

| Attribute | Benchmark | | CSD/DM (5915055): West Vancouver, BC mmmm | | |
|---|---------------------------------------|---------|---|---------|-------|
| | CSD/CY (5915051): North Vancouver, BC | | 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 |

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| 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 |

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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: 2023/2024