

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		
Digital Devices - Owned Personally or by Other Household Member					
Have - Computer	50,250	97.71%	38,078	96.49%	99
Have - Tablet	33,608	65.35%	31,311	79.34%	121
Have - E-Reader	12,923	25.13%	12,306	31.18%	124
Have - Smartphone	44,914	87.34%	35,973	91.16%	104
Have - Cell phone that is not a smartphone	7,907	15.38%	6,519	16.52%	107
Digital Devices - Used to Access Internet in the Past Month					
Used to Access Internet - Computer	49,849	96.93%	38,512	97.59%	101
Used to Access Internet - Tablet	26,206	50.96%	23,728	60.13%	118
Used to Access Internet - E-Reader	6,240	12.13%	5,560	14.09%	116
Used to Access Internet - Smartphone	42,692	83.02%	34,452	87.30%	105
Mobile Phone - Personally Have					
Have Mobile Phone - Yes	48,481	94.27%	38,436	97.40%	103
Mobile Phone - Type of Plan Personally Have					
Mobile Phone - With Data	37,397	72.72%	30,090	76.25%	105
Mobile Phone - Without Data	11,084	21.55%	8,345	21.15%	98
Mobile Phone - Type of Payment					
Mobile Phone - Prepaid (Pay As You Go)	6,012	11.69%	4,733	11.99%	103
Mobile Phone - Monthly	37,336	72.60%	30,995	78.54%	108
Mobile Phone - Bundled with Other Internet TV or Telephone Services	4,672	9.09%	4,235	10.73%	118
Mobile Phone - \$ Personally Spent per Month					
Mobile Phone - Less Than \$25	6,073	11.81%	5,209	13.20%	112
Mobile Phone - \$26-\$50	15,168	29.49%	12,048	30.53%	104
Mobile Phone - \$51-\$75	13,734	26.71%	10,163	25.75%	96
Mobile Phone - \$76-\$100	7,919	15.40%	6,905	17.50%	114
Mobile Phone - More Than \$100	5,587	10.86%	4,110	10.42%	96
Mobile Phone - Primarily Used for Past 30 Days					
Mobile Phone - Personal	34,526	67.14%	27,364	69.34%	103
Mobile Phone - Business	920	1.79%	1,203	3.05%	170
Mobile Phone - Personal and Business Equally	13,073	25.42%	9,867	25.00%	98
Internet via Mobile Usage Groups					
Mobile Phone Usage Tercile - Light	20,981	40.80%	16,635	42.15%	103
Mobile Phone Usage Tercile - Medium	13,848	26.93%	12,440	31.52%	117
Mobile Phone Usage Tercile - Heavy	16,597	32.27%	10,388	26.32%	82
Electronics - Owned By Household					
Owned - TV Set(s)	19,635	71.99%	13,723	78.12%	109
Owned - Digital Camera	17,590	64.49%	13,664	77.79%	121
Owned - Video Game Console	8,937	32.77%	5,820	33.14%	101
Owned - AR/VR Headsets	1,962	7.19%	1,551	8.83%	123
Owned - Headphones (excl. received with the device purchase)	14,099	51.69%	10,124	57.63%	111
Owned - Fitness Band (e.g. Fitbit, Jawbone Up, etc.)	5,141	18.85%	4,907	27.94%	148

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	Value	Percent	Value	Percent	Index
Owned - Voice-Activated Smart Speaker (ie: Amazon Echo)	2,814	10.32%	2,748	15.65%	152
Owned - Smart Home Controller/Hub	1,068	3.92%	1,144	6.52%	166
Owned - Smart Watch (e.g. Apple Watch, Samsung Galaxy Gear, etc.)	2,455	9.00%	2,611	14.87%	165
Owned - Other	1,394	5.11%	712	4.05%	79
# of TV Sets Own					
TV Sets - 1	7,528	27.60%	3,809	21.69%	79
TV Sets - 2	5,869	21.52%	4,542	25.86%	120
TV Sets - 3	3,212	11.78%	2,964	16.87%	143
TV Sets - 4+	1,397	5.12%	1,766	10.05%	196
Type of TV Set Own					
Type of TV Set - LCD	5,653	20.73%	3,848	21.91%	106
Type of TV Set - LED	6,231	22.84%	5,047	28.73%	126
Type of TV Set - OLED	589	2.16%	587	3.34%	155
Type of TV Set - HD (High Definition)	9,139	33.51%	6,487	36.93%	110
Type of TV Set - UHD (Ultra High Definition)	1,834	6.72%	1,379	7.85%	117
Type of TV Set - Plasma	2,213	8.11%	1,829	10.41%	128
Type of TV Set - 3D	590	2.17%	431	2.46%	113
Type of TV Set - 4K	2,522	9.25%	1,583	9.01%	97
Type of TV Set - Smart TV (Internet Enabled)	7,786	28.55%	5,381	30.64%	107
Type of TV Set - Other	2,329	8.54%	1,390	7.92%	93
Electronics - Devices Bought					
Bought - TV Set(s)	3,245	11.90%	2,006	11.42%	96
Bought - Digital Camera	2,194	8.04%	1,255	7.15%	89
Bought - Video Game Console	1,789	6.56%	841	4.79%	73
Bought - AR/VR Headsets	818	3.00%	530	3.02%	101
Bought - Headphones (excluding the ones received with a purchase of a device)	2,880	10.56%	1,954	11.12%	105
Bought - Fitness Band (e.g. Fitbit, Jawbone Up, etc.)	2,081	7.63%	1,077	6.13%	80
Bought - Voice-Activated Smart Speaker (ie: Amazon Echo)	1,132	4.15%	1,298	7.39%	178
Bought - Smart Home Hub (no voice command)	731	2.68%	455	2.59%	97
Bought - Smart Watch (e.g. Apple Watch, Samsung Galaxy Gear, etc.)	788	2.89%	715	4.07%	141
Electronics - Devices Intend to Buy					
Intend to Buy - TV Set(s)	2,641	9.68%	1,648	9.38%	97
Intend to Buy - Digital Camera	1,312	4.81%	835	4.75%	99
Intend to Buy - Video Game Console	1,566	5.74%	837	4.77%	83
Intend to Buy - AR/VR Headsets	1,199	4.40%	646	3.68%	84
Intend to Buy - Headphones (excluding the ones received with a purchase of a device)	1,764	6.47%	1,015	5.78%	89
Intend to Buy - Fitness Band (e.g. Fitbit, Jawbone Up, etc.)	1,508	5.53%	1,019	5.80%	105
Intend to Buy - Voice-Activated Smart Speaker (ie: Amazon Echo)	866	3.18%	620	3.53%	111
Intend to Buy - Smart Home Hub (no voice command)	929	3.41%	569	3.24%	95

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Intend to Buy - Smart Watch (e.g. Apple Watch, Samsung Galaxy Gear, etc.)	1,483	5.44%	810	4.61%	85
Electronics - Activities Done Using Voice Activated Device					
Activity - Controlled Smart Home Devices (ie: lighting)	720	2.64%	798	4.54%	172
Activity - Obtained Weather Updates	1,400	5.13%	1,231	7.01%	137
Activity - Obtained News Updates	795	2.91%	650	3.70%	127
Activity - Obtained Sports Updates	443	1.63%	505	2.87%	176
Activity - Obtained Other Information (ie: movie time)	730	2.68%	626	3.56%	133
Activity - Listened to an Audiobook	69	0.25%	98	0.56%	224
Activity - Music Streaming	1,311	4.81%	1,072	6.10%	127
Activity - Listened to Live Radio	569	2.09%	569	3.24%	155
Activity - Listened to a Podcast	211	0.77%	206	1.17%	152
Activity - Made a Phone Call	182	0.67%	155	0.88%	131
Activity - Played a Game	89	0.33%	81	0.46%	139
Activity - Purchased/Ordered a Product/Service	120	0.44%	44	0.25%	57
Activity - Set a Timer/Alarm	1,174	4.30%	989	5.63%	131
Activity - Other	180	0.66%	150	0.85%	129
Electronics - Appliances Connected to Home Controller/Hub					
Home Controller/Hub - Audio System	1,092	4.00%	1,032	5.88%	147
Home Controller/Hub - Coffee Maker	54	0.20%	25	0.14%	70
Home Controller/Hub - Dishwasher	68	0.25%	40	0.23%	92
Home Controller/Hub - Garage Door	224	0.82%	194	1.11%	135
Home Controller/Hub - Lighting	541	1.98%	755	4.30%	217
Home Controller/Hub - Oven	19	0.07%	12	0.07%	100
Home Controller/Hub - Refrigerator/Freezer	84	0.31%	35	0.20%	65
Home Controller/Hub - Security System	292	1.07%	402	2.29%	214
Home Controller/Hub - Thermostat	610	2.24%	516	2.94%	131
Home Controller/Hub - TV	801	2.94%	683	3.89%	132
Home Controller/Hub - Washer/Dryer	57	0.21%	40	0.23%	110
Home Controller/Hub - Other	1,339	4.91%	1,259	7.17%	146

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