

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	50,884		39,095		
Digital Devices - Owned Personally or by Other Household Member					
Have - Computer	48,493	95.30%	37,664	96.34%	101
Have - Tablet	32,548	63.97%	27,704	70.86%	111
Have - E-Reader	10,259	20.16%	9,741	24.92%	124
Have - Smartphone	39,483	77.59%	32,664	83.55%	108
Have - Cell phone that is not a smartphone	9,150	17.98%	7,286	18.64%	104
Digital Devices - Used to Access Internet in the Past Month					
Used to Access Internet - Computer	47,201	92.76%	36,323	92.91%	100
Used to Access Internet - Tablet	26,088	51.27%	22,267	56.96%	111
Used to Access Internet - E-Reader	2,617	5.14%	2,738	7.00%	136
Used to Access Internet - Smartphone	37,474	73.65%	28,881	73.87%	100
Used to Access Internet - Computer owned by a Third Party (e.g. Internet Cafe, Public Library)	7,972	15.67%	6,432	16.45%	105
Mobile Phone - Personally Have					
Have Mobile Phone - Yes	46,479	91.34%	36,533	93.45%	102
Mobile Phone - Type of Plan Personally Have					
Mobile Phone - With Data	35,367	69.51%	27,731	70.93%	102
Mobile Phone - Without Data	11,113	21.84%	8,802	22.52%	103
Mobile Phone - Type of Payment					
Mobile Phone - Prepaid (Pay As You Go)	4,664	9.17%	3,536	9.04%	99
Mobile Phone - Monthly	36,944	72.61%	28,073	71.81%	99
Mobile Phone - Bundled with Other Internet TV or Telephone Services	5,827	11.45%	4,981	12.74%	111
Mobile Phone - \$ Personally Spent Per Month					
Mobile Phone - Less Than \$25	9,306	18.29%	7,871	20.13%	110
Mobile Phone - \$26-\$50	13,250	26.04%	9,331	23.87%	92
Mobile Phone - \$51-\$75	14,192	27.89%	11,143	28.50%	102
Mobile Phone - \$76-\$100	6,321	12.42%	4,850	12.41%	100
Mobile Phone - More Than \$100	3,411	6.70%	3,339	8.54%	127
Mobile Phone - Primarily Used for Past 30 Days					
Mobile Phone - Personal	33,824	66.47%	26,802	68.56%	103
Mobile Phone - Business	834	1.64%	617	1.58%	96
Mobile Phone - Personal and Business Equally	11,839	23.27%	9,055	23.16%	100
Internet via Mobile Usage Groups					
Mobile Phone Usage Tercile - Light	23,820	46.81%	17,946	45.90%	98
Mobile Phone Usage Tercile - Medium	18,145	35.66%	14,257	36.47%	102
Mobile Phone Usage Tercile - Heavy	8,919	17.53%	6,893	17.63%	101

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.

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.