

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>Read Newspaper Yesterday</b>					
Read daily newspaper yesterday: Yes	23,340	45.39%	20,213	51.22%	113
Read local community newspaper yesterday: Yes	8,911	17.33%	7,509	19.03%	110
<b>Readership on Weekdays</b>					
The Globe and Mail: Never	43,480	84.55%	31,740	80.43%	95
The Globe and Mail: 1 Day	3,237	6.30%	2,800	7.10%	113
The Globe and Mail: 2 Days	1,506	2.93%	967	2.45%	84
The Globe and Mail: 3 Days	545	1.06%	376	0.95%	90
The Globe and Mail: 4 Days	204	0.40%	378	0.96%	240
The Globe and Mail: 5 Days	2,454	4.77%	3,202	8.11%	170
National Post: Never	46,721	90.85%	34,972	88.62%	98
National Post: 1 Day	1,685	3.28%	1,421	3.60%	110
National Post: 2 Days	557	1.08%	347	0.88%	81
National Post: 3 Days	641	1.25%	530	1.34%	107
National Post: 4 Days	144	0.28%	288	0.73%	261
National Post: 5 Days	1,679	3.26%	1,906	4.83%	148
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	29,257	56.89%	20,339	51.54%	91
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 Day	3,346	6.51%	2,229	5.65%	87
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 Days	2,866	5.57%	1,710	4.33%	78
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 3 Days	2,075	4.04%	1,309	3.32%	82
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 4 Days	918	1.79%	568	1.44%	80
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 5 Days	12,964	25.21%	13,309	33.72%	134
<b>Readership on Weekend</b>					
Weekend the Globe and Mail: Never	44,789	87.09%	33,734	85.48%	98
Weekend the Globe and Mail: 1 Day	6,637	12.91%	5,729	14.52%	112
Weekend National Post: Never	48,310	93.94%	36,349	92.11%	98
Weekend National Post: 1 day	3,116	6.06%	3,114	7.89%	130
Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	32,676	63.54%	22,405	56.78%	89
Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 day	15,830	30.78%	14,779	37.45%	122
Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 days	2,921	5.68%	2,278	5.77%	102
<b>Summary Time Spent Reading Daily Paper: Weekday</b>					
Weekday time spent on daily paper: Did not read	34,531	67.15%	24,056	60.96%	91
Weekday time spent on daily paper: Less than 15 min	668	1.30%	459	1.16%	89
Weekday time spent on daily paper: 15 to 29 min	1,805	3.51%	1,229	3.12%	89

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Weekday time spent on daily paper: 30 to 44 min	3,517	6.84%	2,844	7.21%	105
Weekday time spent on daily paper: 45 to 59 min	758	1.48%	555	1.41%	95
Weekday time spent on daily paper: 60 to 90 min	7,285	14.17%	7,873	19.95%	141
Weekday time spent on daily paper: More than 90 min	2,862	5.57%	2,447	6.20%	111
<b>Summary Time Spent Reading Daily Paper: Weekend</b>					
Weekend time spent on daily paper: Did not read	37,132	72.21%	26,292	66.63%	92
Weekend time spent on daily paper: Less than 15 min	209	0.41%	81	0.20%	49
Weekend time spent on daily paper: 15 to 29 min	945	1.84%	749	1.90%	103
Weekend time spent on daily paper: 30 to 44 min	2,197	4.27%	1,755	4.45%	104
Weekend time spent on daily paper: 45 to 59 min	406	0.79%	360	0.91%	115
Weekend time spent on daily paper: 60 to 90 min	5,944	11.56%	5,978	15.15%	131
Weekend time spent on daily paper: More than 90 min	4,593	8.93%	4,248	10.77%	121
<b>Readership Monday-Friday</b>					
Weekday daily reading: Never	16,719	32.51%	10,786	27.33%	84
Weekday daily reading: Less than 1 day a week	5,768	11.22%	3,889	9.85%	88
Weekday daily reading: 1 day	2,413	4.69%	1,651	4.18%	89
Weekday daily reading: 2 days	3,572	6.95%	2,441	6.19%	89
Weekday daily reading: 3 days	3,084	6.00%	2,333	5.91%	99
Weekday daily reading: 4 days	2,173	4.23%	1,515	3.84%	91
Weekday daily reading: 5 days	17,697	34.41%	16,849	42.70%	124
<b>Readership Weekend</b>					
Newspaper SAT-SUN: None	22,374	43.51%	14,136	35.82%	82
Newspaper SAT-SUN: Less than 1 day	6,296	12.24%	4,223	10.70%	87
Newspaper SAT-SUN: 1 day	11,664	22.68%	9,506	24.09%	106
Newspaper SAT-SUN: 2 days	11,091	21.57%	11,597	29.39%	136
Subscription of any local daily newspaper: No	36,304	70.60%	21,970	55.67%	79
Subscription of any local daily newspaper: Yes	15,122	29.41%	17,493	44.33%	151
<b>Read Local Community Newspaper in Past 7 Days</b>					
Read local community newspaper past 7 days: Yes	21,394	41.60%	18,615	47.17%	113
<b>Frequency Reading the Local Community Newspaper</b>					
Read local community newspaper: Never	23,163	45.04%	15,383	38.98%	87
Read local community newspaper: Seldom	5,366	10.44%	3,731	9.46%	91
Read local community newspaper: Occasionally	9,800	19.06%	7,447	18.87%	99
Read local community newspaper: Frequently	13,097	25.47%	12,902	32.70%	128
<b>Number of Local Community Newspapers Read</b>					
Number of local community newspapers read: 0	36,746	71.45%	27,413	69.47%	97
Number of local community newspapers read: 1	2,880	5.60%	2,174	5.51%	98
Number of local community newspapers read: 2	2,423	4.71%	1,910	4.84%	103
Number of local community newspapers read: 3	942	1.83%	778	1.97%	108
Number of local community newspapers read: 4	4,010	7.80%	3,435	8.71%	112
Number of local community newspapers read: 5	4,426	8.61%	3,753	9.51%	110
<b>Terciles of Usage</b>					
Summary daily newspaper terciles: No usage	31,473	61.20%	21,812	55.27%	90
Summary daily newspaper terciles: Light	5,254	10.22%	3,613	9.16%	90

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Summary daily newspaper terciles: Medium	6,548	12.73%	5,889	14.92%	117
Summary daily newspaper terciles: Heavy	8,151	15.85%	8,149	20.65%	130
Summary local community newspaper terciles: No usage	22,940	44.61%	16,243	41.16%	92
Summary local community newspaper terciles: Light	7,277	14.15%	5,860	14.85%	105
Summary local community newspaper terciles: Medium	10,673	20.75%	8,733	22.13%	107
Summary local community newspaper terciles: Heavy	10,537	20.49%	8,627	21.86%	107
<b>Reading Patterns by Section</b>					
Read by section - Automotive: Never	36,973	71.90%	25,683	65.08%	91
Read by section - Automotive: Seldom	6,991	13.59%	6,239	15.81%	116
Read by section - Automotive: Occasionally	5,425	10.55%	4,476	11.34%	107
Read by section - Automotive: Frequently	2,037	3.96%	3,065	7.77%	196
Read by section - Business & Financial: Never	25,737	50.05%	16,238	41.15%	82
Read by section - Business & Financial: Seldom	7,371	14.33%	5,517	13.98%	98
Read by section - Business & Financial: Occasionally	9,607	18.68%	8,824	22.36%	120
Read by section - Business & Financial: Frequently	8,712	16.94%	8,883	22.51%	133
Read by section - Classified Ads (excl. real estate): Never	34,682	67.44%	26,333	66.73%	99
Read by section - Classified Ads (excl. real estate): Seldom	10,028	19.50%	8,181	20.73%	106
Read by section - Classified Ads (excl. real estate): Occasionally	5,451	10.60%	4,286	10.86%	102
Read by section - Classified Ads (excl. real estate): Frequently	1,265	2.46%	663	1.68%	68
Read by section - Computer/high tech: Never	34,997	68.05%	25,886	65.60%	96
Read by section - Computer/high tech: Seldom	8,789	17.09%	7,394	18.74%	110
Read by section - Computer/high tech: Occasionally	5,855	11.39%	4,613	11.69%	103
Read by section - Computer/high tech: Frequently	1,785	3.47%	1,569	3.98%	115
Read by section - Editorials: Never	20,164	39.21%	12,414	31.46%	80
Read by section - Editorials: Seldom	7,953	15.47%	6,105	15.47%	100
Read by section - Editorials: Occasionally	11,638	22.63%	9,839	24.93%	110
Read by section - Editorials: Frequently	11,671	22.70%	11,105	28.14%	124
Read by section - Fashion/lifestyle: Never	26,600	51.73%	18,337	46.47%	90
Read by section - Fashion/lifestyle: Seldom	9,335	18.15%	7,455	18.89%	104
Read by section - Fashion/lifestyle: Occasionally	10,219	19.87%	8,009	20.29%	102
Read by section - Fashion/lifestyle: Frequently	5,272	10.25%	5,663	14.35%	140
Read by section - Food: Never	20,806	40.46%	13,664	34.63%	86
Read by section - Food: Seldom	7,864	15.29%	6,412	16.25%	106
Read by section - Food: Occasionally	13,504	26.26%	10,932	27.70%	105
Read by section - Food: Frequently	9,252	17.99%	8,455	21.42%	119
Read by section - Health: Never	19,298	37.53%	12,187	30.88%	82
Read by section - Health: Seldom	8,304	16.15%	6,319	16.01%	99
Read by section - Health: Occasionally	14,790	28.76%	12,238	31.01%	108
Read by section - Health: Frequently	9,035	17.57%	8,719	22.09%	126
Read by section - International news/world Section: Never	14,724	28.63%	9,826	24.90%	87
Read by section - International news/world Section: Seldom	3,920	7.62%	2,728	6.91%	91
Read by section - International news/world Section: Occasionally	10,896	21.19%	7,808	19.79%	93
Read by section - International news/world section: Frequently	21,887	42.56%	19,101	48.40%	114
Read by section - Local & regional news: Never	12,589	24.48%	8,907	22.57%	92

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	Value	Percent	Value	Percent	Index
Read by section - Local & regional news: Seldom	3,121	6.07%	1,774	4.50%	74
Read by section - Local & regional news: Occasionally	10,527	20.47%	7,787	19.73%	96
Read by section - Local & regional news: Frequently	25,189	48.98%	20,995	53.20%	109
Read by section - Movie & entertainment: Never	18,691	36.35%	12,413	31.45%	87
Read by section - Movie & entertainment: Seldom	9,174	17.84%	7,860	19.92%	112
Read by section - Movie & entertainment: Occasionally	14,246	27.70%	11,035	27.96%	101
Read by section - Movie & entertainment: Frequently	9,315	18.11%	8,155	20.67%	114
Read by section - National news: Never	13,948	27.12%	9,325	23.63%	87
Read by section - National news: Seldom	3,376	6.57%	2,145	5.44%	83
Read by section - National news: Occasionally	10,236	19.91%	7,497	19.00%	95
Read by section - National news: Frequently	23,866	46.41%	20,496	51.94%	112
Read by section - New homes section: Never	29,822	57.99%	19,825	50.24%	87
Read by section - New homes section: Seldom	10,681	20.77%	9,139	23.16%	112
Read by section - New homes section: Occasionally	7,237	14.07%	6,667	16.89%	120
Read by section - New homes section: Frequently	3,686	7.17%	3,832	9.71%	135
Read by section - Real estate listings: Never	31,149	60.57%	21,939	55.59%	92
Read by section - Real estate listings: Seldom	11,979	23.29%	10,164	25.76%	111
Read by section - Real estate listings: Occasionally	6,477	12.60%	5,710	14.47%	115
Read by section - Real estate listings: Frequently	1,822	3.54%	1,650	4.18%	118
Read by section - Sports: Never	27,807	54.07%	18,484	46.84%	87
Read by section - Sports: Seldom	6,778	13.18%	5,371	13.61%	103
Read by section - Sports: Occasionally	7,668	14.91%	6,265	15.88%	107
Read by section - Sports: Frequently	9,173	17.84%	9,342	23.67%	133
Read by section - Travel: Never	20,972	40.78%	13,380	33.91%	83
Read by section - Travel: Seldom	9,519	18.51%	7,354	18.64%	101
Read by section - Travel: Occasionally	12,970	25.22%	11,015	27.91%	111
Read by section - Travel: Frequently	7,965	15.49%	7,713	19.55%	126
Read by section - Advertisement: Never	23,485	45.67%	16,694	42.30%	93
Read by section - Advertisement: Seldom	14,335	27.88%	10,801	27.37%	98
Read by section - Advertisement: Occasionally	11,388	22.14%	9,904	25.10%	113
Read by section - Advertisement: Frequently	2,218	4.31%	2,064	5.23%	121
<b>Method of Reading</b>					
I read most or all pages/sections	8,091	15.73%	7,000	17.74%	113
I read selected pages/sections only	13,868	26.97%	10,299	26.10%	97
I read selected pages/sections and skim through the rest of the paper quickly	20,691	40.24%	15,590	39.51%	98
I look through the whole paper casually	8,776	17.07%	6,573	16.66%	98

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

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