



Media Usage - Flyer Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
Flyer And Coupon Usage					
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Never	31,694	63.53%	24,787	65.66%	103
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Seldom	6,424	12.88%	4,908	13.00%	101
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Occasionally	7,522	15.08%	5,215	13.82%	92
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Frequently	4,253	8.52%	2,839	7.52%	88
Coupons: Never	17,174	34.42%	13,239	35.07%	102
Coupons: Seldom	13,799	27.66%	10,451	27.69%	100
Coupons: Occasionally	13,514	27.09%	10,264	27.19%	100
Coupons: Frequently	5,405	10.83%	3,795	10.05%	93
Direct email offers: Never	29,285	58.70%	22,086	58.51%	100
Direct email offers: Seldom	9,412	18.86%	7,361	19.50%	103
Direct email offers: Occasionally	8,588	17.21%	6,667	17.66%	103
Direct email offers: Frequently	2,606	5.22%	1,635	4.33%	83
Flyers delivered to the door or in the mail: Never	17,158	34.39%	13,664	36.20%	105
Flyers delivered to the door or in the mail: Seldom	11,091	22.23%	8,763	23.21%	104
Flyers delivered to the door or in the mail: Occasionally	12,503	25.06%	9,743	25.81%	103
Flyers delivered to the door or in the mail: Frequently	9,139	18.32%	5,578	14.78%	81
Flyers inserted into a community newspaper: Never	18,893	37.87%	13,390	35.47%	94
Flyers inserted into a community newspaper: Seldom	8,542	17.12%	6,875	18.21%	106
Flyers inserted into a community newspaper: Occasionally	12,098	24.25%	9,971	26.41%	109
Flyers inserted into a community newspaper: Frequently	10,358	20.76%	7,514	19.91%	96
Flyers inserted into a daily newspaper: Never	26,221	52.56%	18,974	50.26%	96
Flyers inserted into a daily newspaper: Seldom	10,069	20.18%	8,068	21.37%	106
Flyers inserted into a daily newspaper: Occasionally	8,630	17.30%	7,671	20.32%	117
Flyers inserted into a daily newspaper: Frequently	4,972	9.97%	3,036	8.04%	81
General information from the Internet/websites: Never	25,452	51.01%	18,902	50.07%	98
General information from the Internet/websites: Seldom	10,668	21.38%	8,669	22.97%	107
General information from the Internet/websites: Occasionally	10,708	21.46%	8,206	21.74%	101
General information from the Internet/websites: Frequently	3,064	6.14%	1,971	5.22%	85
Local store catalogues: Never	23,135	46.37%	16,295	43.17%	93
Local store catalogues: Seldom	14,130	28.32%	11,144	29.52%	104
Local store catalogues: Occasionally	10,423	20.89%	8,636	22.88%	110
Local store catalogues: Frequently	2,204	4.42%	1,674	4.43%	100
Mail order : Never	38,711	77.59%	28,686	75.99%	98
Mail order : Seldom	7,247	14.53%	5,740	15.21%	105
Mail order : Occasionally	3,305	6.62%	2,816	7.46%	113
Mail order : Frequently	629	1.26%	507	1.34%	106
Yellow Pages (print or online): Never	39,242	78.65%	28,345	75.09%	95
Yellow Pages (print or online): Seldom	7,136	14.30%	6,041	16.00%	112



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Yellow Pages (print or online): Occasionally	3,069	6.15%	3,066	8.12%	132
Yellow Pages (print or online): Frequently	445	0.89%	297	0.79%	89
Opinion of flyers delivered: Very favourable	8,010	16.06%	4,617	12.23%	76
Opinion of flyers delivered: Somewhat favourable	18,401	36.88%	13,249	35.10%	95
Opinion of flyers delivered: Somewhat unfavourable	11,872	23.80%	9,749	25.83%	109
Opinion of flyers delivered: Very unfavourable	11,609	23.27%	10,134	26.85%	115
Upon Hearing A Radio Commercial					
Visited store upon hearing a radio commercial: Later that same day	2,747	5.51%	1,819	4.82%	87
Visited store upon hearing a radio commercial: Later that same week	5,652	11.33%	4,468	11.84%	105
Visited store upon hearing a radio commercial: More than a week later	3,181	6.38%	2,283	6.05%	95
Visited website upon hearing a radio commercial: Later that same day	3,166	6.35%	2,252	5.97%	94
Visited website upon hearing a radio commercial: Later that same week	2,643	5.30%	2,106	5.58%	105
Visited website upon hearing a radio commercial: More than a week later	1,428	2.86%	1,022	2.71%	95
Did a general Internet/online search: Later that same day	3,772	7.56%	2,646	7.01%	93
Did a general Internet/online search: Later that same week	3,589	7.19%	2,941	7.79%	108
Did a general Internet/online search: More than a week later	2,059	4.13%	1,464	3.88%	94
Upon Hearing A Radio Discussion					
Visited store upon hearing a radio disc.: Later that same day	1,407	2.82%	1,038	2.75%	98
Visited store upon hearing a radio disc.: Later that same week	3,930	7.88%	3,035	8.04%	102
Visited store upon hearing a radio disc.: More than a week later	3,295	6.60%	2,597	6.88%	104
Accessed a website upon hearing a radio disc.: Later that same day	4,958	9.94%	4,026	10.67%	107
Accessed a website upon hearing a radio disc.: Later that same week	3,791	7.60%	2,938	7.78%	102
Accessed a website upon hearing a radio disc.: More than a week later	2,321	4.65%	1,726	4.57%	98
Attended an event upon hearing a radio disc.: Later that same day	1,112	2.23%	926	2.45%	110
Attended an event upon hearing a radio disc.: Later that same week	4,114	8.25%	3,442	9.12%	111
Attended an event upon hearing a radio disc.: More than a week later	5,097	10.22%	4,247	11.25%	110
Advertisement Avoidance					
Ad. avoidance: Television (e.g. flip channels): Never	5,582	11.19%	3,724	9.86%	88
Ad. avoidance: Television (e.g. flip channels): Seldom	6,361	12.75%	4,440	11.76%	92
Ad. avoidance: Television (e.g. flip channels): Occasionally	12,667	25.39%	9,123	24.17%	95
Ad. avoidance: Television (e.g. flip channels): Frequently	25,283	50.68%	20,462	54.21%	107
Ad. avoidance: Radio (e.g. change station): Never	14,961	29.99%	10,733	28.43%	95



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	Value	Percent	Value	Percent	Index
Ad. avoidance: Radio (e.g. change station): Seldom	10,361	20.77%	8,189	21.69%	104
Ad. avoidance: Radio (e.g. change station): Occasionally	11,488	23.03%	8,874	23.51%	102
Ad. avoidance: Radio (e.g. change station): Frequently	13,082	26.22%	9,954	26.37%	101
Ad. avoidance: Internet (e.g. block/ignore banner, popup or video ads): Never	6,816	13.66%	4,423	11.72%	86
Ad. avoidance: Internet (e.g. block/ignore banner, popup or video ads): Seldom	3,875	7.77%	2,602	6.89%	89
Ad. avoidance: Internet (e.g. block/ignore banner, popup or video ads): Occasionally	7,324	14.68%	5,697	15.09%	103
Ad. avoidance: Internet (e.g. block/ignore banner, popup or video ads): Frequently	31,877	63.89%	25,026	66.30%	104
Ad. avoidance: Daily newspapers (PRINT EDITION) (e.g. turn page/ignore): Never	8,913	17.87%	5,635	14.93%	84
Ad. avoidance: Daily newspapers (PRINT EDITION) (e.g. turn page/ignore): Seldom	6,936	13.90%	4,781	12.67%	91
Ad. avoidance: Daily newspapers (PRINT EDITION) (e.g. turn page/ignore): Occasionally	13,069	26.20%	10,472	27.74%	106
Ad. avoidance: Daily newspapers (PRINT EDITION) (e.g. turn page/ignore): Frequently	20,972	42.04%	16,861	44.67%	106
Ad. avoidance: Daily newspapers (ONLINE EDITION) (e.g. block/ignore banner ads): Never	14,068	28.20%	9,934	26.32%	93
Ad. avoidance: Daily newspapers (ONLINE EDITION) (e.g. block/ignore banner ads): Seldom	4,418	8.86%	2,962	7.85%	89
Ad. avoidance: Daily newspapers (ONLINE EDITION) (e.g. block/ignore banner ads): Occasionally	8,315	16.67%	6,595	17.47%	105
Ad. avoidance: Daily newspapers (ONLINE EDITION) (e.g. block/ignore banner ads): Frequently	23,090	46.28%	18,258	48.37%	105
Ad. avoidance: Community Newspapers (e.g. turn page/ignore): Never	9,474	18.99%	6,341	16.80%	88
Ad. avoidance: Community Newspapers (e.g. turn page/ignore): Seldom	8,102	16.24%	6,090	16.13%	99
Ad. avoidance: Community Newspapers (e.g. turn page/ignore): Occasionally	13,898	27.86%	10,909	28.90%	104
Ad. avoidance: Community Newspapers (e.g. turn page/ignore): Frequently	18,417	36.91%	14,408	38.17%	103
Ad. avoidance: Magazines (e.g. turn page/ignore): Never	9,726	19.49%	6,096	16.15%	83
Ad. avoidance: Magazines (e.g. turn page/ignore): Seldom	6,919	13.87%	5,157	13.66%	98
Ad. avoidance: Magazines (e.g. turn page/ignore): Occasionally	13,180	26.42%	10,620	28.13%	106
Ad. avoidance: Magazines (e.g. turn page/ignore): Frequently	20,067	40.22%	15,876	42.06%	105
Advertisement Noticed Past 7 Days					
Ad. noticed: Billboards (e.g. along roadways, on buildings)	19,488	39.06%	13,853	36.70%	94
Ad. noticed: Digital billboards	10,574	21.19%	7,518	19.92%	94
Ad. noticed: Movie theater ads	8,477	16.99%	6,042	16.01%	94
Ad. noticed: Posters inside buses	9,804	19.65%	7,088	18.78%	96



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Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
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Ad. noticed: Posters inside subway/metro cars	7,479	14.99%	5,977	15.83%	106
Ad. noticed: Posters on bus exteriors	17,008	34.09%	13,049	34.57%	101
Ad. noticed: Posters inside commuter trains	3,262	6.54%	2,557	6.77%	104
Ad. noticed: Posters inside shopping malls	11,621	23.29%	7,898	20.92%	90
Ad. noticed: Posters inside public washrooms	6,046	12.12%	3,889	10.30%	85
Ad. noticed: Screens inside elevators	4,745	9.51%	4,173	11.05%	116
Ad. noticed: Posters on taxis	1,589	3.18%	1,204	3.19%	100
Ad. noticed: Posters/screens on subway/metro platforms	6,875	13.78%	5,239	13.88%	101
Ad. noticed: Posters/screens on transit shelters	10,375	20.80%	8,042	21.31%	102
Ad. noticed: Posters/screens on other outdoor public spaces	8,470	16.98%	6,713	17.78%	105



Media Usage - Flyer Report

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.