

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426		39,463		
Number of Households	27,275		17,566		
Current Local Telephone Service Supplier					
Current local telephone service supplier: Bell Aliant	15,668	30.47%	11,757	29.79%	98
Current local telephone service supplier: Telus	7,776	15.12%	7,168	18.16%	120
Current local telephone service supplier: Cogeco	392	0.76%	506	1.28%	168
Current local telephone service supplier: Rogers	4,193	8.15%	3,963	10.04%	123
Current local telephone service supplier: Shaw	12,160	23.65%	7,515	19.04%	81
Current local telephone service supplier: Videotron	5,707	11.10%	4,889	12.39%	112
Current local telephone service supplier: Other cable companies	1,218	2.37%	799	2.02%	85
Current local telephone service supplier: VoIP (any) (e.g. Skype)	334	0.65%	306	0.78%	120
Current local telephone service supplier: Other suppliers	583	1.13%	545	1.38%	122
Current local telephone service supplier: Don't know	340	0.66%	231	0.59%	89
Current local telephone service supplier: Do not have one	3,055	5.94%	1,784	4.52%	76
Changed Service Supplier in the Past 12 Months					
Changed local telephone service supplier past 12 months	2,570	5.00%	1,854	4.70%	94
Changed long distance telephone services supplier past 12 months	2,397	4.66%	1,876	4.75%	102
Mobile Phone Use					
Uses cell phone	13,852	26.94%	11,202	28.39%	105
Uses smartphone (e.g. iPhone)	34,550	67.19%	24,657	62.48%	93
Data Plan with Mobile Phone					
Data plan with mobile phone: Yes - that I personally pay for	25,951	50.46%	17,841	45.21%	90
Data plan with mobile phone: Yes - that someone else pays for	5,751	11.18%	4,713	11.94%	107
Data plan with mobile phone: No	9,440	18.36%	7,714	19.55%	106
Data plan with mobile phone: Don't know	1,074	2.09%	1,033	2.62%	125
Wireless Spending in Average Month					
Wireless spending in average month-Less than \$30	9,085	17.67%	6,844	17.34%	98
Wireless spending in average month-\$30-\$99	22,198	43.17%	15,609	39.55%	92
Wireless spending in average month-\$100 or more	7,143	13.89%	5,584	14.15%	102
Wireless spending in average month-Don't know	3,910	7.60%	3,390	8.59%	113
Wireless Network Supplier					
Wireless network supplier: Bell/Aliant Mobility	4,264	8.29%	3,332	8.44%	102
Wireless network supplier: Chatr	435	0.85%	233	0.59%	69
Wireless network supplier: FIDO	6,280	12.21%	4,483	11.36%	93
Wireless network supplier: Freedom Mobile	2,182	4.24%	1,415	3.59%	85
Wireless network supplier: Koodo Mobile	3,217	6.26%	1,865	4.73%	76
Wireless network supplier: Lucky Mobile	37	0.07%	25	0.06%	86
Wireless network supplier: PC Mobile	179	0.35%	119	0.30%	86
Wireless network supplier: Rogers	7,336	14.27%	5,748	14.57%	102
Wireless network supplier: Telus Mobility	15,637	30.41%	11,788	29.87%	98
Wireless network supplier: Videotron	1,897	3.69%	1,805	4.57%	124
Wireless network supplier: Virgin Mobile	2,813	5.47%	1,716	4.35%	80
Wireless network supplier: Other wireless network provider	1,721	3.35%	1,260	3.19%	95

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Wireless network supplier: Don't know	6,810	13.24%	5,672	14.37%	109
Changed/Upgraded in the Past Year Wireless Network Service					
Changed wireless network provider past year - Yes	4,162	8.09%	2,045	5.18%	64
Upgraded wireless service plan or added services past year - Yes	11,031	21.45%	8,048	20.39%	95

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

Powered By: PolarisIntelligence.com

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.