

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	57,379		41,761		
<b>Reading Patterns by Type</b>					
Magazine type: Alternative weekly publications (e.g. NOW, Georgia Straight, Voir)	781	1.36%	1,283	3.07%	226
Magazine type: Art & antiques	664	1.16%	311	0.75%	65
Magazine type: Automobile & motorcycle	1,007	1.76%	788	1.89%	107
Magazine type: Babies & parenting	205	0.36%	95	0.23%	64
Magazine type: Business & finance	2,124	3.70%	1,715	4.11%	111
Magazine type: Children & teen	361	0.63%	209	0.50%	79
Magazine type: Computer, science & technology	2,612	4.55%	1,629	3.90%	86
Magazine type: Entertainment/celebrity (e.g. hello)	2,331	4.06%	1,259	3.02%	74
Magazine type: Fashion	2,292	4.00%	1,703	4.08%	102
Magazine type: Food & beverage	3,689	6.43%	2,612	6.25%	97
Magazine type: Gardening & homes	2,712	4.73%	2,328	5.57%	118
Magazine type: Health/fitness	2,176	3.79%	1,610	3.86%	102
Magazine type: Hobbies	1,687	2.94%	1,135	2.72%	93
Magazine type: Home decor	1,703	2.97%	1,364	3.27%	110
Magazine type: Men's (e.g. Maxim, GQ)	610	1.06%	334	0.80%	75
Magazine type: Music-Read	1,150	2.00%	784	1.88%	94
Magazine type: Nature & ecology	1,852	3.23%	1,178	2.82%	87
Magazine type: News & current affairs	3,726	6.49%	3,246	7.77%	120
Magazine type: Photography, video, audio	736	1.28%	365	0.88%	69
Magazine type: Senior citizens	1,083	1.89%	978	2.34%	124
Magazine type: Sports & recreation	1,842	3.21%	1,390	3.33%	104
Magazine type: Travel & tourism	2,310	4.03%	1,935	4.63%	115
Magazine type: Women's (e.g. Cosmopolitan)	1,627	2.84%	995	2.38%	84
Magazine type: Other magazine types	4,619	8.05%	3,332	7.98%	99
<b>Reading Patterns by Magazine</b>					
Magazine: Air Canada enRoute	558	0.97%	368	0.88%	91
Magazine: CAA magazines (any)	989	1.72%	1,034	2.48%	144
Magazine: Canadian Geographic	855	1.49%	585	1.40%	94
Magazine: Canadian House and Home	1,020	1.78%	769	1.84%	103
Magazine: Canadian Living	2,179	3.80%	2,123	5.08%	134
Magazine: Chatelaine (English edition)	2,188	3.81%	1,463	3.50%	92
Magazine: Cineplex Magazine	781	1.36%	540	1.29%	95
Magazine: Cottage Life	308	0.54%	281	0.67%	124
Magazine: Elle Canada	289	0.50%	145	0.35%	70
Magazine: Fashion Magazine	1,155	2.01%	643	1.54%	77
Magazine: Food & Drink	336	0.59%	286	0.69%	117
Magazine: Hello! Canada	1,138	1.98%	852	2.04%	103
Magazine: Maclean's	2,297	4.00%	1,470	3.52%	88
Magazine: Our Canada	226	0.39%	236	0.56%	144
Magazine: Outdoor Canada	146	0.26%	131	0.31%	119

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Magazine: Reader's Digest	685	1.19%	552	1.32%	111
Magazine: Report on Business Magazine	623	1.09%	735	1.76%	161
Magazine: Style at Home	660	1.15%	471	1.13%	98
Magazine: Today's Parent	60	0.10%	46	0.11%	110
Magazine: Zoomer Magazine	1,097	1.91%	1,075	2.58%	135
Magazine: Other English-Canadian magazines	3,737	6.51%	3,488	8.35%	128
Magazine: 7 Jours	330	0.58%	240	0.58%	100
Magazine: Bel Age	843	1.47%	613	1.47%	100
Magazine: Chatelaine (French edition)	87	0.15%	137	0.33%	220
Magazine: Clin d'œil	145	0.25%	105	0.25%	100
Magazine: Coup de Pouce	682	1.19%	496	1.19%	100
Magazine: Elle Quebec	222	0.39%	162	0.39%	100
Magazine: L'Actualite	122	0.21%	212	0.51%	243
Magazine: Les Affaires/Les Affaires Plus	226	0.39%	161	0.39%	100
Magazine: Les idees de ma maison	237	0.41%	173	0.42%	102
Magazine: Ricardo	527	0.92%	450	1.08%	117
Magazine: Selection du Reader's Digest	202	0.35%	147	0.35%	100
Magazine: Touring	62	0.11%	32	0.08%	73
Magazine: Other French-Canadian magazines	979	1.71%	701	1.68%	98
Magazine: Better Homes & Gardens	827	1.44%	578	1.38%	96
Magazine: Cosmopolitan	855	1.49%	450	1.08%	72
Magazine: Family Circle	78	0.14%	69	0.17%	121
Magazine: Good Housekeeping	593	1.03%	448	1.07%	104
Magazine: National Geographic	1,687	2.94%	1,350	3.23%	110
Magazine: People	1,329	2.32%	769	1.84%	79
Magazine: Sports Illustrated	637	1.11%	340	0.82%	74
Magazine: Time	968	1.69%	508	1.22%	72
Magazine: Woman's Day	186	0.33%	146	0.35%	106
Magazine: Other U.S magazines	4,486	7.82%	3,557	8.52%	109
<b>Magazines Reading Time Summary</b>					
Read magazine yesterday: Yes	8,828	15.39%	7,652	18.32%	119
<b>Magazines Days Read Monday - Sunday</b>					
Magazines days read: M - Su-Never	50,772	88.49%	35,339	84.62%	96
Magazines days read: M - Su-Less than 1 day a week	2,155	3.76%	1,688	4.04%	107
Magazines days read: M - Su-1 day	902	1.57%	924	2.21%	141
Magazines days read: M - Su-2 days	987	1.72%	1,231	2.95%	172
Magazines days read: M - Su-3 days	899	1.57%	833	2.00%	127
Magazines days read: M - Su-4 days	302	0.53%	362	0.87%	164
Magazines days read: M - Su-5 days	600	1.05%	654	1.57%	150
Magazines days read: M - Su-7 days	764	1.33%	730	1.75%	132
<b>Magazines Summary: Weekday avg. Time Reading</b>					
Magazines weekday read: Did not read	50,703	88.37%	35,145	84.16%	95
Magazines weekday read: 15 min or less	1,799	3.14%	1,838	4.40%	140

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Magazines weekday read: 16 to 30 min	2,279	3.97%	2,327	5.57%	140
Magazines weekday read: 31 to 60 min	1,922	3.35%	1,777	4.26%	127
Magazines weekday read: More than 60 min	675	1.18%	674	1.61%	136
<b>Magazines Weekly Read</b>					
Magazines weekly read: Zero	50,662	88.29%	35,024	83.87%	95
Magazines weekly read: 30 min or less	3,054	5.32%	2,853	6.83%	128
Magazines weekly read: 31 to 60 min	724	1.26%	948	2.27%	180
Magazines weekly read: 61 to 240 min	2,151	3.75%	2,139	5.12%	137
Magazines weekly read: More than 240 min	787	1.37%	797	1.91%	139
<b>Magazines Reading Terciles</b>					
Magazines terciles: No usage	50,479	87.98%	35,011	83.84%	95
Magazines terciles: Light	2,169	3.78%	2,129	5.10%	135
Magazines terciles: Medium	2,450	4.27%	2,632	6.30%	148
Magazines terciles: Heavy	2,281	3.98%	1,989	4.76%	120
<b>Magazines Reading Quintiles</b>					
Magazines quintiles: No usage	50,623	88.23%	35,397	84.76%	96
Magazines quintiles: Light	1,237	2.16%	1,084	2.60%	120
Magazines quintiles: Medium light	1,382	2.41%	1,261	3.02%	125
Magazines quintiles: Medium	1,345	2.34%	1,527	3.66%	156
Magazines quintiles: Medium heavy	1,417	2.47%	1,416	3.39%	137
Magazines quintiles: Heavy	1,375	2.40%	1,075	2.58%	108

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

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