

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	48,908		36,209		
Websites/Apps - Business/Finance Past Month					
AOL-HuffPost Money & Finance	776	1.59%	586	1.62%	102
Canadian Business	431	0.88%	459	1.27%	144
Globeinvestor	1,095	2.24%	2,083	5.75%	257
MoneySense	697	1.43%	782	2.16%	151
MSN Money	1,158	2.37%	850	2.35%	99
Yahoo Canada Finance	2,313	4.73%	2,065	5.70%	121
Other Finance/Business Websites/Apps	6,467	13.22%	5,969	16.49%	125
Websites/Apps - Entertainment/News Past Month					
BBC.com	8,293	16.96%	8,254	22.80%	134
Canada.com	1,142	2.34%	498	1.38%	59
canalvie	27	0.06%	27	0.08%	133
Canoe	104	0.21%	88	0.24%	114
CBC.ca	15,322	31.33%	12,230	33.78%	108
Cineplex	8,743	17.88%	6,100	16.85%	94
City TV.com	1,625	3.32%	1,058	2.92%	88
Citynews	1,470	3.01%	1,176	3.25%	108
CNN	6,922	14.15%	6,905	19.07%	135
CP24	380	0.78%	232	0.64%	82
CTV.ca	5,561	11.37%	3,785	10.45%	92
CTVNews	7,933	16.22%	5,535	15.29%	94
Flare	114	0.23%	42	0.12%	52
Huffington Post Canada	8,510	17.40%	4,759	13.14%	76
ici.Radio-Canada	204	0.42%	81	0.22%	52
La Presse	0	0.00%	0	0.00%	
Le Huffington Post Quebec	0	0.00%	0	0.00%	
Much	747	1.53%	268	0.74%	48
Netflix	21,870	44.72%	14,549	40.18%	90
TOU.tv	14	0.03%	8	0.02%	67
TVA Canoe.ca	25	0.05%	14	0.04%	80
TVA Nouvelles	0	0.00%	0	0.00%	
Yahoo News	5,310	10.86%	4,517	12.48%	115
YouTube	27,615	56.46%	16,988	46.92%	83
Other Entertainment	3,562	7.28%	2,448	6.76%	93
Other News	6,669	13.64%	5,581	15.41%	113
Websites/Apps - Search Past Month					
AOL	404	0.83%	280	0.77%	93
Canada411	3,078	6.29%	3,234	8.93%	142
Google	38,736	79.20%	28,965	80.00%	101
Wikipedia	23,735	48.53%	16,715	46.16%	95
Yahoo Search	6,029	12.33%	3,927	10.85%	88
Yelp	6,367	13.02%	4,149	11.46%	88
Other Search Websites/Apps	6,013	12.30%	4,349	12.01%	98

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Websites/Apps - Shopping Past Month					
Craigslist	17,559	35.90%	12,020	33.20%	92
eBay	10,296	21.05%	8,668	23.94%	114
Groupon	7,086	14.49%	4,500	12.43%	86
The Shopping Channel	1,429	2.92%	831	2.30%	79
Wayfair	3,730	7.63%	3,265	9.02%	118
Other Shopping Websites/Apps	8,731	17.85%	5,218	14.41%	81
Websites/Apps - Sports Past Month					
CBC.ca Sports	3,544	7.25%	2,529	6.99%	96
ESPN	2,336	4.78%	1,860	5.14%	108
gamecentre.live.rogers.com	283	0.58%	116	0.32%	55
GlobeSports	671	1.37%	611	1.69%	123
Golf.com	747	1.53%	1,301	3.59%	235
MLB (Baseball)	3,121	6.38%	2,406	6.64%	104
NBA (Basketball)	1,651	3.38%	956	2.64%	78
NFL (Football)	1,857	3.80%	1,305	3.60%	95
NHL-Hockey	6,469	13.23%	4,646	12.83%	97
RDS.ca	1	0.00%	1	0.00%	
Sportsnet	2,450	5.01%	1,395	3.85%	77
Tennis.com	1,233	2.52%	1,460	4.03%	160
TSN	5,187	10.61%	3,818	10.54%	99
WWE (Wrestling)	723	1.48%	210	0.58%	39
Yahoo Sports	911	1.86%	1,153	3.18%	171
Other Sports Websites/Apps	2,754	5.63%	2,758	7.62%	135

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.