

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>Television Quintiles - Total</b>					
Light	10,627	21.94%	7,521	20.89%	95
Medium Light	12,109	25.00%	9,436	26.21%	105
Medium	10,019	20.68%	8,685	24.13%	117
Medium Heavy	5,919	12.22%	3,993	11.09%	91
Heavy	9,773	20.17%	6,363	17.68%	88
<b>Television Quintiles - English</b>					
Light	11,345	23.42%	8,047	22.36%	95
Medium Light	12,280	25.35%	9,627	26.74%	105
Medium	9,748	20.12%	8,821	24.51%	122
Medium Heavy	6,010	12.41%	3,686	10.24%	83
Heavy	9,054	18.69%	5,815	16.15%	86
<b>Television Quintiles - French</b>					
Light	9	0.02%	0	0.00%	0
Medium Light	0	0.00%	0	0.00%	
Medium	0	0.00%	0	0.00%	
Medium Heavy	0	0.00%	0	0.00%	
Heavy	0	0.00%	0	0.00%	
<b>When Last Watched TV</b>					
Yesterday	41,094	84.82%	31,913	88.65%	105
Past Week	44,260	91.36%	33,768	93.81%	103
Past Month	44,806	92.49%	34,348	95.42%	103
Longer Ago	1,470	3.03%	923	2.57%	85
<b>TV Time Spent Weekday</b>					
Less Than 1 Hour	4,565	9.42%	3,481	9.67%	103
1 to 2 Hours	14,309	29.54%	11,275	31.32%	106
2 to 4 Hours	14,528	29.99%	11,621	32.28%	108
4 to 6 Hours	5,636	11.63%	3,919	10.89%	94
More Than 6 Hours	5,222	10.78%	3,472	9.64%	89
<b>TV Time Spent Weekend Day</b>					
Less Than 1 Hour	3,924	8.10%	2,806	7.80%	96
1 to 2 Hours	11,650	24.05%	10,314	28.65%	119
2 to 4 Hours	16,072	33.18%	12,558	34.89%	105
4 to 6 Hours	8,081	16.68%	5,767	16.02%	96
More Than 6 Hours	4,533	9.36%	2,323	6.45%	69
<b>Activities Done While Watching TV</b>					
Browse the internet on a computer	16,432	33.92%	13,942	38.73%	114
Browse the internet on a mobile phone/ tablet	26,389	54.47%	19,774	54.93%	101
Follow or Comment on social media	10,463	21.60%	8,524	23.68%	110
Engage with social media	5,827	12.03%	3,500	9.72%	81
Phone or send text messages to your friends/family	18,850	38.91%	12,037	33.44%	86
Play video games	7,710	15.92%	6,353	17.65%	111
Read magazines	6,610	13.64%	5,396	14.99%	110

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Read daily newspapers	5,192	10.72%	5,490	15.25%	142
Read community newspapers	6,119	12.63%	4,248	11.80%	93
Watch TV on second device	754	1.56%	984	2.73%	175
Listen to radio	1,661	3.43%	1,718	4.77%	139
Other	14,021	28.94%	10,715	29.77%	103
None	7,613	15.71%	5,478	15.22%	97
<b>Actions Taken after Seeing an Ad in</b>					
Searched online for a product/brand/service	10,102	20.85%	6,652	18.48%	89
Purchased a product/brand/service	5,474	11.30%	2,904	8.07%	71
Used a coupon	1,370	2.83%	657	1.83%	65
Visited a retail/restaurant location	3,652	7.54%	1,865	5.18%	69
Attended an event (movie/theatre/show)	4,280	8.84%	2,176	6.05%	68
Talked about the ad or product/brand/service with others	3,883	8.02%	1,664	4.62%	58
Commented on the ad or product/brand/service on social media	464	0.96%	120	0.33%	34
Recommended the advertised product/brand/service	823	1.70%	359	1.00%	59
<b>TV Program Type Past Month</b>					
Animated Series for Adults	16,344	33.74%	10,042	27.90%	83
Business News	18,232	37.63%	17,542	48.73%	129
Children's Cartoons	14,697	30.34%	8,089	22.47%	74
Cooking Shows	26,437	54.57%	17,273	47.98%	88
DIY	17,290	35.69%	11,308	31.41%	88
Documentaries/Biographies	32,132	66.33%	22,928	63.69%	96
Entertainment News	19,896	41.07%	13,810	38.36%	93
Factual Entertainment	18,008	37.17%	12,385	34.41%	93
Family Dramas/Serial Dramas	28,976	59.81%	19,020	52.84%	88
Game Shows	18,565	38.32%	11,349	31.53%	82
Home Improvement (Gardening/Home Décor)	21,843	45.09%	14,172	39.37%	87
Movies	40,600	83.80%	29,706	82.52%	98
Music Video	13,399	27.66%	8,417	23.38%	85
Nature/Animal Shows	23,326	48.15%	14,858	41.28%	86
News/Current Affairs	32,224	66.52%	26,305	73.08%	110
Paranormal	11,149	23.01%	5,987	16.63%	72
Reality TV	18,301	37.78%	11,213	31.15%	82
Religion	7,088	14.63%	3,527	9.80%	67
Science Fiction/Fantasy Dramas	20,548	42.41%	13,000	36.11%	85
Sitcoms (Situation Comedies)	26,746	55.21%	18,184	50.52%	92
Soap Operas	9,385	19.37%	6,278	17.44%	90
Sports	23,501	48.51%	18,433	51.21%	106
Sportsnews/Talk	9,001	18.58%	5,999	16.67%	90
Stand-Up/Sketch Comedy	15,453	31.90%	9,558	26.55%	83
Suspense/Crime Dramas	26,317	54.32%	16,874	46.87%	86
Talk Shows - Daytime	9,837	20.30%	6,323	17.57%	87
Talk Shows - Late Night	15,606	32.21%	13,251	36.81%	114
Teen Dramas	7,141	14.74%	4,414	12.26%	83

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Travel and Tourism	17,495	36.11%	11,231	31.20%	86
Variety/Specials	16,032	33.09%	9,269	25.75%	78
<b>TV Program Type Past Month - Once in a While</b>					
Animated Series for Adults	11,972	24.71%	7,691	21.37%	86
Business News	9,984	20.61%	9,747	27.08%	131
Children's Cartoons	9,016	18.61%	5,011	13.92%	75
Cooking Shows	16,167	33.37%	11,816	32.82%	98
DIY	11,340	23.41%	8,356	23.21%	99
Documentaries/Biographies	18,861	38.93%	14,909	41.42%	106
Entertainment News	14,473	29.87%	10,164	28.24%	95
Factual Entertainment	11,245	23.21%	7,920	22.00%	95
Family Dramas/Serial Dramas	11,494	23.72%	8,554	23.76%	100
Game Shows	13,233	27.31%	8,928	24.80%	91
Home Improvement (Gardening/Home Décor)	12,970	26.77%	8,192	22.76%	85
Movies	15,619	32.24%	12,240	34.00%	105
Music Video	9,462	19.53%	6,380	17.72%	91
Nature/Animal Shows	14,173	29.25%	9,460	26.28%	90
News/Current Affairs	9,297	19.19%	6,804	18.90%	98
Paranormal	9,228	19.05%	5,595	15.54%	82
Reality TV	10,585	21.85%	6,865	19.07%	87
Religion	5,468	11.29%	2,723	7.57%	67
Science Fiction/Fantasy Dramas	10,654	21.99%	6,834	18.98%	86
Sitcoms (Situation Comedies)	10,433	21.53%	7,881	21.89%	102
Soap Operas	6,242	12.88%	3,754	10.43%	81
Sports	10,610	21.90%	7,795	21.65%	99
Sportsnews/Talk	5,833	12.04%	3,999	11.11%	92
Stand-Up/Sketch Comedy	11,514	23.77%	8,594	23.87%	100
Suspense/Crime Dramas	11,589	23.92%	8,228	22.86%	96
Talk Shows - Daytime	7,962	16.44%	5,139	14.28%	87
Talk Shows - Late Night	9,186	18.96%	6,909	19.19%	101
Teen Dramas	5,540	11.44%	3,022	8.40%	73
Travel and Tourism	12,400	25.60%	7,829	21.75%	85
Variety/Specials	12,212	25.21%	7,691	21.36%	85
<b>TV Program Type Past Month - Frequently</b>					
Animated Series for Adults	4,096	8.45%	1,955	5.43%	64
Business News	9,159	18.91%	8,193	22.76%	120
Children's Cartoons	5,918	12.22%	3,549	9.86%	81
Cooking Shows	9,866	20.37%	5,601	15.56%	76
DIY	5,702	11.77%	3,535	9.82%	83
Documentaries/Biographies	13,335	27.52%	8,776	24.38%	89
Entertainment News	5,023	10.37%	3,431	9.53%	92
Factual Entertainment	6,570	13.56%	4,041	11.23%	83
Family Dramas/Serial Dramas	17,141	35.38%	10,358	28.77%	81
Game Shows	5,738	11.84%	2,981	8.28%	70

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Home Improvement (Gardening/Home Décor)	8,014	16.54%	5,711	15.86%	96
Movies	25,009	51.62%	17,472	48.54%	94
Music Video	4,291	8.86%	1,846	5.13%	58
Nature/Animal Shows	9,345	19.29%	5,833	16.20%	84
News/Current Affairs	22,589	46.63%	19,547	54.30%	116
Paranormal	2,608	5.38%	928	2.58%	48
Reality TV	7,208	14.88%	3,520	9.78%	66
Religion	1,184	2.44%	317	0.88%	36
Science Fiction/Fantasy Dramas	10,578	21.83%	6,735	18.71%	86
Sitcoms (Situation Comedies)	16,072	33.18%	9,660	26.83%	81
Soap Operas	2,919	6.03%	1,855	5.15%	85
Sports	12,841	26.51%	10,772	29.92%	113
Sportsnews/Talk	3,541	7.31%	2,217	6.16%	84
Stand-Up/Sketch Comedy	3,963	8.18%	1,851	5.14%	63
Suspense/Crime Dramas	14,660	30.26%	8,729	24.25%	80
Talk Shows - Daytime	1,961	4.05%	1,596	4.43%	109
Talk Shows - Late Night	6,302	13.01%	5,434	15.10%	116
Teen Dramas	1,611	3.33%	954	2.65%	80
Travel and Tourism	5,399	11.14%	4,072	11.31%	102
Variety/Specials	2,758	5.69%	1,375	3.82%	67
<b>TV Sports in Season per Month - Auto Racing-NASCAR Races</b>					
1+ Times Per Month	4,696	9.69%	3,408	9.47%	98
Occasionally 1-3 Times	4,040	8.34%	2,530	7.03%	84
Frequently 4+ Times	551	1.14%	415	1.15%	101
<b>TV Sports in Season per Month - Auto Racing-Formula 1 Races</b>					
1+ Times Per Month	5,616	11.59%	5,399	15.00%	129
Occasionally 1-3 Times	4,890	10.09%	5,204	14.46%	143
Frequently 4+ Times	793	1.64%	595	1.65%	101
<b>TV Sports in Season per Month - Auto Racing-IndyCAR</b>					
1+ Times Per Month	3,758	7.76%	2,305	6.40%	82
Occasionally 1-3 Times	2,794	5.77%	1,742	4.84%	84
Frequently 4+ Times	148	0.31%	144	0.40%	129
<b>TV Sports in Season per Month - Major League Baseball-Regular Season</b>					
1+ Times Per Month	8,082	16.68%	6,535	18.16%	109
Occasionally 1-3 Times	5,240	10.82%	4,368	12.13%	112
Frequently 4+ Times	3,133	6.47%	2,440	6.78%	105
<b>TV Sports in Season per Month - Major League Baseball-Playoffs</b>					
1+ Times Per Month	10,921	22.54%	9,715	26.99%	120
Occasionally 1-3 Times	5,029	10.38%	4,363	12.12%	117
Frequently 4+ Times	5,473	11.30%	4,892	13.59%	120
<b>TV Sports in Season per Month - NBA Basketball-Regular Season</b>					
1+ Times Per Month	6,898	14.24%	5,241	14.56%	102
Occasionally 1-3 Times	4,720	9.74%	3,103	8.62%	89
Frequently 4+ Times	1,742	3.60%	1,305	3.63%	101

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>TV Sports in Season per Month - NBA Basketball-Playoffs</b>					
1+ Times Per Month	7,629	15.75%	6,049	16.81%	107
Occasionally 1-3 Times	4,039	8.34%	3,400	9.45%	113
Frequently 4+ Times	4,000	8.26%	2,636	7.32%	89
<b>TV Sports in Season per Month - Boxing</b>					
1+ Times Per Month	4,284	8.84%	2,212	6.15%	70
Occasionally 1-3 Times	3,705	7.65%	2,048	5.69%	74
Frequently 4+ Times	578	1.19%	303	0.84%	71
<b>TV Sports in Season per Month - Curling</b>					
1+ Times Per Month	6,114	12.62%	4,615	12.82%	102
Occasionally 1-3 Times	4,018	8.29%	3,064	8.51%	103
Frequently 4+ Times	1,796	3.71%	1,494	4.15%	112
<b>TV Sports in Season per Month - Cycling</b>					
1+ Times Per Month	3,420	7.06%	2,437	6.77%	96
Occasionally 1-3 Times	2,843	5.87%	1,734	4.82%	82
Frequently 4+ Times	723	1.49%	1,032	2.87%	193
<b>TV Sports in Season per Month - Cricket</b>					
1+ Times Per Month	2,712	5.60%	1,611	4.47%	80
Occasionally 1-3 Times	1,836	3.79%	1,241	3.45%	91
Frequently 4+ Times	1,068	2.20%	255	0.71%	32
<b>TV Sports in Season per Month - Extreme Sports</b>					
1+ Times Per Month	5,168	10.67%	3,395	9.43%	88
Occasionally 1-3 Times	4,201	8.67%	2,905	8.07%	93
Frequently 4+ Times	1,127	2.33%	564	1.57%	67
<b>TV Sports in Season per Month - Figure Skating</b>					
1+ Times Per Month	10,198	21.05%	7,514	20.87%	99
Occasionally 1-3 Times	8,403	17.35%	6,178	17.16%	99
Frequently 4+ Times	1,577	3.26%	1,148	3.19%	98
<b>TV Sports in Season per Month - CFL Football-Regular Season</b>					
1+ Times Per Month	9,418	19.44%	8,131	22.59%	116
Occasionally 1-3 Times	5,919	12.22%	4,864	13.51%	111
Frequently 4+ Times	3,977	8.21%	3,707	10.30%	125
<b>TV Sports in Season per Month - CFL Football-Playoffs</b>					
1+ Times Per Month	11,657	24.06%	10,406	28.91%	120
Occasionally 1-3 Times	7,210	14.88%	6,593	18.32%	123
Frequently 4+ Times	4,617	9.53%	3,559	9.89%	104
<b>TV Sports in Season per Month - NFL Football-Regular Season</b>					
1+ Times Per Month	11,002	22.71%	8,242	22.90%	101
Occasionally 1-3 Times	6,254	12.91%	4,342	12.06%	93
Frequently 4+ Times	4,663	9.62%	3,640	10.11%	105
<b>TV Sports in Season per Month - NFL Football-Playoffs</b>					
1+ Times Per Month	12,610	26.03%	9,847	27.35%	105
Occasionally 1-3 Times	7,296	15.06%	5,522	15.34%	102
Frequently 4+ Times	5,343	11.03%	3,708	10.30%	93

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
	<b>TV Sports in Season per Month - Golf</b>				
1+ Times Per Month	9,506	19.62%	8,499	23.61%	120
Occasionally 1-3 Times	5,479	11.31%	4,399	12.22%	108
Frequently 4+ Times	2,933	6.05%	3,287	9.13%	151
<b>TV Sports in Season per Month - Minor Hockey League</b>					
1+ Times Per Month	4,088	8.44%	1,986	5.52%	65
Occasionally 1-3 Times	4,103	8.47%	1,744	4.84%	57
Frequently 4+ Times	424	0.88%	343	0.95%	108
<b>TV Sports in Season per Month - NHL Hockey-Regular Season</b>					
1+ Times Per Month	16,135	33.30%	12,812	35.59%	107
Occasionally 1-3 Times	9,721	20.07%	7,972	22.15%	110
Frequently 4+ Times	5,956	12.29%	4,355	12.10%	98
<b>TV Sports in Season per Month - NHL Hockey-Playoffs</b>					
1+ Times Per Month	19,420	40.09%	15,798	43.89%	109
Occasionally 1-3 Times	10,498	21.67%	7,641	21.23%	98
Frequently 4+ Times	9,187	18.96%	7,088	19.69%	104
<b>TV Sports in Season per Month - Mixed Martial Arts</b>					
1+ Times Per Month	6,310	13.02%	3,149	8.75%	67
Occasionally 1-3 Times	4,340	8.96%	2,533	7.04%	79
Frequently 4+ Times	2,124	4.38%	552	1.53%	35
<b>TV Sports in Season per Month - Poker</b>					
1+ Times Per Month	4,828	9.97%	2,753	7.65%	77
Occasionally 1-3 Times	4,305	8.89%	2,713	7.54%	85
Frequently 4+ Times	570	1.18%	268	0.74%	63
<b>TV Sports in Season per Month - Rugby</b>					
1+ Times Per Month	4,948	10.21%	3,737	10.38%	102
Occasionally 1-3 Times	3,721	7.68%	2,342	6.51%	85
Frequently 4+ Times	1,419	2.93%	1,900	5.28%	180
<b>TV Sports in Season per Month - Skiing/Ski-Jumping/Snowboarding</b>					
1+ Times Per Month	7,185	14.83%	5,143	14.29%	96
Occasionally 1-3 Times	6,054	12.50%	4,757	13.22%	106
Frequently 4+ Times	982	2.03%	527	1.46%	72
<b>TV Sports in Season per Month - Soccer - European</b>					
1+ Times Per Month	10,040	20.72%	7,947	22.08%	107
Occasionally 1-3 Times	5,515	11.38%	4,338	12.05%	106
Frequently 4+ Times	4,588	9.47%	4,495	12.49%	132
<b>TV Sports in Season per Month - Soccer - Major League</b>					
1+ Times Per Month	9,565	19.74%	8,049	22.36%	113
Occasionally 1-3 Times	6,226	12.85%	6,603	18.34%	143
Frequently 4+ Times	3,252	6.71%	2,110	5.86%	87
<b>TV Sports in Season per Month - Tennis</b>					
1+ Times Per Month	10,898	22.49%	9,884	27.46%	122
Occasionally 1-3 Times	6,188	12.77%	5,337	14.83%	116
Frequently 4+ Times	4,887	10.09%	4,784	13.29%	132

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>TV Sports in Season per Month - Wrestling-Professional</b>					
1+ Times Per Month	3,986	8.23%	1,706	4.74%	58
Occasionally 1-3 Times	1,890	3.90%	909	2.53%	65
Frequently 4+ Times	1,393	2.88%	432	1.20%	42
<b>TV Reception - Hhld. Receives</b>					
Cable	32,516	67.12%	25,844	71.79%	107
Fibre Optic	9,640	19.90%	7,362	20.45%	103
Satellite	1,421	2.93%	2,945	8.18%	279
Off-Air Antenna	1,050	2.17%	549	1.53%	71
Watch TV on Internet/Online	19,104	39.43%	11,042	30.68%	78
Other	1,282	2.65%	732	2.03%	77
<b>Online Viewing (TV/Video) - Personally Watched Past Month</b>	34,648	71.52%	24,108	66.97%	94
<b>Online Viewing (TV/Video) - Time Spent Past Week</b>					
Less than 2 hours	11,911	24.59%	8,961	24.89%	101
2-4 hours	9,826	20.28%	6,476	17.99%	89
5-9 hours	6,624	13.67%	4,340	12.06%	88
10 hours or more	5,157	10.64%	3,407	9.47%	89
<b>Online Viewing (TV/Video) - Devices Used Past Week</b>					
Connected TV / Smart TV	13,121	27.08%	10,101	28.06%	104
Game Console (i.e. Xbox, PS4)	3,616	7.46%	1,443	4.01%	54
Computer	21,523	44.43%	15,487	43.02%	97
Smartphone	15,346	31.68%	9,483	26.34%	83
Tablet	9,090	18.76%	5,762	16.01%	85
Set Top Box (i.e. Apple TV, Roku)	4,929	10.18%	4,223	11.73%	115
<b>Online Viewing (TV/Video) - Type Past Week</b>					
Movies	19,790	40.85%	14,504	40.29%	99
Music Videos	7,865	16.23%	4,554	12.65%	78
News	10,304	21.27%	8,772	24.37%	115
Sports	5,830	12.03%	4,614	12.82%	107
Television Programs	19,439	40.13%	12,856	35.71%	89
Celebrity Shows	1,397	2.88%	1,153	3.20%	111
Instructional	6,319	13.04%	4,267	11.85%	91
Other	4,687	9.68%	3,425	9.52%	98
<b>Binge Watching - Personally Watched 3+ of the Same Show in One Sitting Past Year</b>	30,080	62.09%	19,783	54.96%	89
<b>Binge Watching - # of Times Watched Past Month</b>					
Several Times a Week	4,074	8.41%	2,434	6.76%	80
Once a Week	6,273	12.95%	3,177	8.83%	68
Several Times in the Past Month	3,972	8.20%	2,375	6.60%	80
At least Once in the Past Month	12,202	25.19%	8,876	24.66%	98



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.