

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and up</b>	50,414		37,961		
<b>Reading Patterns by Type</b>					
Magazine type: Alternative weekly publications (e.g. NOW, Georgia Straight, Voir)	1,188	2.36%	851	2.24%	95
Magazine type: Art & antiques	1,230	2.44%	1,020	2.69%	110
Magazine type: Automobile & motorcycle	1,453	2.88%	1,183	3.12%	108
Magazine type: Babies & parenting	478	0.95%	240	0.63%	66
Magazine type: Brides/bridal	177	0.35%	77	0.20%	57
Magazine type: Business & finance	2,988	5.93%	3,221	8.49%	143
Magazine type: Children & teen	350	0.70%	183	0.48%	69
Magazine type: Computer, science & technology	2,454	4.87%	2,008	5.29%	109
Magazine type: Entertainment/celebrity (e.g. hello)	5,133	10.18%	3,942	10.39%	102
Magazine type: Fashion	4,005	7.94%	3,378	8.90%	112
Magazine type: Food & beverage	7,067	14.02%	5,591	14.73%	105
Magazine type: Gardening & homes	5,485	10.88%	5,300	13.96%	128
Magazine type: Health/fitness	4,494	8.92%	3,555	9.36%	105
Magazine type: Hobbies	2,829	5.61%	2,300	6.06%	108
Magazine type: Home decor	4,100	8.13%	3,655	9.63%	118
Magazine type: Men's (e.g. Maxim, GQ)	831	1.65%	671	1.77%	107
Magazine type: Music-Read	1,608	3.19%	1,016	2.68%	84
Magazine type: Nature & ecology	2,562	5.08%	2,559	6.74%	133
Magazine type: News & current affairs	6,373	12.64%	6,244	16.45%	130
Magazine type: Photography, video, audio	1,200	2.38%	970	2.56%	108
Magazine type: Senior citizens	2,591	5.14%	2,664	7.02%	137
Magazine type: Sports & recreation	2,743	5.44%	2,056	5.42%	100
Magazine type: Travel & tourism	4,077	8.09%	4,169	10.98%	136
Magazine type: Women's (e.g. Cosmopolitan)	4,757	9.44%	3,645	9.60%	102
Magazine type: Other magazine types	8,075	16.02%	7,293	19.21%	120
<b>Reading Patterns by Magazine</b>					
Magazine: Air Canada enRoute	2,100	4.17%	2,617	6.89%	165
Magazine: CAA magazines (any)	1,849	3.67%	1,836	4.84%	132
Magazine: Canadian Geographic	2,560	5.08%	2,701	7.12%	140
Magazine: Canadian Health & Lifestyle	763	1.51%	581	1.53%	101
Magazine: Canadian House and Home	2,580	5.12%	2,537	6.68%	130
Magazine: Canadian Living	6,426	12.75%	6,072	16.00%	125
Magazine: Chatelaine (English edition)	3,840	7.62%	3,137	8.26%	108
Magazine: Cineplex Magazine	2,597	5.15%	1,891	4.98%	97
Magazine: Cottage Life	440	0.87%	501	1.32%	152
Magazine: ELLE Canada	1,154	2.29%	1,097	2.89%	126
Magazine: Food & Drink	1,883	3.73%	1,541	4.06%	109
Magazine: Maclean's	4,580	9.08%	5,185	13.66%	150
Magazine: Outdoor Canada	645	1.28%	546	1.44%	113
Magazine: Reader's Digest	3,831	7.60%	3,459	9.11%	120
Magazine: Report on Business Magazine	1,382	2.74%	1,111	2.93%	107

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Magazine: Sportsnet Magazine	338	0.67%	268	0.71%	106
Magazine: Style at Home	2,092	4.15%	2,129	5.61%	135
Magazine: The Hockey News Magazine	674	1.34%	495	1.30%	97
Magazine: Today's Parent	445	0.88%	278	0.73%	83
Magazine: Tribute	266	0.53%	187	0.49%	92
Magazine: What's Cooking	935	1.86%	611	1.61%	87
Magazine: Zoomer Magazine	2,567	5.09%	2,747	7.24%	142
Magazine: Other English-Canadian magazines	5,926	11.76%	5,016	13.21%	112
Magazine: 7 Jours	563	1.12%	392	1.03%	92
Magazine: Bel Age	886	1.76%	611	1.61%	91
Magazine: Chatelaine (French edition)	638	1.27%	466	1.23%	97
Magazine: Clin d'œil	331	0.66%	216	0.57%	86
Magazine: Coup de Pouce	942	1.87%	688	1.81%	97
Magazine: Elle Quebec	280	0.56%	213	0.56%	100
Magazine: L'Actualite	504	1.00%	108	0.29%	29
Magazine: Les idees de ma maison	384	0.76%	293	0.77%	101
Magazine: Qu'est-ce qui mijote	267	0.53%	172	0.45%	85
Magazine: Ricardo	201	0.40%	136	0.36%	90
Magazine: Selection du Reader's Digest	286	0.57%	245	0.65%	114
Magazine: Touring	337	0.67%	253	0.67%	100
Magazine: Vero Magazine	190	0.38%	139	0.37%	97
Magazine: Other French-Canadian magazines	989	1.96%	640	1.69%	86
Magazine: Better Homes & Gardens	1,981	3.93%	1,639	4.32%	110
Magazine: Family Circle	628	1.25%	504	1.33%	106
Magazine: Game Informer	66	0.13%	45	0.12%	92
Magazine: Good Housekeeping	1,882	3.73%	1,814	4.78%	128
Magazine: Ladies' Home Journal	296	0.59%	251	0.66%	112
Magazine: National Geographic	3,934	7.80%	3,855	10.16%	130
Magazine: People	3,268	6.48%	2,438	6.42%	99
Magazine: Sports Illustrated	999	1.98%	718	1.89%	95
Magazine: Taste of Home	643	1.28%	729	1.92%	150
Magazine: Time	1,173	2.33%	1,210	3.19%	137
Magazine: Woman's Day	1,241	2.46%	679	1.79%	73
Magazine: Other U.S magazines	6,395	12.68%	6,006	15.82%	125
<b>Magazines Reading Time Summary</b>					
Read magazine yesterday: Yes	13,920	27.61%	13,067	34.42%	125
<b>Magazines Days Read Monday - Sunday</b>					
Magazines days read: M - Su-Never	36,889	73.17%	25,328	66.72%	91
Magazines days read: M - Su-Less than 1 day a week	3,738	7.41%	3,210	8.46%	114
Magazines days read: M - Su-1 day	1,640	3.25%	1,608	4.24%	130
Magazines days read: M - Su-2 days	2,420	4.80%	2,095	5.52%	115
Magazines days read: M - Su-3 days	1,879	3.73%	1,983	5.22%	140
Magazines days read: M - Su-4 days	1,369	2.72%	1,253	3.30%	121
Magazines days read: M - Su-5 days	929	1.84%	1,137	3.00%	163

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Magazines days read: M - Su-6 days	254	0.50%	201	0.53%	106
Magazines days read: M - Su-7 days	1,296	2.57%	1,145	3.02%	118
<b>Magazines Summary: Weekday avg. Time Reading</b>					
Weekday read: Did not read	36,887	73.17%	25,288	66.62%	91
Weekday read: 15 min or less	3,026	6.00%	3,045	8.02%	134
Weekday read: 16 to 30 min	5,350	10.61%	4,930	12.99%	122
Weekday read: 31 to 60 min	3,082	6.11%	2,967	7.82%	128
Weekday read: More than 60 min	2,069	4.10%	1,732	4.56%	111
<b>Magazines Reading Terciles</b>					
Magazines reading terciles: No usage	36,742	72.88%	25,533	67.26%	92
Magazines reading terciles: Light	4,101	8.14%	3,597	9.48%	116
Magazines reading terciles: Medium	5,195	10.31%	5,011	13.20%	128
Magazines reading terciles: Heavy	4,376	8.68%	3,820	10.06%	116
<b>Magazines Reading Quintiles</b>					
Magazines reading quintiles: No usage	36,911	73.22%	25,147	66.24%	90
Magazines reading quintiles: Light	2,330	4.62%	2,289	6.03%	131
Magazines reading quintiles: Medium light	2,512	4.98%	2,630	6.93%	139
Magazines reading quintiles: Medium	3,382	6.71%	3,295	8.68%	129
Magazines reading quintiles: Medium heavy	2,495	4.95%	2,253	5.94%	120
Magazines reading quintiles: Heavy	2,785	5.52%	2,348	6.19%	112

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.