

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
<b>Population of age 15 and over</b>	60,240		42,869		
<b>Read Newspaper Yesterday</b>					
Read daily newspaper yesterday: Yes	16,051	26.65%	13,795	32.18%	121
Read local community newspaper yesterday: Yes	4,577	7.60%	3,635	8.48%	112
<b>Readership on Weekdays</b>					
The Globe and Mail: Never	53,825	89.35%	37,168	86.70%	97
The Globe and Mail: 1 Day	2,254	3.74%	1,430	3.34%	89
The Globe and Mail: 2 Days	1,268	2.11%	1,186	2.77%	131
The Globe and Mail: 3 Days	688	1.14%	447	1.04%	91
The Globe and Mail: 4 Days	83	0.14%	80	0.19%	136
The Globe and Mail: 5 Days	2,123	3.52%	2,559	5.97%	170
National Post: Never	56,048	93.04%	39,327	91.74%	99
National Post: 1 Day	1,653	2.74%	814	1.90%	69
National Post: 2 Days	897	1.49%	674	1.57%	105
National Post: 3 Days	478	0.79%	562	1.31%	166
National Post: 4 Days	97	0.16%	163	0.38%	238
National Post: 5 Days	1,067	1.77%	1,329	3.10%	175
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	46,828	77.74%	32,029	74.71%	96
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 Day	4,002	6.64%	2,714	6.33%	95
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 Days	1,261	2.09%	779	1.82%	87
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 3 Days	756	1.26%	602	1.40%	111
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 4 Days	1,536	2.55%	1,092	2.55%	100
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 5 Days	5,856	9.72%	5,652	13.19%	136
<b>Readership on Weekend</b>					
Weekend the Globe and Mail: Never	54,977	91.26%	37,153	86.67%	95
Weekend the Globe and Mail: 1 Day	5,263	8.74%	5,716	13.33%	153
Weekend National Post: Never	57,495	95.44%	39,843	92.94%	97
Weekend National Post: 1 day	2,745	4.56%	3,026	7.06%	155
Weekend Any local daily newspaper(s): Never	49,948	82.92%	34,017	79.35%	96
Weekend Any local daily newspaper(s): 1 day	8,948	14.85%	7,541	17.59%	118
Weekend Any local daily newspaper(s): 2 days	1,345	2.23%	1,311	3.06%	137
<b>Summary Time Spent Reading Daily Paper: Weekday</b>					
Weekday on daily newspaper: Did not read	51,617	85.69%	34,905	81.42%	95
Weekday on daily newspaper: Less than 15 min	429	0.71%	248	0.58%	82
Weekday on daily newspaper: 15 to 29 min	1,037	1.72%	682	1.59%	92
Weekday on daily newspaper: 30 to 44 min	1,766	2.93%	1,543	3.60%	123
Weekday on daily newspaper: 45 to 59 min	276	0.46%	229	0.54%	117
Weekday on daily newspaper: 60 to 90 min	3,421	5.68%	3,575	8.34%	147

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Weekday on daily newspaper: More than 90 min	1,694	2.81%	1,686	3.93%	140
<b>Summary Time Spent Reading Daily Newspaper: Weekend</b>					
Weekend on daily newspaper: Did not read	52,715	87.51%	35,217	82.15%	94
Weekend on daily newspaper: Less than 15 min	235	0.39%	106	0.25%	64
Weekend on daily newspaper: 15 to 29 min	723	1.20%	455	1.06%	88
Weekend on daily newspaper: 30 to 44 min	1,192	1.98%	882	2.06%	104
Weekend on daily newspaper: 45 to 59 min	182	0.30%	382	0.89%	297
Weekend on daily newspaper: 60 to 90 min	3,091	5.13%	3,068	7.16%	140
Weekend on daily newspaper: More than 90 min	2,101	3.49%	2,760	6.44%	185
<b>Readership Monday-Friday</b>					
Weekday daily reading: Never	29,558	49.07%	19,516	45.52%	93
Weekday daily reading: Less than 1 day a week	9,461	15.71%	5,997	13.99%	89
Weekday daily reading: 1 day	2,198	3.65%	1,306	3.05%	84
Weekday daily reading: 2 days	3,506	5.82%	1,866	4.35%	75
Weekday daily reading: 3 days	1,666	2.77%	1,247	2.91%	105
Weekday daily reading: 4 days	3,502	5.81%	2,727	6.36%	109
Weekday daily reading: 5 days	10,347	17.18%	10,210	23.82%	139
<b>Readership Weekend</b>					
Newspaper SAT-SUN: None	36,215	60.12%	23,421	54.63%	91
Newspaper SAT-SUN: Less than 1 day	8,682	14.41%	5,049	11.78%	82
Newspaper SAT-SUN: 1 day	5,768	9.58%	4,706	10.98%	115
Newspaper SAT-SUN: 2 days	9,575	15.89%	9,694	22.61%	142
<b>Subscription</b>					
Subscription of any local daily newspaper: No	47,889	79.50%	30,473	71.08%	89
Subscription of any local daily newspaper: Yes	12,351	20.50%	12,396	28.92%	141
<b>Read Local Community Newspaper in Past 7 Days</b>					
Local community newspaper: Yes	12,400	20.59%	10,785	25.16%	122
<b>Frequency Reading the Local Community Newspaper</b>					
Local community newspaper: Never	40,436	67.12%	26,124	60.94%	91
Local community newspaper: Seldom	6,709	11.14%	5,139	11.99%	108
Local community newspaper: Occasionally	6,715	11.15%	5,602	13.07%	117
Local community newspaper: Frequently	6,380	10.59%	6,005	14.01%	132
<b>Number of Local Community Newspapers Read</b>					
Number of local community newspapers: 0	50,944	84.57%	34,459	80.38%	95
Number of local community newspapers: 1	3,344	5.55%	3,046	7.11%	128
Number of local community newspapers: 2	1,383	2.30%	1,079	2.52%	110
Number of local community newspapers: 3	556	0.92%	393	0.92%	100
Number of local community newspapers: 4	3,292	5.47%	3,517	8.20%	150
Number of local community newspapers: 5	721	1.20%	375	0.88%	73
<b>Terciles of Usage</b>					
Terciles of daily newspaper: No usage	49,756	82.60%	33,113	77.24%	94
Terciles of daily newspaper: Light	2,929	4.86%	2,129	4.97%	102
Terciles of daily newspaper: Medium	3,678	6.11%	3,364	7.85%	128
Terciles of daily newspaper: Heavy	3,877	6.44%	4,264	9.95%	155

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Terciles of local community newspaper: No usage	40,611	67.42%	25,799	60.18%	89
Terciles of local community newspaper: Light	5,717	9.49%	5,301	12.37%	130
Terciles of local community newspaper: Medium	6,423	10.66%	5,855	13.66%	128
Terciles of local community newspaper: Heavy	7,489	12.43%	5,914	13.79%	111
<b>Reading Patterns by Section</b>					
Read by section - Automotive: Never	46,519	77.22%	30,367	70.84%	92
Read by section - Automotive: Seldom	7,346	12.19%	6,595	15.39%	126
Read by section - Automotive: Occasionally	4,529	7.52%	3,897	9.09%	121
Read by section - Automotive: Frequently	1,845	3.06%	2,009	4.69%	153
Read by section - Business & Financial: Never	35,721	59.30%	22,971	53.58%	90
Read by section - Business & Financial: Seldom	8,284	13.75%	5,151	12.02%	87
Read by section - Business & Financial: Occasionally	9,824	16.31%	7,323	17.08%	105
Read by section - Business & Financial: Frequently	6,411	10.64%	7,424	17.32%	163
Read by section - Classified Ads (excl. real estate): Never	44,198	73.37%	32,298	75.34%	103
Read by section - Classified Ads (excl. real estate): Seldom	10,313	17.12%	6,721	15.68%	92
Read by section - Classified Ads (excl. real estate): Occasionally	4,553	7.56%	3,153	7.36%	97
Read by section - Classified Ads (excl. real estate): Frequently	1,176	1.95%	697	1.63%	84
Read by section - Computer/high tech: Never	40,452	67.15%	26,859	62.65%	93
Read by section - Computer/high tech: Seldom	9,807	16.28%	7,499	17.49%	107
Read by section - Computer/high tech: Occasionally	8,180	13.58%	6,664	15.55%	115
Read by section - Computer/high tech: Frequently	1,802	2.99%	1,847	4.31%	144
Read by section - Editorials: Never	34,056	56.53%	21,294	49.67%	88
Read by section - Editorials: Seldom	8,146	13.52%	5,849	13.64%	101
Read by section - Editorials: Occasionally	11,448	19.01%	8,776	20.47%	108
Read by section - Editorials: Frequently	6,590	10.94%	6,951	16.21%	148
Read by section - Fashion/lifestyle: Never	39,768	66.02%	25,568	59.64%	90
Read by section - Fashion/lifestyle: Seldom	9,562	15.87%	7,394	17.25%	109
Read by section - Fashion/lifestyle: Occasionally	7,849	13.03%	6,969	16.26%	125
Read by section - Fashion/lifestyle: Frequently	3,062	5.08%	2,939	6.86%	135
Read by section - Food: Never	33,810	56.13%	21,499	50.15%	89
Read by section - Food: Seldom	8,822	14.64%	6,681	15.59%	106
Read by section - Food: Occasionally	11,147	18.51%	9,246	21.57%	117
Read by section - Food: Frequently	6,461	10.73%	5,443	12.70%	118
Read by section - Health: Never	30,404	50.47%	19,790	46.16%	91
Read by section - Health: Seldom	9,292	15.42%	6,401	14.93%	97
Read by section - Health: Occasionally	14,151	23.49%	10,988	25.63%	109
Read by section - Health: Frequently	6,393	10.61%	5,690	13.27%	125
Read by section - International news/world Section: Never	25,326	42.04%	16,114	37.59%	89
Read by section - International news/world Section: Seldom	5,319	8.83%	2,847	6.64%	75
Read by section - International news/world Section: Occasionally	12,074	20.04%	8,481	19.78%	99
Read by section - International news/world section: Frequently	17,522	29.09%	15,427	35.99%	124
Read by section - Local & regional news: Never	23,540	39.08%	15,143	35.32%	90
Read by section - Local & regional news: Seldom	6,669	11.07%	4,467	10.42%	94
Read by section - Local & regional news: Occasionally	11,069	18.38%	7,387	17.23%	94

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Read by section - Local & regional news: Frequently	18,962	31.48%	15,873	37.03%	118
Read by section - Movie & entertainment: Never	30,299	50.30%	19,734	46.03%	92
Read by section - Movie & entertainment: Seldom	10,934	18.15%	7,769	18.12%	100
Read by section - Movie & entertainment: Occasionally	13,740	22.81%	10,641	24.82%	109
Read by section - Movie & entertainment: Frequently	5,267	8.74%	4,725	11.02%	126
Read by section - National news: Never	25,746	42.74%	15,874	37.03%	87
Read by section - National news: Seldom	5,195	8.62%	3,255	7.59%	88
Read by section - National news: Occasionally	11,289	18.74%	7,836	18.28%	98
Read by section - National news: Frequently	18,010	29.90%	15,905	37.10%	124
Read by section - New homes section: Never	42,911	71.23%	28,375	66.19%	93
Read by section - New homes section: Seldom	9,118	15.14%	7,657	17.86%	118
Read by section - New homes section: Occasionally	6,167	10.24%	4,549	10.61%	104
Read by section - New homes section: Frequently	2,044	3.39%	2,288	5.34%	158
Read by section - Real estate listings: Never	43,199	71.71%	29,570	68.98%	96
Read by section - Real estate listings: Seldom	10,723	17.80%	8,329	19.43%	109
Read by section - Real estate listings: Occasionally	4,605	7.65%	3,681	8.59%	112
Read by section - Real estate listings: Frequently	1,713	2.84%	1,289	3.01%	106
Read by section - Sports: Never	38,653	64.16%	26,340	61.44%	96
Read by section - Sports: Seldom	9,082	15.08%	6,242	14.56%	97
Read by section - Sports: Occasionally	7,040	11.69%	5,088	11.87%	102
Read by section - Sports: Frequently	5,466	9.07%	5,198	12.13%	134
Read by section - Travel: Never	34,669	57.55%	21,807	50.87%	88
Read by section - Travel: Seldom	10,158	16.86%	7,861	18.34%	109
Read by section - Travel: Occasionally	10,707	17.77%	8,565	19.98%	112
Read by section - Travel: Frequently	4,706	7.81%	4,635	10.81%	138
<b>Method of Reading</b>					
I read most or all pages/sections	5,101	8.47%	5,434	12.68%	150
I read selected pages/sections only	20,754	34.45%	13,507	31.51%	91
I read selected pages/sections and skim through the rest of the paper quickly	19,337	32.10%	14,251	33.24%	104
I look through the whole paper casually	15,048	24.98%	9,677	22.57%	90

Index	Description
$\geq 180$	Extremely High
$\geq 110$ and $< 180$	High
$\geq 90$ and $< 110$	Similar
$\geq 50$ and $< 90$	Low
$< 50$	Extremely Low

**Powered By:** PolarisIntelligence.com

**Data Source:** Manifold Data Mining Inc.

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