

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	57,379		41,761		
<b>Flyer and Coupon Usage</b>					
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Never	31,985	55.74%	23,233	55.63%	100
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Seldom	9,550	16.64%	7,244	17.35%	104
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Occasionally	8,002	13.95%	5,861	14.03%	101
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Frequently	7,842	13.67%	5,423	12.99%	95
Coupons: Never	28,443	49.57%	20,733	49.65%	100
Coupons: Seldom	14,132	24.63%	9,961	23.85%	97
Coupons: Occasionally	11,801	20.57%	8,712	20.86%	101
Coupons: Frequently	3,003	5.23%	2,355	5.64%	108
Direct email offers: Never	31,108	54.22%	23,335	55.88%	103
Direct email offers: Seldom	14,471	25.22%	9,917	23.75%	94
Direct email offers: Occasionally	10,420	18.16%	7,583	18.16%	100
Direct email offers: Frequently	1,380	2.41%	926	2.22%	92
Flyers delivered to the door or in the mail: Never	28,697	50.01%	19,547	46.81%	94
Flyers delivered to the door or in the mail: Seldom	14,101	24.58%	10,193	24.41%	99
Flyers delivered to the door or in the mail: Occasionally	9,831	17.13%	7,773	18.61%	109
Flyers delivered to the door or in the mail: Frequently	4,750	8.28%	4,249	10.17%	123
Flyers inserted into a community newspaper: Never	33,611	58.58%	22,590	54.09%	92
Flyers inserted into a community newspaper: Seldom	8,234	14.35%	6,355	15.22%	106
Flyers inserted into a community newspaper: Occasionally	10,327	18.00%	7,930	18.99%	106
Flyers inserted into a community newspaper: Frequently	5,207	9.08%	4,886	11.70%	129
Flyers inserted into a daily newspaper: Never	43,112	75.14%	29,538	70.73%	94
Flyers inserted into a daily newspaper: Seldom	7,129	12.42%	5,429	13.00%	105
Flyers inserted into a daily newspaper: Occasionally	5,195	9.05%	4,561	10.92%	121
Flyers inserted into a daily newspaper: Frequently	1,944	3.39%	2,234	5.35%	158
General information from the internet/websites: Never	22,388	39.02%	16,435	39.36%	101
General information from the internet/websites: Seldom	16,008	27.90%	11,004	26.35%	94
General information from the internet/websites: Occasionally	15,152	26.41%	11,978	28.68%	109
General information from the internet/websites: Frequently	3,831	6.68%	2,344	5.61%	84
Local store catalogues: Never	33,540	58.45%	24,015	57.51%	98
Local store catalogues: Seldom	14,381	25.06%	10,624	25.44%	102
Local store catalogues: Occasionally	8,389	14.62%	6,341	15.18%	104
Local store catalogues: Frequently	1,069	1.86%	781	1.87%	101
Mail order: Never	48,278	84.14%	35,199	84.29%	100
Mail order: Seldom	5,956	10.38%	4,245	10.17%	98
Mail order: Occasionally	2,693	4.69%	2,060	4.93%	105
Mail order: Frequently	453	0.79%	256	0.61%	77
Yellow Pages (printed directory): Never	53,364	93.00%	38,193	91.46%	98

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Yellow Pages (printed directory): Seldom	3,041	5.30%	2,401	5.75%	108
Yellow Pages (printed directory): Occasionally	828	1.44%	1,026	2.46%	171
Yellow Pages (printed directory): Frequently	146	0.25%	141	0.34%	136
Yellow Pages (online or app): Never	52,471	91.45%	37,701	90.28%	99
Yellow Pages (online or app): Seldom	3,895	6.79%	3,223	7.72%	114
Yellow Pages (online or app): Occasionally	709	1.24%	678	1.62%	131
Yellow Pages (online or app): Frequently	304	0.53%	160	0.38%	72
<b>Opinion of Flyers Delivered to Your Door</b>					
Flyers delivered: Very favourable	6,906	12.04%	5,772	13.82%	115
Flyers delivered: Somewhat favourable	19,734	34.39%	14,048	33.64%	98
Flyers delivered: Somewhat unfavourable	14,824	25.84%	11,439	27.39%	106
Flyers delivered: Very unfavourable	15,915	27.74%	10,502	25.15%	91
<b>Upon Hearing a Radio Commercial</b>					
Visited store: Later that same day	2,290	3.99%	1,491	3.57%	89
Visited store: Later that same week	4,086	7.12%	2,726	6.53%	92
Visited store: More than a week later	3,900	6.80%	2,450	5.87%	86
Visited website: Later that same day	6,606	11.51%	4,315	10.33%	90
Visited website: Later that same week	5,312	9.26%	3,516	8.42%	91
Visited website: More than a week later	2,895	5.05%	1,728	4.14%	82
Did online search: Later that same day	8,700	15.16%	5,329	12.76%	84
Did online search: Later that same week	7,553	13.16%	4,677	11.20%	85
Did online search: More than a week later	3,518	6.13%	2,528	6.05%	99
Did tell someone else: Later that same day	4,961	8.65%	3,409	8.16%	94
Did tell someone else: Later that same week	5,095	8.88%	3,324	7.96%	90
Did tell someone else: More than a week later	2,882	5.02%	1,654	3.96%	79
Did make a purchase: Later that same day	1,352	2.36%	775	1.86%	79
Did make a purchase: Later that same week	2,312	4.03%	1,750	4.19%	104
Did make a purchase: More than a week later	2,719	4.74%	1,388	3.32%	70
<b>Upon Hearing a Discussion On Local On-Air Radio</b>					
Visited store upon hearing a radio disc.: Later that same day	2,342	4.08%	1,523	3.65%	89
Visited store upon hearing a radio disc.: Later that same week	5,166	9.00%	3,563	8.53%	95
Visited store upon hearing a radio disc.: More than a week later	4,056	7.07%	2,381	5.70%	81
Accessed a website upon hearing a radio disc.: Later that same day	7,594	13.24%	5,546	13.28%	100
Accessed a website upon hearing a radio disc.: Later that same week	7,933	13.83%	5,351	12.81%	93
Accessed a website upon hearing a radio disc.: More than a week later	4,050	7.06%	2,378	5.69%	81
Attended an event upon hearing a radio disc.: Later that same day	1,593	2.78%	795	1.90%	68
Attended an event upon hearing a radio disc.: Later that same week	4,945	8.62%	3,228	7.73%	90
Attended an event upon hearing a radio disc.: More than a week later	5,963	10.39%	3,924	9.40%	90

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<b>Advertisement Avoidance</b>					
Ad avoidance: Television (e.g. flip channels): Never	8,862	15.45%	6,475	15.51%	100
Ad avoidance: Television (e.g. flip channels): Seldom	5,603	9.76%	3,925	9.40%	96
Ad avoidance: Television (e.g. flip channels): Occasionally	11,721	20.43%	8,347	19.99%	98
Ad avoidance: Television (e.g. flip channels): Frequently	31,193	54.36%	23,015	55.11%	101
Ad avoidance: Radio (e.g. change station): Never	17,101	29.80%	12,585	30.14%	101
Ad avoidance: Radio (e.g. change station): Seldom	9,649	16.82%	7,683	18.40%	109
Ad avoidance: Radio (e.g. change station): Occasionally	11,036	19.23%	8,001	19.16%	100
Ad avoidance: Radio (e.g. change station): Frequently	19,593	34.15%	13,492	32.31%	95
Ad avoidance: Internet - Web browsing: Never	6,402	11.16%	4,927	11.80%	106
Ad avoidance: Internet - Web browsing: Seldom	4,723	8.23%	3,328	7.97%	97
Ad avoidance: Internet - Web browsing: Occasionally	10,442	18.20%	6,830	16.36%	90
Ad avoidance: Internet - Web browsing: Frequently	35,811	62.41%	26,675	63.88%	102
Ad avoidance: Internet - Social media: Never	9,572	16.68%	7,663	18.35%	110
Ad avoidance: Internet - Social media: Seldom	4,159	7.25%	2,502	5.99%	83
Ad avoidance: Internet - Social media: Occasionally	10,457	18.23%	7,570	18.13%	99
Ad avoidance: Internet - Social media: Frequently	33,191	57.84%	24,026	57.53%	99
Ad avoidance: Internet - Streaming audio: Never	14,766	25.73%	12,747	30.52%	119
Ad avoidance: Internet - Streaming audio: Seldom	6,096	10.62%	4,079	9.77%	92
Ad avoidance: Internet - Streaming audio: Occasionally	6,961	12.13%	4,678	11.20%	92
Ad avoidance: Internet - Streaming audio: Frequently	29,557	51.51%	20,258	48.51%	94
Ad avoidance: Internet - Streaming video: Never	11,747	20.47%	9,868	23.63%	115
Ad avoidance: Internet - Streaming video: Seldom	4,399	7.67%	3,403	8.15%	106
Ad avoidance: Internet - Streaming video: Occasionally	6,452	11.24%	4,347	10.41%	93
Ad avoidance: Internet - Streaming video: Frequently	34,782	60.62%	24,143	57.81%	95
Ad avoidance: Internet - Podcasts: Never	17,359	30.25%	13,785	33.01%	109
Ad avoidance: Internet - Podcasts: Seldom	6,259	10.91%	4,116	9.86%	90
Ad avoidance: Internet - Podcasts: Occasionally	5,766	10.05%	3,931	9.41%	94
Ad avoidance: Internet - Podcasts: Frequently	27,994	48.79%	19,928	47.72%	98
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Never	12,333	21.49%	9,713	23.26%	108
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Seldom	6,362	11.09%	4,747	11.37%	103
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Occasionally	12,799	22.31%	9,589	22.96%	103
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Frequently	25,885	45.11%	17,712	42.41%	94
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Never	14,280	24.89%	11,156	26.71%	107
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Seldom	5,106	8.90%	3,741	8.96%	101
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Occasionally	8,130	14.17%	5,425	12.99%	92

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Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Frequently	29,863	52.05%	21,439	51.34%	99
Ad avoidance: Community newspapers (e.g. turn page/ignore): Never	14,100	24.57%	9,925	23.77%	97
Ad avoidance: Community newspapers (e.g. turn page/ignore): Seldom	8,751	15.25%	6,333	15.16%	99
Ad avoidance: Community newspapers (e.g. turn page/ignore): Occasionally	13,846	24.13%	10,699	25.62%	106
Ad avoidance: Community newspapers (e.g. turn page/ignore): Frequently	20,682	36.05%	14,804	35.45%	98
Ad avoidance: Magazines (e.g. turn page/ignore): Never	14,098	24.57%	9,689	23.20%	94
Ad avoidance: Magazines (e.g. turn page/ignore): Seldom	5,717	9.96%	4,901	11.74%	118
Ad avoidance: Magazines (e.g. turn page/ignore): Occasionally	14,395	25.09%	10,978	26.29%	105
Ad avoidance: Magazines (e.g. turn page/ignore): Frequently	23,170	40.38%	16,193	38.78%	96
<b>Advertisement Noticed Past 7 Days</b>					
Ad noticed: Advertising inside airports	1,439	2.51%	737	1.76%	70
Ad noticed: Advertising inside buses	5,027	8.76%	3,337	7.99%	91
Ad noticed: Advertising inside commuter trains	2,258	3.94%	1,182	2.83%	72
Ad noticed: Advertising inside movie theatres	2,364	4.12%	1,557	3.73%	91
Ad noticed: Advertising inside public washrooms	4,438	7.74%	2,669	6.39%	83
Ad noticed: Advertising inside shopping malls	7,246	12.63%	4,806	11.51%	91
Ad noticed: Advertising inside subway/metro cars	4,098	7.14%	2,569	6.15%	86
Ad noticed: Advertising on bus exteriors	13,258	23.11%	9,413	22.54%	98
Ad noticed: Advertising on street furniture (e.g. bus benches, bike racks)	9,743	16.98%	6,803	16.29%	96
Ad noticed: Advertising on subway/metro platforms	4,132	7.20%	2,907	6.96%	97
Ad noticed: Advertising on taxi exteriors	1,464	2.55%	908	2.18%	85
Ad noticed: Advertising on transit shelters	9,428	16.43%	5,672	13.58%	83
Ad noticed: Billboards (e.g. along roads, high traffic pedestrian areas, on buildings, etc.)	13,806	24.06%	10,378	24.85%	103
Ad noticed: Digital billboards	7,684	13.39%	4,828	11.56%	86
Ad noticed: Screens inside elevators	3,545	6.18%	2,255	5.40%	87

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

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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.