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		
Read Newspaper Yesterday					
Read daily newspaper yesterday: Yes	24,937	49.47%	21,495	56.63%	114
Read local community newspaper yesterday: Yes	10,277	20.39%	9,440	24.87%	122
Readership on Weekdays					
The Globe and Mail: Never	40,559	80.45%	28,465	74.99%	93
The Globe and Mail: 1 Day	4,399	8.73%	3,255	8.58%	98
The Globe and Mail: 2 Days	1,285	2.55%	1,015	2.68%	105
The Globe and Mail: 3 Days	643	1.28%	542	1.43%	112
The Globe and Mail: 4 Days	274	0.54%	222	0.59%	109
The Globe and Mail: 5 Days	3,255	6.46%	4,461	11.75%	182
National Post: Never	45,561	90.37%	32,900	86.67%	96
National Post: 1 Day	1,885	3.74%	1,609	4.24%	113
National Post: 2 Days	522	1.04%	434	1.14%	110
National Post: 3 Days	464	0.92%	436	1.15%	125
National Post: 4 Days	151	0.30%	114	0.30%	100
National Post: 5 Days	1,831	3.63%	2,468	6.50%	179
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	22,988	45.60%	15,336	40.40%	89
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 Day	5,060	10.04%	3,573	9.41%	94
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 Days	2,462	4.88%	1,798	4.74%	97
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 3 Days	3,051	6.05%	1,645	4.33%	72
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 4 Days	1,280	2.54%	925	2.44%	96
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 5 Days	15,573	30.89%	14,685	38.68%	125
Readership on Weekend					
Weekend the Globe and Mail: Never	44,460	88.19%	31,382	82.67%	94
Weekend the Globe and Mail: 1 Day	5,954	11.81%	6,579	17.33%	147
Weekend National Post: Never	47,917	95.05%	35,436	93.35%	98
Weekend National Post: 1 day	2,497	4.95%	2,525	6.65%	134
Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	33,054	65.57%	21,539	56.74%	87
Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 day	16,733	33.19%	15,278	40.25%	121
Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 days	627	1.24%	1,143	3.01%	243
Summary Time Spent Reading Daily Paper: Weekday					
Weekday time spent on daily paper: Did not read	29,619	58.75%	19,369	51.03%	87
Weekday time spent on daily paper: Less than 15 min	789	1.57%	535	1.41%	90
Weekday time spent on daily paper: 15 to 29 min	2,101	4.17%	1,358	3.58%	86

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Weekday time spent on daily paper: 30 to 44 min	4,913	9.75%	4,116	10.84%	111
Weekday time spent on daily paper: 45 to 59 min	739	1.47%	660	1.74%	118
Weekday time spent on daily paper: 60 to 90 min	8,603	17.07%	8,369	22.05%	129
Weekday time spent on daily paper: More than 90 min	3,650	7.24%	3,554	9.36%	129
Summary Time Spent Reading Daily Paper: Weekend					
Weekend time spent on daily paper: Did not read	36,583	72.57%	24,389	64.25%	89
Weekend time spent on daily paper: Less than 15 min	228	0.45%	211	0.56%	124
Weekend time spent on daily paper: 15 to 29 min	686	1.36%	435	1.15%	85
Weekend time spent on daily paper: 30 to 44 min	2,183	4.33%	2,048	5.40%	125
Weekend time spent on daily paper: 45 to 59 min	380	0.75%	354	0.93%	124
Weekend time spent on daily paper: 60 to 90 min	6,132	12.16%	6,284	16.56%	136
Weekend time spent on daily paper: More than 90 min	4,222	8.37%	4,240	11.17%	133
Readership Monday-Friday					
Weekday daily reading: Never	12,962	25.71%	7,903	20.82%	81
Weekday daily reading: Less than 1 day a week	6,083	12.07%	4,191	11.04%	91
Weekday daily reading: 1 day	2,087	4.14%	1,493	3.93%	95
Weekday daily reading: 2 days	3,752	7.44%	2,532	6.67%	90
Weekday daily reading: 3 days	4,157	8.25%	2,767	7.29%	88
Weekday daily reading: 4 days	2,331	4.62%	1,635	4.31%	93
Weekday daily reading: 5 days	19,043	37.77%	17,440	45.94%	122
Readership Weekend					
Newspaper SAT-SUN: None	20,070	39.81%	12,749	33.59%	84
Newspaper SAT-SUN: Less than 1 day	7,582	15.04%	4,618	12.17%	81
Newspaper SAT-SUN: 1 day	11,613	23.04%	10,071	26.53%	115
Newspaper SAT-SUN: 2 days	11,150	22.12%	10,522	27.72%	125
Subscription of any local daily newspaper: No	33,182	65.82%	19,386	51.07%	78
Subscription of any local daily newspaper: Yes	17,232	34.18%	18,575	48.93%	143
Read Local Community Newspaper in Past 7 Days					
Read local community newspaper past 7 days: Yes	21,473	42.59%	18,572	48.92%	115
Frequency Reading the Local Community Newspaper					
Read local community newspaper: Never	22,645	44.92%	15,419	40.62%	90
Read local community newspaper: Seldom	4,984	9.89%	3,462	9.12%	92
Read local community newspaper: Occasionally	9,724	19.29%	7,417	19.54%	101
Read local community newspaper: Frequently	13,060	25.91%	11,663	30.72%	119
Number of Local Community Newspapers Read					
Number of local community newspapers read: 0	27,657	54.86%	20,043	52.80%	96
Number of local community newspapers read: 1	3,159	6.27%	3,040	8.01%	128
Number of local community newspapers read: 2	4,307	8.54%	4,221	11.12%	130
Number of local community newspapers read: 3	1,188	2.36%	1,175	3.09%	131
Number of local community newspapers read: 4	4,811	9.54%	4,338	11.43%	120
Number of local community newspapers read: 5	9,293	18.43%	5,145	13.55%	74
Terciles of Usage					
Summary daily newspaper terciles: No usage	27,163	53.88%	17,340	45.68%	85
Summary daily newspaper terciles: Light	6,578	13.05%	4,679	12.33%	94

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Summary daily newspaper terciles: Medium	7,759	15.39%	6,852	18.05%	117
Summary daily newspaper terciles: Heavy	8,913	17.68%	9,090	23.95%	135
Summary local community newspaper terciles: No usage	22,722	45.07%	15,500	40.83%	91
Summary local community newspaper terciles: Light	7,621	15.12%	5,576	14.69%	97
Summary local community newspaper terciles: Medium	9,739	19.32%	8,559	22.55%	117
Summary local community newspaper terciles: Heavy	10,332	20.49%	8,326	21.93%	107
Reading Patterns by Section					
Read by section - Automotive: Never	35,183	69.79%	24,948	65.72%	94
Read by section - Automotive: Seldom	8,110	16.09%	6,475	17.06%	106
Read by section - Automotive: Occasionally	5,284	10.48%	4,815	12.69%	121
Read by section - Automotive: Frequently	1,837	3.64%	1,722	4.54%	125
Read by section - Business & Financial: Never	23,561	46.74%	14,797	38.98%	83
Read by section - Business & Financial: Seldom	7,701	15.28%	5,445	14.34%	94
Read by section - Business & Financial: Occasionally	9,949	19.74%	8,061	21.24%	108
Read by section - Business & Financial: Frequently	9,203	18.25%	9,659	25.44%	139
Read by section - Classified Ads (excl. real estate): Never	33,467	66.39%	25,411	66.94%	101
Read by section - Classified Ads (excl. real estate): Seldom	10,581	20.99%	8,419	22.18%	106
Read by section - Classified Ads (excl. real estate): Occasionally	5,537	10.98%	3,635	9.58%	87
Read by section - Classified Ads (excl. real estate): Frequently	828	1.64%	496	1.31%	80
Read by section - Computer/high tech: Never	32,247	63.97%	23,463	61.81%	97
Read by section - Computer/high tech: Seldom	9,845	19.53%	7,562	19.92%	102
Read by section - Computer/high tech: Occasionally	6,355	12.61%	5,444	14.34%	114
Read by section - Computer/high tech: Frequently	1,967	3.90%	1,492	3.93%	101
Read by section - Editorials: Never	19,102	37.89%	11,874	31.28%	83
Read by section - Editorials: Seldom	7,203	14.29%	4,936	13.00%	91
Read by section - Editorials: Occasionally	12,985	25.76%	10,408	27.42%	106
Read by section - Editorials: Frequently	11,123	22.06%	10,742	28.30%	128
Read by section - Fashion/lifestyle: Never	23,666	46.94%	15,802	41.63%	89
Read by section - Fashion/lifestyle: Seldom	10,187	20.21%	8,071	21.26%	105
Read by section - Fashion/lifestyle: Occasionally	11,061	21.94%	8,839	23.28%	106
Read by section - Fashion/lifestyle: Frequently	5,500	10.91%	5,249	13.83%	127
Read by section - Food: Never	17,730	35.17%	11,779	31.03%	88
Read by section - Food: Seldom	8,654	17.17%	6,421	16.92%	99
Read by section - Food: Occasionally	14,765	29.29%	11,388	30.00%	102
Read by section - Food: Frequently	9,265	18.38%	8,374	22.06%	120
Read by section - Health: Never	17,606	34.92%	10,897	28.71%	82
Read by section - Health: Seldom	8,056	15.98%	5,943	15.65%	98
Read by section - Health: Occasionally	14,689	29.14%	11,608	30.58%	105
Read by section - Health: Frequently	10,064	19.96%	9,514	25.06%	126
Read by section - International news/world Section: Never	12,387	24.57%	8,112	21.37%	87
Read by section - International news/world Section: Seldom	3,807	7.55%	2,300	6.06%	80
Read by section - International news/world Section: Occasionally	11,322	22.46%	8,298	21.86%	97
Read by section - International news/world section: Frequently	22,898	45.42%	19,250	50.71%	112
Read by section - Local & regional news: Never	10,753	21.33%	6,560	17.28%	81

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Read by section - Local & regional news: Seldom	3,119	6.19%	2,095	5.52%	89
Read by section - Local & regional news: Occasionally	9,855	19.55%	7,292	19.21%	98
Read by section - Local & regional news: Frequently	26,687	52.94%	22,015	57.99%	110
Read by section - Movie & entertainment: Never	15,356	30.46%	10,502	27.66%	91
Read by section - Movie & entertainment: Seldom	9,228	18.31%	6,966	18.35%	100
Read by section - Movie & entertainment: Occasionally	14,295	28.36%	11,471	30.22%	107
Read by section - Movie & entertainment: Frequently	11,535	22.88%	9,023	23.77%	104
Read by section - National news: Never	11,313	22.44%	7,072	18.63%	83
Read by section - National news: Seldom	3,904	7.74%	2,627	6.92%	89
Read by section - National news: Occasionally	10,699	21.22%	7,739	20.39%	96
Read by section - National news: Frequently	24,498	48.59%	20,523	54.06%	111
Read by section - New homes section: Never	27,364	54.28%	18,806	49.54%	91
Read by section - New homes section: Seldom	11,690	23.19%	8,595	22.64%	98
Read by section - New homes section: Occasionally	7,353	14.59%	6,617	17.43%	119
Read by section - New homes section: Frequently	4,007	7.95%	3,942	10.39%	131
Read by section - Real estate listings: Never	29,404	58.33%	20,357	53.63%	92
Read by section - Real estate listings: Seldom	12,263	24.32%	9,742	25.66%	106
Read by section - Real estate listings: Occasionally	6,851	13.59%	6,046	15.93%	117
Read by section - Real estate listings: Frequently	1,896	3.76%	1,817	4.79%	127
Read by section - Sports: Never	24,403	48.41%	16,446	43.32%	89
Read by section - Sports: Seldom	8,157	16.18%	6,515	17.16%	106
Read by section - Sports: Occasionally	8,370	16.60%	6,991	18.42%	111
Read by section - Sports: Frequently	9,485	18.81%	8,009	21.10%	112
Read by section - Travel: Never	18,213	36.13%	11,763	30.99%	86
Read by section - Travel: Seldom	10,108	20.05%	7,388	19.46%	97
Read by section - Travel: Occasionally	13,232	26.25%	10,974	28.91%	110
Read by section - Travel: Frequently	8,862	17.58%	7,836	20.64%	117
Read by section - Advertisement: Never	22,051	43.74%	15,116	39.82%	91
Read by section - Advertisement: Seldom	14,400	28.56%	11,303	29.78%	104
Read by section - Advertisement: Occasionally	11,677	23.16%	9,436	24.86%	107
Read by section - Advertisement: Frequently	2,287	4.54%	2,106	5.55%	122
Method of Reading					
I read most or all pages/sections	7,280	14.44%	6,450	16.99%	118
I read selected pages/sections only	14,471	28.70%	10,352	27.27%	95
I read selected pages/sections and skim through the rest of the paper quickly	22,327	44.29%	16,747	44.12%	100
I look through the whole paper casually	6,337	12.57%	4,412	11.62%	92

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.