

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Number of Households</b>	26,850		17,526		
<b>Population of Age 18 and Up</b>	48,908		36,209		
<b>Internet Usage Quintiles - Total</b>					
Light	4,531	9.26%	4,056	11.20%	121
Medium Light	14,189	29.01%	12,532	34.61%	119
Medium	13,991	28.61%	10,399	28.72%	100
Medium Heavy	8,909	18.22%	5,728	15.82%	87
Heavy	7,289	14.90%	3,494	9.65%	65
<b>Internet Usage Quintiles - English</b>					
Light	4,760	9.73%	3,798	10.49%	108
Medium Light	13,567	27.74%	12,776	35.29%	127
Medium	14,215	29.07%	10,460	28.89%	99
Medium Heavy	9,316	19.05%	4,758	13.14%	69
Heavy	6,831	13.97%	4,313	11.91%	85
<b>Internet Usage Quintiles - French</b>					
Light	0	0.00%	0	0.00%	
Medium Light	0	0.00%	0	0.00%	
Medium	0	0.00%	0	0.00%	
Medium Heavy	211	0.43%	103	0.29%	67
Heavy	7	0.02%	0	0.00%	0
<b>Internet Usage via Mobile - Total</b>					
Light	19,652	40.18%	17,249	47.64%	119
Medium	23,834	48.73%	16,385	45.25%	93
Heavy	5,423	11.09%	2,574	7.11%	64
<b>Internet Usage via Mobile - English</b>					
Light	20,126	41.15%	17,602	48.61%	118
Medium	24,250	49.58%	16,660	46.01%	93
Heavy	4,527	9.26%	1,947	5.38%	58
<b>Internet Usage via Mobile - French</b>					
Light	0	0.00%	0	0.00%	
Medium	0	0.00%	0	0.00%	
Heavy	6	0.01%	0	0.00%	0
<b>When Last Accessed - Internet/Any Device</b>					
Yesterday	48,311	98.78%	35,832	98.96%	100
Past 7 Days	48,704	99.58%	36,127	99.77%	100
Past Month	48,908	100.00%	36,209	100.00%	100
<b>When Last Accessed - From Mobile Device</b>					
Yesterday	39,467	80.70%	28,144	77.73%	96
Past 7 Days	40,545	82.90%	30,062	83.02%	100
Past Month	45,023	92.06%	33,503	92.53%	101
Longer Ago	766	1.57%	380	1.05%	67
<b>When Last Accessed - Social Media</b>					
Yesterday	30,236	61.82%	20,779	57.39%	93
Past 7 Days	37,838	77.37%	26,118	72.13%	93

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Past Month	45,382	92.79%	32,066	88.56%	95
Longer Ago	547	1.12%	351	0.97%	87
<b>Where Accessed Past Month</b>					
Home	46,055	94.17%	34,128	94.25%	100
Work	16,734	34.22%	10,470	28.92%	85
School/Library	10,751	21.98%	6,047	16.70%	76
Cafe/Restaurant	14,233	29.10%	11,974	33.07%	114
Commuting	9,985	20.42%	7,838	21.65%	106
Other	6,169	12.61%	5,903	16.30%	129
<b>Where Accessed Past Month - Most Often</b>					
Home	44,053	90.07%	33,025	91.21%	101
Work	3,538	7.24%	2,327	6.43%	89
School/Library	617	1.26%	553	1.53%	121
Commuting	207	0.42%	80	0.22%	52
Other	140	0.29%	68	0.19%	66
<b>Where Accessed Past Month - Sometimes</b>					
Home	2,002	4.09%	1,103	3.05%	75
Work	13,195	26.98%	8,144	22.49%	83
School/Library	10,134	20.72%	5,495	15.18%	73
Cafe/Restaurant	14,233	29.10%	11,974	33.07%	114
Commuting	9,778	19.99%	7,758	21.43%	107
Other	6,029	12.33%	5,835	16.11%	131
<b>Time Spent Weekday - on Internet, Any Device</b>					
Less Than 1 Hour	3,666	7.50%	3,079	8.50%	113
1 To 2 Hours	14,015	28.66%	12,277	33.91%	118
2 To 4 Hours	17,172	35.11%	12,204	33.71%	96
4 To 6 Hours	7,233	14.79%	4,377	12.09%	82
More Than 6 Hours	6,510	13.31%	4,137	11.42%	86
<b>Time Spent Weekday - on Mobile Device</b>					
Less Than 1 Hour	12,339	25.23%	11,219	30.98%	123
1 To 2 Hours	14,714	30.09%	10,058	27.78%	92
2 To 4 Hours	9,075	18.56%	7,038	19.44%	105
4 To 6 Hours	2,527	5.17%	895	2.47%	48
More Than 6 Hours	1,889	3.86%	852	2.35%	61
<b>Time Spent Weekday - on Social Media, Any Device</b>					
Less Than 1 Hour	12,711	25.99%	10,380	28.67%	110
1 To 2 Hours	14,546	29.74%	9,752	26.93%	91
2 To 4 Hours	6,640	13.58%	4,147	11.45%	84
4 To 6 Hours	1,337	2.73%	558	1.54%	56
More Than 6 Hours	1,819	3.72%	827	2.28%	61
<b>Time Spent Weekend Day - on Internet, Any Device</b>					
Less Than 1 Hour	5,021	10.27%	3,885	10.73%	104
1 To 2 Hours	15,580	31.86%	12,700	35.07%	110
2 To 4 Hours	15,869	32.45%	13,316	36.78%	113

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
4 To 6 Hours	6,482	13.25%	3,649	10.08%	76
More Than 6 Hours	5,639	11.53%	2,524	6.97%	60
<b>Time Spent Weekend Day - on Mobile Device</b>					
Less Than 1 Hour	12,940	26.46%	11,805	32.60%	123
1 To 2 Hours	16,000	32.71%	10,664	29.45%	90
2 To 4 Hours	6,835	13.98%	5,371	14.83%	106
4 To 6 Hours	2,662	5.44%	1,532	4.23%	78
More Than 6 Hours	2,108	4.31%	690	1.91%	44
<b>Time Spent Weekend Day - on Social Media, Any Device</b>					
Less Than 1 Hour	13,604	27.82%	11,429	31.56%	113
1 To 2 Hours	13,493	27.59%	8,691	24.00%	87
2 To 4 Hours	6,403	13.09%	4,009	11.07%	85
4 To 6 Hours	1,814	3.71%	750	2.07%	56
More Than 6 Hours	1,730	3.54%	755	2.09%	59
<b>Website Types/Activities Accessed Past Month</b>					
Access/Read Magazine or Newspaper	32,755	66.97%	24,179	66.78%	100
Access News Websites	38,132	77.97%	29,820	82.36%	106
Adult Entertainment	20,128	41.16%	13,466	37.19%	90
Auction	15,976	32.67%	10,917	30.15%	92
Automotive	23,025	47.08%	16,734	46.22%	98
Beauty/Fashion	17,615	36.02%	10,880	30.05%	83
Career/Job Search	27,698	56.63%	18,929	52.28%	92
Clip Mobile Coupons	23,717	48.49%	16,226	44.81%	92
Download Apps	32,102	65.64%	23,103	63.80%	97
Email	45,942	93.94%	34,166	94.36%	100
Entertainment (Books, Movies, Music)	42,532	86.96%	30,170	83.32%	96
Finance	42,187	86.26%	31,063	85.79%	99
Food/Recipes	28,551	58.38%	19,672	54.33%	93
Gambling	18,387	37.60%	13,518	37.33%	99
Games	29,570	60.46%	20,815	57.49%	95
Instant Messaging	34,533	70.61%	24,262	67.01%	95
Listen to Radio/Podcast	29,944	61.23%	21,654	59.80%	98
Music Streaming	28,768	58.82%	19,490	53.83%	92
Online Shopping	44,928	91.86%	32,760	90.48%	98
Read E-books/Listened to Audiobooks	25,138	51.40%	17,464	48.23%	94
Health	27,762	56.77%	19,700	54.41%	96
Home Improvements/Decor	21,938	44.86%	16,936	46.77%	104
Investments	19,890	40.67%	15,545	42.93%	106
Maps/Map Directions	35,394	72.37%	26,926	74.36%	103
News	40,609	83.03%	31,040	85.73%	103
Online Classifieds	21,843	44.66%	15,568	43.00%	96
Online Dating	15,328	31.34%	10,168	28.08%	90
Real Estate	20,895	42.72%	16,053	44.33%	104
Search	46,176	94.41%	34,677	95.77%	101

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	44,697	91.39%	32,035	88.47%	97
Sports	25,144	51.41%	18,535	51.19%	100
Text Messaging	37,112	75.88%	25,978	71.75%	95
Travel/Tourism	33,651	68.81%	24,465	67.57%	98
Watched Videos	32,095	65.62%	22,957	63.40%	97
Watched Long Form Videos	26,880	54.96%	18,537	51.19%	93
Watched Short Form Videos	30,792	62.96%	22,556	62.29%	99
Watched TV	30,980	63.34%	22,619	62.47%	99
Watched YouTube	36,629	74.89%	26,790	73.99%	99
Weather	40,808	83.44%	29,639	81.86%	98
<b>Visit. Website Types/Past Month - Daily</b>					
Adult entertainment	2,431	4.97%	1,407	3.89%	78
Auction	307	0.63%	437	1.21%	192
Automotive	1,735	3.55%	1,927	5.32%	150
Beauty/Fashion	1,453	2.97%	1,361	3.76%	127
Entertainment (Books, Movies, Music)	14,199	29.03%	8,456	23.35%	80
Finance	7,207	14.74%	7,163	19.78%	134
Food/Recipes	4,980	10.18%	2,510	6.93%	68
Health	2,744	5.61%	2,117	5.85%	104
Home Improvements/Decor	2,244	4.59%	2,134	5.89%	128
Investments	3,309	6.77%	4,101	11.33%	167
Maps/Map Directions	6,283	12.85%	4,549	12.56%	98
News	23,467	47.98%	18,273	50.47%	105
Online Classifieds	2,279	4.66%	1,953	5.39%	116
Online Dating	896	1.83%	308	0.85%	46
Real Estate	1,289	2.64%	1,124	3.10%	117
Sports	7,012	14.34%	4,693	12.96%	90
Travel/Tourism	2,792	5.71%	2,544	7.03%	123
Weather	17,739	36.27%	12,454	34.40%	95
Other	3,355	6.86%	1,520	4.20%	61
<b>Visit. Website Types/Past Month - Weekly</b>					
Adult entertainment	3,967	8.11%	2,606	7.20%	89
Auction	1,999	4.09%	1,063	2.94%	72
Automotive	3,794	7.76%	3,128	8.64%	111
Beauty/Fashion	4,994	10.21%	2,279	6.30%	62
Entertainment (Books, Movies, Music)	18,270	37.36%	13,294	36.72%	98
Finance	12,172	24.89%	7,335	20.26%	81
Food/Recipes	12,391	25.33%	9,574	26.44%	104
Health	12,790	26.15%	8,924	24.65%	94
Home Improvements/Decor	6,468	13.23%	5,511	15.22%	115
Investments	4,533	9.27%	3,574	9.87%	106
Maps/Map Directions	16,985	34.73%	13,723	37.90%	109
News	12,133	24.81%	9,057	25.01%	101
Online Classifieds	7,472	15.28%	4,710	13.01%	85

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Online Dating	1,529	3.13%	960	2.65%	85
Real Estate	5,734	11.72%	5,711	15.77%	135
Sports	6,491	13.27%	5,469	15.11%	114
Travel/Tourism	13,364	27.33%	10,766	29.73%	109
Weather	15,196	31.07%	10,141	28.01%	90
Other	2,084	4.26%	1,475	4.08%	96
<b>Visit. Website Types/Past Month - Less often</b>					
Adult entertainment	13,731	28.08%	9,454	26.11%	93
Auction	13,670	27.95%	9,418	26.01%	93
Automotive	17,497	35.77%	11,679	32.25%	90
Beauty/Fashion	11,168	22.83%	7,239	19.99%	88
Entertainment (Books, Movies, Music)	10,063	20.57%	8,420	23.25%	113
Finance	22,808	46.64%	16,565	45.75%	98
Food/Recipes	11,180	22.86%	7,588	20.96%	92
Health	12,228	25.00%	8,660	23.92%	96
Home Improvements/Decor	13,226	27.04%	9,292	25.66%	95
Investments	12,049	24.64%	7,870	21.74%	88
Maps/Map Directions	12,126	24.79%	8,655	23.90%	96
News	5,009	10.24%	3,710	10.25%	100
Online Classifieds	12,091	24.72%	8,905	24.60%	100
Online Dating	12,902	26.38%	8,901	24.58%	93
Real Estate	13,873	28.37%	9,218	25.46%	90
Sports	11,641	23.80%	8,373	23.13%	97
Travel/Tourism	17,495	35.77%	11,155	30.81%	86
Weather	7,872	16.10%	7,044	19.45%	121
Other	8,147	16.66%	7,081	19.56%	117
<b>Freq. of Online Activities/Past Month - Daily</b>					
Access/Read Magazine or Newspaper	8,277	16.92%	7,664	21.17%	125
Access News Websites	16,335	33.40%	13,272	36.66%	110
Career/job search	5,327	10.89%	2,485	6.86%	63
Clip Mobile Coupons	325	0.66%	178	0.49%	74
Download Apps	1,926	3.94%	1,100	3.04%	77
Email	41,580	85.02%	31,389	86.69%	102
Gambling	351	0.72%	168	0.46%	64
Games	12,478	25.51%	8,391	23.17%	91
Instant Messaging	20,683	42.29%	14,214	39.26%	93
Listen to Radio/Podcast	9,904	20.25%	5,551	15.33%	76
Music Streaming	7,684	15.71%	4,864	13.43%	85
Online Shopping	2,789	5.70%	2,304	6.36%	112
Read E-books/Listened to Audiobooks	4,629	9.46%	3,429	9.47%	100
Search	32,931	67.33%	25,619	70.75%	105
Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	29,799	60.93%	21,899	60.48%	99
Text Messaging	25,569	52.28%	17,030	47.03%	90
Watched Long Form Videos	4,754	9.72%	3,276	9.05%	93

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Watched Short Form Videos	9,913	20.27%	7,218	19.93%	98
Watched TV	16,260	33.25%	11,765	32.49%	98
Watched YouTube	12,467	25.49%	7,364	20.34%	80
Other	2,173	4.44%	1,168	3.23%	73
<b>Freq. of Online Activities/Past Month - Weekly</b>					
Access/Read Magazine or Newspaper	7,591	15.52%	3,977	10.98%	71
Access News Websites	9,843	20.13%	7,065	19.51%	97
Career/job search	4,244	8.68%	2,872	7.93%	91
Clip Mobile Coupons	2,754	5.63%	2,018	5.57%	99
Download Apps	5,618	11.49%	4,603	12.71%	111
Email	3,340	6.83%	2,000	5.52%	81
Gambling	768	1.57%	349	0.96%	61
Games	4,436	9.07%	2,360	6.52%	72
Instant Messaging	5,036	10.30%	3,408	9.41%	91
Listen to Radio/Podcast	6,963	14.24%	6,071	16.77%	118
Music Streaming	9,643	19.72%	5,328	14.72%	75
Online Shopping	16,537	33.81%	10,647	29.40%	87
Read E-books/Listened to Audiobooks	4,373	8.94%	2,982	8.23%	92
Search	9,837	20.11%	6,031	16.66%	83
Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	7,469	15.27%	5,164	14.26%	93
Text Messaging	6,786	13.88%	6,180	17.07%	123
Watched Long Form Videos	9,137	18.68%	5,383	14.87%	80
Watched Short Form Videos	10,328	21.12%	6,723	18.57%	88
Watched TV	6,836	13.98%	3,642	10.06%	72
Watched YouTube	16,253	33.23%	11,528	31.84%	96
Other	2,504	5.12%	1,733	4.79%	94
<b>Freq. of Online Activities/Past Month - Less often</b>					
Access/Read Magazine or Newspaper	16,888	34.53%	12,538	34.63%	100
Access News Websites	11,954	24.44%	9,483	26.19%	107
Career/job search	18,127	37.06%	13,572	37.48%	101
Clip Mobile Coupons	20,638	42.20%	14,030	38.75%	92
Download Apps	24,557	50.21%	17,400	48.06%	96
Email	1,022	2.09%	777	2.15%	103
Gambling	17,267	35.31%	13,001	35.91%	102
Games	12,655	25.88%	10,064	27.79%	107
Instant Messaging	8,814	18.02%	6,641	18.34%	102
Listen to Radio/Podcast	13,077	26.74%	10,031	27.70%	104
Music Streaming	11,441	23.39%	9,298	25.68%	110
Online Shopping	25,602	52.35%	19,810	54.71%	105
Read E-books/Listened to Audiobooks	16,136	32.99%	11,054	30.53%	93
Search	3,408	6.97%	3,027	8.36%	120
Social Media (Facebook, Twitter, Pinterest, Instagram, etc.)	7,429	15.19%	4,972	13.73%	90
Text Messaging	4,757	9.73%	2,768	7.65%	79
Watched Long Form Videos	12,989	26.56%	9,878	27.28%	103

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Watched Short Form Videos	10,552	21.58%	8,615	23.79%	110
Watched TV	7,884	16.12%	7,212	19.92%	124
Watched YouTube	7,909	16.17%	7,898	21.81%	135
Other	10,706	21.89%	7,436	20.54%	94
<b>Types of Websites by Device Past Month - Computer</b>					
Adult entertainment	12,387	25.33%	8,212	22.68%	90
Auction	9,681	19.79%	8,164	22.55%	114
Automotive	11,041	22.57%	7,052	19.48%	86
Beauty/Fashion	9,855	20.15%	6,933	19.15%	95
Entertainment (Books, Movies, Music)	19,245	39.35%	13,793	38.09%	97
Finance	14,674	30.00%	14,430	39.85%	133
Food/Recipes	20,685	42.29%	15,728	43.44%	103
Health	18,752	38.34%	15,061	41.60%	109
Home Improvements/Decor	15,284	31.25%	11,404	31.50%	101
Investments	12,931	26.44%	11,238	31.04%	117
Maps/Map Directions	23,216	47.47%	17,098	47.22%	99
News	22,740	46.50%	17,935	49.53%	107
Online Classifieds	16,079	32.88%	12,666	34.98%	106
Online Dating	8,986	18.37%	7,015	19.37%	105
Real Estate	15,519	31.73%	10,990	30.35%	96
Sports	14,093	28.82%	11,377	31.42%	109
Travel/Tourism	17,335	35.44%	14,269	39.41%	111
Weather	17,375	35.53%	13,278	36.67%	103
Other	8,885	18.17%	6,240	17.23%	95
<b>Types of Websites by Device Past Month - Mobile Phone</b>					
Adult entertainment	6,438	13.16%	3,595	9.93%	75
Auction	3,991	8.16%	3,027	8.36%	102
Automotive	5,149	10.53%	3,039	8.39%	80
Beauty/Fashion	5,415	11.07%	4,335	11.97%	108
Entertainment (Books, Movies, Music)	11,351	23.21%	7,529	20.79%	90
Finance	6,747	13.80%	4,148	11.45%	83
Food/Recipes	10,889	22.26%	7,435	20.53%	92
Health	8,695	17.78%	5,921	16.35%	92
Home Improvements/Decor	6,997	14.31%	4,982	13.76%	96
Investments	6,178	12.63%	4,831	13.34%	106
Maps/Map Directions	21,397	43.75%	15,831	43.72%	100
News	17,799	36.39%	12,498	34.52%	95
Online Classifieds	8,386	17.15%	5,850	16.16%	94
Online Dating	4,457	9.11%	3,015	8.33%	91
Real Estate	4,878	9.97%	3,916	10.81%	108
Sports	7,686	15.71%	5,562	15.36%	98
Travel/Tourism	8,488	17.36%	5,929	16.37%	94
Weather	20,869	42.67%	14,535	40.14%	94
Other	5,561	11.37%	3,779	10.44%	92

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
	<b>Types of Websites by Device Past Month - Tablet</b>				
Adult entertainment	4,474	9.15%	3,508	9.69%	106
Auction	4,247	8.68%	3,613	9.98%	115
Automotive	4,392	8.98%	3,966	10.95%	122
Beauty/Fashion	4,912	10.04%	3,621	10.00%	100
Entertainment (Books, Movies, Music)	7,180	14.68%	6,003	16.58%	113
Finance	5,093	10.41%	4,587	12.67%	122
Food/Recipes	7,784	15.92%	6,292	17.38%	109
Health	6,237	12.75%	4,999	13.81%	108
Home Improvements/Decor	4,227	8.64%	3,497	9.66%	112
Investments	4,405	9.01%	4,005	11.06%	123
Maps/Map Directions	7,418	15.17%	6,626	18.30%	121
News	9,374	19.17%	7,723	21.33%	111
Online Classifieds	4,079	8.34%	4,020	11.10%	133
Online Dating	3,596	7.35%	2,758	7.62%	104
Real Estate	3,727	7.62%	3,219	8.89%	117
Sports	5,289	10.81%	4,313	11.91%	110
Travel/Tourism	6,198	12.67%	5,450	15.05%	119
Weather	6,449	13.19%	5,532	15.28%	116
Other	3,549	7.26%	2,324	6.42%	88
<b>Online Activities by Device Past Month - Computer</b>					
Access/Read Magazine or Newspaper	22,884	46.79%	18,359	50.70%	108
Access News Websites	27,267	55.75%	22,274	61.52%	110
Career/Job Search	21,178	43.30%	15,497	42.80%	99
Clip Mobile Coupon	14,399	29.44%	9,754	26.94%	92
Download Apps	13,394	27.39%	9,001	24.86%	91
E-mail	35,256	72.09%	28,214	77.92%	108
Gambling	12,705	25.98%	9,305	25.70%	99
Games	17,059	34.88%	12,124	33.48%	96
Instant Messaging	14,922	30.51%	10,547	29.13%	95
Listen to radio/podcast	17,698	36.19%	11,752	32.46%	90
Music Streaming	17,249	35.27%	12,925	35.70%	101
Online Shopping	24,646	50.39%	19,111	52.78%	105
Read E-books/Listened to Audiobooks	10,559	21.59%	8,031	22.18%	103
Search	29,788	60.91%	22,811	63.00%	103
Social Media (e.g. Facebook, Twitter, Pinterest, Instagram, etc.)	27,232	55.68%	19,824	54.75%	98
Text Messaging	9,790	20.02%	8,192	22.62%	113
Watched Long Form Videos	17,920	36.64%	13,808	38.14%	104
Watched Short Form Videos	19,197	39.25%	15,361	42.42%	108
Watched TV	21,303	43.56%	14,079	38.88%	89
Watched YouTube	26,828	54.85%	19,815	54.73%	100
Other	10,440	21.35%	7,384	20.39%	96
<b>Online Activities by Device Past Month - Mobile Phone</b>					
Access/Read Magazine or Newspaper	12,199	24.94%	8,256	22.80%	91



Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Access News Websites	21,349	43.65%	14,467	39.96%	92
Career/Job Search	7,015	14.34%	4,456	12.31%	86
Clip Mobile Coupon	8,384	17.14%	5,827	16.09%	94
Download Apps	18,475	37.78%	14,420	39.82%	105
E-mail	26,926	55.05%	19,203	53.04%	96
Gambling	4,494	9.19%	3,294	9.10%	99
Games	14,197	29.03%	8,782	24.25%	84
Instant Messaging	24,896	50.90%	18,148	50.12%	98
Listen to radio/podcast	12,283	25.11%	7,976	22.03%	88
Music Streaming	13,424	27.45%	8,122	22.43%	82
Online Shopping	9,694	19.82%	6,212	17.16%	87
Read E-books/Listened to Audiobooks	8,187	16.74%	5,535	15.29%	91
Search	20,917	42.77%	17,230	47.59%	111
Social Media (e.g. Facebook, Twitter, Pinterest, Instagram, etc.)	23,610	48.28%	15,862	43.81%	91
Text Messaging	31,386	64.17%	21,417	59.15%	92
Watched Long Form Videos	8,513	17.41%	5,198	14.36%	82
Watched Short Form Videos	14,977	30.62%	9,649	26.65%	87
Watched TV	7,145	14.61%	6,548	18.09%	124
Watched YouTube	17,107	34.98%	11,599	32.03%	92
Other	6,826	13.96%	5,607	15.49%	111
<b>Online Activities by Device Past Month - Tablet</b>					
Access/Read Magazine or Newspaper	8,921	18.24%	7,493	20.70%	113
Access News Websites	10,067	20.58%	8,487	23.44%	114
Career/Job Search	6,620	13.54%	4,245	11.72%	87
Clip Mobile Coupon	4,644	9.50%	3,329	9.19%	97
Download Apps	8,473	17.32%	6,532	18.04%	104
E-mail	12,349	25.25%	10,597	29.27%	116
Gambling	4,831	9.88%	3,807	10.52%	106
Games	8,611	17.61%	6,698	18.50%	105
Instant Messaging	6,492	13.27%	4,375	12.08%	91
Listen to radio/podcast	4,361	8.92%	4,231	11.68%	131
Music Streaming	6,707	13.71%	5,632	15.55%	113
Online Shopping	6,828	13.96%	5,588	15.43%	111
Read E-books/Listened to Audiobooks	8,197	16.76%	5,717	15.79%	94
Search	12,285	25.12%	9,720	26.84%	107
Social Media (e.g. Facebook, Twitter, Pinterest, Instagram, etc.)	10,127	20.71%	8,238	22.75%	110
Text Messaging	4,014	8.21%	3,685	10.18%	124
Watched Long Form Videos	4,843	9.90%	3,296	9.10%	92
Watched Short Form Videos	6,600	13.50%	4,388	12.12%	90
Watched TV	6,754	13.81%	5,542	15.31%	111
Watched YouTube	10,323	21.11%	8,622	23.81%	113
Other	3,985	8.15%	2,713	7.49%	92
<b>Simultaneous Activities While on Internet</b>					
Watch Television	25,605	52.35%	17,832	49.25%	94

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Read Magazines	3,991	8.16%	2,757	7.61%	93
Read Daily Newspapers	2,742	5.61%	1,890	5.22%	93
Read Community Newspapers	3,470	7.10%	2,109	5.83%	82
Listen to Conventional Radio	10,723	21.92%	6,423	17.74%	81
Other	4,735	9.68%	3,258	9.00%	93
None	16,203	33.13%	13,330	36.82%	111
<b>Service Provider - Type of Access Hhld has</b>					
Cable service	33,633	68.77%	24,013	66.32%	96
Phone Land Line	10,683	21.84%	8,346	23.05%	106
Fiber Optic	12,353	25.26%	9,196	25.40%	101
Mobile Device	11,535	23.58%	7,502	20.72%	88
Internet Stick	1,674	3.42%	1,770	4.89%	143
<b>Online Purchase Made Past Year</b>	<b>33,839</b>	<b>69.19%</b>	<b>25,890</b>	<b>71.50%</b>	<b>103</b>
<b>Online Purchase - Kinds Past Month</b>					
Books	14,590	29.83%	11,866	32.77%	110
Clothing/Footwear	12,357	25.27%	8,906	24.60%	97
Computer Hardware/Software	6,049	12.37%	4,690	12.95%	105
Cosmetics/Skin Care	4,543	9.29%	3,629	10.02%	108
Grocery	3,959	8.10%	1,666	4.60%	57
Home Electronics	5,845	11.95%	5,347	14.77%	124
Home Furnishings	3,246	6.64%	3,059	8.45%	127
Movies	3,658	7.48%	3,584	9.90%	132
Music	5,210	10.65%	3,255	8.99%	84
Sports Equipment	2,294	4.69%	1,939	5.36%	114
Tickets - Concert	8,287	16.95%	6,507	17.97%	106
Tickets - Movie	6,728	13.76%	5,134	14.18%	103
Tickets - Sporting Events	2,161	4.42%	2,885	7.97%	180
Tickets - Theatre	3,790	7.75%	4,203	11.61%	150
Toys/Games	3,448	7.05%	2,157	5.96%	85
Travel	5,715	11.69%	5,858	16.18%	138
Video Games	3,255	6.66%	1,593	4.40%	66
<b>Online Purchase - \$ Spent Past Month</b>					
\$1-100	13,759	28.13%	9,250	25.55%	91
\$101-250	9,416	19.25%	6,416	17.72%	92
\$251-400	5,221	10.67%	4,858	13.42%	126
\$401-1,000	3,018	6.17%	2,583	7.13%	116
\$1,001+	2,425	4.96%	2,783	7.69%	155
<b>Online Purchase - Payment Method Used</b>					
Credit Card	28,165	57.59%	22,150	61.17%	106
Debit Card	3,835	7.84%	2,711	7.49%	96
E-Transfer	2,916	5.96%	1,918	5.30%	89
Mobile Wallet	240	0.49%	127	0.35%	71
PayPal	13,478	27.56%	10,429	28.80%	104
Other	1,946	3.98%	1,050	2.90%	73

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Online Purchase - from Canadian Websites Past Year</b>					
amazon.ca	22,217	45.43%	18,050	49.85%	110
canadiantire.ca	1,732	3.54%	1,799	4.97%	140
chapters.indigo.ca	5,167	10.57%	3,805	10.51%	99
ebay.ca	6,360	13.00%	4,472	12.35%	95
factorydirect.ca	55	0.11%	37	0.10%	91
groupon.com	4,305	8.80%	2,468	6.82%	78
hbc.com	2,205	4.51%	1,483	4.10%	91
homedepot.ca	1,408	2.88%	1,713	4.73%	164
shop.ca	303	0.62%	162	0.45%	73
tigerdirect.ca	275	0.56%	290	0.80%	143
tuango.ca	0	0.00%	0	0.00%	
vieurbaine.ca	0	0.00%	0	0.00%	
walmart.ca	2,713	5.55%	1,768	4.88%	88
wayfair.ca	2,203	4.50%	1,717	4.74%	105
well.ca	789	1.61%	343	0.95%	59
Any Other Canadian Website	8,159	16.68%	6,250	17.26%	103
<b>Electronics/Wearables - Owned</b>					
Portable Gaming Console	9,726	19.89%	7,156	19.76%	99
Fitness Band (e.g. Fitbit, Jawbone Up, etc.)	7,565	15.47%	7,557	20.87%	135
Smart Watch (e.g. Apple watch, Samsung Galaxy gear, etc.)	2,820	5.77%	2,930	8.09%	140
Smart TV (a TV that can access and surf the Internet)	14,714	30.08%	11,362	31.38%	104
TV that is not a Smart TV	22,954	46.93%	16,771	46.32%	99
AR/VR Headsets	1,615	3.30%	1,249	3.45%	105
<b>Electronics/Wearables - Used to Access Internet Past Month</b>					
Portable Gaming Console	3,649	7.46%	2,316	6.40%	86
Smart Watch (e.g. Apple watch, Samsung Galaxy gear, etc.)	1,188	2.43%	1,059	2.93%	121
Smart TV (a TV that can access and surf the Internet)	8,946	18.29%	6,364	17.58%	96
AR/VR Headsets	275	0.56%	167	0.46%	82
<b>Views on Internet - In the online world, I can better express my feelings</b>					
Any Agree	8,274	16.92%	5,579	15.41%	91
Completely Agree 5	3,042	6.22%	1,688	4.66%	75
<b>Views on Internet - The Internet improves the relationships I have with other people</b>					
Any Agree	15,066	30.81%	11,417	31.53%	102
Completely Agree 5	4,532	9.27%	3,322	9.18%	99
<b>Views on Internet - Life without the Internet would be a lot less fun</b>					
Any Agree	24,133	49.34%	17,855	49.31%	100
Completely Agree 5	10,147	20.75%	7,873	21.74%	105
<b>Views on Internet - I am concerned about data protection and privacy in the Internet</b>					
Any Agree	35,255	72.09%	25,805	71.27%	99
Completely Agree 5	23,307	47.66%	16,796	46.39%	97
<b>Views on Internet - I can't imagine a life without the Internet anymore</b>					
Any Agree	27,443	56.11%	20,018	55.29%	99
Completely Agree 5	15,829	32.36%	11,290	31.18%	96

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Views on Internet - I often watch TV while surfing the net</b>					
Any Agree	18,895	38.63%	13,092	36.16%	94
Completely Agree 5	9,615	19.66%	6,525	18.02%	92
<b>Views on Internet - Internet allows freedom of expression</b>					
Any Agree	19,222	39.30%	13,904	38.40%	98
Completely Agree 5	5,360	10.96%	3,697	10.21%	93
<b>Views on Internet - Internet enables me to belong and be accepted by my friends</b>					
Any Agree	6,455	13.20%	4,328	11.95%	91
Completely Agree 5	2,472	5.05%	1,688	4.66%	92
<b>Views on Internet - Internet provides a personal space</b>					
Any Agree	13,038	26.66%	7,711	21.30%	80
Completely Agree 5	5,273	10.78%	3,292	9.09%	84
<b>Views on Internet - Internet allows me to stand out and be different</b>					
Any Agree	6,794	13.89%	4,040	11.16%	80
Completely Agree 5	2,222	4.54%	1,298	3.59%	79
<b>Views on Internet - Internet helps me connect with other like-minded individuals</b>					
Any Agree	18,217	37.25%	11,898	32.86%	88
Completely Agree 5	6,361	13.01%	3,510	9.69%	74
<b>Digital Lifestyle Segments</b>					
Functional	17,406	35.59%	15,160	41.87%	118
Connector	5,348	10.94%	4,154	11.47%	105
Observer	15,195	31.07%	9,918	27.39%	88
Leader	10,960	22.41%	6,977	19.27%	86
<b>Personally Have Mobile Phone</b>					
	44,658	91.31%	33,375	92.17%	101
<b>Mobile Phone - Type of Plan Have</b>					
With Data	31,958	65.34%	22,905	63.26%	97
Without Data	12,700	25.97%	10,470	28.92%	111
<b>Mobile Phone - Type of Payment</b>					
Prepaid (Pay As You Go)	6,849	14.00%	5,840	16.13%	115
Monthly	35,476	72.54%	25,743	71.10%	98
Bundled with Other Internet TV Or Telephone Services	4,465	9.13%	3,075	8.49%	93
<b>Mobile Phone - \$ Personally Spent Per Month</b>					
Less Than \$25	7,907	16.17%	6,977	19.27%	119
\$26-\$50	12,564	25.69%	10,689	29.52%	115
\$51-\$75	12,157	24.86%	8,487	23.44%	94
\$76-\$100	6,754	13.81%	4,596	12.69%	92
More Than \$100	5,277	10.79%	2,625	7.25%	67
<b>Mobile Phone - Primarily Used for Past Month</b>					
Personal	32,662	66.78%	23,792	65.71%	98
Business	717	1.47%	719	1.99%	135
Personal and Business Equally	11,328	23.16%	8,787	24.27%	105

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.