy Radio/Light TV	3,138	6.29%	2,051	5.43%	86
Light Radio/Heavy TV	5,550	11.12%	4,037	10.69%	96
Heavy Radio/Heavy TV	7,028	14.09%	5,733	15.19%	108
<b>Radio/Daily Newspaper Users</b>					
Light Radio/Light Newspaper	2,521	5.05%	1,733	4.59%	91
Heavy Radio/Light Newspaper	2,304	4.62%	1,627	4.31%	93
Light Radio/Heavy Newspaper	2,545	5.10%	2,544	6.74%	132
Heavy Radio/Heavy Newspaper	4,050	8.12%	4,537	12.02%	148
<b>TV/Daily Newspaper Users</b>					
Light TV/Light Newspaper	1,559	3.12%	1,023	2.71%	87
Heavy TV/Light Newspaper	2,260	4.53%	1,335	3.54%	78
Light TV/Heavy Newspaper	1,009	2.02%	1,442	3.82%	189
Heavy TV/Heavy Newspaper	5,747	11.52%	5,523	14.63%	127
<b>Radio/Internet Users</b>					
Light Radio/Light Internet	5,618	11.26%	4,545	12.04%	107
Heavy Radio/Light Internet	6,504	13.04%	5,894	15.62%	120
Light Radio/Heavy Internet	4,894	9.81%	2,916	7.73%	79
Heavy Radio/Heavy Internet	2,771	5.55%	1,490	3.95%	71
<b>TV/Internet Users</b>					
Light TV/Light Internet	3,593	7.20%	3,173	8.41%	117
Heavy TV/Light Internet	6,633	13.30%	6,028	15.97%	120
Light TV/Heavy Internet	3,832	7.68%	2,347	6.22%	81
Heavy TV/Heavy Internet	2,981	5.98%	1,674	4.43%	74
<b>Daily Newspaper/Internet Users</b>					
Light Newspaper/Light Internet	2,843	5.70%	2,251	5.96%	105
Heavy Newspaper/Light Internet	3,679	7.37%	4,606	12.20%	166
Light Newspaper/Heavy Internet	1,432	2.87%	596	1.58%	55
Heavy Newspaper/Heavy Internet	1,450	2.91%	1,240	3.29%	113
<b>Radio/Magazines</b>					
Light Radio/Light Magazines	1,525	3.06%	1,314	3.48%	114
Heavy Radio/Light Magazines	1,727	3.46%	1,733	4.59%	133

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	Value	Percent	Value	Percent	Index
Light Radio/Heavy Magazines	1,323	2.65%	822	2.18%	82
Heavy Radio/Heavy Magazines	1,961	3.93%	1,988	5.27%	134
<b>TV/Magazines</b>					
Light TV/Light Magazines	841	1.69%	974	2.58%	153
Heavy TV/Light Magazines	1,762	3.53%	1,738	4.61%	131
Light TV/Heavy Magazines	560	1.12%	616	1.63%	146
Heavy TV/Heavy Magazines	2,608	5.23%	2,052	5.44%	104
<b>Daily Newspaper/Magazines</b>					
Light Newspaper/Light Magazines	1,011	2.03%	869	2.30%	113
Heavy Newspaper/Light Magazines	1,111	2.23%	1,565	4.15%	186
Light Newspaper/Heavy Magazines	351	0.70%	256	0.68%	97
Heavy Newspaper/Heavy Magazines	2,017	4.04%	1,951	5.17%	128
<b>Internet Users/Magazines</b>					
Light Internet/Light Magazines	2,039	4.09%	2,133	5.65%	138
Heavy Internet/Light Magazines	1,078	2.16%	856	2.27%	105
Light Internet/Heavy Magazines	1,726	3.46%	1,633	4.33%	125
Heavy Internet/Heavy Magazines	1,091	2.19%	738	1.95%	89

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. 2018

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.