

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		
When Last Watched TV, Any Screen or Any Device					
TV Any - Yesterday	46,074	89.59%	33,148	84.00%	94
TV Any - Past Week	48,764	94.82%	37,347	94.64%	100
TV Any - Past Month	49,532	96.32%	37,395	94.76%	98
TV Any - Longer Ago	1,369	2.66%	766	1.94%	73
TV Time Spent Weekday					
TV Weekday - Less Than 1 Hour	3,817	7.42%	2,426	6.15%	83
TV Weekday - 1 to 2 Hours	15,286	29.73%	11,372	28.82%	97
TV Weekday - 2 to 4 Hours	14,379	27.96%	12,064	30.57%	109
TV Weekday - 4 to 6 Hours	8,164	15.88%	6,276	15.90%	100
TV Weekday - More Than 6 Hours	7,118	13.84%	5,208	13.20%	95
TV Time Spent Weekend Day					
TV Weekend - Less Than 1 Hour	3,322	6.46%	2,121	5.37%	83
TV Weekend - 1 to 2 Hours	10,739	20.88%	9,001	22.81%	109
TV Weekend - 2 to 4 Hours	16,665	32.41%	13,060	33.09%	102
TV Weekend - 4 to 6 Hours	10,055	19.55%	7,734	19.60%	100
TV Weekend - More Than 6 Hours	7,984	15.52%	5,432	13.77%	89
How Watch TV					
Watch television live as it is broadcast	33,399	64.95%	26,497	67.14%	103
Watch a TV channel's catch-up/on-demand service	18,551	36.07%	14,185	35.95%	100
Watch subscription services(eg Netflix,Crave TV,Amazon prime etc)	28,338	55.10%	18,994	48.13%	87
Watch TV online/streaming	13,408	26.07%	9,573	24.26%	93
Watch Other	6,267	12.19%	4,860	12.32%	101
Activities Done While Watching TV					
Watching TV While - Browse the internet on a computer	18,504	35.98%	12,755	32.32%	90
Watching TV While - Browse the internet on a mobile phone/tablet	22,071	42.92%	17,798	45.10%	105
Watching TV While - Post or comment on social media sites	9,538	18.55%	5,801	14.70%	79
Watching TV While - Engage with social media	3,784	7.36%	2,243	5.68%	77
Watching TV While - Send Email(s)	20,383	39.64%	15,616	39.57%	100
Watching TV While - Browse social media	17,945	34.90%	12,027	30.48%	87
Watching TV While - Phone or send text messages to your friends/family	20,823	40.49%	14,331	36.32%	90
Watching TV While - Play video games	9,471	18.42%	6,419	16.27%	88
Watching TV While - Read magazines	4,937	9.60%	4,224	10.71%	112
Watching TV While - Read daily newspapers	5,363	10.43%	3,892	9.86%	95
Watching TV While - Read community newspapers	4,993	9.71%	4,510	11.43%	118
Watching TV While - Watch TV on second device	1,684	3.28%	986	2.50%	76
Watching TV While - Listen to radio	2,127	4.14%	1,255	3.18%	77
Watching TV While - Other	6,616	12.87%	5,292	13.41%	104
Watching TV While - None	10,334	20.09%	8,326	21.10%	105
TV - Actions Taken After Seeing an Ad					
TV Ad - Searched online for a product/brand/service	14,504	28.20%	10,804	27.38%	97

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
TV Ad - Purchased a product/brand/service	6,318	12.29%	4,187	10.61%	86
TV Ad - Downloaded a coupon	3,810	7.41%	3,094	7.84%	106
TV Ad - Used a coupon	3,225	6.27%	1,874	4.75%	76
TV Ad - Visited a retail/restaurant location	6,241	12.14%	4,122	10.45%	86
TV Ad - Attended an event (movie/theatre/show)	7,125	13.86%	5,111	12.95%	93
TV Ad - Talked about the ad or product/brand/service with others	7,797	15.16%	5,633	14.28%	94
TV Ad - Commented on the ad or product/brand/service on social media	1,651	3.21%	1,085	2.75%	86
TV Ad - Recommended the advertised product/brand/service	1,700	3.31%	945	2.39%	72
TV - When Last Time Action Taken - Yesterday					
TV Ad Yesterday - Searched online for a product/brand/service	2,090	4.07%	1,442	3.65%	90
TV Ad Yesterday - Purchased a product/brand/service	446	0.87%	270	0.69%	79
TV Ad Yesterday - Downloaded a coupon	199	0.39%	190	0.48%	123
TV Ad Yesterday - Used a coupon	40	0.08%	29	0.07%	88
TV Ad Yesterday - Visited a retail/restaurant location	1,021	1.99%	750	1.90%	95
TV Ad Yesterday - Attended an event (movie/theatre/show)	319	0.62%	263	0.67%	108
TV Ad Yesterday - Talked about the ad or product/brand/service with others	953	1.85%	626	1.59%	86
TV Ad Yesterday - Commented on the ad or product/brand/service on social media	148	0.29%	89	0.23%	79
TV Ad Yesterday - Recommended the advertised product/brand/service	227	0.44%	100	0.25%	57
TV - When Last Time Action Taken - Past Week					
TV Ad Past Week - Searched online for a product/brand/service	7,251	14.10%	4,708	11.93%	85
TV Ad Past Week - Purchased a product/brand/service	3,301	6.42%	1,432	3.63%	57
TV Ad Past Week - Downloaded a coupon	1,308	2.54%	1,124	2.85%	112
TV Ad Past Week - Used a coupon	1,787	3.48%	1,020	2.59%	74
TV Ad Past Week - Visited a retail/restaurant location	2,250	4.38%	1,280	3.25%	74
TV Ad Past Week - Attended an event (movie/theatre/show)	1,721	3.35%	1,161	2.94%	88
TV Ad Past Week - Talked about the ad or product/brand/service with others	5,215	10.14%	3,666	9.29%	92
TV Ad Past Week - Commented on the ad or product/brand/service on social media	774	1.51%	511	1.30%	86
TV Ad Past Week - Recommended the advertised product/brand/service	1,009	1.96%	517	1.31%	67
TV - When Last Time Action Taken - Past Month					
TV Ad Past Month - Searched online for a product/brand/service	14,607	28.41%	10,958	27.77%	98
TV Ad Past Month - Purchased a product/brand/service	6,469	12.58%	4,225	10.71%	85
TV Ad Past Month - Downloaded a coupon	3,810	7.41%	3,094	7.84%	106
TV Ad Past Month - Used a coupon	3,224	6.27%	1,873	4.75%	76
TV Ad Past Month - Visited a retail/restaurant location	6,253	12.16%	4,130	10.46%	86
TV Ad Past Month - Attended an event (movie/theatre/show)	7,161	13.93%	5,085	12.89%	93
TV Ad Past Month - Talked about the ad or product/brand/service with others	7,747	15.07%	5,651	14.32%	95

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
TV Ad Past Month - Commented on the ad or product/brand/service on social media	1,649	3.21%	1,065	2.70%	84
TV Ad Past Month - Recommended the advertised product/brand/service	1,698	3.30%	945	2.40%	73
TV Program Types Watched in Past Month - Any					
TV Any - Animated Series for Adults	16,061	31.23%	9,948	25.21%	81
TV Any - Business News	22,854	44.44%	17,528	44.42%	100
TV Any - Children's Cartoons	12,362	24.04%	8,222	20.84%	87
TV Any - Cooking Shows	27,776	54.01%	19,396	49.15%	91
TV Any - DIY	18,925	36.80%	14,207	36.00%	98
TV Any - Documentaries/Biographies	35,113	68.28%	23,715	60.10%	88
TV Any - Entertainment News	19,506	37.93%	13,362	33.86%	89
TV Any - Factual Entertainment	15,132	29.42%	9,978	25.28%	86
TV Any - Family Dramas/Serial Dramas	30,973	60.23%	22,397	56.75%	94
TV Any - Game Shows	18,869	36.69%	13,122	33.25%	91
TV Any - Home Improvement (Gardening/Home Decor)	19,809	38.52%	15,460	39.18%	102
TV Any - Movies	42,685	83.00%	29,974	75.95%	92
TV Any - Music Video	12,808	24.91%	8,379	21.23%	85
TV Any - Nature/Animal Shows	24,385	47.42%	17,577	44.54%	94
TV Any - News/Current Affairs	36,330	70.65%	27,792	70.43%	100
TV Any - Paranormal	10,703	20.81%	5,849	14.82%	71
TV Any - Reality TV	19,535	37.99%	13,624	34.52%	91
TV Any - Religion	7,338	14.27%	4,552	11.53%	81
TV Any - Science Fiction/Fantasy Dramas	20,659	40.17%	14,072	35.66%	89
TV Any - Sitcoms (Situation Comedies)	28,409	55.24%	19,257	48.80%	88
TV Any - Soap Operas	9,036	17.57%	6,417	16.26%	93
TV Any - Sports	24,961	48.54%	17,833	45.19%	93
TV Any - Sportsnews/Talk	10,908	21.21%	7,260	18.40%	87
TV Any - Stand-Up/Sketch Comedy	19,026	37.00%	11,852	30.03%	81
TV Any - Suspense/Crime Dramas	31,057	60.39%	22,773	57.71%	96
TV Any - Talk Shows - Daytime	13,191	25.65%	8,486	21.50%	84
TV Any - Talk Shows - Late Night	17,006	33.07%	11,279	28.58%	86
TV Any - Teen Dramas	9,196	17.88%	5,420	13.74%	77
TV Any - Travel and Tourism	18,558	36.09%	12,250	31.04%	86
TV Any - Variety/Specials	16,596	32.27%	11,506	29.16%	90
TV Program Types Watched in Past Month - Once in a While					
TV Occasionally - Animated Series for Adults	11,318	22.01%	7,151	18.12%	82
TV Occasionally - Business News	14,307	27.82%	9,389	23.79%	86
TV Occasionally - Children's Cartoons	8,345	16.23%	5,866	14.86%	92
TV Occasionally - Cooking Shows	19,575	38.06%	13,810	35.00%	92
TV Occasionally - DIY	13,592	26.43%	10,006	25.36%	96
TV Occasionally - Documentaries/Biographies	20,525	39.91%	14,234	36.07%	90
TV Occasionally - Entertainment News	14,922	29.02%	10,354	26.24%	90
TV Occasionally - Factual Entertainment	9,772	19.00%	6,054	15.34%	81

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	Value	Percent	Value	Percent	Index
TV Occasionally - Family Dramas/Serial Dramas	12,172	23.67%	8,665	21.96%	93
TV Occasionally - Game Shows	13,360	25.98%	9,630	24.40%	94
TV Occasionally - Home Improvement (Gardening/Home Decor)	13,142	25.55%	9,632	24.41%	96
TV Occasionally - Movies	16,641	32.36%	11,852	30.03%	93
TV Occasionally - Music Video	7,985	15.53%	5,504	13.95%	90
TV Occasionally - Nature/Animal Shows	16,791	32.65%	12,430	31.50%	96
TV Occasionally - News/Current Affairs	10,297	20.02%	7,504	19.02%	95
TV Occasionally - Paranormal	8,610	16.74%	4,873	12.35%	74
TV Occasionally - Reality TV	12,000	23.34%	8,632	21.87%	94
TV Occasionally - Religion	5,572	10.84%	3,509	8.89%	82
TV Occasionally - Science Fiction/Fantasy Dramas	10,847	21.09%	7,128	18.06%	86
TV Occasionally - Sitcoms (Situation Comedies)	13,580	26.41%	9,495	24.06%	91
TV Occasionally - Soap Operas	6,135	11.93%	4,023	10.20%	85
TV Occasionally - Sports	11,333	22.04%	6,515	16.51%	75
TV Occasionally - Sportsnews/Talk	6,592	12.82%	3,882	9.84%	77
TV Occasionally - Stand-Up/Sketch Comedy	13,546	26.34%	8,972	22.74%	86
TV Occasionally - Suspense/Crime Dramas	10,717	20.84%	7,580	19.21%	92
TV Occasionally - Talk Shows - Daytime	9,656	18.78%	5,911	14.98%	80
TV Occasionally - Talk Shows - Late Night	11,988	23.31%	7,548	19.13%	82
TV Occasionally - Teen Dramas	6,541	12.72%	3,884	9.84%	77
TV Occasionally - Travel and Tourism	13,537	26.32%	8,994	22.79%	87
TV Occasionally - Variety/Specials	12,070	23.47%	8,213	20.81%	89
TV Program Types Watched in Past Month - Frequently					
TV Frequently - Animated Series for Adults	4,743	9.22%	2,797	7.09%	77
TV Frequently - Business News	8,547	16.62%	8,139	20.62%	124
TV Frequently - Children's Cartoons	4,016	7.81%	2,356	5.97%	76
TV Frequently - Cooking Shows	8,201	15.95%	5,587	14.16%	89
TV Frequently - DIY	5,333	10.37%	4,201	10.65%	103
TV Frequently - Documentaries/Biographies	14,588	28.37%	9,481	24.03%	85
TV Frequently - Entertainment News	4,583	8.91%	3,008	7.62%	86
TV Frequently - Factual Entertainment	5,359	10.42%	3,924	9.94%	95
TV Frequently - Family Dramas/Serial Dramas	18,801	36.56%	13,732	34.80%	95
TV Frequently - Game Shows	5,509	10.71%	3,492	8.85%	83
TV Frequently - Home Improvement (Gardening/Home Decor)	6,667	12.97%	5,828	14.77%	114
TV Frequently - Movies	26,045	50.65%	18,122	45.92%	91
TV Frequently - Music Video	4,823	9.38%	2,875	7.28%	78
TV Frequently - Nature/Animal Shows	7,594	14.77%	5,147	13.04%	88
TV Frequently - News/Current Affairs	26,033	50.62%	20,288	51.41%	102
TV Frequently - Paranormal	2,093	4.07%	976	2.47%	61
TV Frequently - Reality TV	7,535	14.65%	4,993	12.65%	86
TV Frequently - Religion	1,766	3.43%	1,043	2.64%	77
TV Frequently - Science Fiction/Fantasy Dramas	9,812	19.08%	6,944	17.60%	92
TV Frequently - Sitcoms (Situation Comedies)	14,830	28.84%	9,762	24.74%	86
TV Frequently - Soap Operas	2,902	5.64%	2,394	6.07%	108

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	Value	Percent	Value	Percent	Index
TV Frequently - Sports	13,628	26.50%	11,319	28.68%	108
TV Frequently - Sportsnews/Talk	4,316	8.39%	3,378	8.56%	102
TV Frequently - Stand-Up/Sketch Comedy	5,480	10.66%	2,880	7.30%	68
TV Frequently - Suspense/Crime Dramas	20,340	39.55%	15,193	38.50%	97
TV Frequently - Talk Shows - Daytime	3,535	6.87%	2,575	6.53%	95
TV Frequently - Talk Shows - Late Night	5,018	9.76%	3,731	9.46%	97
TV Frequently - Teen Dramas	2,655	5.16%	1,536	3.89%	75
TV Frequently - Travel and Tourism	5,021	9.76%	3,256	8.25%	85
TV Frequently - Variety/Specials	4,526	8.80%	3,293	8.35%	95
TV Sports Watch in Season per Month - Auto Racing - NASCAR Races					
NASCAR Races - 1+ Times Per Month	5,051	9.82%	4,371	11.08%	113
NASCAR Races - Occasionally 1-3 Times	4,352	8.46%	3,784	9.59%	113
NASCAR Races - Frequently 4+ Times	700	1.36%	587	1.49%	110
TV Sports Watch in Season per Month - Auto Racing - Formula 1 Races					
Formula 1 Races - 1+ Times Per Month	6,089	11.84%	4,744	12.02%	102
Formula 1 Races - Occasionally 1-3 Times	5,315	10.34%	4,086	10.36%	100
Formula 1 Races - Frequently 4+ Times	774	1.51%	658	1.67%	111
TV Sports Watch in Season per Month - Auto Racing - IndyCAR					
IndyCAR - 1+ Times Per Month	3,365	6.54%	2,535	6.42%	98
IndyCAR - Occasionally 1-3 Times	3,002	5.84%	2,231	5.65%	97
IndyCAR - Frequently 4+ Times	363	0.71%	303	0.77%	108
TV Sports Watch in Season per Month - Major League Baseball - Regular Season					
Baseball Regular Season - 1+ Times Per Month	9,121	17.74%	7,451	18.88%	106
Baseball Regular Season - Occasionally 1-3 Times	4,969	9.66%	3,830	9.71%	101
Baseball Regular Season - Frequently 4+ Times	4,152	8.08%	3,621	9.18%	114
TV Sports Watch in Season per Month - Major League Baseball - Playoffs					
Baseball Playoffs - 1+ Times Per Month	13,511	26.27%	10,652	26.99%	103
Baseball Playoffs - Occasionally 1-3 Times	7,036	13.68%	5,390	13.66%	100
Baseball Playoffs - Frequently 4+ Times	6,474	12.59%	5,262	13.33%	106
TV Sports Watch in Season per Month - NBA Basketball - Regular Season					
Basketball Regular Season - 1+ Times Per Month	7,535	14.65%	5,777	14.64%	100
Basketball Regular Season - Occasionally 1-3 Times	4,000	7.78%	3,254	8.25%	106
Basketball Regular Season - Frequently 4+ Times	3,534	6.87%	2,523	6.39%	93
TV Sports Watch in Season per Month - NBA Basketball - Playoffs					
Basketball Playoffs - 1+ Times Per Month	11,675	22.70%	8,425	21.35%	94
Basketball Playoffs - Occasionally 1-3 Times	5,930	11.53%	3,942	9.99%	87
Basketball Playoffs - Frequently 4+ Times	5,745	11.17%	4,483	11.36%	102
TV Sports Watch in Season per Month - Boxing					
Boxing - 1+ Times Per Month	4,284	8.33%	2,332	5.91%	71
Boxing - Occasionally 1-3 Times	3,854	7.50%	2,128	5.39%	72
Boxing - Frequently 4+ Times	430	0.84%	204	0.52%	62
TV Sports Watch in Season per Month - Curling					
Curling - 1+ Times Per Month	7,606	14.79%	5,702	14.45%	98
Curling - Occasionally 1-3 Times	5,837	11.35%	4,146	10.51%	93

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Curling - Frequently 4+ Times	1,769	3.44%	1,556	3.94%	115
TV Sports Watch in Season per Month - Cycling					
Cycling - 1+ Times Per Month	4,213	8.19%	3,293	8.34%	102
Cycling - Occasionally 1-3 Times	2,969	5.77%	2,446	6.20%	107
Cycling - Frequently 4+ Times	1,244	2.42%	846	2.15%	89
TV Sports Watch in Season per Month - Cricket					
Cricket - 1+ Times Per Month	2,625	5.10%	1,549	3.93%	77
Cricket - Occasionally 1-3 Times	1,903	3.70%	1,234	3.13%	85
Cricket - Frequently 4+ Times	722	1.40%	314	0.80%	57
TV Sports Watch in Season per Month - Extreme Sports					
Extreme Sports - 1+ Times Per Month	3,854	7.49%	2,889	7.32%	98
Extreme Sports - Occasionally 1-3 Times	2,955	5.75%	2,073	5.25%	91
Extreme Sports - Frequently 4+ Times	899	1.75%	816	2.07%	118
TV Sports Watch in Season per Month - Figure Skating					
Figure Skating - 1+ Times Per Month	9,030	17.56%	6,206	15.73%	90
Figure Skating - Occasionally 1-3 Times	6,976	13.57%	4,639	11.76%	87
Figure Skating - Frequently 4+ Times	2,054	3.99%	1,567	3.97%	99
TV Sports Watch in Season per Month - CFL Football - Regular Season					
CFL Football Regular Season - 1+ Times Per Month	12,658	24.61%	10,074	25.53%	104
CFL Football Regular Season - Occasionally 1-3 Times	6,733	13.09%	5,748	14.57%	111
CFL Football Regular Season - Frequently 4+ Times	5,924	11.52%	4,325	10.96%	95
TV Sports Watch in Season per Month - CFL Football - Playoffs					
CFL Football Playoffs - 1+ Times Per Month	14,595	28.38%	11,291	28.61%	101
CFL Football Playoffs - Occasionally 1-3 Times	7,295	14.19%	5,711	14.47%	102
CFL Football Playoffs - Frequently 4+ Times	7,300	14.20%	5,581	14.14%	100
TV Sports Watch in Season per Month - NFL Football - Regular Season					
NFL Football Regular Season - 1+ Times Per Month	14,338	27.88%	10,620	26.91%	97
NFL Football Regular Season - Occasionally 1-3 Times	6,064	11.79%	4,186	10.61%	90
NFL Football Regular Season - Frequently 4+ Times	8,274	16.09%	6,434	16.30%	101
TV Sports Watch in Season per Month - NFL Football - Playoffs					
NFL Football Playoffs - 1+ Times Per Month	15,805	30.73%	11,627	29.46%	96
NFL Football Playoffs - Occasionally 1-3 Times	6,297	12.25%	3,479	8.82%	72
NFL Football Playoffs - Frequently 4+ Times	9,507	18.49%	8,148	20.65%	112
TV Sports Watch in Season per Month - Golf					
Golf - 1+ Times Per Month	10,660	20.73%	9,769	24.76%	119
Golf - Occasionally 1-3 Times	7,393	14.38%	6,238	15.81%	110
Golf - Frequently 4+ Times	3,268	6.35%	3,531	8.95%	141
TV Sports Watch in Season per Month - Minor Hockey League					
Minor Hockey League - 1+ Times Per Month	3,311	6.44%	2,538	6.43%	100
Minor Hockey League - Occasionally 1-3 Times	2,830	5.50%	2,165	5.49%	100
Minor Hockey League - Frequently 4+ Times	482	0.94%	373	0.95%	101
TV Sports Watch in Season per Month - NHL Hockey - Regular Season					
Hockey Regular Season - 1+ Times Per Month	20,179	39.24%	13,667	34.63%	88
Hockey Regular Season - Occasionally 1-3 Times	10,137	19.71%	6,724	17.04%	86

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Hockey Regular Season - Frequently 4+ Times	10,041	19.53%	6,943	17.59%	90
TV Sports Watch in Season per Month - NHL Hockey - Playoffs					
Hockey Playoffs - 1+ Times Per Month	23,361	45.43%	17,777	45.05%	99
Hockey Playoffs - Occasionally 1-3 Times	10,869	21.14%	7,559	19.16%	91
Hockey Playoffs - Frequently 4+ Times	12,492	24.29%	10,218	25.89%	107
TV Sports Watch in Season per Month - Mixed Martial Arts					
Martial Arts - 1+ Times Per Month	3,793	7.38%	2,081	5.27%	71
Martial Arts - Occasionally 1-3 Times	2,995	5.82%	1,693	4.29%	74
Martial Arts - Frequently 4+ Times	798	1.55%	389	0.99%	64
TV Sports Watch in Season per Month - Poker					
Poker - 1+ Times Per Month	4,973	9.67%	4,000	10.14%	105
Poker - Occasionally 1-3 Times	4,160	8.09%	3,437	8.71%	108
Poker - Frequently 4+ Times	813	1.58%	563	1.43%	91
TV Sports Watch in Season per Month - Rugby					
Rugby - 1+ Times Per Month	3,775	7.34%	2,419	6.13%	84
Rugby - Occasionally 1-3 Times	3,136	6.10%	2,062	5.23%	86
Rugby - Frequently 4+ Times	639	1.24%	357	0.91%	73
TV Sports Watch in Season per Month - Skiing/Ski - Jumping/Snowboarding					
Skiing/Ski - 1+ Times Per Month	5,463	10.62%	4,492	11.38%	107
Skiing/Ski - Occasionally 1-3 Times	4,754	9.24%	3,808	9.65%	104
Skiing/Ski - Frequently 4+ Times	710	1.38%	684	1.73%	125
TV Sports Watch in Season per Month - Soccer - European					
Soccer European - 1+ Times Per Month	8,516	16.56%	6,177	15.65%	95
Soccer European - Occasionally 1-3 Times	5,402	10.50%	4,051	10.27%	98
Soccer European - Frequently 4+ Times	3,114	6.06%	2,126	5.39%	89
TV Sports Watch in Season per Month - Soccer - Major League					
Soccer Major League - 1+ Times Per Month	7,628	14.83%	4,447	11.27%	76
Soccer Major League - Occasionally 1-3 Times	5,485	10.67%	3,037	7.70%	72
Soccer Major League - Frequently 4+ Times	2,143	4.17%	1,410	3.57%	86
TV Sports Watch in Season per Month - Tennis					
Tennis - 1+ Times Per Month	10,400	20.22%	8,256	20.92%	103
Tennis - Occasionally 1-3 Times	7,152	13.91%	5,211	13.20%	95
Tennis - Frequently 4+ Times	3,248	6.32%	3,045	7.72%	122
TV Sports Watch in Season per Month - Wrestling - Professional					
Wrestling - 1+ Times Per Month	2,786	5.42%	1,374	3.48%	64
Wrestling - Occasionally 1-3 Times	2,156	4.19%	1,077	2.73%	65
Wrestling - Frequently 4+ Times	630	1.23%	297	0.75%	61
TV Sports Watch in Season per Month - Other					
Other - 1+ Times Per Month	3,188	6.20%	2,297	5.82%	94
Other - Occasionally 1-3 Times	2,147	4.17%	1,499	3.80%	91
Other - Frequently 4+ Times	798	1.55%	685	1.74%	112
TV Reception - TV Services Household Receives					
TV Services - Cable	29,048	56.49%	26,084	66.10%	117
TV Services - Fibre Optic	13,719	26.68%	9,460	23.97%	90

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
TV Services - Satellite	1,479	2.88%	1,776	4.50%	156
TV Services - Off-Air Antenna	1,227	2.39%	903	2.29%	96
TV Services - Other	6,183	12.02%	3,881	9.83%	82
Online Viewing (TV/Video) Past 30 Days					
Online Viewing (TV/Video) - Yes	34,571	67.23%	25,034	63.44%	94
Online Viewing (TV/Video) - Time in Past 7 Days					
TV Online - Less than 2 hours	8,942	17.39%	7,577	19.20%	110
TV Online - 2-4 hours	9,372	18.23%	6,955	17.62%	97
TV Online - 5-9 hours	7,720	15.01%	5,160	13.08%	87
TV Online - 10 hours or more	7,590	14.76%	4,609	11.68%	79
Online Viewing (TV/Video) - Devices Used in Past 7 Days					
TV Online - Connected TV / Smart TV	14,476	28.15%	13,127	33.27%	118
TV Online - Game Console (i.e. Xbox, PS4)	4,163	8.09%	2,632	6.67%	82
TV Online - Computer	20,132	39.15%	13,027	33.01%	84
TV Online - Smartphone	14,160	27.54%	11,081	28.08%	102
TV Online - Tablet	8,031	15.62%	6,497	16.46%	105
TV Online - Set Top Box (i.e. Apple TV, Roku)	5,052	9.83%	3,333	8.45%	86
Online Viewing (TV/Video) - Type of Content Watched/Streaming/Downloaded in Past 7 Days					
TV Online - Comedy	13,831	26.90%	8,144	20.64%	77
TV Online - Gaming	4,367	8.49%	2,682	6.80%	80
TV Online - eSports	1,836	3.57%	1,577	4.00%	112
TV Online - Influencers/Youtubers/Bloggers	6,900	13.42%	3,838	9.73%	73
TV Online - Instructional/How To	8,036	15.63%	5,945	15.07%	96
TV Online - Movies	18,265	35.52%	15,264	38.68%	109
TV Online - Music Videos	8,027	15.61%	4,279	10.84%	69
TV Online - News	9,831	19.12%	6,724	17.04%	89
TV Online - Reality TV	3,385	6.58%	2,135	5.41%	82
TV Online - Reviews	2,818	5.48%	1,452	3.68%	67
TV Online - Sports	4,347	8.45%	3,354	8.50%	101
TV Online - Television Programs	15,033	29.23%	11,780	29.85%	102
TV Online - Other	4,860	9.45%	3,457	8.76%	93
Binge Watching - Watched 3+ of the Same Show in One Sitting Past Year					
Binge Watching - Yes	36,613	71.20%	26,753	67.79%	95
Binge Watching - # of Times Watched Past Month					
Binge Watching - Several Times a Week	8,129	15.81%	4,818	12.21%	77
Binge Watching - Once a Week	5,384	10.47%	3,643	9.23%	88
Binge Watching - Several Times in The Past Month	5,665	11.02%	4,360	11.05%	100
Binge Watching - At least Once in The Past Month	12,873	25.03%	9,879	25.03%	100
Television Quintiles					
TV Quintiles - Light	9,424	18.33%	5,630	14.27%	78
TV Quintiles - Medium Light	12,175	23.67%	9,189	23.29%	98
TV Quintiles - Medium	10,877	21.15%	10,031	25.42%	120
TV Quintiles - Medium Heavy	10,364	20.15%	8,087	20.49%	102
TV Quintiles - Heavy	8,586	16.70%	6,526	16.54%	99

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.