

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>Flyer And Coupon Usage</b>					
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Never	31,361	60.98%	24,521	62.14%	102
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Seldom	6,414	12.47%	5,141	13.03%	104
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Occasionally	8,530	16.59%	6,410	16.24%	98
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Frequently	5,121	9.96%	3,391	8.59%	86
Coupons: Never	20,598	40.05%	16,008	40.57%	101
Coupons: Seldom	13,058	25.39%	9,832	24.92%	98
Coupons: Occasionally	13,835	26.90%	10,692	27.09%	101
Coupons: Frequently	3,934	7.65%	2,930	7.43%	97
Direct email offers: Never	29,771	57.89%	23,266	58.96%	102
Direct email offers: Seldom	11,027	21.44%	8,058	20.42%	95
Direct email offers: Occasionally	8,660	16.84%	6,732	17.06%	101
Direct email offers: Frequently	1,968	3.83%	1,407	3.57%	93
Flyers delivered to the door or in the mail: Never	18,851	36.66%	14,483	36.70%	100
Flyers delivered to the door or in the mail: Seldom	10,174	19.78%	7,741	19.62%	99
Flyers delivered to the door or in the mail: Occasionally	13,675	26.59%	10,362	26.26%	99
Flyers delivered to the door or in the mail: Frequently	8,725	16.97%	6,877	17.43%	103
Flyers inserted into a community newspaper: Never	21,504	41.82%	15,720	39.83%	95
Flyers inserted into a community newspaper: Seldom	7,693	14.96%	5,562	14.09%	94
Flyers inserted into a community newspaper: Occasionally	11,536	22.43%	9,766	24.75%	110
Flyers inserted into a community newspaper: Frequently	10,692	20.79%	8,415	21.33%	103
Flyers inserted into a daily newspaper: Never	30,690	59.68%	21,145	53.58%	90
Flyers inserted into a daily newspaper: Seldom	7,645	14.87%	6,155	15.60%	105
Flyers inserted into a daily newspaper: Occasionally	8,373	16.28%	8,504	21.55%	132
Flyers inserted into a daily newspaper: Frequently	4,718	9.17%	3,660	9.27%	101
General information from the internet/websites: Never	25,226	49.05%	20,013	50.71%	103
General information from the internet/websites: Seldom	11,904	23.15%	8,971	22.73%	98
General information from the internet/websites: Occasionally	11,149	21.68%	8,331	21.11%	97
General information from the internet/websites: Frequently	3,147	6.12%	2,148	5.44%	89
Local store catalogues: Never	25,449	49.49%	18,763	47.55%	96
Local store catalogues: Seldom	12,134	23.59%	9,364	23.73%	101
Local store catalogues: Occasionally	11,480	22.32%	9,215	23.35%	105
Local store catalogues: Frequently	2,363	4.60%	2,122	5.38%	117
Mail order: Never	40,421	78.60%	31,042	78.66%	100
Mail order: Seldom	6,444	12.53%	4,963	12.58%	100
Mail order: Occasionally	3,767	7.32%	2,890	7.32%	100
Mail order: Frequently	794	1.54%	568	1.44%	94
<b>Flyer and Coupon Usage</b>					
Yellow Pages (printed directory): Never	44,186	85.92%	33,181	84.08%	98

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Yellow Pages (printed directory): Seldom	4,499	8.75%	3,652	9.25%	106
Yellow Pages (printed directory): Occasionally	2,224	4.33%	2,231	5.66%	131
Yellow Pages (printed directory): Frequently	517	1.00%	398	1.01%	101
Yellow Pages (online or app): Never	45,995	89.44%	35,216	89.24%	100
Yellow Pages (online or app): Seldom	3,875	7.54%	2,940	7.45%	99
Yellow Pages (online or app): Occasionally	1,402	2.73%	1,161	2.94%	108
Yellow Pages (online or app): Frequently	154	0.30%	147	0.37%	123
<b>Flyer And Coupon Usage</b>					
Opinion of flyers delivered: Very favourable	8,907	17.32%	6,269	15.89%	92
Opinion of flyers delivered: Somewhat favourable	18,704	36.37%	14,474	36.68%	101
Opinion of flyers delivered: Somewhat unfavourable	12,397	24.11%	9,937	25.18%	104
Opinion of flyers delivered: Very unfavourable	11,418	22.20%	8,783	22.26%	100
<b>Upon Hearing a Radio Commercial</b>					
Visited store upon hearing a radio commercial: Later that same day	3,365	6.54%	2,510	6.36%	97
Visited store upon hearing a radio commercial: Later that same week	5,979	11.63%	4,409	11.17%	96
Visited store upon hearing a radio commercial: More than a week later	3,774	7.34%	2,590	6.56%	89
Visited website upon hearing a radio commercial: Later that same day	3,488	6.78%	2,551	6.46%	95
Visited website upon hearing a radio commercial: Later that same week	3,377	6.57%	2,352	5.96%	91
Visited website upon hearing a radio commercial: More than a week later	1,433	2.79%	832	2.11%	76
Did a general internet/online search: Later that same day	3,842	7.47%	2,673	6.77%	91
Did a general internet/online search: Later that same week	3,590	6.98%	2,530	6.41%	92
Did a general internet/online search: More than a week later	2,709	5.27%	2,114	5.36%	102
<b>Upon Hearing a Radio Discussion</b>					
Visited store upon hearing a radio disc.: Later that same day	1,504	2.93%	1,119	2.84%	97
Visited store upon hearing a radio disc.: Later that same week	4,422	8.60%	3,213	8.14%	95
Visited store upon hearing a radio disc.: More than a week later	2,959	5.75%	2,190	5.55%	97
Accessed a website upon hearing a radio disc.: Later that same day	5,201	10.11%	3,916	9.92%	98
Accessed a website upon hearing a radio disc.: Later that same week	5,061	9.84%	3,346	8.48%	86
Accessed a website upon hearing a radio disc.: More than a week later	2,826	5.50%	2,105	5.33%	97
Attended an event upon hearing a radio disc.: Later that same day	1,685	3.28%	1,275	3.23%	98
Attended an event upon hearing a radio disc.: Later that same week	4,303	8.37%	2,926	7.42%	89
Attended an event upon hearing a radio disc.: More than a week later	5,747	11.18%	4,027	10.20%	91

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Advertisement Avoidance</b>					
Ad avoidance: Television (e.g. flip channels): Never	6,183	12.02%	4,209	10.67%	89
Ad avoidance: Television (e.g. flip channels): Seldom	5,189	10.09%	3,849	9.76%	97
Ad avoidance: Television (e.g. flip channels): Occasionally	12,422	24.16%	9,737	24.67%	102
Ad avoidance: Television (e.g. flip channels): Frequently	27,632	53.73%	21,668	54.91%	102
Ad avoidance: Radio (e.g. change station): Never	17,397	33.83%	14,040	35.58%	105
Ad avoidance: Radio (e.g. change station): Seldom	10,418	20.26%	7,953	20.15%	99
Ad avoidance: Radio (e.g. change station): Occasionally	10,753	20.91%	8,049	20.40%	98
Ad avoidance: Radio (e.g. change station): Frequently	12,857	25.00%	9,420	23.87%	95
Ad avoidance: Internet - Web browsing: Never	9,462	18.40%	7,697	19.50%	106
Ad avoidance: Internet - Web browsing: Seldom	4,867	9.46%	3,511	8.90%	94
Ad avoidance: Internet - Web browsing: Occasionally	7,675	14.92%	5,740	14.55%	98
Ad avoidance: Internet - Web browsing: Frequently	29,422	57.21%	22,515	57.05%	100
Ad avoidance: Internet - Social media: Never	12,188	23.70%	10,045	25.45%	107
Ad avoidance: Internet - Social media: Seldom	4,504	8.76%	3,296	8.35%	95
Ad avoidance: Internet - Social media: Occasionally	7,371	14.33%	4,815	12.20%	85
Ad avoidance: Internet - Social media: Frequently	27,363	53.21%	21,308	53.99%	101
Ad avoidance: Internet - Streaming audio: Never	19,031	37.01%	15,733	39.87%	108
Ad avoidance: Internet - Streaming audio: Seldom	3,665	7.13%	2,464	6.25%	88
Ad avoidance: Internet - Streaming audio: Occasionally	4,462	8.68%	3,003	7.61%	88
Ad avoidance: Internet - Streaming audio: Frequently	24,267	47.19%	18,262	46.28%	98
Ad avoidance: Internet - Streaming video: Never	17,139	33.33%	14,006	35.49%	106
Ad avoidance: Internet - Streaming video: Seldom	3,379	6.57%	2,154	5.46%	83
Ad avoidance: Internet - Streaming video: Occasionally	5,141	10.00%	3,665	9.29%	93
Ad avoidance: Internet - Streaming video: Frequently	25,767	50.11%	19,638	49.76%	99
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Never	10,969	21.33%	8,050	20.40%	96
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Seldom	6,055	11.77%	4,672	11.84%	101
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Occasionally	13,835	26.90%	10,939	27.72%	103
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Frequently	20,567	39.99%	15,802	40.04%	100
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Never	16,321	31.74%	12,121	30.71%	97
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Seldom	4,375	8.51%	3,215	8.15%	96
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Occasionally	8,156	15.86%	6,758	17.12%	108
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Frequently	22,575	43.90%	17,369	44.02%	100
Ad avoidance: Community newspapers (e.g. turn page/ignore): Never	10,799	21.00%	7,478	18.95%	90

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Ad avoidance: Community newspapers (e.g. turn page/ignore): Seldom	6,953	13.52%	4,939	12.52%	93
Ad avoidance: Community newspapers (e.g. turn page/ignore): Occasionally	14,693	28.57%	12,529	31.75%	111
Ad avoidance: Community newspapers (e.g. turn page/ignore): Frequently	18,981	36.91%	14,517	36.79%	100
Ad avoidance: Magazines (e.g. turn page/ignore): Never	10,236	19.90%	6,683	16.93%	85
Ad avoidance: Magazines (e.g. turn page/ignore): Seldom	6,341	12.33%	5,067	12.84%	104
Ad avoidance: Magazines (e.g. turn page/ignore): Occasionally	13,768	26.77%	11,687	29.61%	111
Ad avoidance: Magazines (e.g. turn page/ignore): Frequently	21,081	40.99%	16,027	40.61%	99
<b>Advertisement Noticed Past 7 Days</b>					
Ad noticed past 7 days: Posters/screens inside airports	2,625	5.11%	2,217	5.62%	110
Ad noticed past 7 days: Posters inside buses	8,019	15.59%	4,227	10.71%	69
Ad noticed past 7 days: Posters inside commuter trains	4,006	7.79%	3,029	7.68%	99
Ad noticed past 7 days: Movie theater ads	4,388	8.53%	3,224	8.17%	96
Ad noticed past 7 days: Posters inside public washrooms	4,268	8.30%	2,960	7.50%	90
Ad noticed past 7 days: Posters inside shopping malls	9,407	18.29%	6,487	16.44%	90
Ad noticed past 7 days: Posters inside subway/metro cars	4,510	8.77%	3,224	8.17%	93
Ad noticed past 7 days: Posters on bus exteriors	15,633	30.40%	10,192	25.83%	85
Ad noticed past 7 days: Posters/screens on other outdoor public spaces (e.g. columns, benches)	10,353	20.13%	6,469	16.39%	81
Ad noticed past 7 days: Posters/screens on subway/metro platforms	6,175	12.01%	3,773	9.56%	80
Ad noticed past 7 days: Posters on taxis	1,942	3.78%	1,031	2.61%	69
Ad noticed past 7 days: Posters/screens on transit shelters	11,372	22.11%	7,799	19.76%	89
Ad noticed past 7 days: Billboards (e.g. along roadways, on buildings)	13,054	25.39%	9,430	23.90%	94
Ad noticed past 7 days: Digital billboards	6,693	13.02%	3,550	9.00%	69
Ad noticed past 7 days: Screens inside elevators	3,539	6.88%	2,678	6.79%	99

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

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