



Media Usage - TV Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
TV Watching Summary					
TV watching yesterday: Yes	39,412	79.00%	30,076	79.67%	101
TV watching weekday: Never	8,153	16.34%	4,790	12.69%	78
TV watching weekday: Less than 1 day a week	1,621	3.25%	1,186	3.14%	97
TV watching weekday: 1 day	741	1.49%	585	1.55%	104
TV watching weekday: 2 days	1,678	3.36%	1,136	3.01%	90
TV watching weekday: 3 days	3,138	6.29%	2,763	7.32%	116
TV watching weekday: 4 days	3,913	7.84%	3,469	9.19%	117
TV watching weekday: 5 days	30,647	61.43%	23,820	63.10%	103
TV watching weekend: Never	8,520	17.08%	5,325	14.11%	83
TV watching weekend: Less than 1 day	1,141	2.29%	1,046	2.77%	121
TV watching weekend: 1 day	1,594	3.19%	1,083	2.87%	90
TV watching weekend: 2 days	1,594	3.19%	1,083	2.87%	90
Summary Time Spent on Watching TV Weekday					
Watching TV weekday: Did Not Watch	8,054	16.14%	4,821	12.77%	79
Watching TV weekday: Less than 1 hour	911	1.83%	583	1.55%	85
Watching TV weekday: 1 to 2 hrs	7,575	15.18%	5,952	15.77%	104
Watching TV weekday: 2 to 4 hrs	13,477	27.01%	10,678	28.29%	105
Watching TV weekday: 4 to 6 hrs	10,071	20.19%	8,725	23.11%	114
Watching TV weekday: 6 to 8 hrs	5,555	11.13%	4,723	12.51%	112
Watching TV weekday: More than 8 hrs	4,249	8.52%	2,267	6.01%	71
Summary Time Spent on Watching TV Saturday					
Watching TV Saturday: Did Not Watch	11,659	23.37%	7,616	20.18%	86
Watching TV Saturday: Less than 1 hour	542	1.09%	484	1.28%	117
Watching TV Saturday: 1 to 2 hrs	8,695	17.43%	6,708	17.77%	102
Watching TV Saturday: 2 to 4 hrs	13,639	27.34%	11,868	31.44%	115
Watching TV Saturday: 4 to 6 hrs	8,630	17.30%	7,034	18.63%	108
Watching TV Saturday: 6 to 8 hrs	3,941	7.90%	2,711	7.18%	91
Watching TV Saturday: More than 8 hrs	2,785	5.58%	1,328	3.52%	63
Summary Time Spent on Watching TV Sunday					
Watching TV Sunday: Did Not Watch	11,558	23.17%	7,682	20.35%	88
Watching TV Sunday: Less than 1 hour	487	0.98%	434	1.15%	117
Watching TV Sunday: 1 to 2 hrs	8,920	17.88%	7,187	19.04%	106
Watching TV Sunday: 2 to 4 hrs	13,519	27.10%	10,920	28.93%	107
Watching TV Sunday: 4 to 6 hrs	8,448	16.93%	7,061	18.71%	111
Watching TV Sunday: 6 to 8 hrs	4,192	8.40%	3,033	8.04%	96
Watching TV Sunday: More than 8 hrs	2,768	5.55%	1,432	3.79%	68
Terciles of Viewing					
TV viewing: No Usage	4,363	8.75%	2,849	7.55%	86
TV viewing: Light	12,766	25.59%	8,242	21.83%	85
TV viewing: Medium	14,894	29.85%	12,357	32.73%	110
TV viewing: Heavy	17,869	35.82%	14,302	37.89%	106
Time Spent on Watching TV					
Watching TV Weekdays 6Am - 9Am: None	38,610	77.39%	29,552	78.29%	101



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Watching TV Weekdays 6Am - 9Am: 30 Min	3,037	6.09%	2,313	6.13%	101
Watching TV Weekdays 6Am - 9Am: 60 Min	4,214	8.45%	2,833	7.51%	89
Watching TV Weekdays 6Am - 9Am: 120 Min	2,876	5.76%	2,291	6.07%	105
Watching TV Weekdays 6Am - 9Am: 180 Min	1,154	2.31%	760	2.01%	87
Watching TV Weekdays 9Am - Noon: None	40,959	82.10%	30,763	81.49%	99
Watching TV Weekdays 9Am - Noon: 30 Min	1,142	2.29%	1,139	3.02%	132
Watching TV Weekdays 9Am - Noon: 60 Min	3,350	6.72%	2,895	7.67%	114
Watching TV Weekdays 9Am - Noon: 120 Min	2,610	5.23%	1,944	5.15%	98
Watching TV Weekdays 9Am - Noon: 180 Min	1,831	3.67%	1,009	2.67%	73
Watching TV Weekdays Noon - 5Pm: None	35,209	70.57%	26,007	68.90%	98
Watching TV Weekdays Noon - 5Pm: 30 Min	902	1.81%	710	1.88%	104
Watching TV Weekdays Noon - 5Pm: 60 Min	5,996	12.02%	5,357	14.19%	118
Watching TV Weekdays Noon - 5Pm: 120 Min	4,714	9.45%	3,814	10.10%	107
Watching TV Weekdays Noon - 5Pm: 180 Min	1,823	3.65%	1,151	3.05%	84
Watching TV Weekdays Noon - 5Pm: 180+ Min	1,248	2.50%	710	1.88%	75
Watching TV Weekdays 5Pm - 7Pm: None	23,784	47.67%	17,167	45.48%	95
Watching TV Weekdays 5Pm - 7Pm: 30 Min	2,301	4.61%	1,928	5.11%	111
Watching TV Weekdays 5Pm - 7Pm: 60 Min	10,298	20.64%	8,313	22.02%	107
Watching TV Weekdays 5Pm - 7Pm: 120 Min	13,509	27.08%	10,341	27.40%	101
Watching TV Weekdays 7Pm - 11Pm: None	13,778	27.62%	8,627	22.85%	83
Watching TV Weekdays 7Pm - 11Pm: 30 Min	754	1.51%	554	1.47%	97
Watching TV Weekdays 7Pm - 11Pm: 60 Min	4,797	9.62%	4,010	10.62%	110
Watching TV Weekdays 7Pm - 11Pm: 120 Min	12,346	24.75%	10,261	27.18%	110
Watching TV Weekdays 7Pm - 11Pm: 180 Min	10,169	20.38%	8,048	21.32%	105
Watching TV Weekdays 7Pm - 11Pm: 180+ Min	8,048	16.13%	6,249	16.55%	103
Watching TV Weekdays 11Pm - 2Am: None	41,320	82.82%	31,073	82.32%	99
Watching TV Weekdays 11Pm - 2Am: 30 Min	2,135	4.28%	1,926	5.10%	119
Watching TV Weekdays 11Pm - 2Am: 60 Min	4,110	8.24%	3,325	8.81%	107
Watching TV Weekdays 11Pm - 2Am: 120 Min	1,752	3.51%	1,061	2.81%	80
Watching TV Weekdays 11Pm - 2Am: 180 Min	574	1.15%	364	0.96%	83
Watching TV Weekdays 2Am - 6Am: None	49,018	98.25%	37,125	98.35%	100
Watching TV Weekdays 2Am - 6Am: 30 Min	211	0.42%	137	0.36%	86
Watching TV Weekdays 2Am - 6Am: 60 Min	397	0.80%	279	0.74%	93
Watching TV Weekdays 2Am - 6Am: 120 Min	160	0.32%	114	0.30%	94
Watching TV Weekdays 2Am - 6Am: 180 Min	45	0.09%	53	0.14%	156
Watching TV Weekdays 2Am - 6Am: 180+ Min	60	0.12%	40	0.11%	92
Watching TV Saturday 6Am - Noon: None	37,207	74.58%	28,916	76.60%	103
Watching TV Saturday 6Am - Noon: 30 Min	1,112	2.23%	919	2.44%	109
Watching TV Saturday 6Am - Noon: 60 Min	4,368	8.75%	3,358	8.90%	102
Watching TV Saturday 6Am - Noon: 120 Min	4,695	9.41%	3,057	8.10%	86
Watching TV Saturday 6Am - Noon: 180 Min	1,742	3.49%	1,014	2.69%	77
Watching TV Saturday 6Am - Noon: 180+ Min	768	1.54%	485	1.29%	84
Watching TV Saturday Noon - 7Pm: None	28,920	57.97%	22,251	58.94%	102
Watching TV Saturday Noon - 7Pm: 30 Min	761	1.53%	710	1.88%	123



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Watching TV Saturday Noon - 7Pm: 60 Min	5,953	11.93%	4,821	12.77%	107
Watching TV Saturday Noon - 7Pm: 120 Min	7,387	14.81%	5,673	15.03%	101
Watching TV Saturday Noon - 7Pm: 180 Min	3,761	7.54%	2,651	7.02%	93
Watching TV Saturday Noon - 7Pm: 180+ Min	3,109	6.23%	1,644	4.35%	70
Watching TV Saturday 7Pm - 11Pm: None	17,816	35.71%	11,911	31.55%	88
Watching TV Saturday 7Pm - 11Pm: 30 Min	327	0.66%	253	0.67%	102
Watching TV Saturday 7Pm - 11Pm: 60 Min	3,662	7.34%	2,761	7.32%	100
Watching TV Saturday 7Pm - 11Pm: 120 Min	10,752	21.55%	8,860	23.47%	109
Watching TV Saturday 7Pm - 11Pm: 180 Min	10,379	20.80%	8,570	22.70%	109
Watching TV Saturday 7Pm - 11Pm: 180+ Min	6,956	13.94%	5,394	14.29%	103
Watching TV Saturday 11Pm - 2Am: None	41,147	82.47%	31,073	82.31%	100
Watching TV Saturday 11Pm - 2Am: 30 Min	1,208	2.42%	1,113	2.95%	122
Watching TV Saturday 11Pm - 2Am: 60 Min	4,769	9.56%	3,788	10.04%	105
Watching TV Saturday 11Pm - 2Am: 120 Min	1,976	3.96%	1,289	3.41%	86
Watching TV Saturday 11Pm - 2Am: 180 Min	791	1.59%	487	1.29%	81
Watching TV Saturday 2Am - 6Am: None	49,099	98.41%	37,294	98.80%	100
Watching TV Saturday 2Am - 6Am: 30 Min	108	0.22%	108	0.29%	132
Watching TV Saturday 2Am - 6Am: 60 Min	406	0.81%	148	0.39%	48
Watching TV Saturday 2Am - 6Am: 120 Min	172	0.35%	126	0.33%	94
Watching TV Saturday 2Am - 6Am: 180 Min	34	0.07%	36	0.10%	143
Watching TV Saturday 2Am - 6Am: 180+ Min	73	0.15%	36	0.10%	67
Watching TV Sunday 6Am - Noon: None	36,690	73.54%	28,539	75.60%	103
Watching TV Sunday 6Am - Noon: 30 Min	883	1.77%	694	1.84%	104
Watching TV Sunday 6Am - Noon: 60 Min	5,225	10.47%	3,876	10.27%	98
Watching TV Sunday 6Am - Noon: 120 Min	4,712	9.45%	3,273	8.67%	92
Watching TV Sunday 6Am - Noon: 180 Min	1,582	3.17%	914	2.42%	76
Watching TV Sunday 6Am - Noon: 180+ Min	800	1.60%	453	1.20%	75
Watching TV Sunday Noon - 7Pm: None	28,308	56.74%	21,211	56.19%	99
Watching TV Sunday Noon - 7Pm: 30 Min	716	1.44%	622	1.65%	115
Watching TV Sunday Noon - 7Pm: 60 Min	6,111	12.25%	5,106	13.53%	110
Watching TV Sunday Noon - 7Pm: 120 Min	7,486	15.00%	6,082	16.11%	107
Watching TV Sunday Noon - 7Pm: 180 Min	3,544	7.10%	2,468	6.54%	92
Watching TV Sunday Noon - 7Pm: 180+ Min	3,727	7.47%	2,261	5.99%	80
Watching TV Sunday 7Pm - 11Pm: None	17,219	34.51%	11,781	31.21%	90
Watching TV Sunday 7Pm - 11Pm: 30 Min	325	0.65%	259	0.69%	106
Watching TV Sunday 7Pm - 11Pm: 60 Min	3,902	7.82%	2,941	7.79%	100
Watching TV Sunday 7Pm - 11Pm: 120 Min	11,283	22.62%	9,063	24.01%	106
Watching TV Sunday 7Pm - 11Pm: 180 Min	9,765	19.57%	7,952	21.07%	108
Watching TV Sunday 7Pm - 11Pm: 180+ Min	7,397	14.83%	5,754	15.24%	103
Watching TV Sunday 11Pm - 2Am: None	43,445	87.08%	32,520	86.15%	99
Watching TV Sunday 11Pm - 2Am: 30 Min	1,269	2.54%	1,123	2.98%	117
Watching TV Sunday 11Pm - 2Am: 60 Min	3,292	6.60%	2,982	7.90%	120
Watching TV Sunday 11Pm - 2Am: 120 Min	1,366	2.74%	863	2.29%	84
Watching TV Sunday 11Pm - 2Am: 180 Min	520	1.04%	261	0.69%	66



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Watching TV Sunday 2Am - 6Am: None	49,035	98.28%	37,053	98.16%	100
Watching TV Sunday 2Am - 6Am: 30 Min	123	0.25%	66	0.18%	72
Watching TV Sunday 2Am - 6Am: 60 Min	450	0.90%	399	1.06%	118
Watching TV Sunday 2Am - 6Am: 120 Min	232	0.47%	185	0.49%	104
Watching TV Sunday 2Am - 6Am: 180 Min	16	0.03%	16	0.04%	133
Watching TV Sunday 2Am - 6Am: 180+ Min	35	0.07%	30	0.08%	114
Watching TV on a PVR/VCR					
Watch TV on PVR/VCR: Do not own a PVR/VCR	13,623	27.31%	9,543	25.28%	93
Watch TV on PVR/VCR: Always	22,740	45.58%	18,619	49.32%	108
Watch TV on PVR/VCR: Sometimes	9,027	18.09%	6,435	17.05%	94
Watch TV on PVR/VCR: Never	4,501	9.02%	3,151	8.35%	93
TV Program					
TV Program: Auto Racing	2,027	4.06%	1,485	3.94%	97
TV Program: Baseball (When In Season)	7,096	14.22%	5,594	14.82%	104
TV Program: Basketball (When In Season)	3,838	7.69%	2,510	6.65%	86
TV Program: Cartoons	3,381	6.78%	1,867	4.95%	73
TV Program: CFL Football (When In Season)	9,706	19.46%	7,861	20.82%	107
TV Program: Children's programs	2,483	4.98%	1,429	3.79%	76
TV Program: Contest shows (e.g. America's Got Talent)	8,837	17.71%	6,398	16.95%	96
TV Program: Cooking programs	12,725	25.51%	9,071	24.03%	94
TV Program: Curling (when in season)	4,307	8.63%	3,724	9.87%	114
TV Program: Daytime soap/serial dramas (e.g. The Young and the Restless)	3,484	6.98%	2,172	5.75%	82
TV Program: Daytime talk shows	5,835	11.70%	4,266	11.30%	97
TV Program: Documentaries	17,661	35.40%	14,184	37.57%	106
TV Program: Entertainment news programs (e.g. ET/Access Hollywood)	5,587	11.20%	3,585	9.50%	85
TV Program: Evening local news	29,200	58.53%	24,166	64.02%	109
TV Program: Figure Skating	5,067	10.16%	4,570	12.11%	119
TV Program: Game Shows	7,311	14.65%	4,604	12.20%	83
TV Program: Golf	5,551	11.13%	6,050	16.03%	144
TV Program: Hockey (When In Season)	14,692	29.45%	11,714	31.03%	105
TV Program: Home renovation/decoration shows	13,970	28.00%	10,719	28.40%	101
TV Program: Late night talk shows-Watch	6,698	13.43%	5,549	14.70%	109
TV Program: Mixed martial arts/Wrestling (e.g. UFC, WWE Raw)	1,405	2.82%	958	2.54%	90
TV Program: Morning local news	13,742	27.54%	10,339	27.39%	99
TV Program: Movies	23,432	46.97%	17,850	47.29%	101
TV Program: National news/current affairs	22,329	44.76%	20,219	53.56%	120
TV Program: NFL Football (When In Season)	7,567	15.17%	6,303	16.70%	110
TV Program: Personal makeover shows (e.g. The Biggest Loser)	1,689	3.39%	1,181	3.13%	92
TV Program: Primetime serial dramas (e.g. Criminal Minds)	17,781	35.64%	12,913	34.21%	96
TV Program: Reality shows (e.g. Survivor)	8,566	17.17%	5,083	13.47%	78
TV Program: Sci-Fi/fantasy/comic book shows (e.g. Arrow, Grimm)	6,321	12.67%	3,319	8.79%	69



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TV Program: Situation Comedies	13,033	26.12%	9,271	24.56%	94
TV Program: Soccer	6,764	13.56%	5,595	14.82%	109
TV Program: Suspense/Crime Dramas	15,723	31.51%	12,204	32.33%	103
TV Program: Tennis (when in season)	4,487	8.99%	4,862	12.88%	143
TV Program: TV Infomercials	749	1.50%	533	1.41%	94
TV Program: Variety/Award Specials	6,782	13.59%	5,789	15.34%	113
TV Program: Other programs	10,738	21.52%	8,541	22.63%	105
TV Channel					
TV Channel: A&E (Arts & Entertainment)	11,265	22.58%	7,211	19.10%	85
TV Channel: AMC	5,115	10.25%	3,121	8.27%	81
TV Channel: APTN	2,159	4.33%	1,620	4.29%	99
TV Channel: BNN (Business News Network)	2,391	4.79%	2,771	7.34%	153
TV Channel: Bravo!	8,360	16.76%	6,190	16.40%	98
TV Channel: CablePulse24 (CP24)	2,992	6.00%	2,081	5.51%	92
TV Channel: CBC News Network	15,223	30.51%	13,163	34.87%	114
TV Channel: CMT	1,096	2.20%	697	1.85%	84
TV Channel: CNN	8,257	16.55%	7,591	20.11%	122
TV Channel: CTV News Channel	16,721	33.52%	13,364	35.40%	106
TV Channel: Discovery Channel	11,628	23.31%	8,552	22.65%	97
TV Channel: Disney Junior (English)	1,107	2.22%	604	1.60%	72
TV Channel: DTour (TVTropolis)	1,199	2.40%	863	2.29%	95
TV Channel: E! Entertainment Television	3,238	6.49%	1,964	5.20%	80
TV Channel: English TV Listings Channel (any)	4,127	8.27%	3,588	9.51%	115
TV Channel: Family Channel	2,140	4.29%	1,313	3.48%	81
TV Channel: Food Network	10,750	21.55%	7,339	19.44%	90
TV Channel: Golf Channel	3,476	6.97%	3,760	9.96%	143
TV Channel: GSN	661	1.32%	413	1.09%	83
TV Channel: HBO Canada	6,010	12.05%	4,759	12.61%	105
TV Channel: HGTV (Home & Garden Television)	10,460	20.97%	8,356	22.14%	106
TV Channel: History Channel	11,972	24.00%	8,768	23.23%	97
TV Channel: HLN (Headline News)	778	1.56%	526	1.39%	89
TV Channel: M3 (MuchMore)	1,046	2.10%	794	2.10%	100
TV Channel: MTV	1,179	2.36%	600	1.59%	67
TV Channel: Much (MuchMusic)	1,745	3.50%	1,118	2.96%	85
TV Channel: OLN	1,247	2.50%	676	1.79%	72
TV Channel: OWN (Oprah Winfrey Network)	2,925	5.86%	1,989	5.27%	90
TV Channel: Showcase	8,382	16.80%	5,440	14.41%	86
TV Channel: Slice	4,576	9.17%	3,132	8.30%	91
TV Channel: Space	5,029	10.08%	2,836	7.51%	75
TV Channel: Speed Channel	465	0.93%	358	0.95%	102
TV Channel: Spike	2,231	4.47%	1,182	3.13%	70
TV Channel: Sportsnet	11,262	22.57%	9,314	24.67%	109
TV Channel: Sportsnet 360/SN 360 (The Score)	3,839	7.69%	2,544	6.74%	88
TV Channel: Teletoon (English)	878	1.76%	486	1.29%	73



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TV Channel: The Comedy Network	3,864	7.74%	2,382	6.31%	82
TV Channel: The Learning Channel (TLC)	5,102	10.23%	3,317	8.79%	86
TV Channel: The Movie Network (TMN)	3,510	7.04%	2,179	5.77%	82
TV Channel: The Shopping Channel (TSC)	1,383	2.77%	1,080	2.86%	103
TV Channel: The Weather Network	8,584	17.21%	5,647	14.96%	87
TV Channel: Treehouse TV	1,371	2.75%	901	2.39%	87
TV Channel: TSN	11,883	23.82%	9,229	24.45%	103
TV Channel: TSN2	5,692	11.41%	4,040	10.70%	94
TV Channel: Turner Classic Movies (TCM)	5,579	11.18%	4,688	12.42%	111
TV Channel: VisionTV	3,527	7.07%	2,985	7.91%	112
TV Channel: W Network	4,378	8.78%	3,267	8.65%	99
TV Channel: YTV	1,956	3.92%	1,312	3.48%	89
TV Channel: Other English specialty channels	7,303	14.64%	5,958	15.78%	108
TV Channel: ARTV	2,097	4.20%	1,454	3.85%	92
TV Channel: Canal D	3,363	6.74%	1,430	3.79%	56
TV Channel: Canal Vie	3,287	6.59%	2,271	6.02%	91
TV Channel: À,À%vasion	1,794	3.60%	1,248	3.31%	92
TV Channel: French TV Listings Channel (any)	208	0.42%	140	0.37%	88
TV Channel: Historia	2,021	4.05%	1,583	4.19%	103
TV Channel: Le Canal Nouvelles (LCN)	3,042	6.10%	2,179	5.77%	95
TV Channel: Le Réseau de l'information (RDI)	2,960	5.93%	2,162	5.73%	97
TV Channel: Le Réseau des Sports (RDS)	2,754	5.52%	1,858	4.92%	89
TV Channel: MÀ,ÀtÀ,ÀcoMÀ,Àdia	2,504	5.02%	1,692	4.48%	89
TV Channel: MusiMax	492	0.99%	336	0.89%	90
TV Channel: MusiquePlus	817	1.64%	619	1.64%	100
TV Channel: RDS2	1,221	2.45%	470	1.25%	51
TV Channel: SÀ,Àries+	1,962	3.93%	1,531	4.06%	103
TV Channel: Super À,À%cran	1,498	3.00%	1,075	2.85%	95
TV Channel: Teletoon (French)	895	1.79%	643	1.70%	95
TV Channel: TV5 Québec Canada (TV5)	363	0.73%	501	1.33%	182
TV Channel: UNIS	295	0.59%	263	0.70%	119
TV Channel: VRAK TV	1,010	2.03%	697	1.85%	91
TV Channel: Z (ZtÀ,À©Ä,À©)	1,764	3.54%	431	1.14%	32
TV Channel: Other French specialty channels	1,897	3.80%	1,424	3.77%	99
TV Channel: Premium multicultural foreign channels (e.g. DW, Al Jazeera, RT, Teletino)	2,009	4.03%	1,669	4.42%	110
Digital Channel					
Digital Channel: ABC Spark	1,080	2.17%	763	2.02%	93
Digital Channel: Action	1,776	3.56%	1,193	3.16%	89
Digital Channel: Animal Planet	2,440	4.89%	1,443	3.82%	78
Digital Channel: BBC Canada	5,887	11.80%	5,716	15.14%	128
Digital Channel: BPM TV	105	0.21%	104	0.28%	133
Digital Channel: Cottage Life	1,222	2.45%	1,015	2.69%	110
Digital Channel: Crime + Investigation (Mystery)	3,540	7.10%	2,178	5.77%	81



Media Usage - TV Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Digital Channel: DejaView	1,221	2.45%	864	2.29%	93
Digital Channel: Discovery Science	3,321	6.66%	2,599	6.88%	103
Digital Channel: Disney XD	705	1.41%	491	1.30%	92
Digital Channel: DIY Network	1,859	3.73%	1,407	3.73%	100
Digital Channel: FX Canada/FXX	1,687	3.38%	1,060	2.81%	83
Digital Channel: Game TV	941	1.89%	592	1.57%	83
Digital Channel: H2	1,264	2.53%	892	2.36%	93
Digital Channel: iChannel	249	0.50%	176	0.47%	94
Digital Channel: Independent Film Channel (IFC)	637	1.28%	568	1.51%	118
Digital Channel: Investigation Discovery	788	1.58%	547	1.45%	92
Digital Channel: Leafs TV	386	0.77%	319	0.84%	109
Digital Channel: Lifetime	1,351	2.71%	675	1.79%	66
Digital Channel: MovieTime	2,820	5.65%	1,660	4.40%	78
Digital Channel: Nat Geo Wild	4,019	8.06%	2,940	7.79%	97
Digital Channel: National Geographic Channel	7,744	15.52%	5,880	15.58%	100
Digital Channel: NBA TV Canada	361	0.72%	311	0.82%	114
Digital Channel: Sportsnet ONE	4,150	8.32%	3,800	10.07%	121
Digital Channel: Teletoon Retro	593	1.19%	390	1.03%	87
Digital Channel: The Pet Network	285	0.57%	253	0.67%	118
Digital Channel: Travel + Escape	1,267	2.54%	1,103	2.92%	115
Digital Channel: W Movies	3,194	6.40%	1,920	5.09%	80
Digital Channel: English On-demand channels (any)	754	1.51%	608	1.61%	107
Digital Channel: Other English digital channels	2,109	4.23%	1,725	4.57%	108
Digital Channel: addikTV	1,698	3.40%	1,239	3.28%	96
Digital Channel: Argent	118	0.24%	91	0.24%	100
Digital Channel: CASA	1,222	2.45%	926	2.45%	100
Digital Channel: CinÃ©pop	1,112	2.23%	304	0.81%	36
Digital Channel: Disney Junior (French)	405	0.81%	309	0.82%	101
Digital Channel: Explora	892	1.79%	676	1.79%	100
Digital Channel: Investigation	401	0.80%	307	0.81%	101
Digital Channel: MOI&cie	899	1.80%	595	1.58%	88
Digital Channel: Prise 2	1,385	2.78%	1,002	2.66%	96
Digital Channel: RDS Info	1,491	2.99%	1,026	2.72%	91
Digital Channel: TÃ©lÃ©toon RÃ©tro (French)	340	0.68%	233	0.62%	91
Digital Channel: TVA Sports	2,243	4.50%	331	0.88%	20
Digital Channel: Yoopa	478	0.96%	320	0.85%	89
Digital Channel: Zeste	721	1.45%	514	1.36%	94
Digital Channel: French On-demand channels (any)	360	0.72%	268	0.71%	99
Digital Channel: Other French digital channels	140	0.28%	95	0.25%	89



Media Usage - TV Report

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.