



Leisure Activities - Video 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		
Rented Video/DVD in the Past Month From					
Rented or purchased Video Past Month From: DVD retail store locations (e.g. SuperClub Videotron)	670	1.34%	496	1.32%	99
Rented or purchased Video Past Month From: iTunes	2,430	4.87%	1,738	4.60%	94
Rented or purchased Video Past Month From: Other online video rental service (e.g. Cineplex)	1,261	2.53%	746	1.98%	78
Rented Video Past Month From: Pay per view via cable/satellite/fibre optic	5,349	10.72%	4,140	10.97%	102
Have a paid media service (e.g. Netflix)	19,223	38.53%	14,664	38.85%	101
Time spend viewing Average Week					
Spend viewing CraveTV: 1-59 minutes	562	1.13%	421	1.11%	98
Spend viewing CraveTV: 1-2 hours	466	0.93%	345	0.91%	98
Spend viewing CraveTV: 3 hours or more	366	0.73%	245	0.65%	89
Spend viewing illico: 1-59 minutes	103	0.21%	64	0.17%	81
Spend viewing illico: 1-2 hours	44	0.09%	40	0.11%	122
Spend viewing illico: 3 hours or more	504	1.01%	370	0.98%	97
Spend viewing Netflix: 1-59 minutes	3,594	7.20%	3,312	8.78%	122
Spend viewing Netflix: 1-2 hours	4,958	9.94%	4,126	10.93%	110
Spend viewing Netflix: 3 hours or more	9,052	18.14%	5,903	15.64%	86
Spend viewing Shomi: 1-59 minutes	344	0.69%	312	0.83%	120
Spend viewing Shomi: 1-2 hours	423	0.85%	215	0.57%	67
Spend viewing Shomi: 3 hours or more	251	0.50%	225	0.60%	120
Spend viewing Other services: 1-59 minutes	518	1.04%	335	0.89%	86
Spend viewing Other services: 1-2 hours	658	1.32%	530	1.40%	106
Spend viewing Other services: 3 hours or more	1,664	3.34%	1,264	3.35%	100



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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.