

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426		39,463		
Reading Patterns by Type					
Magazine type: Alternative weekly publications (e.g. NOW, Georgia Straight, Voir)	1,385	2.69%	909	2.30%	86
Magazine type: Art & antiques	1,107	2.15%	1,008	2.55%	119
Magazine type: Automobile & motorcycle	1,534	2.98%	1,338	3.39%	114
Magazine type: Babies & parenting	262	0.51%	147	0.37%	73
Magazine type: Brides/bridal	318	0.62%	193	0.49%	79
Magazine type: Business & finance	2,456	4.78%	2,742	6.95%	145
Magazine type: Children & teen	357	0.69%	123	0.31%	45
Magazine type: Computer, science & technology	1,837	3.57%	1,250	3.17%	89
Magazine type: Entertainment/celebrity (e.g. hello)	4,713	9.16%	3,584	9.08%	99
Magazine type: Fashion	2,515	4.89%	1,871	4.74%	97
Magazine type: Food & beverage	5,027	9.78%	4,250	10.77%	110
Magazine type: Gardening & homes	4,565	8.88%	4,451	11.28%	127
Magazine type: Health/fitness	3,109	6.05%	2,127	5.39%	89
Magazine type: Hobbies	2,280	4.43%	1,519	3.85%	87
Magazine type: Home decor	3,198	6.22%	2,570	6.51%	105
Magazine type: Men's (e.g. Maxim, GQ)	1,150	2.24%	558	1.41%	63
Magazine type: Music-Read	955	1.86%	711	1.80%	97
Magazine type: Nature & ecology	2,312	4.50%	2,032	5.15%	114
Magazine type: News & current affairs	5,832	11.34%	5,581	14.14%	125
Magazine type: Photography, video, audio	836	1.63%	596	1.51%	93
Magazine type: Senior citizens	2,817	5.48%	2,703	6.85%	125
Magazine type: Sports & recreation	2,362	4.59%	1,885	4.78%	104
Magazine type: Travel & tourism	4,134	8.04%	3,947	10.00%	124
Magazine type: Women's (e.g. Cosmopolitan)	2,610	5.08%	1,857	4.71%	93
Magazine type: Other magazine types	6,018	11.70%	5,143	13.03%	111
Reading Patterns by Magazine					
Magazine: Air Canada enRoute	2,299	4.47%	1,999	5.07%	113
Magazine: CAA magazines (any)	2,389	4.65%	2,197	5.57%	120
Magazine: Canadian Geographic	2,004	3.90%	1,776	4.50%	115
Magazine: Canadian House and Home	1,886	3.67%	2,344	5.94%	162
Magazine: Canadian Living	6,014	11.69%	4,719	11.96%	102
Magazine: Chatelaine (English edition)	3,090	6.01%	2,292	5.81%	97
Magazine: Cineplex Magazine	2,688	5.23%	2,173	5.51%	105
Magazine: Cottage Life	521	1.01%	463	1.17%	116
Magazine: Elle Canada	657	1.28%	523	1.33%	104
Magazine: FASHION Magazine	778	1.51%	685	1.74%	115
Magazine: Food & Drink	1,235	2.40%	951	2.41%	100
Magazine: Hello! Canada	2,875	5.59%	2,565	6.50%	116
Magazine: Live Better	178	0.35%	95	0.24%	69
Magazine: Maclean's	4,556	8.86%	3,718	9.42%	106
Magazine: Our Canada	570	1.11%	420	1.07%	96

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	Value	Percent	Value	Percent	Index
Magazine: Outdoor Canada	581	1.13%	317	0.80%	71
Magazine: Reader's Digest	2,990	5.81%	2,307	5.85%	101
Magazine: Report on Business Magazine	732	1.42%	996	2.52%	177
Magazine: Style at Home	1,588	3.09%	1,518	3.85%	125
Magazine: Today's Parent	132	0.26%	59	0.15%	58
Magazine: Zoomer Magazine	2,521	4.90%	3,640	9.22%	188
Magazine: Other English-Canadian magazines	5,394	10.49%	4,534	11.49%	110
Magazine: 7 Jours	109	0.21%	97	0.25%	119
Magazine: Bel Age	856	1.67%	681	1.73%	104
Magazine: Chatelaine (French edition)	126	0.24%	112	0.29%	121
Magazine: Clin d'oeil	270	0.53%	187	0.47%	89
Magazine: Coup de Pouce	930	1.81%	669	1.70%	94
Magazine: Elle Quebec	123	0.24%	132	0.34%	142
Magazine: L'Actualite	329	0.64%	178	0.45%	70
Magazine: Le Magazine Cineplex	127	0.25%	98	0.25%	100
Magazine: Les Affaires/Les Affaires Plus	165	0.32%	133	0.34%	106
Magazine: Les idees de ma maison	70	0.14%	56	0.14%	100
Magazine: Ricardo	990	1.93%	732	1.85%	96
Magazine: Selection du Reader's Digest	316	0.61%	233	0.59%	97
Magazine: Touring	50	0.10%	33	0.08%	80
Magazine: Vivre mieux	53	0.10%	28	0.07%	70
Magazine: Other French-Canadian magazines	237	0.46%	292	0.74%	161
Magazine: Better Homes & Gardens	1,079	2.10%	739	1.87%	89
Magazine: Cosmopolitan	620	1.21%	471	1.19%	98
Magazine: Family Circle	676	1.31%	415	1.05%	80
Magazine: Game Informer	113	0.22%	72	0.18%	82
Magazine: Good Housekeeping	1,534	2.98%	1,010	2.56%	86
Magazine: National Geographic	3,723	7.24%	3,272	8.29%	115
Magazine: People	2,612	5.08%	1,959	4.97%	98
Magazine: Sports Illustrated	762	1.48%	723	1.83%	124
Magazine: Time	1,169	2.27%	1,050	2.66%	117
Magazine: Woman's Day	1,214	2.36%	696	1.76%	75
Magazine: Other U.S magazines	5,688	11.06%	4,869	12.34%	112
Magazines Reading Time Summary					
Read magazine yesterday: Yes	12,976	25.23%	11,640	29.50%	117
Magazines Days Read Monday - Sunday					
Magazines days read: M - Su-Never	37,970	73.83%	28,126	71.27%	97
Magazines days read: M - Su-Less than 1 day a week	3,353	6.52%	2,909	7.37%	113
Magazines days read: M - Su-1 day	2,045	3.98%	1,843	4.67%	117
Magazines days read: M - Su-2 days	2,764	5.37%	2,205	5.59%	104
Magazines days read: M - Su-3 days	1,759	3.42%	1,508	3.82%	112
Magazines days read: M - Su-4 days	1,126	2.19%	937	2.37%	108
Magazines days read: M - Su-5 days	1,024	1.99%	691	1.75%	88
Magazines days read: M - Su-6 days	227	0.44%	255	0.65%	148

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Magazines days read: M - Su-7 days	1,159	2.25%	989	2.51%	112
Magazines Summary: Weekday avg. Time Reading					
Weekday read: Did not read	38,158	74.20%	27,895	70.69%	95
Weekday read: 15 min or less	2,931	5.70%	2,525	6.40%	112
Weekday read: 16 to 30 min	4,648	9.04%	4,197	10.64%	118
Weekday read: 31 to 60 min	3,439	6.69%	3,014	7.64%	114
Weekday read: More than 60 min	2,251	4.38%	1,832	4.64%	106
Magazines Weekly Read					
Magazines weekly read: Zero	38,125	74.14%	27,372	69.36%	94
Magazines weekly read: 30 min or less	5,018	9.76%	4,427	11.22%	115
Magazines weekly read: 31 to 60 min	2,324	4.52%	2,047	5.19%	115
Magazines weekly read: 61 to 240 min	4,013	7.80%	4,161	10.54%	135
Magazines weekly read: More than 240 min	1,947	3.79%	1,455	3.69%	97
Magazines Reading Terciles					
Magazines reading terciles: No usage	37,690	73.29%	27,477	69.63%	95
Magazines reading terciles: Light	4,675	9.09%	3,931	9.96%	110
Magazines reading terciles: Medium	4,593	8.93%	4,339	11.00%	123
Magazines reading terciles: Heavy	4,468	8.69%	3,716	9.42%	108
Magazines Reading Quintiles					
Magazines reading quintiles: No usage	38,154	74.19%	27,980	70.90%	96
Magazines reading quintiles: Light	2,149	4.18%	1,828	4.63%	111
Magazines reading quintiles: Medium light	3,378	6.57%	3,121	7.91%	120
Magazines reading quintiles: Medium	2,421	4.71%	2,117	5.37%	114
Magazines reading quintiles: Medium heavy	2,682	5.22%	2,216	5.62%	108
Magazines reading quintiles: Heavy	2,643	5.14%	2,202	5.58%	109

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

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