



# Telecom Patterns - Telecom 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		
Number of households	26,459		17,553		
<b>Current local telephone service supplier</b>					
Current local telephone service supplier: Bell Aliant	14,961	29.99%	11,885	31.49%	105
Current local telephone service supplier: Primus	575	1.15%	404	1.07%	93
Current local telephone service supplier: Telus	9,671	19.39%	6,889	18.25%	94
Current local telephone service supplier: Cogeco	2,055	4.12%	1,583	4.19%	102
Current local telephone service supplier: Rogers	5,125	10.27%	4,138	10.96%	107
Current local telephone service supplier: Shaw	4,125	8.27%	3,220	8.53%	103
Current local telephone service supplier: Videotron	5,641	11.31%	4,460	11.81%	104
Current local telephone service supplier: Other cable companies	678	1.36%	399	1.06%	78
Current local telephone service supplier: VoIP (any) (e.g. Skype)	179	0.36%	227	0.60%	167
Current local telephone service supplier: Other suppliers	4,292	8.60%	3,215	8.52%	99
Current local telephone service supplier: Don't know	771	1.55%	600	1.59%	103
Current local telephone service supplier: Do not have one	1,819	3.65%	729	1.93%	53
<b>Current long distance telephone service supplier</b>					
Current long distance telephone service supplier: Bell Aliant	14,011	28.08%	10,250	27.15%	97
Current long distance telephone service supplier: Primus	1,140	2.28%	1,211	3.21%	141
Current long distance telephone service supplier: Telus	9,452	18.95%	6,788	17.98%	95
Current long distance telephone service supplier: Cogeco	1,853	3.72%	1,486	3.94%	106
Current long distance telephone service supplier: Rogers	4,942	9.91%	4,007	10.62%	107
Current long distance telephone service supplier: Shaw	4,009	8.04%	3,239	8.58%	107
Current long distance telephone service supplier: Videotron	5,237	10.50%	4,439	11.76%	112
Current long distance telephone service supplier: Other cable companies	948	1.90%	595	1.58%	83
Current long distance telephone service supplier: VoIP (any) (e.g. Skype)	890	1.78%	837	2.22%	125
Current long distance telephone service supplier: Other suppliers	3,435	6.88%	2,579	6.83%	99
Current long distance telephone service supplier: Don't know	1,216	2.44%	942	2.50%	102
Current long distance telephone service supplier: Do not have one	2,760	5.53%	1,376	3.65%	66
<b>Changed service supplier in the past 12 months</b>					
Changed local telephone service supplier past 12 months	2,226	4.46%	1,640	4.35%	98
Changed long distance telephone services supplier past 12 months	1,949	3.91%	1,251	3.31%	85
<b>Mobile phone use</b>					
Use a cell phone	26,596	53.31%	20,619	54.62%	102
Use a smartphone (e.g. Blackberry or iPhone)	24,986	50.08%	18,091	47.93%	96
<b>Wireless spending in average month</b>					
Wireless spending in average month-Less than \$30	11,057	22.16%	9,410	24.93%	113
Wireless spending in average month-\$30-\$99	21,234	42.56%	15,156	40.15%	94
Wireless spending in average month-\$100 or more	4,944	9.91%	3,976	10.53%	106
Wireless spending in average month-Don't know	3,179	6.37%	2,653	7.03%	110
<b>Wireless network supplier</b>					
Wireless network supplier: Bell/Aliant Mobility	4,238	8.49%	3,694	9.79%	115



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Wireless network supplier: Chatr	453	0.91%	446	1.18%	130
Wireless network supplier: FIDO	5,120	10.26%	3,034	8.04%	78
Wireless network supplier: Koodo Mobile	2,045	4.10%	1,279	3.39%	83
Wireless network supplier: Mobilicity	396	0.79%	213	0.56%	71
Wireless network supplier: PC Mobile	225	0.45%	244	0.65%	144
Wireless network supplier: Rogers	8,661	17.36%	7,081	18.76%	108
Wireless network supplier: Telus Mobility	15,939	31.95%	12,082	32.01%	100
Wireless network supplier: Videotron	1,931	3.87%	1,039	2.75%	71
Wireless network supplier: Virgin Mobile	2,532	5.08%	1,559	4.13%	81
Wireless network supplier: Wind Mobile	1,244	2.49%	692	1.83%	73
Wireless network supplier: Other wireless network provider	1,601	3.21%	1,274	3.38%	105
Wireless network supplier: Don't know	6,904	13.84%	5,244	13.89%	100
<b>Changed/Upgraded in the past year wireless network service</b>					
Changed wireless network provider past year - Yes	3,132	6.28%	2,115	5.60%	89
Upgraded wireless service plan or added services past year - Yes	10,580	21.21%	7,349	19.47%	92
<b>Used wireless devices to do in the past 7 days</b>					
Used wireless past 7 days: Access social networks	16,040	32.15%	10,154	26.90%	84
Used wireless past 7 days: Compare products/prices while shopping	10,035	20.11%	6,457	17.10%	85
Used wireless past 7 days: Download apps	12,738	25.53%	7,798	20.66%	81
Used wireless past 7 days: Internet search - business, services, products	18,409	36.90%	12,786	33.87%	92
Used wireless past 7 days: Listen to music	11,589	23.23%	7,235	19.17%	83
Used wireless past 7 days: Listen to radio	4,455	8.93%	3,294	8.73%	98
Used wireless past 7 days: Make purchases/transactions	5,974	11.97%	3,834	10.16%	85
Used wireless past 7 days: Play games	11,508	23.07%	6,668	17.67%	77
Used wireless past 7 days: Receive store offers by SMS	3,646	7.31%	2,239	5.93%	81
Used wireless past 7 days: Redeem a mobile coupon	3,651	7.32%	2,353	6.23%	85
Used wireless past 7 days: Scan mobile tagging barcode/QR	2,243	4.50%	1,589	4.21%	94
Used wireless past 7 days: Send/receive a text/instant message	25,616	51.34%	17,953	47.56%	93
Used wireless past 7 days: Send/receive e-mail	21,338	42.77%	15,679	41.53%	97
Used wireless past 7 days: Take pictures/video	24,110	48.33%	16,722	44.30%	92
Used wireless past 7 days: Watch TV or video	9,783	19.61%	5,739	15.20%	78



# Telecom Patterns - Telecom Report

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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.