

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		
Radio Total Market Tuning Summary: Terciles					
Radio Total Market: Light	16,689	33.10%	11,671	30.75%	93
Radio Total Market: Medium	16,032	31.80%	12,632	33.28%	105
Radio Total Market: Heavy	17,693	35.10%	13,658	35.98%	103
Radio Listening Summary					
Radio listening yesterday: Yes	38,431	76.23%	29,795	78.49%	103
Radio listening weekday: Never	4,625	9.17%	3,193	8.41%	92
Radio listening weekday: Less than 1 day a week	3,562	7.07%	2,568	6.77%	96
Radio listening weekday: 1 day	929	1.84%	726	1.91%	104
Radio listening weekday: 2 days	2,519	5.00%	1,719	4.53%	91
Radio listening weekday: 3 days	4,782	9.49%	3,467	9.13%	96
Radio listening weekday: 4 days	3,953	7.84%	2,764	7.28%	93
Radio listening weekday: 5 days	30,044	59.59%	23,523	61.97%	104
Radio listening weekend: Never	10,305	20.44%	7,041	18.55%	91
Radio listening weekend: Less than 1 day	8,804	17.46%	6,221	16.39%	94
Radio listening weekend: 1 day	8,442	16.75%	6,196	16.32%	97
Radio listening weekend: 2 days	22,862	45.35%	18,503	48.74%	107
Program Types Used Regularly					
Use radio regularly: Comedy programs	4,064	8.06%	2,986	7.87%	98
Use radio regularly: Community information	7,388	14.66%	6,390	16.83%	115
Use radio regularly: Contests	1,245	2.47%	608	1.60%	65
Use radio regularly: Ethnic programs	969	1.92%	738	1.94%	101
Use radio regularly: General interest talk/phone in shows	10,637	21.10%	9,350	24.63%	117
Use radio regularly: Music	33,370	66.19%	23,747	62.56%	95
Use radio regularly: News	28,692	56.91%	23,396	61.63%	108
Use radio regularly: Religious programs	2,118	4.20%	1,498	3.95%	94
Use radio regularly: Special music programs	3,493	6.93%	2,927	7.71%	111
Use radio regularly: Sports (play-by-play)	3,914	7.76%	3,006	7.92%	102
Use radio regularly: Sports reports	4,043	8.02%	3,240	8.53%	106
Use radio regularly: Sports talk/phone in shows	3,330	6.61%	2,601	6.85%	104
Use radio regularly: Traffic reports	21,481	42.61%	16,970	44.70%	105
Use radio regularly: Weather	18,226	36.15%	15,106	39.79%	110
Summary: Radio Total Market Weekly Tuning					
Weekly tuning: Not listen	6,647	13.18%	4,033	10.62%	81
Weekly tuning: Less than 7 hours	15,735	31.21%	11,949	31.48%	101
Weekly tuning: 7 To 14 hours	10,922	21.66%	8,527	22.46%	104
Weekly tuning: 14 To 21 hours	5,820	11.54%	5,254	13.84%	120
Weekly tuning: 21 To 28 hours	3,288	6.52%	2,589	6.82%	105
Weekly tuning: 28 To 35 hours	2,348	4.66%	1,825	4.81%	103
Weekly tuning: 35 To 42 hours	1,533	3.04%	1,046	2.76%	91
Weekly tuning: 42 To 49 hours	1,391	2.76%	1,054	2.78%	101
Weekly tuning: more than 49 hours	2,731	5.42%	1,684	4.44%	82
Radio Usage Patterns					
Daily reach - Monday	36,278	71.96%	29,062	76.56%	106

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Daily reach - Tuesday	36,893	73.18%	28,982	76.35%	104
Daily reach - Wednesday	36,587	72.57%	28,455	74.96%	103
Daily reach - Thursday	35,633	70.68%	28,421	74.87%	106
Daily reach - Friday	35,043	69.51%	27,506	72.46%	104
Daily reach - Saturday	28,987	57.50%	23,423	61.70%	107
Daily reach - Sunday	26,383	52.33%	20,998	55.32%	106
Reach: Day Mon-Sun 5am -1am	43,841	86.96%	33,923	89.36%	103
Reach: Breakfast Mon-Fri 6am -10am	34,799	69.03%	27,512	72.47%	105
Reach: Day Mon-Fri 10am-3pm	31,502	62.49%	24,877	65.53%	105
Reach: Drive Mon-Fri 3pm -7pm	32,071	63.62%	25,451	67.05%	105
Reach: Evening Mon-Fri 7pm - 12am	19,648	38.97%	15,561	40.99%	105
Reach: Sat 7am -7pm	27,569	54.69%	22,218	58.53%	107
Reach: Sun 7am -7pm	24,858	49.31%	19,792	52.14%	106
Reach: Mon-Fri 5am -1am	42,989	85.27%	33,496	88.24%	103
Reach: Sat-Sun 5am -1am	33,541	66.53%	26,452	69.68%	105
Reach: Mon-Fri 7am -7pm	42,114	83.54%	32,972	86.86%	104
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: None	15,815	31.37%	10,504	27.67%	88
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 5 Qtr	8,066	16.00%	6,428	16.93%	106
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 15 Qtr	10,815	21.45%	8,312	21.90%	102
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 30 Qtr	7,568	15.01%	6,187	16.30%	109
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 50 Qtr	5,409	10.73%	4,793	12.63%	118
Qtr Hours tuned: Breakfast Mon-Fri 6am -10am: 50+ Qtr	2,741	5.44%	1,737	4.58%	84
Qtr Hours tuned: Day Mon-Fri 10am -3pm: None	19,230	38.15%	13,191	34.75%	91
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 5 Qtr	8,504	16.87%	6,368	16.78%	99
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 15 Qtr	9,120	18.09%	7,671	20.21%	112
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 30 Qtr	5,798	11.50%	5,155	13.58%	118
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 50 Qtr	3,176	6.30%	2,487	6.55%	104
Qtr Hours tuned: Day Mon-Fri 10am -3pm: 50+ Qtr	4,586	9.10%	3,089	8.14%	89
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: None	17,998	35.70%	12,656	33.34%	93
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 5 Qtr	10,645	21.12%	8,517	22.44%	106
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 15 Qtr	11,237	22.29%	8,557	22.54%	101
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 30 Qtr	6,165	12.23%	4,816	12.69%	104
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 50 Qtr	2,887	5.73%	2,207	5.82%	102
Qtr Hours tuned: Drive Mon-Fri 3P -7pm: 50+ Qtr	1,482	2.94%	1,209	3.18%	108
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: None	30,612	60.72%	22,301	58.75%	97
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 5 Qtr	9,169	18.19%	7,548	19.89%	109
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 15 Qtr	5,579	11.07%	4,348	11.45%	103
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 30 Qtr	3,115	6.18%	2,489	6.56%	106
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 50 Qtr	1,198	2.38%	944	2.49%	105
Qtr Hours tuned: Evening Mon-Fri 7pm - 12am: 50+ Qtr	742	1.47%	331	0.87%	59
Qtr Hours tuned: Sat 7am -7pm: None	23,295	46.21%	15,885	41.85%	91
Qtr Hours tuned: Sat 7am -7pm: 5 Qtr	10,610	21.05%	8,742	23.03%	109
Qtr Hours tuned: Sat 7am -7pm: 15 Qtr	10,044	19.92%	8,333	21.95%	110
Qtr Hours tuned: Sat 7am -7pm: 30 Qtr	4,825	9.57%	3,572	9.41%	98

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Qtr Hours tuned: Sat 7am -7pm: 50 Qtr	1,640	3.25%	1,428	3.76%	116
Qtr Hours tuned: Sun 7am -7pm: None	25,406	50.40%	17,791	46.87%	93
Qtr Hours tuned: Sun 7am -7pm: 5 Qtr	10,685	21.20%	8,573	22.58%	107
Qtr Hours tuned: Sun 7am -7pm: 15 Qtr	8,693	17.24%	7,331	19.31%	112
Qtr Hours tuned: Sun 7am -7pm: 30 Qtr	4,245	8.42%	3,435	9.05%	107
Qtr Hours tuned: Sun 7am -7pm: 50 Qtr	1,385	2.75%	830	2.19%	80
Radio Reach by Location					
Radio reach: Home	29,867	59.24%	25,024	65.92%	111
Radio reach: Vehicle	34,076	67.59%	27,197	71.65%	106
Radio reach: Work	4,783	9.49%	1,918	5.05%	53
Radio reach: Other	2,644	5.24%	1,696	4.47%	85
Listenership by Program					
Radio program: Adult Album Alternative (AAA)	109	0.22%	249	0.66%	300
Radio program: Adult contemporary	6,437	12.77%	4,223	11.13%	87
Radio program: AOR/mainstream Rock	859	1.71%	2,237	5.89%	344
Radio program: All news	1,536	3.05%	970	2.56%	84
Radio program: Adult standards	550	1.09%	364	0.96%	88
Radio program: Classic country	1,152	2.29%	919	2.42%	106
Radio program: Classical/fine arts	1,070	2.12%	809	2.13%	100
Radio program: Mainstream top 40/CHR	5,864	11.63%	3,895	10.26%	88
Radio program: Classic hits	6,977	13.84%	4,313	11.36%	82
Radio program: Comedy	131	0.26%	169	0.45%	173
Radio program: Classic rock	4,603	9.13%	2,575	6.78%	74
Radio program: Ethnic/multi-cultural	654	1.30%	889	2.34%	180
Radio program: Oldies	3,106	6.16%	2,121	5.59%	91
Radio program: Hot adult contemporary	4,100	8.13%	2,264	5.96%	73
Radio program: Jazz	404	0.80%	338	0.89%	111
Radio program: Modern/alternative Rock	4,270	8.47%	2,001	5.27%	62
Radio program: Multi/variety/specialty	8,731	17.32%	8,491	22.37%	129
Radio program: Not classified	3,071	6.09%	2,174	5.73%	94
Radio program: News/talk	27,185	53.92%	24,902	65.60%	122
Radio program: Religion	828	1.64%	457	1.20%	73
Radio program: Sports	2,949	5.85%	2,502	6.59%	113
Radio program: Today's country	3,156	6.26%	1,455	3.83%	61
Radio program: Urban	104	0.21%	38	0.10%	48
Terciles of Usage					
Radio program: Adult Album Alternative (AAA) - Light	26	0.05%	41	0.11%	220
Radio program: Adult Album Alternative (AAA) - Medium	92	0.18%	89	0.23%	128
Radio program: Adult Album Alternative (AAA) - Heavy	43	0.08%	86	0.23%	288
Radio program: Adult contemporary - Light	2,602	5.16%	2,030	5.35%	104
Radio program: Adult contemporary - Medium	2,450	4.86%	1,578	4.16%	86
Radio program: Adult contemporary - Heavy	1,745	3.46%	937	2.47%	71
Radio program: AOR/mainstream rock - Light	228	0.45%	525	1.38%	307
Radio program: AOR/mainstream rock - Medium	303	0.60%	280	0.74%	123

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Radio program: AOR/mainstream rock - Heavy	357	0.71%	920	2.42%	341
Radio program: All news Light	486	0.96%	389	1.02%	106
Radio program: All news Medium	503	1.00%	382	1.01%	101
Radio program: All news - Heavy	572	1.13%	426	1.12%	99
Radio program: Adult standards - Light	171	0.34%	123	0.32%	94
Radio program: Adult standards - Medium	137	0.27%	110	0.29%	107
Radio program: Adult standards - Heavy	36	0.07%	42	0.11%	157
Radio program: Classic country - Light	57	0.11%	166	0.44%	400
Radio program: Classic country - Medium	369	0.73%	334	0.88%	121
Radio program: Classic country - Heavy	433	0.86%	379	1.00%	116
Radio program: Classical/fine arts - Light	207	0.41%	238	0.63%	154
Radio program: Classical/fine arts - Medium	366	0.73%	241	0.64%	88
Radio program: Classical/fine arts - Heavy	504	1.00%	366	0.96%	96
Radio program: Mainstream top 40/CHR - Light	2,326	4.61%	1,640	4.32%	94
Radio program: Mainstream top 40/CHR - Medium	2,264	4.49%	1,702	4.48%	100
Radio program: Mainstream top 40/CHR - Heavy	1,417	2.81%	829	2.18%	78
Radio program: Classic hits - Light	2,814	5.58%	1,956	5.15%	92
Radio program: Classic hits - Medium	2,478	4.92%	1,383	3.64%	74
Radio program: Classic hits - Heavy	1,525	3.03%	938	2.47%	82
Radio program: Comedy - Light	16	0.03%	31	0.08%	267
Radio program: Comedy - Medium	16	0.03%	16	0.04%	133
Radio program: Comedy - Heavy	71	0.14%	56	0.15%	107
Radio program: Classic rock - Light	1,503	2.98%	1,041	2.74%	92
Radio program: Classic rock - Medium	1,685	3.34%	1,033	2.72%	81
Radio program: Classic rock - Heavy	1,353	2.68%	552	1.45%	54
Radio program: Ethnic/multi-cultural - Light	264	0.52%	295	0.78%	150
Radio program: Ethnic/multi-cultural - Medium	229	0.45%	308	0.81%	180
Radio program: Ethnic/multi-cultural - Heavy	255	0.51%	302	0.80%	157
Radio program: Oldies - Light	265	0.53%	184	0.48%	91
Radio program: Oldies - Medium	1,080	2.14%	801	2.11%	99
Radio program: Oldies - Heavy	1,010	2.00%	722	1.90%	95
Radio program: Hot adult contemporary - Light	2,163	4.29%	1,504	3.96%	92
Radio program: Hot adult contemporary - Medium	1,503	2.98%	1,029	2.71%	91
Radio program: Hot adult contemporary - Heavy	692	1.37%	942	2.48%	181
Radio program: Jazz Light	22	0.04%	43	0.11%	275
Radio program: Jazz - Medium	90	0.18%	92	0.24%	133
Radio program: Jazz - Heavy	151	0.30%	126	0.33%	110
Radio program: Modern/alternative rock - Light	1,477	2.93%	776	2.04%	70
Radio program: Modern/alternative rock - Medium	1,518	3.01%	842	2.22%	74
Radio program: Modern/alternative rock - Heavy	1,322	2.62%	645	1.70%	65
Radio program: Multi/variety/specialty - Light	2,753	5.46%	2,385	6.28%	115
Radio program: Multi/variety/specialty - Medium	2,468	4.90%	2,337	6.16%	126
Radio program: Multi/variety/specialty - Heavy	3,304	6.55%	3,445	9.08%	139
Radio program: Not classified - Light	973	1.93%	826	2.18%	113

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	Value	Percent	Value	Percent	Index
Radio program: Not classified - Medium	997	1.98%	883	2.33%	118
Radio program: Not classified - Heavy	1,204	2.39%	816	2.15%	90
Radio program: News/talk - Light	8,034	15.94%	7,149	18.83%	118
Radio program: News/talk - Medium	8,032	15.93%	7,448	19.62%	123
Radio program: News/talk - Heavy	10,950	21.72%	10,671	28.11%	129
Radio program: Religion - Light	313	0.62%	247	0.65%	105
Radio program: Religion - Medium	254	0.50%	137	0.36%	72
Radio program: Religion - Heavy	297	0.59%	169	0.45%	76
Radio program: Sports - Light	960	1.90%	990	2.61%	137
Radio program: Sports - Medium	845	1.68%	597	1.57%	93
Radio program: Sports - Heavy	1,062	2.11%	858	2.26%	107
Radio program: Today's country - Light	1,101	2.18%	683	1.80%	83
Radio program: Today's country - Medium	1,146	2.27%	462	1.22%	54
Radio program: Today's country - Heavy	807	1.60%	414	1.09%	68
Radio program: Urban - Light	36	0.07%	11	0.03%	43
Radio program: Urban - Medium	15	0.03%	34	0.09%	300
Radio program: Urban - Heavy	28	0.06%	32	0.09%	150
Importance of Radio Attributes					
Traffic reports at rush hours: Extremely important	9,145	18.14%	5,819	15.33%	85
Traffic reports at rush hours: Very important	6,427	12.75%	5,101	13.44%	105
Weather reports: Extremely important	7,267	14.42%	5,195	13.69%	95
Weather reports: Very important	9,359	18.56%	7,281	19.18%	103
Headline news: Extremely important	7,963	15.80%	6,132	16.15%	102
Headline news: Very important	10,004	19.84%	7,849	20.68%	104
Sports news: Extremely important	1,785	3.54%	1,222	3.22%	91
Sports news: Very important	3,089	6.13%	2,485	6.55%	107
Music news: Extremely important	1,473	2.92%	966	2.55%	87
Music news: Very important	2,244	4.45%	1,286	3.39%	76
Local news/events: Extremely important	3,319	6.58%	2,406	6.34%	96
Local news/events: Very important	7,052	13.99%	4,967	13.08%	93
Entertainment news/celebrity gossip: Extremely important	490	0.97%	348	0.92%	95
Entertainment news/celebrity gossip: Very important	987	1.96%	610	1.61%	82
Info about products and services likely to buy: Extremely important	374	0.74%	227	0.60%	81
Info about products and services likely to buy: Very important	959	1.90%	754	1.99%	105
Info about sales at local stores: Extremely important	403	0.80%	220	0.58%	73
Info about sales at local stores: Very important	1,825	3.62%	1,512	3.98%	110
Making time in the car more enjoyable: Extremely important	10,303	20.44%	6,786	17.88%	87
Making time in the car more enjoyable: Very important	11,914	23.63%	9,222	24.29%	103
Being part of my day at work: Extremely important	2,122	4.21%	1,101	2.90%	69
Being part of my day at work: Very important	2,944	5.84%	1,794	4.73%	81
Being part of my day at home: Extremely important	4,524	8.97%	3,773	9.94%	111
Being part of my day at home: Very important	5,421	10.75%	4,804	12.66%	118
Keeping informed: Extremely important	7,498	14.87%	6,005	15.82%	106

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Keeping informed: Very important	10,459	20.75%	8,321	21.92%	106
Being part of daily life: Extremely important	5,969	11.84%	4,460	11.75%	99
Being part of daily life: Very important	6,895	13.68%	5,699	15.01%	110
Hearing the latest hits: Extremely important	2,516	4.99%	1,539	4.06%	81
Hearing the latest hits: Very important	4,142	8.22%	2,535	6.68%	81
Discovering new music/songs/artists: Extremely important	2,736	5.43%	1,689	4.45%	82
Discovering new music/songs/artists: Very important	4,979	9.88%	3,045	8.02%	81
Discussion forum on news and public affairs: Extremely important	3,827	7.59%	3,128	8.24%	109
Discussion forum on news and public affairs: Very important	6,148	12.20%	5,361	14.12%	116
Possibility to enter contests and win prizes: Extremely important	886	1.76%	388	1.02%	58
Possibility to enter contests and win prizes: Very important	1,063	2.11%	527	1.39%	66
How Often Listen to the Radio While					
Listen to radio while at work/school: Seldom	4,310	8.55%	2,530	6.67%	78
Listen to radio while at work/school: Occasionally	3,850	7.64%	2,554	6.73%	88
Listen to radio while at work/school: Frequently	5,749	11.40%	3,234	8.52%	75
Listen to radio while doing house/yard work: Seldom	6,964	13.81%	4,730	12.46%	90
Listen to radio while doing house/yard work: Occasionally	12,363	24.52%	9,314	24.54%	100
Listen to radio while doing house/yard work: Frequently	11,291	22.40%	8,745	23.04%	103
Listen to radio while exercising/working out: Seldom	6,868	13.62%	5,059	13.33%	98
Listen to radio while exercising/working out: Occasionally	7,447	14.77%	5,672	14.94%	101
Listen to radio while exercising/working out: Frequently	5,749	11.40%	4,219	11.11%	97
Listen to radio while getting ready for school/work: Seldom	6,159	12.22%	4,316	11.37%	93
Listen to radio while getting ready for school/work: Occasionally	6,577	13.05%	5,006	13.19%	101
Listen to radio while getting ready for school/work: Frequently	8,858	17.57%	6,380	16.81%	96
Listen to radio while relaxing at home: Seldom	7,384	14.65%	5,112	13.47%	92
Listen to radio while relaxing at home: Occasionally	13,984	27.74%	11,438	30.13%	109
Listen to radio while relaxing at home: Frequently	12,480	24.76%	10,535	27.75%	112
Listen to radio while travelling to/from work/school: Seldom	2,905	5.76%	1,897	5.00%	87
Listen to radio while travelling to/from work/school: Occasionally	5,957	11.82%	4,584	12.08%	102
Listen to radio while travelling to/from work/school: Frequently	21,953	43.55%	14,444	38.05%	87
Listen to radio while travelling to shopping: Seldom	3,947	7.83%	2,637	6.95%	89
Listen to radio while travelling to shopping: Occasionally	9,573	18.99%	7,847	20.67%	109
Listen to radio while travelling to shopping: Frequently	25,397	50.38%	19,719	51.95%	103
Listen to radio at waking up/radio alarm: Seldom	5,257	10.43%	4,102	10.81%	104
Listen to radio at waking up/radio alarm: Occasionally	3,896	7.73%	3,532	9.30%	120
Listen to radio at waking up/radio alarm: Frequently	13,954	27.68%	10,877	28.65%	104

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.