



Media Usage - Magazine 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		
Reading Patterns by Type					
Magazine Type: Alternative weekly publications (e.g. NOW, Georgia Straight, Voir)	1,147	2.30%	732	1.94%	84
Magazine Type: Art & antiques	982	1.97%	715	1.89%	96
Magazine Type: Automobile & motorcycle	1,709	3.43%	1,487	3.94%	115
Magazine Type: Babies & parenting	510	1.02%	273	0.72%	71
Magazine Type: Brides/bridal	97	0.19%	59	0.16%	84
Magazine Type: Business & finance	3,664	7.34%	4,402	11.66%	159
Magazine Type: Children & teen	601	1.20%	405	1.07%	89
Magazine Type: Computer, science & technology	2,675	5.36%	2,075	5.50%	103
Magazine Type: Entertainment/Celebrity (e.g. Hello)	5,443	10.91%	4,173	11.05%	101
Magazine Type: Fashion	4,066	8.15%	3,436	9.10%	112
Magazine Type: Food & beverage	5,966	11.96%	5,209	13.80%	115
Magazine Type: Gardening & homes	5,309	10.64%	4,888	12.95%	122
Magazine Type: Health/Fitness	3,623	7.26%	2,675	7.09%	98
Magazine Type: Hobbies	2,173	4.36%	1,719	4.56%	105
Magazine Type: Home décor	3,617	7.25%	3,294	8.73%	120
Magazine Type: Men's (e.g. Maxim, GQ)	873	1.75%	686	1.82%	104
Magazine Type: Music-Read	1,323	2.65%	966	2.56%	97
Magazine Type: Nature & ecology	2,335	4.68%	2,117	5.61%	120
Magazine Type: News & current affairs	6,390	12.81%	5,714	15.14%	118
Magazine Type: Photography, video, audio	1,206	2.42%	1,268	3.36%	139
Magazine Type: Senior citizens	3,726	7.47%	3,693	9.78%	131
Magazine Type: Sports & recreation	2,392	4.80%	2,074	5.50%	115
Magazine Type: Travel & tourism	4,740	9.50%	4,770	12.64%	133
Magazine Type: Women's (e.g. Cosmopolitan)	3,698	7.41%	2,918	7.73%	104
Magazine Type: Other magazine types	7,114	14.26%	6,837	18.11%	127
Reading Patterns by Magazine					
Magazine: CAA magazines (any)	2,096	4.20%	2,371	6.28%	150
Magazine: Canadian Gardening	1,152	2.31%	1,026	2.72%	118
Magazine: Canadian Geographic	2,322	4.66%	2,057	5.45%	117
Magazine: Canadian Health & Lifestyle	823	1.65%	664	1.76%	107
Magazine: Canadian House and Home	1,786	3.58%	1,827	4.84%	135
Magazine: Canadian Living	5,751	11.53%	5,030	13.32%	116
Magazine: Chatelaine (English edition)	3,272	6.56%	2,990	7.92%	121
Magazine: Cineplex Magazine	2,231	4.47%	1,805	4.78%	107
Magazine: ELLE Canada	1,359	2.72%	1,356	3.59%	132
Magazine: FASHION Magazine	1,161	2.33%	919	2.44%	105
Magazine: Food & Drink	1,235	2.48%	1,104	2.92%	118
Magazine: Maclean's	5,881	11.79%	5,245	13.90%	118
Magazine: Outdoor Canada	640	1.28%	458	1.21%	95
Magazine: Reader's Digest	3,612	7.24%	2,445	6.48%	90
Magazine: Style at Home	1,419	2.85%	1,332	3.53%	124



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Magazine: The Hockey News Magazine	364	0.73%	293	0.78%	107
Magazine: Today's Parent	629	1.26%	443	1.17%	93
Magazine: Tribute	30	0.06%	27	0.07%	117
Magazine: What?,Â's Cooking	809	1.62%	589	1.56%	96
Magazine: Other English-Canadian magazines	5,699	11.42%	4,997	13.24%	116
Magazine: 7 Jours	576	1.16%	436	1.15%	99
Magazine: Bel Â,Â,ge	816	1.64%	621	1.64%	100
Magazine: ChÂ,Â...telaine (French edition)	584	1.17%	364	0.96%	82
Magazine: Clin d'?,Âœil	355	0.71%	245	0.65%	92
Magazine: Coup de Pouce	1,101	2.21%	781	2.07%	94
Magazine: DÂ,Â©ormag	367	0.74%	256	0.68%	92
Magazine: Elle QuÂ,Â©bec	263	0.53%	205	0.54%	102
Magazine: L'ActualitÂ,Â©	745	1.49%	506	1.34%	90
Magazine: Les idÂ,Â©es de ma maison	408	0.82%	302	0.80%	98
Magazine: MOI & cie	56	0.11%	49	0.13%	118
Magazine: Qu'est-ce qui mijote	319	0.64%	203	0.54%	84
Magazine: RICARDO	907	1.82%	656	1.74%	96
Magazine: SÂ,Â©lection du Reader's Digest	273	0.55%	235	0.62%	113
Magazine: Touring	413	0.83%	297	0.79%	95
Magazine: Other French-Canadian magazines	1,107	2.22%	819	2.17%	98
Magazine: Better Homes & Gardens	1,497	3.00%	1,240	3.29%	110
Magazine: Family Circle	645	1.29%	278	0.74%	57
Magazine: Game Informer	30	0.06%	25	0.07%	117
Magazine: Good Housekeeping	1,173	2.35%	849	2.25%	96
Magazine: Ladies' Home Journal	182	0.37%	129	0.34%	92
Magazine: National Geographic	3,878	7.77%	3,522	9.33%	120
Magazine: People	3,733	7.48%	2,890	7.66%	102
Magazine: Sports Illustrated	1,063	2.13%	977	2.59%	122
Magazine: Taste of Home	461	0.93%	189	0.50%	54
Magazine: Time	1,405	2.82%	920	2.44%	87
Magazine: Woman?,Â's Day	729	1.46%	285	0.76%	52
Magazine: Other U.S magazines	5,960	11.95%	5,287	14.01%	117
Magazines Reading Time Summary					
Read magazine yesterday: Yes	14,630	29.32%	13,251	35.10%	120
Magazines days read Monday - Sunday					
Magazines days read: M - Su-Never	35,271	70.70%	24,339	64.48%	91
Magazines days read: M - Su-Less than 1 day a week	3,433	6.88%	2,638	6.99%	102
Magazines days read: M - Su-1 day	2,219	4.45%	2,128	5.64%	127
Magazines days read: M - Su-2 days	3,014	6.04%	3,034	8.04%	133
Magazines days read: M - Su-3 days	2,065	4.14%	1,732	4.59%	111
Magazines days read: M - Su-4 days	1,221	2.45%	1,131	3.00%	122
Magazines days read: M - Su-5 days	1,066	2.14%	1,357	3.59%	168
Magazines days read: M - Su-6 days	490	0.98%	319	0.85%	87
Magazines days read: M - Su-7 days	1,113	2.23%	1,071	2.84%	127



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Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
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Magazines Summary: Weekday avg. time reading					
Weekday read: Did not read	35,128	70.41%	24,032	63.66%	90
Weekday read: 15 min or less	3,595	7.21%	3,318	8.79%	122
Weekday read: 16 to 30 min	5,300	10.62%	5,135	13.60%	128
Weekday read: 31 to 60 min	3,557	7.13%	3,225	8.54%	120
Weekday read: More than 60 min	2,311	4.63%	2,040	5.40%	117
Magazines Reading Terciles					
Magazines reading terciles: No Usage	35,018	70.19%	24,059	63.74%	91
Magazines reading terciles: Light	5,035	10.09%	4,557	12.07%	120
Magazines reading terciles: Medium	5,153	10.33%	4,993	13.23%	128
Magazines reading terciles: Heavy	4,685	9.39%	4,140	10.97%	117
Magazines Reading Quintiles					
Magazines reading quintiles: No Usage	35,043	70.24%	24,019	63.63%	91
Magazines reading quintiles: Light	2,914	5.84%	2,689	7.12%	122
Magazines reading quintiles: Medium Light	3,020	6.05%	2,955	7.83%	129
Magazines reading quintiles: Medium	3,136	6.29%	2,858	7.57%	120
Magazines reading quintiles: Medium Heavy	2,825	5.66%	2,587	6.85%	121
Magazines reading quintiles: Heavy	2,953	5.92%	2,642	7.00%	118



Media Usage - Magazine 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.