

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population of age 15 and over	57,379		41,761		
Number of households	30,542		19,128		
Current Telephone Landline Service Supplier					
Landline service: Bell/Bell Aliant/Bell MTS	17,340	30.22%	15,371	36.81%	122
Landline service: Cogeco	0	0.00%	0	0.00%	-
Landline service: Rogers	0	0.00%	0	0.00%	-
Landline service: Shaw	9,552	16.65%	4,208	10.08%	61
Landline service: Videotron	0	0.00%	0	0.00%	-
Landline service: Telus	9,351	16.30%	7,941	19.02%	117
Landline service: Other cable companies	1,214	2.12%	869	2.08%	98
Landline service: VoIP (any) (e.g. Skype)	181	0.32%	284	0.68%	213
Landline service: Others (e.g. Comwave, Primus)	871	1.52%	687	1.65%	109
Landline service: Don't know	2,429	4.23%	1,622	3.88%	92
Landline service: Do not have telephone landline	8,290	14.45%	3,683	8.82%	61
Changed Service Supplier in the Past 12 Months					
Changed local telephone service supplier	3,906	6.81%	2,499	5.98%	88
Changed long distance telephone services supplier	2,113	3.68%	1,672	4.00%	109
Mobile Phone Use					
Uses a cell phone (voice and text only, no Internet)	9,220	16.07%	6,872	16.46%	102
Uses smartphone (e.g. Android or iPhone)	49,121	85.61%	34,707	83.11%	97
Data Plan with Mobile Phone					
Data plan: Yes - that I personally pay for	32,833	57.22%	22,911	54.86%	96
Data plan: Yes - that someone else pays for	9,893	17.24%	7,175	17.18%	100
Data plan: No	8,311	14.49%	6,515	15.60%	108
Data plan: Don't know	899	1.57%	630	1.51%	96
Wireless Spending in Average Month					
Wireless spending - Less than \$30	11,623	20.26%	9,308	22.29%	110
Wireless spending - \$30 - \$99	27,061	47.16%	17,408	41.68%	88
Wireless spending - \$100 or more	8,455	14.74%	6,480	15.52%	105
Wireless spending - Don't know	4,680	8.16%	3,986	9.55%	117
Wireless Network Supplier					
Wireless network: Bell Mobility (incl. Bell Aliant/Bell MTS)	2,563	4.47%	1,987	4.76%	106
Wireless network: Chatr	1,063	1.85%	688	1.65%	89
Wireless network: FIDO	7,816	13.62%	5,908	14.15%	104
Wireless network: Freedom Mobile	2,638	4.60%	1,688	4.04%	88
Wireless network: Koodo Mobile	4,439	7.74%	2,258	5.41%	70
Wireless network: Lucky Mobile	243	0.42%	177	0.42%	100
Wireless network: PC Mobile	274	0.48%	167	0.40%	83
Wireless network: Rogers	8,548	14.90%	6,607	15.82%	106
Wireless network: Telus Mobility	15,797	27.53%	10,138	24.28%	88
Wireless network: Videotron	3,403	5.93%	2,478	5.93%	100
Wireless network: Virgin Plus	4,328	7.54%	2,987	7.15%	95
Wireless network: Other wireless network provider	6,484	11.30%	4,293	10.28%	91

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Wireless network: Don't know	10,995	19.16%	7,750	18.56%	97
Changed/Upgraded in the Past Year Wireless Network Service					
Changed wireless network provider - Yes	6,727	11.72%	4,219	10.10%	86
Upgraded wireless service plan or added service - Yes	13,316	23.21%	9,303	22.28%	96

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.

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.