

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>When Last Accessed - Internet/Any Device</b>					
Last Accessed Internet Any - Yesterday	49,887	97.01%	38,304	97.06%	100
Last Accessed Internet Any - Past Week	51,385	99.92%	39,135	99.17%	99
Last Accessed Internet Any - Past Month	51,426	100.00%	39,463	100.00%	100
<b>When Last Accessed - Mobile Device</b>					
Last Accessed Mobile - Yesterday	35,461	68.96%	29,559	74.90%	109
Last Accessed Mobile - Past Week	38,345	74.56%	32,825	83.18%	112
Last Accessed Mobile - Past Month	44,514	86.56%	37,510	95.05%	110
Last Accessed Mobile - Longer Ago	680	1.32%	633	1.61%	122
<b>When Last Accessed - Social Media</b>					
Last Accessed Social Media - Yesterday	30,620	59.54%	21,420	54.28%	91
Last Accessed Social Media - Past Week	36,512	71.00%	26,420	66.95%	94
Last Accessed Social Media - Past Month	43,337	84.27%	30,237	76.62%	91
Last Accessed Social Media - Longer Ago	874	1.70%	655	1.66%	98
<b>Where Accessed Internet/Social Media Past 30 Days - Any</b>					
Accessed Internet/Social Media Any - Home	49,883	97.00%	37,547	95.15%	98
Accessed Internet/Social Media Any - Work	17,094	33.24%	11,579	29.34%	88
Accessed Internet/Social Media Any - School/Library	7,900	15.36%	5,283	13.39%	87
Accessed Internet/Social Media Any - Cafe/Restaurant	9,771	19.00%	7,534	19.09%	100
Accessed Internet/Social Media Any - Commuting	7,346	14.29%	5,329	13.50%	94
Accessed Internet/Social Media Any - Other	6,580	12.80%	4,793	12.15%	95
<b>Where Accessed Internet/Social Media Past 30 Days - Most Often</b>					
Accessed Internet/Social Media Most Often - Home	46,371	90.17%	34,922	88.49%	98
Accessed Internet/Social Media Most Often - Work	4,332	8.42%	4,160	10.54%	125
Accessed Internet/Social Media Most Often - School/Library	217	0.42%	106	0.27%	64
Accessed Internet/Social Media Most Often - Commuting	148	0.29%	68	0.17%	59
Accessed Internet/Social Media Most Often - Other	273	0.53%	185	0.47%	89
<b>Where Accessed Internet/Social Media Past 30 Days - Sometimes</b>					
Accessed Internet/Social Media Sometimes - Home	3,798	7.39%	3,057	7.75%	105
Accessed Internet/Social Media Sometimes - Work	12,762	24.82%	7,419	18.80%	76
Accessed Internet/Social Media Sometimes - School/Library	7,684	14.94%	5,177	13.12%	88
Accessed Internet/Social Media Sometimes - Cafe/Restaurant	9,771	19.00%	7,534	19.09%	100
Accessed Internet/Social Media Sometimes - Commuting	7,198	14.00%	5,261	13.33%	95
Accessed Internet/Social Media Sometimes - Other	6,307	12.27%	4,608	11.68%	95
<b>Time Spent Weekday - On Internet, Any Device</b>					
Weekday on Internet - Less Than 1 Hour	5,236	10.18%	4,340	11.00%	108
Weekday on Internet - 1 to 2 Hours	13,738	26.71%	11,630	29.47%	110
Weekday on Internet - 2 to 4 Hours	16,509	32.10%	12,843	32.54%	101
Weekday on Internet - 4 to 6 Hours	6,547	12.73%	3,933	9.97%	78
Weekday on Internet - More Than 6 Hours	9,355	18.19%	6,389	16.19%	89
<b>Time Spent Weekday - On Mobile Device</b>					
Weekday on Mobile - Less Than 1 Hour	13,756	26.75%	11,813	29.93%	112
Weekday on Mobile - 1 to 2 Hours	11,468	22.30%	10,323	26.16%	117

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Weekday on Mobile - 2 to 4 Hours	7,186	13.97%	5,736	14.54%	104
Weekday on Mobile - 4 to 6 Hours	3,241	6.30%	2,521	6.39%	101
Weekday on Mobile - More Than 6 Hours	2,693	5.24%	2,431	6.16%	118
<b>Time Spent Weekday - On Social Media, Any Device</b>					
Weekday on Social Media - Less Than 1 Hour	13,787	26.81%	10,982	27.83%	104
Weekday on Social Media - 1 to 2 Hours	8,679	16.88%	5,754	14.58%	86
Weekday on Social Media - 2 to 4 Hours	7,691	14.96%	5,585	14.15%	95
Weekday on Social Media - 4 to 6 Hours	2,572	5.00%	1,435	3.64%	73
Weekday on Social Media - More Than 6 Hours	2,120	4.12%	1,658	4.20%	102
<b>Time Spent Weekend Day - On Internet, Any Device</b>					
Weekend on Internet Any - Less Than 1 Hour	5,833	11.34%	5,270	13.36%	118
Weekend on Internet Any - 1 to 2 Hours	16,543	32.17%	13,653	34.60%	108
Weekend on Internet Any - 2 to 4 Hours	14,995	29.16%	11,971	30.33%	104
Weekend on Internet Any - 4 to 6 Hours	8,149	15.85%	5,101	12.93%	82
Weekend on Internet Any - More Than 6 Hours	5,864	11.40%	3,140	7.96%	70
<b>Time Spent Weekend Day - On Mobile Device</b>					
Weekend on Mobile - Less Than 1 Hour	15,226	29.61%	13,661	34.62%	117
Weekend on Mobile - 1 to 2 Hours	12,164	23.65%	10,863	27.53%	116
Weekend on Mobile - 2 to 4 Hours	4,953	9.63%	3,815	9.67%	100
Weekend on Mobile - 4 to 6 Hours	3,364	6.54%	2,130	5.40%	83
Weekend on Mobile - More Than 6 Hours	2,637	5.13%	2,355	5.97%	116
<b>Time Spent Weekend Day - On Social Media, Any Device</b>					
Weekend on Social Media - Less Than 1 Hour	14,430	28.06%	10,545	26.72%	95
Weekend on Social Media - 1 To 2 Hours	9,111	17.72%	7,526	19.07%	108
Weekend on Social Media - 2 To 4 Hours	6,329	12.31%	4,360	11.05%	90
Weekend on Social Media - 4 To 6 Hours	2,995	5.82%	1,702	4.31%	74
Weekend on Social Media - More Than 6 Hours	1,990	3.87%	1,275	3.23%	83
<b>Website Type(s)/Activities Accessed Past Month</b>					
Website Type/Activities - Access/Read Magazine or Newspaper	42,055	81.78%	31,024	78.61%	96
Website Type/Activities - Access News Websites	45,325	88.14%	31,633	80.16%	91
Website Type/Activities - Adult Entertainment	16,029	31.17%	11,319	28.68%	92
Website Type/Activities - Auction	11,301	21.98%	9,209	23.34%	106
Website Type/Activities - Automotive	21,856	42.50%	17,930	45.43%	107
Website Type/Activities - Beauty/Fashion	19,284	37.50%	16,534	41.90%	112
Website Type/Activities - Career/Job Search	23,474	45.65%	15,558	39.43%	86
Website Type/Activities - Clip Mobile Coupons	18,476	35.93%	13,847	35.09%	98
Website Type/Activities - Download Apps	37,072	72.09%	27,640	70.04%	97
Website Type/Activities - Email	50,291	97.79%	39,463	100.00%	102
Website Type/Activities - Entertainment (Books, Movies, Music)	44,879	87.27%	33,566	85.06%	97
Website Type/Activities - Finance	32,055	62.33%	26,640	67.51%	108
Website Type/Activities - Food/Recipes	37,643	73.20%	27,967	70.87%	97
Website Type/Activities - Gambling	7,224	14.05%	4,094	10.37%	74
Website Type/Activities - Games	31,236	60.74%	19,687	49.89%	82
Website Type/Activities - Instant Messaging	39,009	75.85%	28,443	72.08%	95

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Website Type/Activities - Listen to Radio/Podcast	33,561	65.26%	25,965	65.80%	101
Website Type/Activities - Music Streaming	31,850	61.93%	22,680	57.47%	93
Website Type/Activities - Online Shopping	44,746	87.01%	34,715	87.97%	101
Website Type/Activities - Read eBooks/Listened to Audiobooks	21,697	42.19%	17,236	43.68%	104
Website Type/Activities - Health	39,546	76.90%	28,448	72.09%	94
Website Type/Activities - Home Improvements/Decor	28,198	54.83%	24,179	61.27%	112
Website Type/Activities - Investments	23,867	46.41%	21,639	54.83%	118
Website Type/Activities - Maps/Map Directions	47,253	91.89%	35,750	90.59%	99
Website Type/Activities - News	47,954	93.25%	35,021	88.74%	95
Website Type/Activities - Online Classifieds	30,049	58.43%	21,554	54.62%	93
Website Type/Activities - Online Dating	5,410	10.52%	3,013	7.64%	73
Website Type/Activities - Real Estate	25,250	49.10%	19,325	48.97%	100
Website Type/Activities - Search	50,715	98.62%	38,004	96.30%	98
Website Type/Activities - Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	43,204	84.01%	29,502	74.76%	89
Website Type/Activities - Sports	26,266	51.08%	19,760	50.07%	98
Website Type/Activities - Text Messaging	45,470	88.42%	33,946	86.02%	97
Website Type/Activities - Travel/Tourism	37,321	72.57%	33,286	84.35%	116
Website Type/Activities - Watched Videos	39,825	77.44%	31,529	79.90%	103
Website Type/Activities - Watched Long Form Videos (Longer than 21 min)	30,831	59.95%	23,060	58.43%	97
Website Type/Activities - Watched Short Form Videos (Up to 20 min long)	38,000	73.89%	29,252	74.13%	100
Website Type/Activities - Watched TV	34,307	66.71%	26,855	68.05%	102
Website Type/Activities - Watched YouTube	45,086	87.67%	34,504	87.43%	100
Website Type/Activities - Weather	46,381	90.19%	36,495	92.48%	103
<b>Freq. Visit. Website Types/Past Month - Daily</b>					
Website Type Daily - Adult entertainment	1,339	2.60%	958	2.43%	93
Website Type Daily - Auction	1,416	2.75%	1,038	2.63%	96
Website Type Daily - Automotive	1,549	3.01%	971	2.46%	82
Website Type Daily - Beauty/Fashion	1,236	2.40%	801	2.03%	85
Website Type Daily - Entertainment (Books, Movies, Music)	9,282	18.05%	5,607	14.21%	79
Website Type Daily - Finance	5,637	10.96%	5,580	14.14%	129
Website Type Daily - Food/Recipes	2,676	5.20%	2,136	5.41%	104
Website Type Daily - Health	2,189	4.26%	1,706	4.32%	101
Website Type Daily - Home Improvements/Decor	1,010	1.96%	810	2.05%	105
Website Type Daily - Investments	3,542	6.89%	3,467	8.79%	128
Website Type Daily - Maps/Map Directions	4,983	9.69%	3,102	7.86%	81
Website Type Daily - News	25,526	49.64%	19,701	49.92%	101
Website Type Daily - Online Classifieds	2,722	5.29%	1,365	3.46%	65
Website Type Daily - Online Dating	824	1.60%	575	1.46%	91
Website Type Daily - Real Estate	1,824	3.55%	1,220	3.09%	87
Website Type Daily - Sports	4,526	8.80%	4,016	10.18%	116
Website Type Daily - Travel/Tourism	1,459	2.84%	1,127	2.86%	101

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Website Type Daily - Weather	17,090	33.23%	14,197	35.98%	108
Website Type Daily - Other	3,326	6.47%	2,028	5.14%	79
<b>Freq. Visit. Website Types/Past Month - Weekly</b>					
Website Type Weekly - Adult entertainment	4,631	9.01%	2,585	6.55%	73
Website Type Weekly - Auction	1,334	2.60%	1,245	3.15%	121
Website Type Weekly - Automotive	4,030	7.84%	4,030	10.21%	130
Website Type Weekly - Beauty/Fashion	3,617	7.03%	2,839	7.20%	102
Website Type Weekly - Entertainment (Books, Movies, Music)	14,650	28.49%	11,276	28.57%	100
Website Type Weekly - Finance	9,045	17.59%	6,948	17.61%	100
Website Type Weekly - Food/Recipes	14,965	29.10%	11,024	27.94%	96
Website Type Weekly - Health	11,122	21.63%	9,276	23.51%	109
Website Type Weekly - Home Improvements/Decor	5,172	10.06%	5,639	14.29%	142
Website Type Weekly - Investments	6,525	12.69%	5,894	14.94%	118
Website Type Weekly - Maps/Map Directions	20,364	39.60%	18,001	45.61%	115
Website Type Weekly - News	10,886	21.17%	7,958	20.17%	95
Website Type Weekly - Online Classifieds	6,764	13.15%	4,887	12.38%	94
Website Type Weekly - Online Dating	1,252	2.43%	510	1.29%	53
Website Type Weekly - Real Estate	5,322	10.35%	4,129	10.46%	101
Website Type Weekly - Sports	7,283	14.16%	5,075	12.86%	91
Website Type Weekly - Travel/Tourism	7,969	15.50%	6,525	16.54%	107
Website Type Weekly - Weather	15,982	31.08%	12,250	31.04%	100
Website Type Weekly - Other	4,079	7.93%	2,852	7.23%	91
<b>Freq. Visit. Website Types/Past Month - Less often</b>					
Website Type Less Often - Adult entertainment	10,059	19.56%	7,776	19.71%	101
Website Type Less Often - Auction	8,550	16.63%	6,926	17.55%	106
Website Type Less Often - Automotive	16,278	31.65%	12,929	32.76%	104
Website Type Less Often - Beauty/Fashion	14,431	28.06%	12,893	32.67%	116
Website Type Less Often - Entertainment (Books, Movies, Music)	20,947	40.73%	16,683	42.27%	104
Website Type Less Often - Finance	17,373	33.78%	14,112	35.76%	106
Website Type Less Often - Food/Recipes	20,001	38.89%	14,806	37.52%	96
Website Type Less Often - Health	26,235	51.02%	17,465	44.26%	87
Website Type Less Often - Home Improvements/Decor	22,016	42.81%	17,729	44.93%	105
Website Type Less Often - Investments	13,800	26.84%	12,277	31.11%	116
Website Type Less Often - Maps/Map Directions	21,906	42.60%	14,647	37.12%	87
Website Type Less Often - News	11,542	22.45%	7,362	18.66%	83
Website Type Less Often - Online Classifieds	20,562	39.98%	15,302	38.78%	97
Website Type Less Often - Online Dating	3,334	6.48%	1,928	4.89%	75
Website Type Less Often - Real Estate	18,104	35.20%	13,977	35.42%	101
Website Type Less Often - Sports	14,457	28.11%	10,669	27.04%	96
Website Type Less Often - Travel/Tourism	27,894	54.24%	25,633	64.96%	120
Website Type Less Often - Weather	13,310	25.88%	10,049	25.46%	98
Website Type Less Often - Other	18,707	36.38%	15,086	38.23%	105
<b>Freq. of Online Activities/Past Month - Daily</b>					
Online Activities Daily - Access/Read Magazine or Newspaper	13,826	26.89%	10,779	27.32%	102

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Online Activities Daily - Access News Websites	20,990	40.82%	14,019	35.52%	87
Online Activities Daily - Career/job search	3,466	6.74%	1,984	5.03%	75
Online Activities Daily - Clip Mobile Coupons	820	1.59%	418	1.06%	67
Online Activities Daily - Download Apps	1,866	3.63%	981	2.49%	69
Online Activities Daily - Email	43,371	84.34%	35,579	90.16%	107
Online Activities Daily - Gambling	839	1.63%	437	1.11%	68
Online Activities Daily - Games	14,405	28.01%	8,762	22.20%	79
Online Activities Daily - Instant Messaging	23,172	45.06%	16,315	41.34%	92
Online Activities Daily - Listen to Radio/Podcast	11,049	21.49%	8,074	20.46%	95
Online Activities Daily - Music Streaming	8,681	16.88%	5,157	13.07%	77
Online Activities Daily - Online Shopping	3,078	5.99%	2,670	6.77%	113
Online Activities Daily - Read eBooks/Listened to Audiobooks	5,058	9.84%	4,085	10.35%	105
Online Activities Daily - Search	34,056	66.22%	26,303	66.65%	101
Online Activities Daily - Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	28,678	55.77%	18,962	48.05%	86
Online Activities Daily - Text Messaging	29,993	58.32%	22,530	57.09%	98
Online Activities Daily - Watched Long Form Videos (Longer than 21 min)	3,230	6.28%	1,681	4.26%	68
Online Activities Daily - Watched Short Form Videos (Up to 20 min long)	10,190	19.82%	6,420	16.27%	82
Online Activities Daily - Watched TV	17,838	34.69%	12,494	31.66%	91
Online Activities Daily - Watched YouTube	14,919	29.01%	10,533	26.69%	92
Online Activities Daily - Other	9,779	19.02%	6,490	16.45%	86
<b>Freq. of Online Activities/Past Month - Weekly</b>					
Online Activities Weekly - Access/Read Magazine or Newspaper	11,203	21.78%	8,171	20.71%	95
Online Activities Weekly - Access News Websites	9,679	18.82%	8,721	22.10%	117
Online Activities Weekly - Career/job search	4,059	7.89%	2,732	6.92%	88
Online Activities Weekly - Clip Mobile Coupons	3,367	6.55%	2,487	6.30%	96
Online Activities Weekly - Download Apps	5,667	11.02%	3,746	9.49%	86
Online Activities Weekly - Email	5,314	10.33%	2,845	7.21%	70
Online Activities Weekly - Gambling	2,041	3.97%	1,038	2.63%	66
Online Activities Weekly - Games	7,273	14.14%	4,253	10.78%	76
Online Activities Weekly - Instant Messaging	8,374	16.28%	6,029	15.28%	94
Online Activities Weekly - Listen to Radio/Podcast	7,138	13.88%	5,338	13.53%	97
Online Activities Weekly - Music Streaming	9,216	17.92%	6,782	17.19%	96
Online Activities Weekly - Online Shopping	10,228	19.89%	9,431	23.90%	120
Online Activities Weekly - Read eBooks/Listened to Audiobooks	3,469	6.75%	2,550	6.46%	96
Online Activities Weekly - Search	12,545	24.39%	8,903	22.56%	92
Online Activities Weekly - Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	7,575	14.73%	5,548	14.06%	95
Online Activities Weekly - Text Messaging	8,198	15.94%	6,562	16.63%	104
Online Activities Weekly - Watched Long Form Videos (Longer than 21 min)	10,444	20.31%	6,201	15.71%	77

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
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Online Activities Weekly - Watched Short Form Videos (Up to 20 min long)	12,142	23.61%	9,635	24.41%	103
Online Activities Weekly - Watched TV	6,470	12.58%	5,584	14.15%	112
Online Activities Weekly - Watched YouTube	15,218	29.59%	11,686	29.61%	100
Online Activities Weekly - Other	5,554	10.80%	4,188	10.61%	98
<b>Freq. of Online Activities/Past Month - Less often</b>					
Online Activities Less Often - Access/Read Magazine or Newspaper	17,026	33.11%	12,073	30.59%	92
Online Activities Less Often - Access News Websites	14,656	28.50%	8,893	22.53%	79
Online Activities Less Often - Career/job search	15,949	31.01%	10,842	27.47%	89
Online Activities Less Often - Clip Mobile Coupons	14,289	27.79%	10,942	27.73%	100
Online Activities Less Often - Download Apps	29,540	57.44%	22,913	58.06%	101
Online Activities Less Often - Email	1,606	3.12%	1,039	2.63%	84
Online Activities Less Often - Gambling	4,344	8.45%	2,619	6.64%	79
Online Activities Less Often - Games	9,558	18.59%	6,671	16.91%	91
Online Activities Less Often - Instant Messaging	7,463	14.51%	6,099	15.46%	107
Online Activities Less Often - Listen to Radio/Podcast	15,374	29.89%	12,553	31.81%	106
Online Activities Less Often - Music Streaming	13,953	27.13%	10,741	27.22%	100
Online Activities Less Often - Online Shopping	31,440	61.14%	22,614	57.31%	94
Online Activities Less Often - Read eBooks/Listened to Audiobooks	13,170	25.61%	10,601	26.86%	105
Online Activities Less Often - Search	4,114	8.00%	2,798	7.09%	89
Online Activities Less Often - Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	6,952	13.52%	4,992	12.65%	94
Online Activities Less Often - Text Messaging	7,279	14.16%	4,854	12.30%	87
Online Activities Less Often - Watched Long Form Videos (Longer than 21 min)	17,157	33.36%	15,178	38.46%	115
Online Activities Less Often - Watched Short Form Videos (Up to 20 min long)	15,667	30.47%	13,198	33.44%	110
Online Activities Less Often - Watched TV	9,998	19.44%	8,777	22.24%	114
Online Activities Less Often - Watched YouTube	14,949	29.07%	12,285	31.13%	107
Online Activities Less Often - Other	15,454	30.05%	12,782	32.39%	108
<b>Types of Websites by Device Past 30 Days - Computer</b>					
Websites by Computer - Adult entertainment	9,340	18.16%	6,073	15.39%	85
Websites by Computer - Auction	9,098	17.69%	6,646	16.84%	95
Websites by Computer - Automotive	15,661	30.45%	11,137	28.22%	93
Websites by Computer - Beauty/Fashion	11,343	22.06%	8,795	22.29%	101
Websites by Computer - Entertainment (Books, Movies, Music)	30,436	59.18%	22,715	57.56%	97
Websites by Computer - Finance	24,504	47.65%	19,617	49.71%	104
Websites by Computer - Food/Recipes	26,454	51.44%	17,673	44.78%	87
Websites by Computer - Health	27,317	53.12%	20,383	51.65%	97
Websites by Computer - Home Improvements/Decor	19,658	38.23%	16,558	41.96%	110
Websites by Computer - Investments	18,466	35.91%	16,946	42.94%	120
Websites by Computer - Maps/Map Directions	27,196	52.88%	18,453	46.76%	88

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Websites by Computer - News	38,176	74.24%	26,507	67.17%	90
Websites by Computer - Online Classifieds	20,328	39.53%	13,732	34.80%	88
Websites by Computer - Online Dating	2,554	4.97%	1,335	3.38%	68
Websites by Computer - Real Estate	18,193	35.38%	14,649	37.12%	105
Websites by Computer - Sports	19,171	37.28%	13,381	33.91%	91
Websites by Computer - Travel/Tourism	26,206	50.96%	22,037	55.84%	110
Websites by Computer - Weather	27,376	53.23%	19,762	50.08%	94
Websites by Computer - Other	20,600	40.06%	13,805	34.98%	87
<b>Types of Websites by Device Past 30 Days - Mobile Phone</b>					
Websites by Mobile - Adult entertainment	3,974	7.73%	2,781	7.05%	91
Websites by Mobile - Auction	3,617	7.03%	2,930	7.43%	106
Websites by Mobile - Automotive	5,443	10.58%	3,954	10.02%	95
Websites by Mobile - Beauty/Fashion	6,932	13.48%	5,376	13.62%	101
Websites by Mobile - Entertainment (Books, Movies, Music)	13,060	25.40%	9,698	24.58%	97
Websites by Mobile - Finance	11,363	22.10%	8,129	20.60%	93
Websites by Mobile - Food/Recipes	12,400	24.11%	9,476	24.01%	100
Websites by Mobile - Health	11,522	22.41%	8,465	21.45%	96
Websites by Mobile - Home Improvements/Decor	6,853	13.33%	4,620	11.71%	88
Websites by Mobile - Investments	7,544	14.67%	4,852	12.29%	84
Websites by Mobile - Maps/Map Directions	28,094	54.63%	21,474	54.41%	100
Websites by Mobile - News	19,497	37.91%	17,136	43.42%	115
Websites by Mobile - Online Classifieds	8,287	16.11%	5,055	12.81%	80
Websites by Mobile - Online Dating	2,443	4.75%	1,389	3.52%	74
Websites by Mobile - Real Estate	7,417	14.42%	5,465	13.85%	96
Websites by Mobile - Sports	8,137	15.82%	7,794	19.75%	125
Websites by Mobile - Travel/Tourism	9,647	18.76%	6,852	17.36%	93
Websites by Mobile - Weather	27,166	52.83%	24,068	60.99%	115
Websites by Mobile - Other	8,464	16.46%	5,245	13.29%	81
<b>Types of Websites by Device Past 30 Days - Tablet</b>					
Websites by Tablet - Adult entertainment	2,728	5.30%	2,408	6.10%	115
Websites by Tablet - Auction	1,807	3.52%	1,471	3.73%	106
Websites by Tablet - Automotive	2,597	5.05%	2,390	6.06%	120
Websites by Tablet - Beauty/Fashion	5,024	9.77%	4,646	11.77%	120
Websites by Tablet - Entertainment (Books, Movies, Music)	9,379	18.24%	9,559	24.22%	133
Websites by Tablet - Finance	4,006	7.79%	3,612	9.15%	117
Websites by Tablet - Food/Recipes	9,800	19.06%	9,320	23.62%	124
Websites by Tablet - Health	5,914	11.50%	5,985	15.17%	132
Websites by Tablet - Home Improvements/Decor	5,120	9.96%	5,662	14.35%	144
Websites by Tablet - Investments	2,749	5.35%	2,792	7.08%	132
Websites by Tablet - Maps/Map Directions	8,744	17.00%	8,964	22.71%	134
Websites by Tablet - News	8,536	16.60%	9,873	25.02%	151
Websites by Tablet - Online Classifieds	3,015	5.86%	3,708	9.40%	160
Websites by Tablet - Online Dating	918	1.79%	472	1.20%	67
Websites by Tablet - Real Estate	4,665	9.07%	4,800	12.16%	134

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Websites by Tablet - Sports	3,707	7.21%	3,896	9.87%	137
Websites by Tablet - Travel/Tourism	5,748	11.18%	6,424	16.28%	146
Websites by Tablet - Weather	9,538	18.55%	9,522	24.13%	130
Websites by Tablet - Other	5,880	11.43%	4,034	10.22%	89
<b>Online Activities by Device Past 30 Days - Computer</b>					
Online Activities by Computer - Access/Read Magazine or Newspaper	28,123	54.69%	20,233	51.27%	94
Online Activities by Computer - Access News Websites	34,943	67.95%	22,455	56.90%	84
Online Activities by Computer - Career/Job Search	17,700	34.42%	11,270	28.56%	83
Online Activities by Computer - Clip Mobile Coupon	9,891	19.23%	10,329	26.17%	136
Online Activities by Computer - Download Apps	8,652	16.82%	5,866	14.87%	88
Online Activities by Computer - E-mail	43,956	85.47%	34,674	87.87%	103
Online Activities by Computer - Gambling	4,492	8.73%	2,210	5.60%	64
Online Activities by Computer - Games	15,989	31.09%	9,575	24.26%	78
Online Activities by Computer - Instant Messaging	15,171	29.50%	9,374	23.75%	81
Online Activities by Computer - Listen to radio/podcast	17,046	33.15%	12,200	30.91%	93
Online Activities by Computer - Music Streaming	16,659	32.39%	11,963	30.31%	94
Online Activities by Computer - Online Shopping	35,049	68.15%	24,917	63.14%	93
Online Activities by Computer - Read eBooks/Listened to Audiobooks	4,821	9.37%	3,057	7.75%	83
Online Activities by Computer - Search	43,702	84.98%	32,746	82.98%	98
Online Activities by Computer - Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	29,232	56.84%	19,102	48.41%	85
Online Activities by Computer - Text Messaging	7,669	14.91%	5,007	12.69%	85
Online Activities by Computer - Watched Long Form Videos (Longer than 21 min)	22,129	43.03%	14,870	37.68%	88
Online Activities by Computer - Watched Short Form Videos (Up to 20 min long)	27,352	53.19%	19,294	48.89%	92
Online Activities by Computer - Watched TV	24,308	47.27%	17,106	43.35%	92
Online Activities by Computer - Watched YouTube	33,586	65.31%	25,628	64.94%	99
Online Activities by Computer - Other	24,119	46.90%	15,876	40.23%	86
<b>Online Activities by Device Past 30 Days - Mobile Phone</b>					
Online Activities by Mobile - Access/Read Magazine or Newspaper	14,823	28.82%	12,297	31.16%	108
Online Activities by Mobile - Access News Websites	19,723	38.35%	17,267	43.75%	114
Online Activities by Mobile - Career/Job Search	7,930	15.42%	6,312	16.00%	104
Online Activities by Mobile - Clip Mobile Coupon	7,959	15.48%	5,731	14.52%	94
Online Activities by Mobile - Download Apps	26,812	52.14%	20,696	52.45%	101
Online Activities by Mobile - E-mail	28,008	54.46%	24,360	61.73%	113
Online Activities by Mobile - Gambling	2,093	4.07%	1,700	4.31%	106
Online Activities by Mobile - Games	14,136	27.49%	11,067	28.05%	102
Online Activities by Mobile - Instant Messaging	29,768	57.88%	24,218	61.37%	106
Online Activities by Mobile - Listen to radio/podcast	15,701	30.53%	11,741	29.75%	97
Online Activities by Mobile - Music Streaming	16,037	31.19%	11,803	29.91%	96



Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Online Activities by Mobile - Online Shopping	12,860	25.01%	8,811	22.33%	89
Online Activities by Mobile - Read eBooks/Listened to Audiobooks	8,788	17.09%	6,601	16.73%	98
Online Activities by Mobile - Search	27,117	52.73%	22,294	56.49%	107
Online Activities by Mobile - Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	25,690	49.95%	19,346	49.02%	98
Online Activities by Mobile - Text Messaging	40,376	78.51%	31,637	80.17%	102
Online Activities by Mobile - Watched Long Form Videos (Longer than 21 min)	7,787	15.14%	5,584	14.15%	93
Online Activities by Mobile - Watched Short Form Videos (Up to 20 min long)	14,673	28.53%	12,440	31.52%	110
Online Activities by Mobile - Watched TV	7,659	14.89%	6,746	17.10%	115
Online Activities by Mobile - Watched YouTube	19,589	38.09%	15,184	38.48%	101
Online Activities by Mobile - Other	12,139	23.61%	7,834	19.85%	84
<b>Online Activities by Device Past 30 Days - Tablet</b>					
Online Activities by Tablet - Access/Read Magazine or Newspaper	9,495	18.46%	9,662	24.48%	133
Online Activities by Tablet - Access News Websites	8,964	17.43%	9,250	23.44%	134
Online Activities by Tablet - Career/Job Search	2,700	5.25%	2,401	6.08%	116
Online Activities by Tablet - Clip Mobile Coupon	2,200	4.28%	1,577	4.00%	93
Online Activities by Tablet - Download Apps	11,158	21.70%	9,063	22.97%	106
Online Activities by Tablet - E-mail	12,930	25.14%	13,362	33.86%	135
Online Activities by Tablet - Gambling	541	1.05%	371	0.94%	90
Online Activities by Tablet - Games	9,346	18.18%	8,585	21.76%	120
Online Activities by Tablet - Instant Messaging	6,516	12.67%	5,417	13.73%	108
Online Activities by Tablet - Listen to radio/podcast	4,709	9.16%	3,734	9.46%	103
Online Activities by Tablet - Music Streaming	4,993	9.71%	4,729	11.98%	123
Online Activities by Tablet - Online Shopping	7,325	14.24%	7,352	18.63%	131
Online Activities by Tablet - Read eBooks/Listened to Audiobooks	8,883	17.27%	8,904	22.56%	131
Online Activities by Tablet - Search	14,538	28.27%	14,576	36.94%	131
Online Activities by Tablet - Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	10,808	21.02%	9,933	25.17%	120
Online Activities by Tablet - Text Messaging	5,191	10.09%	4,389	11.12%	110
Online Activities by Tablet - Watched Long Form Videos (Longer than 21 min)	6,474	12.59%	5,482	13.89%	110
Online Activities by Tablet - Watched Short Form Videos (Up to 20 min long)	7,636	14.85%	6,681	16.93%	114
Online Activities by Tablet - Watched TV	6,930	13.48%	6,354	16.10%	119
Online Activities by Tablet - Watched YouTube	11,097	21.58%	10,808	27.39%	127
Online Activities by Tablet - Other	6,515	12.67%	5,604	14.20%	112
<b>Simultaneous Activities While on Internet</b>					
Simultaneous While on Internet - Watch Television	21,045	40.92%	15,736	39.87%	97
Simultaneous While on Internet - Read Magazines	3,114	6.06%	2,648	6.71%	111

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Simultaneous While on Internet - Read Daily Newspapers	3,276	6.37%	2,924	7.41%	116
Simultaneous While on Internet - Read Community Newspapers	2,585	5.03%	2,034	5.16%	103
Simultaneous While on Internet - Listen to Conventional Radio	6,771	13.17%	5,384	13.64%	104
Simultaneous While on Internet - Other	5,415	10.53%	3,799	9.63%	91
Simultaneous While on Internet - None	21,139	41.11%	16,494	41.80%	102
<b>Internet/Social Media - Actions Taken After Seeing an Ad in</b>					
Internet Ad - Searched online for a product/brand/service	19,549	38.01%	15,202	38.52%	101
Internet Ad - Purchased a product/brand/service	8,156	15.86%	6,177	15.65%	99
Internet Ad - Downloaded coupon	3,373	6.56%	2,642	6.70%	102
Internet Ad - Used a coupon	5,010	9.74%	4,005	10.15%	104
Internet Ad - Visited a retail/restaurant location	4,294	8.35%	2,960	7.50%	90
Internet Ad - Attended an event (movie/theatre/show)	4,909	9.55%	3,946	10.00%	105
Internet Ad - Talked about the ad or product/brand/service with others	5,671	11.03%	4,499	11.40%	103
Internet Ad - Commented on the ad or product/brand/service on social media	2,118	4.12%	1,636	4.15%	101
Internet Ad - Recommended the advertised product/brand/service	1,273	2.48%	778	1.97%	79
<b>Internet/Social Media - When Last Time Action Taken - Yesterday</b>					
Internet Ad Yesterday - Searched online for a product/brand/service	3,377	6.57%	2,228	5.65%	86
Internet Ad Yesterday - Purchased a product/brand/service	653	1.27%	398	1.01%	80
Internet Ad Yesterday - Download coupon	191	0.37%	190	0.48%	130
Internet Ad Yesterday - Used a coupon	437	0.85%	286	0.72%	85
Internet Ad Yesterday - Visited a retail/restaurant location	480	0.93%	445	1.13%	122
Internet Ad Yesterday - Attended an event (movie/theatre/show)	212	0.41%	126	0.32%	78
Internet Ad Yesterday - Talked about the ad or product/brand/service with others	638	1.24%	520	1.32%	106
Internet Ad Yesterday - Commented on the ad or product/brand/service on social media	438	0.85%	211	0.54%	64
Internet Ad Yesterday - Recommended the advertised product/brand/service	514	1.00%	366	0.93%	93
<b>Internet/Social Media - When Last Time Action Taken - Past Week</b>					
Internet Ad Past Week - Searched online for a product/brand/service	8,838	17.19%	6,095	15.44%	90
Internet Ad Past Week - Purchased a product/brand/service	5,046	9.81%	3,726	9.44%	96
Internet Ad Past Week - Download coupon	1,291	2.51%	996	2.52%	100
Internet Ad Past Week - Used a coupon	2,149	4.18%	2,237	5.67%	136
Internet Ad Past Week - Visited a retail/restaurant location	2,299	4.47%	1,494	3.79%	85
Internet Ad Past Week - Attended an event (movie/theatre/show)	1,393	2.71%	1,087	2.75%	101
Internet Ad Past Week - Talked about the ad or product/brand/service with others	3,973	7.73%	2,676	6.78%	88
Internet Ad Past Week - Commented on the ad or product/brand/service on social media	1,075	2.09%	855	2.17%	104

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Internet Ad Past Week - Recommended the advertised product/brand/service	1,410	2.74%	832	2.11%	77
<b>Internet/Social Media - When Last Time Action Taken - Past Month</b>					
Internet Ad Past Month - Searched online for a product/brand/service	19,549	38.01%	15,202	38.52%	101
Internet Ad Past Month - Purchased a product/brand/service	8,156	15.86%	6,177	15.65%	99
Internet Ad Past Month - Download coupon	3,373	6.56%	2,642	6.70%	102
Internet Ad Past Month - Used a coupon	5,010	9.74%	4,005	10.15%	104
Internet Ad Past Month - Visited a retail/restaurant location	4,294	8.35%	2,960	7.50%	90
Internet Ad Past Month - Attended an event (movie/theatre/show)	4,909	9.55%	3,946	10.00%	105
Internet Ad Past Month - Talked about the ad or product/brand/service with others	5,671	11.03%	4,499	11.40%	103
Internet Ad Past Month - Commented on the ad or product/brand/service on social media	2,118	4.12%	1,636	4.15%	101
Internet Ad Past Month - Recommended the advertised product/brand/service	1,273	2.48%	778	1.97%	79
<b>Service Provider - Type of Access Household Has</b>					
Service Provider - Cable service	31,748	61.74%	26,058	66.03%	107
Service Provider - Phone Land Line	13,460	26.17%	11,777	29.84%	114
Service Provider - Fiber Optic	17,042	33.14%	11,858	30.05%	91
Service Provider - Mobile Device	12,214	23.75%	11,202	28.39%	120
Service Provider - Internet Stick	1,213	2.36%	1,389	3.52%	149
Service Provider - Household Doesn't Have Internet Access	523	1.02%	177	0.45%	44
<b>Made Online Purchase Past 12 Months</b>					
Online Purchase - Yes	38,382	74.64%	29,784	75.47%	101
<b>Kinds of Online Purchase Past Month</b>					
Online Purchase - Books	14,067	27.35%	10,535	26.70%	98
Online Purchase - Clothing/Footwear	15,346	29.84%	11,036	27.97%	94
Online Purchase - Computer Hardware/Software	7,157	13.92%	6,300	15.96%	115
Online Purchase - Cosmetics/Skin Care	4,536	8.82%	3,819	9.68%	110
Online Purchase - Groceries	4,251	8.27%	4,395	11.14%	135
Online Purchase - Home Electronics	7,532	14.65%	5,843	14.81%	101
Online Purchase - Home Furnishings	3,891	7.57%	2,793	7.08%	94
Online Purchase - Movies	4,992	9.71%	4,856	12.31%	127
Online Purchase - Music	2,752	5.35%	2,057	5.21%	97
Online Purchase - Sports Equipment	1,768	3.44%	1,676	4.25%	124
Online Purchase - Tickets - Concert	6,528	12.69%	4,861	12.32%	97
Online Purchase - Tickets - Movie	5,715	11.11%	5,181	13.13%	118
Online Purchase - Tickets - Sporting Events	1,970	3.83%	1,785	4.52%	118
Online Purchase - Tickets - Theatre	3,713	7.22%	5,376	13.62%	189
Online Purchase - Toys/Games	5,954	11.58%	4,920	12.47%	108
Online Purchase - Travel	6,328	12.31%	6,612	16.75%	136
Online Purchase - Video Games	2,425	4.72%	1,672	4.24%	90
<b>\$ Spent Online Purchase Past Month</b>					
Online Purchase - \$1-100	17,354	33.75%	12,591	31.91%	95

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Online Purchase - \$101-250	11,159	21.70%	8,236	20.87%	96
Online Purchase - \$251-400	5,290	10.29%	4,882	12.37%	120
Online Purchase - \$401-1,000	3,513	6.83%	2,681	6.79%	99
Online Purchase - \$1,001+	1,067	2.07%	1,393	3.53%	171
<b>Payment Method Online Purchase Personally Used</b>					
Payment Method Online - Credit Card	35,240	68.53%	28,926	73.30%	107
Payment Method Online - Debit Card	4,699	9.14%	1,594	4.04%	44
Payment Method Online - E-Transfer	2,363	4.60%	1,927	4.88%	106
Payment Method Online - Mobile Wallet	350	0.68%	189	0.48%	71
Payment Method Online - Web Payment (e.g. PayPal)	6,694	13.02%	5,511	13.97%	107
Payment Method Online - Other	617	1.20%	256	0.65%	54
<b>Canadian Websites Personally Bought from Past 12 Months</b>					
Bought from - amazon.ca	28,892	56.18%	23,099	58.53%	104
Bought from - canac.ca	148	0.29%	171	0.43%	148
Bought from - canadiantire.ca	3,192	6.21%	2,722	6.90%	111
Bought from - chapters.indigo.ca	4,256	8.28%	3,636	9.21%	111
Bought from - costco.ca	5,089	9.90%	4,448	11.27%	114
Bought from - ebay.ca	6,067	11.80%	4,239	10.74%	91
Bought from - factorydirect.ca	257	0.50%	166	0.42%	84
Bought from -groupon.com	3,380	6.57%	2,796	7.08%	108
Bought from - hbc.com	2,779	5.40%	3,763	9.54%	177
Bought from - homedepot.ca	1,925	3.74%	1,400	3.55%	95
Bought from - homehardware.ca	994	1.93%	1,087	2.75%	142
Bought from - lowes.ca	1,088	2.12%	954	2.42%	114
Bought from - renodepot.com	78	0.15%	182	0.46%	307
Bought from - rona.ca	1,217	2.37%	898	2.28%	96
Bought from - shop.ca	214	0.42%	145	0.37%	88
Bought from - tigerdirect.ca	404	0.79%	327	0.83%	105
Bought from - tuango.ca	0	0.00%	0	0.00%	
Bought from - walmart.ca	2,742	5.33%	1,615	4.09%	77
Bought from - wayfair.ca	2,033	3.95%	1,627	4.12%	104
Bought from - well.ca	922	1.79%	760	1.93%	108
Bought from - Any Other Canadian Website	9,765	18.99%	8,198	20.77%	109
<b>Apps for Mobile Phone/Tablets - Downloaded in the Past Month</b>					
Apps Downloaded - Paid For	3,475	6.76%	3,232	8.19%	121
Apps Downloaded - Free	22,885	44.50%	19,448	49.28%	111
<b>Apps - Type Downloaded</b>					
Apps Downloaded - Music	10,897	21.19%	8,635	21.88%	103
Apps Downloaded - Social Networking	8,547	16.62%	7,331	18.58%	112
Apps Downloaded - Books	5,490	10.68%	4,451	11.28%	106
Apps Downloaded - Banking/Finance	6,858	13.34%	5,657	14.34%	107
Apps Downloaded - Games	12,166	23.66%	9,081	23.01%	97
Apps Downloaded - News	6,733	13.09%	5,535	14.03%	107
Apps Downloaded - Shopping	6,909	13.44%	5,103	12.93%	96

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Apps Downloaded - Lifestyle (e.g. cuisine, fashion, travel)	2,924	5.69%	2,284	5.79%	102
Apps Downloaded - Health/Fitness/Diet	5,203	10.12%	5,019	12.72%	126
Apps Downloaded - Sports	3,079	5.99%	2,588	6.56%	110
Apps Downloaded - Maps	8,485	16.50%	7,037	17.83%	108
Apps Downloaded - Real Estate	1,246	2.42%	1,331	3.37%	139
Apps Downloaded - Magazine	1,856	3.61%	1,363	3.46%	96
Apps Downloaded - Newspaper	3,039	5.91%	2,272	5.76%	97
Apps Downloaded - Radio	4,042	7.86%	3,303	8.37%	106
Apps Downloaded - TV	2,392	4.65%	2,080	5.27%	113
Apps Downloaded - Video	2,326	4.52%	1,524	3.86%	85
Apps Downloaded - Other	6,233	12.12%	4,498	11.40%	94
<b>Apps - When Last Used</b>					
Apps Used - Yesterday	22,347	43.45%	18,888	47.86%	110
Apps Used - Past week	30,153	58.63%	25,635	64.96%	111
Apps Used - Past Month	36,344	70.67%	30,132	76.36%	108
Apps Used - Longer Ago	13,539	26.33%	10,048	25.46%	97
<b>Apps - # Used in a Typical Day</b>					
Apps # Used in a Typical Day - 1-2	22,760	44.26%	17,750	44.98%	102
Apps # Used in a Typical Day - 3-5	19,816	38.53%	16,236	41.14%	107
Apps # Used in a Typical Day - 6-10	7,547	14.68%	4,589	11.63%	79
Apps # Used in a Typical Day - 11-15	774	1.51%	528	1.34%	89
Apps # Used in a Typical Day - 16+	464	0.90%	309	0.78%	87
<b>Internet Quintiles</b>					
Internet Quintiles - Light	6,102	11.87%	4,903	12.43%	105
Internet Quintiles - Medium Light	12,647	24.59%	11,441	28.99%	118
Internet Quintiles - Medium	13,744	26.73%	10,327	26.17%	98
Internet Quintiles - Medium Heavy	9,629	18.72%	6,437	16.31%	87
Internet Quintiles - Heavy	9,305	18.09%	6,354	16.10%	89

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

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**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.