

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 18 and Up</b>	48,447		35,998		
<b>Websites/Apps - Business/Finance Past Month</b>					
AOL-HuffPost Money & Finance	788	1.63%	593	1.65%	101
Canadian Business	415	0.86%	474	1.32%	153
Globeinvestor	1,091	2.25%	2,072	5.76%	256
MoneySense	683	1.41%	778	2.16%	153
MSN Money	1,151	2.38%	854	2.37%	100
Yahoo Canada Finance	2,260	4.66%	2,057	5.71%	123
Other Finance/Business Websites/Apps	6,437	13.29%	5,982	16.62%	125
<b>Websites/Apps - Entertainment/News Past Month</b>					
BBC.com	8,238	17.00%	8,205	22.79%	134
Canada.com	1,127	2.33%	505	1.40%	60
canalvie	28	0.06%	27	0.08%	133
Canoe	101	0.21%	87	0.24%	114
CBC.ca	15,223	31.42%	12,219	33.94%	108
Cineplex	8,615	17.78%	6,068	16.86%	95
City TV.com	1,606	3.31%	1,079	3.00%	91
Citynews	1,459	3.01%	1,174	3.26%	108
CNN	6,948	14.34%	6,889	19.14%	133
CP24	376	0.78%	230	0.64%	82
CTV.ca	5,590	11.54%	3,800	10.56%	92
CTVNews	7,867	16.24%	5,507	15.30%	94
Flare	110	0.23%	39	0.11%	48
Huffington Post Canada	8,407	17.35%	4,718	13.11%	76
ici.Radio-Canada	213	0.44%	84	0.23%	52
La Presse	0	0.00%	0	0.00%	
Le Huffington Post Quebec	0	0.00%	0	0.00%	
Much	726	1.50%	259	0.72%	48
Netflix	21,653	44.69%	14,362	39.90%	89
TOU.tv	13	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	5,245	10.83%	4,503	12.51%	116
YouTube	27,270	56.29%	16,918	47.00%	83
Other Entertainment	3,530	7.29%	2,471	6.86%	94
Other News	6,565	13.55%	5,584	15.51%	114
<b>Websites/Apps - Search Past Month</b>					
AOL	402	0.83%	282	0.78%	94
Canada411	3,090	6.38%	3,200	8.89%	139
Google	38,305	79.07%	28,781	79.95%	101
Wikipedia	23,497	48.50%	16,633	46.21%	95
Yahoo Search	6,057	12.50%	3,926	10.91%	87
Yelp	6,417	13.25%	4,118	11.44%	86
Other Search Websites/Apps	5,978	12.34%	4,322	12.01%	97

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Websites/Apps - Shopping Past Month</b>					
Craigslist	17,251	35.61%	11,954	33.21%	93
eBay	10,164	20.98%	8,671	24.09%	115
Groupon	6,955	14.36%	4,413	12.26%	85
The Shopping Channel	1,416	2.92%	843	2.34%	80
Wayfair	3,711	7.66%	3,257	9.05%	118
Other Shopping Websites/Apps	8,713	17.98%	5,234	14.54%	81
<b>Websites/Apps - Sports Past Month</b>					
CBC.ca Sports	3,496	7.22%	2,522	7.01%	97
ESPN	2,261	4.67%	1,845	5.13%	110
gamecentre.live.rogers.com	287	0.59%	118	0.33%	56
GlobeSports	663	1.37%	599	1.66%	121
Golf.com	755	1.56%	1,329	3.69%	237
MLB (Baseball)	3,039	6.27%	2,400	6.67%	106
NBA (Basketball)	1,654	3.41%	955	2.65%	78
NFL (Football)	1,787	3.69%	1,285	3.57%	97
NHL-Hockey	6,270	12.94%	4,611	12.81%	99
RDS.ca	1	0.00%	0	0.00%	
Sportsnet	2,447	5.05%	1,389	3.86%	76
Tennis.com	1,225	2.53%	1,460	4.06%	160
TSN	5,122	10.57%	3,810	10.58%	100
WWE (Wrestling)	730	1.51%	220	0.61%	40
Yahoo Sports	909	1.88%	1,154	3.21%	171
Other Sports Websites/Apps	2,746	5.67%	2,755	7.65%	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. 2018

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.