

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	50,884		39,095		
Websites/Apps - Business/Finance Past Month					
Business/Finance - Bloomberg	2,163	4.25%	1,524	3.90%	92
Business/Finance - BNN Business News Network	3,202	6.29%	2,939	7.52%	120
Business/Finance - Business Insider	1,100	2.16%	931	2.38%	110
Business/Finance - Canadian Business	1,499	2.95%	1,261	3.23%	109
Business/Finance - Financialpost.com	2,378	4.67%	1,819	4.65%	100
Business/Finance - Forbes	1,787	3.51%	2,198	5.62%	160
Business/Finance - Globeinvestor	870	1.71%	1,152	2.95%	173
Business/Finance - MoneySense	1,020	2.00%	881	2.25%	113
Business/Finance - MSN Money	490	0.96%	396	1.01%	105
Business/Finance - Yahoo Finance	2,934	5.77%	3,651	9.34%	162
Business/Finance - Other Finance/Business Business/Finance/Apps	16,483	32.39%	11,990	30.67%	95
Websites/Apps - Email					
Email - Gmail	31,700	62.30%	23,460	60.01%	96
Email - Outlook	22,313	43.85%	18,122	46.36%	106
Email - Yahoo Mail	7,820	15.37%	6,121	15.66%	102
Email - Other Email	17,011	33.43%	13,185	33.73%	101
Websites/Apps - Entertainment/News/Weather Past Month					
Entertainment/News/Weather - BBC.com	7,020	13.80%	5,226	13.37%	97
Entertainment/News/Weather - Canada.com	956	1.88%	537	1.37%	73
Entertainment/News/Weather - Canoe	332	0.65%	166	0.42%	65
Entertainment/News/Weather - CBC.ca (Entertainment/News/Sports)	15,544	30.55%	11,287	28.87%	95
Entertainment/News/Weather - CBC.ca/Entertainment	10,211	20.07%	7,161	18.32%	91
Entertainment/News/Weather - CBC.ca/News	12,279	24.13%	8,846	22.63%	94
Entertainment/News/Weather - Cineplex	10,757	21.14%	6,816	17.44%	82
Entertainment/News/Weather - Citytv.com	802	1.58%	276	0.71%	45
Entertainment/News/Weather - Citynews	1,645	3.23%	1,438	3.68%	114
Entertainment/News/Weather - Club Illico	127	0.25%	243	0.62%	248
Entertainment/News/Weather - CNN	6,640	13.05%	4,676	11.96%	92
Entertainment/News/Weather - CTV.ca	5,562	10.93%	3,627	9.28%	85
Entertainment/News/Weather - CTVNews	8,988	17.66%	6,758	17.29%	98
Entertainment/News/Weather - HuffPost Canada	5,182	10.18%	3,168	8.10%	80
Entertainment/News/Weather - HuffPost Quebec	69	0.14%	51	0.13%	93
Entertainment/News/Weather - ici.Radio-Canada	272	0.54%	313	0.80%	148
Entertainment/News/Weather - ici.Radio-Canada/Info	355	0.70%	381	0.98%	140
Entertainment/News/Weather - Illico	0	0.00%	0	0.00%	
Entertainment/News/Weather - La Presse	0	0.00%	0	0.00%	
Entertainment/News/Weather - MSN News	1,872	3.68%	1,186	3.03%	82
Entertainment/News/Weather - New York Times	5,184	10.19%	5,188	13.27%	130
Entertainment/News/Weather - Netflix	24,298	47.75%	19,408	49.64%	104
Entertainment/News/Weather - The Guardian	4,491	8.83%	3,050	7.80%	88

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Entertainment/News/Weather - The Weather Channel	8,767	17.23%	7,534	19.27%	112
Entertainment/News/Weather - TOU.tv	37	0.07%	37	0.10%	143
Entertainment/News/Weather - TVA Canoe.ca	19	0.04%	12	0.03%	75
Entertainment/News/Weather - TVA Nouvelles	9	0.02%	7	0.02%	100
Entertainment/News/Weather - Videos.tva.ca	41	0.08%	6	0.02%	25
Entertainment/News/Weather - Yahoo News	3,494	6.87%	2,398	6.13%	89
Entertainment/News/Weather - YouTube	27,333	53.72%	19,629	50.21%	93
Entertainment/News/Weather - Other Entertainment	9,574	18.82%	5,686	14.54%	77
Entertainment/News/Weather - Other News/Weather	35,137	69.05%	27,055	69.20%	100
Websites/Apps - Lifestyle/Fashion					
Lifestyle/Fashion - Allrecipes.com	11,075	21.77%	9,242	23.64%	109
Lifestyle/Fashion - Cottage Life	1,222	2.40%	523	1.34%	56
Lifestyle/Fashion - Flare	230	0.45%	169	0.43%	96
Lifestyle/Fashion - Food Network	7,761	15.25%	6,190	15.83%	104
Lifestyle/Fashion - GQ	427	0.84%	307	0.79%	94
Lifestyle/Fashion - Harper's Bazaar	422	0.83%	225	0.58%	70
Lifestyle/Fashion - HGTV	2,593	5.10%	2,338	5.98%	117
Lifestyle/Fashion - MSN Food & Drink	225	0.44%	143	0.37%	84
Lifestyle/Fashion - MSN Lifestyle	871	1.71%	524	1.34%	78
Lifestyle/Fashion - MSN Health & Fitness	720	1.42%	661	1.69%	119
Lifestyle/Fashion - The Kit	118	0.23%	104	0.27%	117
Lifestyle/Fashion - Travel+Escape	1,454	2.86%	1,197	3.06%	107
Lifestyle/Fashion - Vogue	630	1.24%	489	1.25%	101
Lifestyle/Fashion - Other Lifestyle/Fashion Website/Apps	3,164	6.22%	2,435	6.23%	100
Websites/Apps - Portals					
Portals - AOL	794	1.56%	547	1.40%	90
Portals - MSN	5,783	11.37%	3,459	8.85%	78
Portals - Yahoo	9,980	19.61%	7,428	19.00%	97
Portals - Other Portals	6,883	13.53%	3,672	9.39%	69
Websites/Apps - Search Past Month					
Search - Canada411	5,569	10.95%	5,152	13.18%	120
Search - Google	34,521	67.84%	27,654	70.74%	104
Search - Yahoo Search	4,137	8.13%	3,417	8.74%	108
Search - Yelp	2,725	5.36%	2,706	6.92%	129
Search - Other Search Search/Apps	16,620	32.66%	12,278	31.41%	96
Websites/Apps - Shopping Past Month					
Shopping - Craigslist	15,136	29.75%	8,739	22.35%	75
Shopping - eBay	9,609	18.88%	7,741	19.80%	105
Shopping - Groupon	6,843	13.45%	5,437	13.91%	103
Shopping - LCBO.com	60	0.12%	63	0.16%	133
Shopping - Shop.ca	453	0.89%	277	0.71%	80
Shopping - TSC-Todays Shopping Choice (was The Shopping Channel)	792	1.56%	593	1.52%	97
Shopping - Wayfair	4,314	8.48%	3,886	9.94%	117

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Shopping - Other Shopping Shopping/Apps	11,449	22.50%	9,410	24.07%	107
Websites/Apps - Sports Past Month					
Sports - CBC.ca Sports	3,420	6.72%	2,225	5.69%	85
Sports - DAZN	199	0.39%	232	0.59%	151
Sports - ESPN	2,952	5.80%	1,295	3.31%	57
Sports - MLB (Baseball)	2,257	4.44%	1,859	4.76%	107
Sports - MSN Sports	873	1.72%	625	1.60%	93
Sports - NBA (Basketball)	2,151	4.23%	1,308	3.35%	79
Sports - NFL (Football)	3,041	5.98%	2,247	5.75%	96
Sports - NHL (Hockey)	4,686	9.21%	3,542	9.06%	98
Sports - RDS.ca	35	0.07%	13	0.03%	43
Sports - Rogers NHL Live (was gamecentrelive.rogers.com)	244	0.48%	230	0.59%	123
Sports - Sportsnet - Sports	5,700	11.20%	4,288	10.97%	98
Sports - theScore	933	1.83%	801	2.05%	112
Sports - TSN	6,172	12.13%	5,179	13.25%	109
Sports - WWE (Wrestling)	838	1.65%	205	0.52%	32
Sports - Yahoo Sports	1,108	2.18%	801	2.05%	94
Sports - Other Sports Sports/Apps	15,394	30.25%	11,186	28.61%	95
Websites/Apps - Technology					
Technology - Engadget	998	1.96%	766	1.96%	100
Technology - TechCrunch	630	1.24%	583	1.49%	120
Technology - Other technology Technology/apps	4,091	8.04%	2,778	7.11%	88
Websites/Apps - Radio Websites/Apps					
Radio Websites/Apps - CBC Radio/CBC Music	5,475	10.76%	5,248	13.42%	125
Radio Websites/Apps - ICI Musique	233	0.46%	194	0.50%	109
Radio Websites/Apps - ICI Première	48	0.09%	49	0.13%	144
Radio Websites/Apps - IHeartRADIO	2,141	4.21%	1,857	4.75%	113
Radio Websites/Apps - Radioplayer Canada	1,296	2.55%	941	2.41%	95
Radio Websites/Apps - Spotify	10,202	20.05%	8,566	21.91%	109
Radio Websites/Apps - Other	19,810	38.93%	13,629	34.86%	90
Radio Websites/Apps - 660NEWS	41	0.08%	32	0.08%	100
Radio Websites/Apps - Other	150	0.30%	7	0.02%	7
Radio Websites/Apps - Other	105	0.21%	25	0.07%	33
Radio Websites/Apps - 570NEWS	53	0.10%	13	0.03%	30
Radio Websites/Apps - Other	128	0.25%	30	0.08%	32
Radio Websites/Apps - Other	52	0.10%	3	0.01%	10
Radio Websites/Apps - 680NEWS	69	0.14%	36	0.09%	64
Radio Websites/Apps - KiSS925	18	0.04%	4	0.01%	25
Radio Websites/Apps - Other	976	1.92%	205	0.53%	28
Radio Websites/Apps - Other	100	0.20%	23	0.06%	30
Radio Websites/Apps - Other	4	0.01%	0	0.00%	0

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.