

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population of age 15 and over	57,379		41,761		
Read Newspaper Yesterday					
Read daily newspaper yesterday: Yes	16,140	28.13%	14,783	35.40%	126
Read local community newspaper yesterday: Yes	4,022	7.01%	3,625	8.68%	124
Readership on Weekdays					
The Globe and Mail: Never	50,251	87.58%	36,150	86.57%	99
The Globe and Mail: 1 Day	2,981	5.20%	1,985	4.75%	91
The Globe and Mail: 2 Days	760	1.33%	499	1.19%	89
The Globe and Mail: 3 Days	1,373	2.39%	609	1.46%	61
The Globe and Mail: 4 Days	86	0.15%	76	0.18%	120
The Globe and Mail: 5 Days	1,928	3.36%	2,442	5.85%	174
National Post: Never	53,122	92.58%	38,135	91.32%	99
National Post: 1 Day	1,905	3.32%	1,094	2.62%	79
National Post: 2 Days	883	1.54%	755	1.81%	118
National Post: 3 Days	567	0.99%	513	1.23%	124
National Post: 4 Days	96	0.17%	95	0.23%	135
National Post: 5 Days	806	1.41%	1,169	2.80%	199
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	44,112	76.88%	30,372	72.73%	95
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 Day	3,407	5.94%	2,179	5.22%	88
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 Days	1,639	2.86%	1,235	2.96%	103
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 3 Days	1,168	2.04%	902	2.16%	106
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 4 Days	468	0.82%	425	1.02%	124
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 5 Days	6,585	11.48%	6,648	15.92%	139
Readership on Weekend					
Weekend the Globe and Mail: Never	50,995	88.87%	36,468	87.33%	98
Weekend the Globe and Mail: 1 Day	6,384	11.13%	5,293	12.67%	114
Weekend National Post: Never	54,803	95.51%	39,100	93.63%	98
Weekend National Post: 1 day	2,576	4.49%	2,661	6.37%	142
Weekend Any local daily newspaper(s): Never	46,822	81.60%	32,200	77.11%	94
Weekend Any local daily newspaper(s): 1 day	9,850	17.17%	8,166	19.56%	114
Weekend Any local daily newspaper(s): 2 days	707	1.23%	1,394	3.34%	272
Summary Time Spent Reading Daily Paper: Weekday					
Weekday on daily newspaper: Did not read	48,017	83.69%	32,520	77.87%	93
Weekday on daily newspaper: Less than 15 min	414	0.72%	303	0.73%	101
Weekday on daily newspaper: 15 to 29 min	1,171	2.04%	927	2.22%	109
Weekday on daily newspaper: 30 to 44 min	1,957	3.41%	1,659	3.97%	116
Weekday on daily newspaper: 45 to 59 min	471	0.82%	427	1.02%	124

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Weekday on daily newspaper: 60 to 90 min	3,915	6.82%	4,351	10.42%	153
Weekday on daily newspaper: More than 90 min	1,434	2.50%	1,575	3.77%	151
Summary Time Spent Reading Daily Newspaper: Weekend					
Weekend on daily newspaper: Did not read	49,559	86.37%	33,352	79.86%	92
Weekend on daily newspaper: Less than 15 min	181	0.32%	266	0.64%	200
Weekend on daily newspaper: 15 to 29 min	692	1.21%	599	1.43%	118
Weekend on daily newspaper: 30 to 44 min	1,478	2.58%	1,663	3.98%	154
Weekend on daily newspaper: 45 to 59 min	178	0.31%	259	0.62%	200
Weekend on daily newspaper: 60 to 90 min	2,885	5.03%	2,770	6.63%	132
Weekend on daily newspaper: More than 90 min	2,407	4.19%	2,853	6.83%	163
Readership Monday-Friday					
Weekday daily reading: Never	27,058	47.16%	18,327	43.89%	93
Weekday daily reading: Less than 1 day a week	7,554	13.17%	4,935	11.82%	90
Weekday daily reading: 1 day	2,742	4.78%	1,633	3.91%	82
Weekday daily reading: 2 days	3,055	5.33%	2,235	5.35%	100
Weekday daily reading: 3 days	3,193	5.57%	1,958	4.69%	84
Weekday daily reading: 4 days	1,728	3.01%	1,218	2.92%	97
Weekday daily reading: 5 days	12,048	21.00%	11,454	27.43%	131
Readership Weekend					
Newspaper SAT-SUN: None	32,707	57.00%	21,060	50.43%	88
Newspaper SAT-SUN: Less than 1 day	8,980	15.65%	6,551	15.69%	100
Newspaper SAT-SUN: 1 day	7,587	13.22%	5,997	14.36%	109
Newspaper SAT-SUN: 2 days	8,105	14.13%	8,153	19.52%	138
Subscription					
Subscription of any local daily newspaper: No	47,117	82.12%	30,375	72.74%	89
Subscription of any local daily newspaper: Yes	10,262	17.89%	11,386	27.26%	152
Read Local Community Newspaper in Past 7 Days					
Local community newspaper: Yes	11,739	20.46%	11,046	26.45%	129
Frequency Reading Local Community Newspaper					
Local community newspaper: Never	38,423	66.96%	25,504	61.07%	91
Local community newspaper: Seldom	5,919	10.32%	4,405	10.55%	102
Local community newspaper: Occasionally	7,111	12.39%	6,182	14.80%	119
Local community newspaper: Frequently	5,927	10.33%	5,670	13.58%	131
Number of Local Community Newspapers Read					
Number of local community newspapers: 0	48,465	84.47%	34,262	82.04%	97
Number of local community newspapers: 1	2,169	3.78%	1,909	4.57%	121
Number of local community newspapers: 2	1,770	3.09%	1,345	3.22%	104
Number of local community newspapers: 3	1,142	1.99%	886	2.12%	107
Number of local community newspapers: 4	3,055	5.32%	2,700	6.47%	122
Number of local community newspapers: 5	778	1.36%	659	1.58%	116
Terciles of Usage					
Terciles of daily newspaper : No usage	46,758	81.49%	31,282	74.91%	92
Terciles of daily newspaper : Light	3,324	5.79%	2,346	5.62%	97

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Terciles of daily newspaper : Medium	3,606	6.29%	4,048	9.69%	154
Terciles of daily newspaper : Heavy	3,691	6.43%	4,084	9.78%	152
Terciles of local community newspaper : No usage	38,699	67.45%	25,990	62.23%	92
Terciles of local community newspaper : Light	5,093	8.88%	4,014	9.61%	108
Terciles of local community newspaper : Medium	7,485	13.05%	6,424	15.38%	118
Terciles of local community newspaper : Heavy	6,102	10.64%	5,333	12.77%	120
Reading Patterns by Section					
Read by section - Automotive: Never	45,936	80.06%	31,920	76.44%	95
Read by section - Automotive: Seldom	6,543	11.40%	5,194	12.44%	109
Read by section - Automotive: Occasionally	3,835	6.68%	3,431	8.22%	123
Read by section - Automotive: Frequently	1,065	1.86%	1,216	2.91%	156
Read by section - Business & Financial: Never	34,965	60.94%	23,363	55.94%	92
Read by section - Business & Financial: Seldom	7,726	13.47%	5,148	12.33%	92
Read by section - Business & Financial: Occasionally	7,798	13.59%	6,418	15.37%	113
Read by section - Business & Financial: Frequently	6,890	12.01%	6,832	16.36%	136
Read by section - Classified Ads (excl. real estate): Never	43,896	76.50%	31,820	76.20%	100
Read by section - Classified Ads (excl. real estate): Seldom	8,344	14.54%	6,183	14.81%	102
Read by section - Classified Ads (excl. real estate): Occasionally	4,188	7.30%	2,990	7.16%	98
Read by section - Classified Ads (excl. real estate): Frequently	951	1.66%	768	1.84%	111
Read by section - Computer/high tech: Never	39,673	69.14%	27,818	66.61%	96
Read by section - Computer/high tech: Seldom	10,066	17.54%	7,638	18.29%	104
Read by section - Computer/high tech: Occasionally	5,734	9.99%	4,822	11.55%	116
Read by section - Computer/high tech: Frequently	1,907	3.32%	1,483	3.55%	107
Read by section - Editorials: Never	32,204	56.13%	21,937	52.53%	94
Read by section - Editorials: Seldom	7,863	13.70%	5,194	12.44%	91
Read by section - Editorials: Occasionally	10,118	17.63%	7,588	18.17%	103
Read by section - Editorials: Frequently	7,193	12.54%	7,042	16.86%	134
Read by section - Fashion/lifestyle: Never	38,196	66.57%	26,135	62.58%	94
Read by section - Fashion/lifestyle: Seldom	9,435	16.44%	6,819	16.33%	99
Read by section - Fashion/lifestyle: Occasionally	7,064	12.31%	6,187	14.82%	120
Read by section - Fashion/lifestyle: Frequently	2,684	4.68%	2,619	6.27%	134
Read by section - Food: Never	31,142	54.27%	20,318	48.65%	90
Read by section - Food: Seldom	9,322	16.25%	7,510	17.98%	111
Read by section - Food: Occasionally	11,372	19.82%	8,785	21.04%	106
Read by section - Food: Frequently	5,543	9.66%	5,149	12.33%	128
Read by section - Health: Never	31,506	54.91%	20,381	48.80%	89
Read by section - Health: Seldom	9,963	17.36%	7,925	18.98%	109
Read by section - Health: Occasionally	10,490	18.28%	8,992	21.53%	118
Read by section - Health: Frequently	5,420	9.45%	4,463	10.69%	113
Read by section - International news/world Section: Never	23,202	40.44%	15,563	37.27%	92
Read by section - International news/world Section: Seldom	4,910	8.56%	3,200	7.66%	89
Read by section - International news/world Section: Occasionally	12,073	21.04%	8,588	20.57%	98
Read by section - International news/world section: Frequently	17,194	29.97%	14,410	34.51%	115

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Read by section - Local & regional news: Never	20,140	35.10%	13,900	33.28%	95
Read by section - Local & regional news: Seldom	5,496	9.58%	3,577	8.57%	89
Read by section - Local & regional news: Occasionally	11,849	20.65%	7,577	18.14%	88
Read by section - Local & regional news: Frequently	19,894	34.67%	16,708	40.01%	115
Read by section - Movie & entertainment: Never	30,243	52.71%	20,211	48.40%	92
Read by section - Movie & entertainment: Seldom	10,076	17.56%	7,444	17.83%	102
Read by section - Movie & entertainment: Occasionally	11,220	19.55%	9,264	22.18%	113
Read by section - Movie & entertainment: Frequently	5,839	10.18%	4,842	11.60%	114
Read by section - National news: Never	22,543	39.29%	14,873	35.61%	91
Read by section - National news: Seldom	5,286	9.21%	3,189	7.64%	83
Read by section - National news: Occasionally	10,587	18.45%	7,659	18.34%	99
Read by section - National news: Frequently	18,963	33.05%	16,041	38.41%	116
Read by section - New homes section: Never	39,860	69.47%	26,521	63.51%	91
Read by section - New homes section: Seldom	9,959	17.36%	8,034	19.24%	111
Read by section - New homes section: Occasionally	5,840	10.18%	5,545	13.28%	130
Read by section - New homes section: Frequently	1,720	3.00%	1,661	3.98%	133
Read by section - Real estate listings: Never	40,878	71.24%	28,429	68.08%	96
Read by section - Real estate listings: Seldom	9,705	16.91%	7,938	19.01%	112
Read by section - Real estate listings: Occasionally	5,270	9.19%	4,063	9.73%	106
Read by section - Real estate listings: Frequently	1,526	2.66%	1,331	3.19%	120
Read by section - Sports: Never	36,758	64.06%	24,822	59.44%	93
Read by section - Sports: Seldom	8,663	15.10%	6,282	15.04%	100
Read by section - Sports: Occasionally	6,356	11.08%	5,133	12.29%	111
Read by section - Sports: Frequently	5,602	9.76%	5,523	13.23%	136
Read by section - Travel: Never	32,526	56.69%	22,030	52.75%	93
Read by section - Travel: Seldom	11,516	20.07%	7,378	17.67%	88
Read by section - Travel: Occasionally	9,123	15.90%	8,789	21.05%	132
Read by section - Travel: Frequently	4,213	7.34%	3,563	8.53%	116
Method of Reading					
I read most or all pages/sections	5,404	9.42%	4,683	11.21%	119
I read selected pages/sections only	16,152	28.15%	11,118	26.62%	95
I read selected pages/sections and skim through the rest of the paper quickly	25,555	44.54%	19,133	45.81%	103
I look through the whole paper casually	10,269	17.90%	6,827	16.35%	91

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

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