

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Websites/Apps - Business/Finance Past Month</b>					
Business/Finance - BNN-Bloomberg.ca	4,027	7.83%	4,977	12.61%	161
Business/Finance - Bloomberg.com	3,680	7.16%	3,038	7.70%	108
Business/Finance - Business Insider	3,598	7.00%	2,236	5.67%	81
Business/Finance - Canadian Business	2,549	4.96%	2,033	5.15%	104
Business/Finance - Financialpost.com	4,187	8.14%	3,634	9.21%	113
Business/Finance - Forbes	2,896	5.63%	1,942	4.92%	87
Business/Finance - Globeinvestor	871	1.69%	802	2.03%	120
Business/Finance - MoneySense	2,293	4.46%	2,066	5.24%	117
Business/Finance - MSN Money	1,524	2.96%	1,153	2.92%	99
Business/Finance - Yahoo Finance	3,091	6.01%	3,337	8.46%	141
Business/Finance - Other Finance/Business Websites/Apps	8,140	15.83%	7,496	19.00%	120
<b>Websites/Apps - Email</b>					
Email - Gmail	29,296	56.97%	24,024	60.88%	107
Email - Outlook	24,814	48.25%	18,687	47.35%	98
Email - Yahoo Mail	7,525	14.63%	5,771	14.62%	100
Email - Other Email	12,098	23.53%	10,958	27.77%	118
<b>Websites/Apps - Entertainment/News/Weather Past Month</b>					
Entertainment/News/Weather - BBC.com	5,510	10.72%	3,989	10.11%	94
Entertainment/News/Weather - Canada.com	3,113	6.05%	2,171	5.50%	91
Entertainment/News/Weather - CBC.ca (News/Sports/Radio/Music)	16,285	31.67%	14,146	35.85%	113
Entertainment/News/Weather - CBC.ca/News	14,537	28.27%	11,782	29.86%	106
Entertainment/News/Weather - Cineplex	12,187	23.70%	8,284	20.99%	89
Entertainment/News/Weather - Citytv.com	1,061	2.06%	670	1.70%	83
Entertainment/News/Weather - Citynews	2,150	4.18%	1,521	3.85%	92
Entertainment/News/Weather - Club Illico	308	0.60%	165	0.42%	70
Entertainment/News/Weather - CNN	10,028	19.50%	9,120	23.11%	119
Entertainment/News/Weather - CTV.ca	5,137	9.99%	3,842	9.74%	97
Entertainment/News/Weather - CTVNews	8,571	16.67%	7,032	17.82%	107
Entertainment/News/Weather - HuffPost Canada	7,312	14.22%	5,989	15.18%	107
Entertainment/News/Weather - HuffPost Quebec	156	0.30%	123	0.31%	103
Entertainment/News/Weather - ici.Radio-Canada	477	0.93%	353	0.90%	97
Entertainment/News/Weather - ici.Radio-Canada/Info	342	0.67%	198	0.50%	75
Entertainment/News/Weather - MSN News	3,842	7.47%	2,658	6.73%	90
Entertainment/News/Weather - New York Times	6,918	13.45%	5,988	15.17%	113
Entertainment/News/Weather - Netflix	27,017	52.54%	21,366	54.14%	103
Entertainment/News/Weather - The Guardian	5,939	11.55%	3,415	8.65%	75
Entertainment/News/Weather - The Weather Channel	6,955	13.53%	6,823	17.29%	128
Entertainment/News/Weather - TOU.tv	150	0.29%	89	0.23%	79
Entertainment/News/Weather - TVA Nouvelles	248	0.48%	117	0.30%	63
Entertainment/News/Weather - Videos.tva.ca	94	0.18%	47	0.12%	67
Entertainment/News/Weather - Yahoo News	4,301	8.36%	2,946	7.46%	89

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	Value	Percent	Value	Percent	Index
Entertainment/News/Weather - YouTube	29,930	58.20%	21,229	53.80%	92
Entertainment/News/Weather - Other Entertainment	6,567	12.77%	5,092	12.90%	101
Entertainment/News/Weather - Other News/Weather	12,914	25.11%	13,491	34.19%	136
<b>Websites/Apps - Lifestyle/Fashion</b>					
Lifestyle/Fashion - Allrecipes.com	9,578	18.63%	8,811	22.33%	120
Lifestyle/Fashion - Cottage Life	971	1.89%	877	2.22%	117
Lifestyle/Fashion - Flare	493	0.96%	431	1.09%	114
Lifestyle/Fashion - Food Network	6,970	13.55%	5,795	14.69%	108
Lifestyle/Fashion - GQ	461	0.90%	285	0.72%	80
Lifestyle/Fashion - Harper's Bazaar	155	0.30%	127	0.32%	107
Lifestyle/Fashion - HGTV	3,221	6.26%	2,925	7.41%	118
Lifestyle/Fashion - MSN Food & Drink	966	1.88%	959	2.43%	129
Lifestyle/Fashion - MSN Lifestyle	981	1.91%	456	1.16%	61
Lifestyle/Fashion - MSN Health & Fitness	1,111	2.16%	802	2.03%	94
Lifestyle/Fashion - ParentsCanada	622	1.21%	554	1.41%	117
Lifestyle/Fashion - Recettes du Quebec	20	0.04%	12	0.03%	75
Lifestyle/Fashion - The Kit	272	0.53%	230	0.58%	109
Lifestyle/Fashion - Travel+Escape	1,504	2.93%	902	2.29%	78
Lifestyle/Fashion - Vogue	893	1.74%	767	1.94%	111
Lifestyle/Fashion - Other Lifestyle/Fashion Website/Apps	3,871	7.53%	3,273	8.29%	110
<b>Websites/Apps - Portals</b>					
Portals - AOL	124	0.24%	117	0.30%	125
Portals - MSN	6,901	13.42%	5,294	13.41%	100
Portals - Yahoo	9,855	19.16%	8,325	21.10%	110
Portals - Other Portals	6,041	11.75%	4,180	10.59%	90
<b>Websites/Apps - Search Past Month</b>					
Search - Canada411	6,252	12.16%	5,186	13.14%	108
Search - Google	40,344	78.45%	30,502	77.29%	99
Search - Yahoo Search	3,637	7.07%	2,837	7.19%	102
Search - Yelp	4,344	8.45%	3,039	7.70%	91
Search - Other Search Websites/Apps	7,696	14.97%	6,199	15.71%	105
<b>Websites/Apps - Shopping Past Month</b>					
Shopping - ACE Hardware	585	1.14%	509	1.29%	113
Shopping - BMR et Patrick Morin	237	0.46%	215	0.55%	120
Shopping - Canac	297	0.58%	241	0.61%	105
Shopping - Craigslist	12,705	24.71%	8,861	22.46%	91
Shopping - eBay	9,472	18.42%	7,057	17.88%	97
Shopping - Facebook Marketplace	7,441	14.47%	4,667	11.83%	82
Shopping - Groupon	5,412	10.52%	4,178	10.59%	101
Shopping - Home Hardware	2,976	5.79%	3,508	8.89%	154
Shopping - Kent.ca	0	0.00%	0	0.00%	
Shopping - LetGo.com	789	1.54%	728	1.84%	119
Shopping - LCBO.com	144	0.28%	136	0.34%	121
Shopping - Lowe's	2,550	4.96%	2,431	6.16%	124

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Shopping - Reno Depot	0	0.00%	0	0.00%	
Shopping - RONA	4,015	7.81%	4,242	10.75%	138
Shopping - Shop.ca	455	0.88%	487	1.24%	141
Shopping - TSC-Todays Shopping Choice (was The Shopping Channel)	1,194	2.32%	1,304	3.31%	143
Shopping - Wayfair	5,275	10.26%	5,242	13.28%	129
Shopping - Other Shopping Websites/Apps	8,862	17.23%	7,097	17.98%	104
<b>Websites/Apps - Sports Past Month</b>					
Sports - CBC.ca Sports	2,867	5.57%	2,062	5.23%	94
Sports - DAZN	1,015	1.97%	573	1.45%	74
Sports - ESPN	3,973	7.73%	2,657	6.73%	87
Sports - MLB (Baseball)	3,198	6.22%	1,967	4.98%	80
Sports - MSN Sports	945	1.84%	737	1.87%	102
Sports - NBA (Basketball)	2,643	5.14%	1,589	4.03%	78
Sports - NFL (Football)	3,367	6.55%	2,962	7.51%	115
Sports - NHL (Hockey)	6,804	13.23%	5,422	13.74%	104
Sports - RDS.ca	126	0.24%	124	0.31%	129
Sports - Rogers NHL Live (was gamecentre.live.rogers.com)	501	0.97%	396	1.00%	103
Sports - Sportsnet Website	5,047	9.82%	3,616	9.16%	93
Sports - theScore	2,304	4.48%	1,183	3.00%	67
Sports - TSN	5,842	11.36%	5,107	12.94%	114
Sports - WWE (Wrestling)	596	1.16%	231	0.59%	51
Sports - Yahoo Sports	1,099	2.14%	760	1.93%	90
Sports - Other Sports Websites/Apps	5,320	10.34%	5,383	13.64%	132
<b>Websites/Apps - Technology</b>					
Technology - Engadget	1,207	2.35%	942	2.39%	102
Technology - TechCrunch	1,180	2.29%	840	2.13%	93
Technology - Other technology websites/apps	4,623	8.99%	3,673	9.31%	104
<b>Websites/Apps - Radio Websites/Apps</b>					
Radio Websites/Apps - CBC Radio/CBC Music/CBC Listen	5,556	10.80%	4,649	11.78%	109
Radio Websites/Apps - ICI Musique	109	0.21%	59	0.15%	71
Radio Websites/Apps - ICI Premiere	28	0.05%	27	0.07%	140
Radio Websites/Apps - IHeart.com	650	1.26%	483	1.22%	97
Radio Websites/Apps - IHeartradio.ca	1,818	3.53%	1,443	3.66%	104
Radio Websites/Apps - IHeartRadio.app	1,311	2.55%	1,129	2.86%	112
Radio Websites/Apps - Radioplayer Canada	1,400	2.72%	1,243	3.15%	116
Radio Websites/Apps - Spotify	11,532	22.43%	7,643	19.37%	86
Radio Websites/Apps - Other	9,203	17.90%	7,531	19.08%	107

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

**Powered By:** PolarisIntelligence.com

**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.