

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Population of age 15 and over	60,240		42,869		
Flyer and Coupon Usage					
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Never	32,998	54.78%	22,644	52.82%	96
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Seldom	9,739	16.17%	6,983	16.29%	101
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Occasionally	9,548	15.85%	7,242	16.89%	107
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Frequently	7,955	13.21%	6,000	14.00%	106
Coupons: Never	28,226	46.86%	20,386	47.56%	101
Coupons: Seldom	16,016	26.59%	11,228	26.19%	98
Coupons: Occasionally	10,588	17.58%	7,307	17.05%	97
Coupons: Frequently	5,409	8.98%	3,948	9.21%	103
Direct email offers: Never	32,143	53.36%	23,856	55.65%	104
Direct email offers: Seldom	16,623	27.60%	11,076	25.84%	94
Direct email offers: Occasionally	9,513	15.79%	6,115	14.27%	90
Direct email offers: Frequently	1,961	3.26%	1,822	4.25%	130
Flyers delivered to the door or in the mail: Never	30,409	50.48%	20,867	48.68%	96
Flyers delivered to the door or in the mail: Seldom	12,591	20.90%	9,228	21.53%	103
Flyers delivered to the door or in the mail: Occasionally	11,005	18.27%	7,884	18.39%	101
Flyers delivered to the door or in the mail: Frequently	6,235	10.35%	4,890	11.41%	110
Flyers inserted into a community newspaper: Never	35,796	59.42%	23,207	54.14%	91
Flyers inserted into a community newspaper: Seldom	8,126	13.49%	5,809	13.55%	100
Flyers inserted into a community newspaper: Occasionally	8,596	14.27%	7,229	16.86%	118
Flyers inserted into a community newspaper: Frequently	7,723	12.82%	6,624	15.45%	121
Flyers inserted into a daily newspaper: Never	43,829	72.76%	29,997	69.97%	96
Flyers inserted into a daily newspaper: Seldom	6,757	11.22%	5,578	13.01%	116
Flyers inserted into a daily newspaper: Occasionally	6,091	10.11%	4,806	11.21%	111
Flyers inserted into a daily newspaper: Frequently	3,563	5.92%	2,488	5.80%	98
General information from the internet/websites: Never	24,308	40.35%	17,897	41.75%	103
General information from the internet/websites: Seldom	12,824	21.29%	9,159	21.36%	100
General information from the internet/websites: Occasionally	15,904	26.40%	10,876	25.37%	96
General information from the internet/websites: Frequently	7,204	11.96%	4,937	11.52%	96
Local store catalogues: Never	38,358	63.68%	26,311	61.38%	96
Local store catalogues: Seldom	11,834	19.64%	8,760	20.44%	104
Local store catalogues: Occasionally	7,504	12.46%	5,829	13.60%	109
Local store catalogues: Frequently	2,545	4.22%	1,968	4.59%	109
Mail order: Never	49,133	81.56%	33,996	79.30%	97
Mail order: Seldom	7,628	12.66%	5,552	12.95%	102
Mail order: Occasionally	2,895	4.81%	2,867	6.69%	139
Mail order: Frequently	583	0.97%	453	1.06%	109
Yellow Pages (printed directory): Never	56,391	93.61%	39,075	91.15%	97
Yellow Pages (printed directory): Seldom	2,746	4.56%	2,486	5.80%	127

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Yellow Pages (printed directory): Occasionally	1,102	1.83%	1,308	3.05%	167
Yellow Pages (online or app): Never	54,710	90.82%	38,105	88.89%	98
Yellow Pages (online or app): Seldom	3,744	6.22%	3,205	7.48%	120
Yellow Pages (online or app): Occasionally	1,219	2.02%	1,360	3.17%	157
Yellow Pages (online or app): Frequently	566	0.94%	200	0.47%	50
Opinion of Flyers Delivered to Your Door					
Flyers delivered: Very favourable	7,207	11.96%	5,287	12.33%	103
Flyers delivered: Somewhat favourable	21,269	35.31%	16,052	37.44%	106
Flyers delivered: Somewhat unfavourable	15,035	24.96%	10,466	24.41%	98
Flyers delivered: Very unfavourable	16,729	27.77%	11,064	25.81%	93
Upon Hearing a Radio Commercial					
Visited store: Later that same day	2,521	4.19%	1,430	3.34%	80
Visited store: Later that same week	5,377	8.93%	3,958	9.23%	103
Visited store: More than a week later	4,599	7.63%	3,070	7.16%	94
Visited website: Later that same day	6,466	10.73%	4,221	9.85%	92
Visited website: Later that same week	5,260	8.73%	3,726	8.69%	100
Visited website: More than a week later	2,373	3.94%	1,510	3.52%	89
Did online search: Later that same day	9,432	15.66%	6,132	14.30%	91
Did online search: Later that same week	7,247	12.03%	4,513	10.53%	88
Did online search: More than a week later	4,198	6.97%	2,886	6.73%	97
Did tell someone else: Later that same day	5,796	9.62%	4,038	9.42%	98
Did tell someone else: Later that same week	5,964	9.90%	4,641	10.83%	109
Did tell someone else: More than a week later	3,944	6.55%	2,595	6.05%	92
Did make a purchase: Later that same day	1,713	2.84%	918	2.14%	75
Did make a purchase: Later that same week	3,009	5.00%	2,435	5.68%	114
Did make a purchase: More than a week later	2,983	4.95%	2,193	5.12%	103
Upon Hearing a Discussion On Local On-Air Radio					
Visited store upon hearing a radio disc.: Later that same day	2,793	4.64%	1,828	4.26%	92
Visited store upon hearing a radio disc.: Later that same week	5,656	9.39%	3,436	8.01%	85
Visited store upon hearing a radio disc.: More than a week later	4,075	6.77%	2,930	6.83%	101
Accessed a website upon hearing a radio disc.: Later that same day	9,114	15.13%	6,203	14.47%	96
Accessed a website upon hearing a radio disc.: Later that same week	6,340	10.52%	5,558	12.97%	123
Accessed a website upon hearing a radio disc.: More than a week later	4,543	7.54%	3,572	8.33%	110
Attended an event upon hearing a radio disc.: Later that same day	2,381	3.95%	1,387	3.24%	82
Attended an event upon hearing a radio disc.: Later that same week	5,680	9.43%	3,651	8.52%	90
Attended an event upon hearing a radio disc.: More than a week later	7,510	12.47%	5,519	12.88%	103
Advertisement Avoidance					
Ad avoidance: Television (e.g. flip channels): Never	8,608	14.29%	4,668	10.89%	76

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Ad avoidance: Television (e.g. flip channels): Seldom	7,962	13.22%	5,411	12.62%	95
Ad avoidance: Television (e.g. flip channels): Occasionally	10,746	17.84%	7,942	18.53%	104
Ad avoidance: Television (e.g. flip channels): Frequently	32,924	54.65%	24,848	57.96%	106
Ad avoidance: Radio (e.g. change station): Never	16,007	26.57%	12,003	28.00%	105
Ad avoidance: Radio (e.g. change station): Seldom	12,223	20.29%	8,993	20.98%	103
Ad avoidance: Radio (e.g. change station): Occasionally	11,874	19.71%	7,976	18.61%	94
Ad avoidance: Radio (e.g. change station): Frequently	20,136	33.43%	13,896	32.42%	97
Ad avoidance: Internet - Web browsing: Never	6,804	11.30%	4,565	10.65%	94
Ad avoidance: Internet - Web browsing: Seldom	5,195	8.63%	3,349	7.81%	90
Ad avoidance: Internet - Web browsing: Occasionally	9,659	16.03%	6,884	16.06%	100
Ad avoidance: Internet - Web browsing: Frequently	38,581	64.05%	28,070	65.48%	102
Ad avoidance: Internet - Social media: Never	8,542	14.18%	6,031	14.07%	99
Ad avoidance: Internet - Social media: Seldom	4,357	7.23%	3,573	8.34%	115
Ad avoidance: Internet - Social media: Occasionally	10,545	17.50%	7,150	16.68%	95
Ad avoidance: Internet - Social media: Frequently	36,797	61.08%	26,115	60.92%	100
Ad avoidance: Internet - Streaming audio: Never	13,964	23.18%	10,182	23.75%	102
Ad avoidance: Internet - Streaming audio: Seldom	5,641	9.36%	4,604	10.74%	115
Ad avoidance: Internet - Streaming audio: Occasionally	6,873	11.41%	4,444	10.37%	91
Ad avoidance: Internet - Streaming audio: Frequently	33,762	56.05%	23,639	55.14%	98
Ad avoidance: Internet - Streaming video: Never	12,194	20.24%	9,239	21.55%	106
Ad avoidance: Internet - Streaming video: Seldom	5,477	9.09%	3,649	8.51%	94
Ad avoidance: Internet - Streaming video: Occasionally	8,293	13.77%	5,415	12.63%	92
Ad avoidance: Internet - Streaming video: Frequently	34,277	56.90%	24,566	57.30%	101
Ad avoidance: Internet - Podcasts: Never	15,484	25.70%	11,115	25.93%	101
Ad avoidance: Internet - Podcasts: Seldom	6,568	10.90%	4,941	11.53%	106
Ad avoidance: Internet - Podcasts: Occasionally	7,032	11.67%	5,183	12.09%	104
Ad avoidance: Internet - Podcasts: Frequently	31,156	51.72%	21,629	50.45%	98
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Never	14,041	23.31%	9,651	22.51%	97
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Seldom	7,689	12.76%	5,181	12.09%	95
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Occasionally	10,206	16.94%	8,767	20.45%	121
Ad avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Frequently	28,305	46.99%	19,270	44.95%	96
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Never	14,077	23.37%	10,289	24.00%	103
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Seldom	5,789	9.61%	4,071	9.50%	99
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Occasionally	8,624	14.32%	5,880	13.72%	96
Ad avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Frequently	31,750	52.71%	22,629	52.79%	100
Ad avoidance: Community newspapers (e.g. turn page/ignore): Never	13,189	21.89%	9,389	21.90%	100

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Ad avoidance: Community newspapers (e.g. turn page/ignore): Seldom	9,221	15.31%	6,543	15.26%	100
Ad avoidance: Community newspapers (e.g. turn page/ignore): Occasionally	11,352	18.85%	8,677	20.24%	107
Ad avoidance: Community newspapers (e.g. turn page/ignore): Frequently	26,477	43.95%	18,261	42.60%	97
Ad avoidance: Magazines (e.g. turn page/ignore): Never	14,366	23.85%	8,975	20.94%	88
Ad avoidance: Magazines (e.g. turn page/ignore): Seldom	7,092	11.77%	5,004	11.67%	99
Ad avoidance: Magazines (e.g. turn page/ignore): Occasionally	12,279	20.38%	10,032	23.40%	115
Ad avoidance: Magazines (e.g. turn page/ignore): Frequently	26,502	44.00%	18,859	43.99%	100
Advertisement Noticed Past 7 Days					
Ad noticed: Advertising inside airports	2,436	4.04%	1,796	4.19%	104
Ad noticed: Advertising inside buses	8,048	13.36%	5,124	11.95%	89
Ad noticed: Advertising inside commuter trains	4,573	7.59%	2,562	5.98%	79
Ad noticed: Advertising inside movie theatres	3,835	6.37%	2,893	6.75%	106
Ad noticed: Advertising inside public washrooms	6,618	10.99%	3,496	8.16%	74
Ad noticed: Advertising inside shopping malls	9,176	15.23%	7,234	16.88%	111
Ad noticed: Advertising inside subway/metro cars	5,545	9.21%	5,034	11.74%	127
Ad noticed: Advertising on bus exteriors	17,588	29.20%	12,401	28.93%	99
Ad noticed: Advertising on street furniture (e.g. bus benches, bike racks)	10,986	18.24%	6,970	16.26%	89
Ad noticed: Advertising on subway/metro platforms	7,576	12.58%	4,895	11.42%	91
Ad noticed: Advertising on taxi exteriors	3,463	5.75%	2,157	5.03%	87
Ad noticed: Advertising on transit shelters	13,505	22.42%	9,032	21.07%	94
Ad noticed: Billboards (e.g. along roads, high traffic pedestrian areas, on buildings, etc.)	14,775	24.53%	9,915	23.13%	94
Ad noticed: Digital billboards	7,958	13.21%	5,293	12.35%	93
Ad noticed: Screens inside elevators	7,320	12.15%	3,693	8.62%	71

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.

Data Vintage: 2024/2025