Polaris
Market Analytics + Intelligence

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 Up	54,916		40,249		
Digital Devices - Owned Personally or by Other Household Member					
Have - Blu Ray Player	13,916	25.34%	11,509	28.59%	113
Have - Connected TV/Smart TV	29,047	52.89%	22,619	56.20%	106
Have - Computer	46,532	84.73%	35,119	87.25%	103
Have - E-Reader	11,016	20.06%	8,490	21.10%	105
Have - Smartphone	45,789	83.38%	33,601	83.48%	100
Have - Cell phone that is not a smartphone	7,025	12.79%	5,290	13.14%	103
Have - Smart watch	10,651	19.40%	9,171	22.79%	117
Have - Tablet	35,214	64.12%	26,754	66.47%	104
Have - Video Game Console	19,567	35.63%	14,035	34.87%	98
Have - An Internet Connected Set top box or DVR (e.g. Nextbox, Whole Home PVR, etc)	15,644	28.49%	14,758	36.67%	129
Have - Other Streaming Devices (e.g. Apple TV, Roku, Fire Stick, etc)	17,204	31.33%	14,661	36.43%	116
Digital Devices - Used in the Past Month					
Used - Blu Ray Player	5,723	10.42%	2,982	7.41%	71
Used - Connected TV/Smart TV	25,427	46.30%	20,201	50.19%	108
Used - Computer	43,544	79.29%	32,812	81.52%	103
Used - E-Reader	5,825	10.61%	3,261	8.10%	76
Used - Smartphone	44,237	80.56%	32,652	81.13%	101
Used - Cell Phone that is not a smartphone	4,814	8.77%	3,135	7.79%	89
Used - Smart watch	6,873	12.52%	5,368	13.34%	107
Used - Tablet	26,218	47.74%	19,800	49.19%	103
Used - Video Game Console	9,768	17.79%	5,453	13.55%	76
Used - Other Streaming Devices (e.g. Apple TV, Roku, Fire Stick, etc)	12,779	23.27%	11,415	28.36%	122
Used - An Internet Connected Set top box or DVR (e.g. Nextbox, Whole Home PVR, etc)	12,859	23.42%	11,836	29.41%	126
Mobile Phone - Personally Have					
Have Mobile Phone - Yes	47,234	86.01%	35,657	88.59%	103
Mobile Phone - Type of Payment					
Mobile Phone - Prepaid (Pay As You Go)	4,690	8.54%	3,276	8.14%	95
Mobile Phone - Monthly	41,127	74.89%	29,671	73.72%	98
Mobile Phone - Bundled with Other Internet TV or Telephone Services	2,107	3.84%	2,079	5.17%	135
Mobile Phone - $ Personally Spent per Month					
Mobile Phone - Less Than $25	6,895	12.56%	5,122	12.73%	101
Mobile Phone - $26-$50	13,623	24.81%	10,150	25.22%	102
Mobile Phone - $51-$75	13,439	24.47%	9,807	24.37%	100
Mobile Phone - $76-$100	8,192	14.92%	6,393	15.88%	106
Mobile Phone - More Than $100	5,085	9.26%	4,185	10.40%	112
Electronics/TV Sets - Owned By Your Household					
Owned - TV Set(s)	48,425	88.18%	36,747	91.30%	104

Vividata - Digital Devices and Electronics Report

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	Value	Percent	Value	Percent	Index
Owned - Digital Camera	36,977	67.33%	28,361	70.46%	105
Owned - Video Game Console	23,457	42.71%	16,595	41.23%	97
Owned - AR/VR Headsets	4,398	8.01%	3,640	9.04%	113
Owned - Headphones (excl. received with the device purchase)	37,169	67.68%	27,993	69.55%	103
Owned - Fitness Band (e.g. Fitbit, Jawbone Up, etc.)	16,956	30.88%	13,408	33.31%	108
Owned - Voice-Activated Smart Speaker (ie: Amazon Echo)	14,588	26.56%	12,065	29.98%	113
Owned - Smart Home Controller/Hub	3,001	5.47%	3,838	9.54%	174
Owned - Smart Watch (e.g. Apple Watch, Samsung Galaxy Gear, etc.)	11,997	21.85%	10,166	25.26%	116
Owned - Other	4,929	8.98%	2,914	7.24%	81
# of TV Sets Own					
TV Sets - 1	19,278	35.11%	11,976	29.76%	85
TV Sets - 2	16,514	30.07%	12,131	30.14%	100
TV Sets - 3	7,708	14.04%	6,391	15.88%	113
TV Sets - 4+	4,404	8.02%	6,592	16.38%	204
Electronics - Devices Bought					
Bought - TV Set(s)	12,388	22.56%	9,546	23.72%	105
Bought - Digital Camera	4,653	8.47%	3,481	8.65%	102
Bought - Video Game Console	4,797	8.74%	3,349	8.32%	95
Bought - AR/VR Headsets	2,195	4.00%	2,509	6.23%	156
Bought - Headphones (excluding the ones received with a purchase of a device)	14,429	26.27%	10,814	26.87%	102
Bought - Fitness Band (e.g. Fitbit, Jawbone Up, etc.)	4,658	8.48%	3,721	9.24%	109
Bought - Voice-Activated Smart Speaker (ie: Amazon Echo)	5,508	10.03%	5,109	12.69%	127
Bought - Smart Home Hub (no voice command)	1,743	3.17%	2,515	6.25%	197
Bought - Smart Watch (e.g. Apple Watch, Samsung Galaxy Gear, etc.)	3,213	5.85%	3,485	8.66%	148
Bought - Other devices	11,785	21.46%	9,286	23.07%	108
Electronics - Devices Intend to Buy					
Intend to Buy - TV Set(s)	5,985	10.90%	3,672	9.12%	84
Intend to Buy - Digital Camera	2,812	5.12%	1,786	4.44%	87
Intend to Buy - Video Game Console	3,891	7.09%	2,774	6.89%	97
Intend to Buy - AR/VR Headsets	1,577	2.87%	994	2.47%	86
Intend to Buy - Headphones (excluding the ones received with a purchase of a device)	3,405	6.20%	2,488	6.18%	100
Intend to Buy - Fitness Band (e.g. Fitbit, Jawbone Up, etc.)	3,004	5.47%	1,497	3.72%	68
Intend to Buy - Voice-Activated Smart Speaker (ie: Amazon Echo)	2,701	4.92%	2,314	5.75%	117
Intend to Buy - Smart Home Hub (no voice command)	2,194	4.00%	1,197	2.97%	74
Intend to Buy - Smart Watch (e.g. Apple Watch, Samsung Galaxy Gear, etc.)	3,594	6.54%	2,487	6.18%	94
Intend to Buy - Other devices	3,280	5.97%	2,450	6.09%	102
Electronics - Activities Done Using Voice Activated Device					
Activity - Controlled Smart Home Devices (ie: lighting)	4,044	7.36%	3,512	8.73%	119

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Activity - Obtained Weather Updates	6,331	11.53%	5,068	12.59%	109
Activity - Obtained News Updates	3,548	6.46%	2,375	5.90%	91
Activity - Obtained Sports Updates	1,943	3.54%	1,403	3.49%	99
Activity - Obtained Other Information (ie: movie time)	2,487	4.53%	2,214	5.50%	121
Activity - Listened to an Audiobook	802	1.46%	454	1.13%	77
Activity - Music Streaming	8,741	15.92%	6,911	17.17%	108
Activity - Listened to Live Radio	2,391	4.35%	1,680	4.17%	96
Activity - Listened to a Podcast	1,718	3.13%	2,089	5.19%	166
Activity - Made a Phone Call	1,453	2.65%	921	2.29%	86
Activity - Played a Game	1,018	1.85%	494	1.23%	66
Activity - Purchased/Ordered a Product/Service	234	0.43%	136	0.34%	79
Activity - Set a Timer/Alarm	6,100	11.11%	6,463	16.06%	145
Activity - Other	803	1.46%	502	1.25%	86

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

Data Vintage: Data Vintage: 2022/2023