

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	50,414		37,961		
Flyer And Coupon Usage					
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Never	31,524	62.53%	24,880	65.54%	105
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Seldom	6,533	12.96%	4,944	13.02%	100
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Occasionally	7,917	15.70%	5,368	14.14%	90
Apps/online flyers (e.g. Flipp, Reebee, store website, flyermall.com): Frequently	4,441	8.81%	2,769	7.29%	83
Coupons: Never	17,694	35.10%	13,826	36.42%	104
Coupons: Seldom	13,531	26.84%	10,503	27.67%	103
Coupons: Occasionally	15,035	29.82%	10,681	28.14%	94
Coupons: Frequently	4,154	8.24%	2,952	7.78%	94
Direct email offers: Never	28,067	55.67%	21,856	57.58%	103
Direct email offers: Seldom	11,241	22.30%	8,384	22.09%	99
Direct email offers: Occasionally	9,204	18.26%	6,464	17.03%	93
Direct email offers: Frequently	1,902	3.77%	1,257	3.31%	88
Flyers delivered to the door or in the mail: Never	16,717	33.16%	13,265	34.94%	105
Flyers delivered to the door or in the mail: Seldom	12,100	24.00%	8,795	23.17%	97
Flyers delivered to the door or in the mail: Occasionally	12,913	25.61%	9,825	25.88%	101
Flyers delivered to the door or in the mail: Frequently	8,684	17.23%	6,077	16.01%	93
Flyers inserted into a community newspaper: Never	19,334	38.35%	13,355	35.18%	92
Flyers inserted into a community newspaper: Seldom	9,030	17.91%	6,974	18.37%	103
Flyers inserted into a community newspaper: Occasionally	11,260	22.33%	9,032	23.79%	107
Flyers inserted into a community newspaper: Frequently	10,791	21.40%	8,599	22.65%	106
Flyers inserted into a daily newspaper: Never	27,650	54.85%	19,111	50.34%	92
Flyers inserted into a daily newspaper: Seldom	8,872	17.60%	6,976	18.38%	104
Flyers inserted into a daily newspaper: Occasionally	9,004	17.86%	7,982	21.03%	118
Flyers inserted into a daily newspaper: Frequently	4,889	9.70%	3,891	10.25%	106
General information from the internet/websites: Never	25,328	50.24%	19,623	51.69%	103
General information from the internet/websites: Seldom	11,998	23.80%	9,328	24.57%	103
General information from the internet/websites: Occasionally	9,986	19.81%	6,986	18.40%	93
General information from the internet/websites: Frequently	3,102	6.15%	2,024	5.33%	87
Local store catalogues: Never	23,974	47.56%	17,531	46.18%	97
Local store catalogues: Seldom	12,804	25.40%	9,825	25.88%	102
Local store catalogues: Occasionally	11,481	22.77%	8,989	23.68%	104
Local store catalogues: Frequently	2,155	4.27%	1,617	4.26%	100
Mail order: Never	39,519	78.39%	29,222	76.98%	98
Mail order: Seldom	7,036	13.96%	5,567	14.67%	105
Mail order: Occasionally	3,218	6.38%	2,683	7.07%	111
Mail order: Frequently	640	1.27%	488	1.29%	102
Yellow pages (print or online): Never	40,291	79.92%	29,577	77.91%	97
Yellow pages (print or online): Seldom	6,695	13.28%	5,478	14.43%	109

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Yellow pages (print or online): Occasionally	3,025	6.00%	2,531	6.67%	111
Yellow pages (print or online): Frequently	403	0.80%	376	0.99%	124
Opinion of flyers delivered: Very favourable	8,528	16.92%	5,410	14.25%	84
Opinion of flyers delivered: Somewhat favourable	17,348	34.41%	12,588	33.16%	96
Opinion of flyers delivered: Somewhat unfavourable	12,642	25.08%	10,445	27.52%	110
Opinion of flyers delivered: Very unfavourable	11,897	23.60%	9,518	25.07%	106
Upon Hearing a Radio Commercial					
Visited store upon hearing a radio commercial: Later that same day	3,009	5.97%	2,118	5.58%	93
Visited store upon hearing a radio commercial: Later that same week	6,347	12.59%	5,044	13.29%	106
Visited store upon hearing a radio commercial: More than a week later	3,704	7.35%	2,533	6.67%	91
Visited website upon hearing a radio commercial: Later that same day	3,493	6.93%	2,615	6.89%	99
Visited website upon hearing a radio commercial: Later that same week	3,016	5.98%	2,236	5.89%	98
Visited website upon hearing a radio commercial: More than a week later	1,493	2.96%	1,001	2.64%	89
Did a general internet/online search: Later that same day	4,270	8.47%	2,786	7.34%	87
Did a general internet/online search: Later that same week	3,482	6.91%	2,349	6.19%	90
Did a general internet/online search: More than a week later	2,257	4.48%	1,458	3.84%	86
Upon Hearing a Radio Discussion					
Visited store upon hearing a radio disc.: Later that same day	1,470	2.92%	1,148	3.02%	103
Visited store upon hearing a radio disc.: Later that same week	4,309	8.55%	3,037	8.00%	94
Visited store upon hearing a radio disc.: More than a week later	3,082	6.11%	2,293	6.04%	99
Accessed a website upon hearing a radio disc.: Later that same day	4,957	9.83%	3,493	9.20%	94
Accessed a website upon hearing a radio disc.: Later that same week	4,578	9.08%	3,357	8.84%	97
Accessed a website upon hearing a radio disc.: More than a week later	2,747	5.45%	2,036	5.37%	99
Attended an event upon hearing a radio disc.: Later that same day	1,361	2.70%	990	2.61%	97
Attended an event upon hearing a radio disc.: Later that same week	3,786	7.51%	2,984	7.86%	105
Attended an event upon hearing a radio disc.: More than a week later	5,432	10.78%	4,213	11.10%	103
Advertisement Avoidance					
Ad. avoidance: Television (e.g. flip channels): Never	4,846	9.61%	3,353	8.83%	92
Ad. avoidance: Television (e.g. flip channels): Seldom	5,956	11.81%	4,454	11.73%	99
Ad. avoidance: Television (e.g. flip channels): Occasionally	12,888	25.57%	8,852	23.32%	91
Ad. avoidance: Television (e.g. flip channels): Frequently	26,725	53.01%	21,302	56.12%	106
Ad. avoidance: Radio (e.g. change station): Never	14,835	29.43%	11,672	30.75%	104

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Ad. avoidance: Radio (e.g. change station): Seldom	10,163	20.16%	7,732	20.37%	101
Ad. avoidance: Radio (e.g. change station): Occasionally	10,296	20.42%	7,318	19.28%	94
Ad. avoidance: Radio (e.g. change station): Frequently	15,119	29.99%	11,240	29.61%	99
Ad. avoidance: Internet - Web browsing: Never	7,682	15.24%	6,651	17.52%	115
Ad. avoidance: Internet - Web browsing: Seldom	3,869	7.68%	2,699	7.11%	93
Ad. avoidance: Internet - Web browsing: Occasionally	8,994	17.84%	6,386	16.82%	94
Ad. avoidance: Internet - Web browsing: Frequently	29,869	59.25%	22,225	58.55%	99
Ad. avoidance: Internet - Social media: Never	10,942	21.71%	8,468	22.31%	103
Ad. avoidance: Internet - Social media: Seldom	4,186	8.30%	3,182	8.38%	101
Ad. avoidance: Internet - Social media: Occasionally	7,874	15.62%	5,426	14.29%	91
Ad. avoidance: Internet - Social media: Frequently	27,412	54.37%	20,885	55.02%	101
Ad. avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Never	9,097	18.04%	6,308	16.62%	92
Ad. avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Seldom	6,583	13.06%	4,692	12.36%	95
Ad. avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Occasionally	12,566	24.93%	10,056	26.49%	106
Ad. avoidance: Daily newspapers (print ed.) (e.g. turn page/ignore): Frequently	22,168	43.97%	16,905	44.53%	101
Ad. avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Never	14,359	28.48%	10,655	28.07%	99
Ad. avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Seldom	4,719	9.36%	3,442	9.07%	97
Ad. avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Occasionally	8,538	16.94%	6,645	17.51%	103
Ad. avoidance: Daily newspapers (online ed.) (e.g. block/ignore banner ads): Frequently	22,798	45.22%	17,219	45.36%	100
Ad. avoidance: Community newspapers (e.g. turn page/ignore): Never	9,263	18.37%	6,480	17.07%	93
Ad. avoidance: Community newspapers (e.g. turn page/ignore): Seldom	8,105	16.08%	5,750	15.15%	94
Ad. avoidance: Community newspapers (e.g. turn page/ignore): Occasionally	13,312	26.41%	10,327	27.20%	103
Ad. avoidance: Community newspapers (e.g. turn page/ignore): Frequently	19,734	39.14%	15,403	40.58%	104
Ad. avoidance: Magazines (e.g. turn page/ignore): Never	9,304	18.46%	6,479	17.07%	92
Ad. avoidance: Magazines (e.g. turn page/ignore): Seldom	6,052	12.01%	4,989	13.14%	109
Ad. avoidance: Magazines (e.g. turn page/ignore): Occasionally	13,057	25.90%	10,090	26.58%	103
Ad. avoidance: Magazines (e.g. turn page/ignore): Frequently	22,001	43.64%	16,403	43.21%	99
Advertisement Noticed Past 7 Days					
Ad. noticed past 7 days: Billboards (e.g. along roadways, on buildings)	19,349	38.38%	13,314	35.07%	91
Ad. noticed past 7 days: Digital billboards	9,657	19.16%	6,562	17.29%	90
Ad. noticed past 7 days: Movie theater ads	8,679	17.22%	6,067	15.98%	93

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
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Ad. noticed past 7 days: Posters inside buses	9,412	18.67%	6,011	15.83%	85
Ad. noticed past 7 days: Posters inside subway/metro cars	7,104	14.09%	4,699	12.38%	88
Ad. noticed past 7 days: Posters on bus exteriors	16,922	33.57%	10,825	28.52%	85
Ad. noticed past 7 days: Posters inside commuter trains	3,870	7.68%	2,374	6.25%	81
Ad. noticed past 7 days: Posters inside shopping malls	8,380	16.62%	5,751	15.15%	91
Ad. noticed past 7 days: Posters inside public washrooms	5,738	11.38%	3,688	9.71%	85
Ad. noticed past 7 days: Screens inside elevators	5,252	10.42%	3,643	9.60%	92
Ad. noticed past 7 days: Posters on taxis	1,752	3.48%	1,207	3.18%	91
Ad. noticed past 7 days: Posters/screens inside airports	3,262	6.47%	2,817	7.42%	115
Ad. noticed past 7 days: Posters/screens on subway/metro platforms	6,467	12.83%	3,849	10.14%	79
Ad. noticed past 7 days: Posters/screens on transit shelters	11,590	22.99%	7,503	19.77%	86
Ad. noticed past 7 days: Posters/screens on other outdoor public spaces (e.g. columns, benches)	8,748	17.35%	5,648	14.88%	86

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

Data Source: Manifold Data Mining Inc.

This report is based on consumer demographic and behavior 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.