

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population of age 15 and over	57,379		41,761		
Radio Total Market Tuning Summary: Terciles					
Radio total market: Light	21,788	37.97%	15,195	36.39%	96
Radio total market: Medium	18,788	32.74%	13,678	32.75%	100
Radio total market: Heavy	16,803	29.28%	12,888	30.86%	105
Radio Listening Summary					
Radio yesterday: Yes	33,778	58.87%	24,845	59.49%	101
Radio weekday: Never	10,650	18.56%	7,070	16.93%	91
Radio weekday: Less than 1 day a week	6,540	11.40%	4,577	10.96%	96
Radio weekday: 1 day	1,979	3.45%	1,201	2.88%	83
Radio weekday: 2 days	4,872	8.49%	3,251	7.79%	92
Radio weekday: 3 days	5,225	9.11%	3,824	9.16%	101
Radio weekday: 4 days	3,790	6.60%	2,888	6.92%	105
Radio weekday: 5 days	24,324	42.39%	18,949	45.38%	107
Radio weekend: Never	18,876	32.90%	12,155	29.11%	88
Radio weekend: Less than 1 day	11,906	20.75%	8,472	20.29%	98
Radio weekend: 1 day	9,585	16.70%	6,743	16.15%	97
Radio weekend: 2 days	17,013	29.65%	14,391	34.46%	116
Program Types Used Regularly					
Use radio regularly: Comedy programs	3,936	6.86%	2,281	5.46%	80
Use radio regularly: Community information	5,677	9.89%	4,597	11.01%	111
Use radio regularly: Contests	1,171	2.04%	617	1.48%	73
Use radio regularly: Ethnic programs	1,413	2.46%	894	2.14%	87
Use radio regularly: General interest talk/phone in shows	7,156	12.47%	6,789	16.26%	130
Use radio regularly: Music	31,161	54.31%	21,883	52.40%	96
Use radio regularly: News	19,737	34.40%	15,657	37.49%	109
Use radio regularly: Religious programs	1,188	2.07%	673	1.61%	78
Use radio regularly: Special music programs	2,122	3.70%	1,440	3.45%	93
Use radio regularly: Sports (play-by-play)	1,938	3.38%	1,632	3.91%	116
Use radio regularly: Sports reports	1,872	3.26%	1,735	4.16%	128
Use radio regularly: Sports talk/phone in shows	1,852	3.23%	1,479	3.54%	110
Use radio regularly: Traffic reports	14,185	24.72%	11,372	27.23%	110
Use radio regularly: Weather	10,691	18.63%	8,817	21.11%	113
Radio Total Market Weekly Tuning					
Weekly tuning: Not listen	13,675	23.83%	9,838	23.56%	99
Weekly tuning: Less than 7 hours	22,069	38.46%	16,328	39.10%	102
Weekly tuning: 7 To 14 hours	10,028	17.48%	7,021	16.81%	96
Weekly tuning: 14 To 21 hours	4,102	7.15%	2,831	6.78%	95
Weekly tuning: 21 To 28 hours	2,978	5.19%	1,948	4.66%	90
Weekly tuning: 28 To 35 hours	1,525	2.66%	1,410	3.38%	127
Weekly tuning: 35 To 42 hours	1,398	2.44%	1,076	2.58%	106
Weekly tuning: 42 To 49 hours	766	1.33%	540	1.29%	97
Weekly tuning: more than 49 hours	839	1.46%	768	1.84%	126

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Radio Usage Patterns					
Daily reach - Monday	32,043	55.85%	23,768	56.91%	102
Daily reach - Tuesday	32,170	56.07%	23,947	57.34%	102
Daily reach - Wednesday	32,941	57.41%	23,884	57.19%	100
Daily reach - Thursday	30,876	53.81%	23,217	55.60%	103
Daily reach - Friday	30,624	53.37%	23,578	56.46%	106
Daily reach - Saturday	23,520	40.99%	19,175	45.92%	112
Daily reach - Sunday	22,284	38.84%	18,162	43.49%	112
Reach: Day Mon-Sun 5am -1am	43,942	76.58%	32,010	76.65%	100
Reach: Breakfast Mon-Fri 6am -10am	30,587	53.31%	22,640	54.21%	102
Reach: Day Mon-Fri 10am-3pm	30,140	52.53%	22,443	53.74%	102
Reach: Drive Mon-Fri 3pm -7pm	29,247	50.97%	20,857	49.94%	98
Reach: Evening Mon-Fri 7pm - 12am	14,145	24.65%	10,785	25.83%	105
Reach: Sat 7am -7pm	23,361	40.71%	18,232	43.66%	107
Reach: Sun 7am -7pm	21,799	37.99%	17,193	41.17%	108
Reach: Mon-Fri 5am -1am	42,657	74.34%	31,872	76.32%	103
Reach: Sat-Sun 5am -1am	30,909	53.87%	23,657	56.65%	105
Reach: Mon-Fri 7am -7pm	41,169	71.75%	30,003	71.84%	100
Radio Reach by Location					
Radio reach: Home	22,493	39.20%	18,039	43.20%	110
Radio reach: Vehicle	34,049	59.34%	25,675	61.48%	104
Radio reach: Work	4,115	7.17%	1,518	3.63%	51
Radio reach: Other	2,399	4.18%	1,474	3.53%	84
Listenership by Program					
Radio program: Adult Album Alternative (AAA)	444	0.77%	358	0.86%	112
Radio program: Adult contemporary	9,139	15.93%	7,038	16.85%	106
Radio program: AOR/mainstream Rock	2,524	4.40%	2,557	6.12%	139
Radio program: All news	1,558	2.72%	1,071	2.56%	94
Radio program: Adult standards	81	0.14%	95	0.23%	164
Radio program: Classic country	199	0.35%	446	1.07%	306
Radio program: Classical/fine arts	936	1.63%	681	1.63%	100
Radio program: Mainstream top 40/CHR	7,348	12.81%	6,146	14.72%	115
Radio program: Classic hits	5,132	8.95%	3,452	8.27%	92
Radio program: Comedy	556	0.97%	338	0.81%	84
Radio program: Classic rock	5,058	8.82%	2,244	5.37%	61
Radio program: Ethnic/multi-cultural	779	1.36%	861	2.06%	151
Radio program: Oldies	428	0.75%	258	0.62%	83
Radio program: Hot adult contemporary	4,997	8.71%	3,354	8.03%	92
Radio program: Jazz	124	0.22%	186	0.45%	205
Radio program: Modern/alternative Rock	5,742	10.01%	3,861	9.24%	92
Radio program: Multi/variety/specialty	9,971	17.38%	7,799	18.68%	107
Radio program: Not classified	3,131	5.46%	2,147	5.14%	94
Radio program: News/talk	21,952	38.26%	18,242	43.68%	114

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Radio program: Religion	945	1.65%	689	1.65%	100
Radio program: Sports	1,474	2.57%	1,077	2.58%	100
Radio program: Today's country	3,269	5.70%	1,507	3.61%	63
Radio program: Urban	209	0.37%	153	0.37%	100
Terciles of Usage					
Radio program: Adult Album Alternative (AAA) - Light	85	0.15%	109	0.26%	173
Radio program: Adult Album Alternative (AAA) - Medium	165	0.29%	120	0.29%	100
Radio program: Adult Album Alternative (AAA) - Heavy	155	0.27%	117	0.28%	104
Radio program: Adult contemporary - Light	3,739	6.52%	2,725	6.53%	100
Radio program: Adult contemporary - Medium	3,285	5.73%	2,103	5.04%	88
Radio program: Adult contemporary - Heavy	2,657	4.63%	2,477	5.93%	128
Radio program: AOR/mainstream rock - Light	832	1.45%	803	1.92%	132
Radio program: AOR/mainstream rock - Medium	356	0.62%	1,042	2.50%	403
Radio program: AOR/mainstream rock - Heavy	656	1.14%	433	1.04%	91
Radio program: All news Light	488	0.85%	354	0.85%	100
Radio program: All news Medium	552	0.96%	432	1.03%	107
Radio program: All news - Heavy	592	1.03%	431	1.03%	100
Radio program: Adult standards - Light	25	0.04%	13	0.03%	75
Radio program: Adult standards - Medium	116	0.20%	47	0.11%	55
Radio program: Adult standards - Heavy	33	0.06%	42	0.10%	167
Radio program: Classic country - Light	291	0.51%	95	0.23%	45
Radio program: Classic country - Medium	57	0.10%	79	0.19%	190
Radio program: Classic country - Heavy	336	0.59%	246	0.59%	100
Radio program: Classical/fine arts - Light	332	0.58%	242	0.58%	100
Radio program: Classical/fine arts - Medium	271	0.47%	197	0.47%	100
Radio program: Classical/fine arts - Heavy	333	0.58%	242	0.58%	100
Radio program: Mainstream top 40/CHR - Light	2,556	4.45%	2,003	4.80%	108
Radio program: Mainstream top 40/CHR - Medium	2,975	5.18%	2,660	6.37%	123
Radio program: Mainstream top 40/CHR - Heavy	1,745	3.04%	1,333	3.19%	105
Radio program: Classic hits - Light	2,444	4.26%	2,067	4.95%	116
Radio program: Classic hits - Medium	1,808	3.15%	1,109	2.66%	84
Radio program: Classic hits - Heavy	736	1.28%	410	0.98%	77
Radio program: Classic rock - Light	1,764	3.08%	607	1.45%	47
Radio program: Classic rock - Medium	2,036	3.55%	1,394	3.34%	94
Radio program: Classic rock - Heavy	1,831	3.19%	651	1.56%	49
Radio program: Ethnic/multi-cultural - Light	299	0.52%	314	0.75%	144
Radio program: Ethnic/multi-cultural - Medium	292	0.51%	241	0.58%	114
Radio program: Ethnic/multi-cultural - Heavy	212	0.37%	162	0.39%	105
Radio program: Oldies - Light	70	0.12%	31	0.07%	58
Radio program: Oldies - Medium	31	0.05%	54	0.13%	260
Radio program: Oldies - Heavy	54	0.09%	53	0.13%	144
Radio program: Hot adult contemporary - Light	2,399	4.18%	2,051	4.91%	117
Radio program: Hot adult contemporary - Medium	1,780	3.10%	1,097	2.63%	85

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Radio program: Hot adult contemporary - Heavy	875	1.53%	542	1.30%	85
Radio program: Jazz - Light	171	0.30%	124	0.30%	100
Radio program: Jazz - Medium	164	0.29%	119	0.29%	100
Radio program: Jazz - Heavy	37	0.07%	45	0.11%	157
Radio program: Modern/alternative rock - Light	1,887	3.29%	1,053	2.52%	77
Radio program: Modern/alternative rock - Medium	1,666	2.90%	1,538	3.68%	127
Radio program: Modern/alternative rock - Heavy	2,580	4.50%	1,111	2.66%	59
Radio program: Multi/variety/specialty - Light	2,820	4.91%	2,284	5.47%	111
Radio program: Multi/variety/specialty - Medium	2,399	4.18%	2,008	4.81%	115
Radio program: Multi/variety/specialty - Heavy	3,771	6.57%	3,560	8.53%	130
Radio program: Not classified - Light	904	1.58%	598	1.43%	91
Radio program: Not classified - Medium	811	1.41%	764	1.83%	130
Radio program: Not classified - Heavy	1,047	1.82%	624	1.50%	82
Radio program: News/talk - Light	7,980	13.91%	6,678	15.99%	115
Radio program: News/talk - Medium	6,887	12.00%	5,407	12.95%	108
Radio program: News/talk - Heavy	6,491	11.31%	5,909	14.15%	125
Radio program: Religion - Light	320	0.56%	220	0.53%	95
Radio program: Religion - Medium	232	0.41%	216	0.52%	127
Radio program: Religion - Heavy	352	0.61%	256	0.61%	100
Radio program: Sports - Light	765	1.33%	412	0.99%	74
Radio program: Sports - Medium	449	0.78%	319	0.76%	97
Radio program: Sports - Heavy	422	0.74%	309	0.74%	100
Radio program: Today's country - Light	1,667	2.91%	817	1.96%	67
Radio program: Today's country - Medium	816	1.42%	380	0.91%	64
Radio program: Today's country - Heavy	898	1.57%	382	0.92%	59
Importance of the Following Radio Attributes					
Traffic reports at rush hours: Extremely important	7,927	13.82%	5,496	13.16%	95
Traffic reports at rush hours: Very important	7,690	13.40%	5,281	12.65%	94
Weather reports: Extremely important	4,514	7.87%	3,261	7.81%	99
Weather reports: Very important	10,289	17.93%	7,508	17.98%	100
Headline news: Extremely important	6,368	11.10%	4,603	11.02%	99
Headline news: Very important	10,459	18.23%	7,747	18.55%	102
Sports news: Extremely important	1,215	2.12%	1,036	2.48%	117
Sports news: Very important	3,043	5.30%	2,321	5.56%	105
Music news: Extremely important	1,141	1.99%	607	1.46%	73
Music news: Very important	2,314	4.03%	1,492	3.57%	89
Local news/events: Extremely important	3,237	5.64%	2,373	5.68%	101
Local news/events: Very important	7,158	12.48%	4,489	10.75%	86
Entertainment news/celebrity gossip: Extremely important	166	0.29%	113	0.27%	93
Entertainment news/celebrity gossip: Very important	1,955	3.41%	1,251	3.00%	88
Info about products and services likely to buy: Extremely important	252	0.44%	37	0.09%	20
Info about products and services likely to buy: Very important	1,193	2.08%	537	1.29%	62

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Info about sales at local stores: Extremely important	147	0.26%	119	0.29%	112
Info about sales at local stores: Very important	2,491	4.34%	1,500	3.59%	83
Making time in the car more enjoyable: Extremely important	10,392	18.11%	7,459	17.86%	99
Making time in the car more enjoyable: Very important	12,435	21.67%	8,818	21.12%	97
Being part of my day at work: Extremely important	1,878	3.27%	1,379	3.30%	101
Being part of my day at work: Very important	3,297	5.75%	1,993	4.77%	83
Being part of my day at home: Extremely important	2,745	4.78%	2,305	5.52%	115
Being part of my day at home: Very important	4,597	8.01%	3,429	8.21%	102
Keeping informed: Extremely important	6,816	11.88%	5,379	12.88%	108
Keeping informed: Very important	9,257	16.13%	6,423	15.38%	95
Being part of daily life: Extremely important	3,269	5.70%	2,900	6.95%	122
Being part of daily life: Very important	6,509	11.34%	4,295	10.29%	91
Hearing the latest hits: Extremely important	2,308	4.02%	1,523	3.65%	91
Hearing the latest hits: Very important	5,889	10.26%	3,155	7.56%	74
Discovering new music/songs/artists: Extremely important	2,935	5.12%	1,829	4.38%	86
Discovering new music/songs/artists: Very important	6,937	12.09%	4,214	10.09%	83
Discussion forum on news and public affairs: Extremely important	3,321	5.79%	2,583	6.18%	107
Discussion forum on news and public affairs: Very important	5,515	9.61%	3,948	9.46%	98
Possibility to enter contests and win prizes: Extremely important	1,397	2.43%	747	1.79%	74
Possibility to enter contests and win prizes: Very important	2,124	3.70%	1,158	2.77%	75
How Often Listen to the Radio While					
Working or school (any location): Seldom	5,910	10.30%	3,584	8.58%	83
Working or school (any location): Occasionally	5,482	9.55%	3,557	8.52%	89
Working or school (any location): Frequently	4,971	8.66%	2,936	7.03%	81
Doing house/yard work: Seldom	8,533	14.87%	5,511	13.20%	89
Doing house/yard work: Occasionally	10,597	18.47%	7,680	18.39%	100
Doing house/yard work: Frequently	8,401	14.64%	6,686	16.01%	109
Exercising/working out: Seldom	7,613	13.27%	5,548	13.29%	100
Exercising/working out: Occasionally	7,528	13.12%	5,391	12.91%	98
Exercising/working out: Frequently	4,970	8.66%	3,776	9.04%	104
Getting ready for school/work: Seldom	8,448	14.72%	5,686	13.62%	93
Getting ready for school/work: Occasionally	7,576	13.20%	5,242	12.55%	95
Getting ready for school/work: Frequently	6,790	11.83%	4,409	10.56%	89
Relaxing at home: Seldom	9,752	17.00%	6,751	16.17%	95
Relaxing at home: Occasionally	11,784	20.54%	8,363	20.03%	98
Relaxing at home: Frequently	8,208	14.31%	7,296	17.47%	122
Travelling to/from work/school: Seldom	4,600	8.02%	2,550	6.11%	76
Travelling to/from work/school: Occasionally	7,156	12.47%	4,748	11.37%	91
Travelling to/from work/school: Frequently	21,894	38.16%	14,619	35.01%	92
Travelling to shopping: Seldom	5,362	9.34%	2,990	7.16%	77
Travelling to shopping: Occasionally	10,949	19.08%	8,654	20.72%	109
Travelling to shopping: Frequently	24,601	42.87%	18,939	45.35%	106
Listen to radio at waking up/radio alarm: Seldom	4,760	8.30%	3,726	8.92%	107

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Listen to radio at waking up/radio alarm: Occasionally	3,994	6.96%	3,381	8.10%	116
Listen to radio at waking up/radio alarm: Frequently	10,500	18.30%	8,030	19.23%	105
SiriusXM Subscription					
Subscribed SiriusXM vehicle radio	4,307	7.51%	3,370	8.07%	107
Subscribed SiriusXM home or portable radio	1,356	2.36%	828	1.98%	84
Audio Used When Driving Past Month					
Audio: AM/FM radio	33,820	58.94%	27,551	65.97%	112
Audio: HD radio (digital AM/FM)	1,981	3.45%	1,786	4.28%	124
Audio: SiriusXM satellite radio	3,840	6.69%	2,876	6.89%	103
Audio: Owned music (e.g. digital music, CDs)	12,777	22.27%	8,089	19.37%	87
Audio: Podcast	4,751	8.28%	2,354	5.64%	68
Audio: Radio station online streaming	1,503	2.62%	750	1.80%	69
Audio: Streaming audio service (free)	2,875	5.01%	1,829	4.38%	87
Audio: Streaming audio service (paid)	5,574	9.72%	2,778	6.65%	68
Audio: Other source	962	1.68%	593	1.42%	85
Audio Used When Driving Most Often					
Audio most often: AM/FM radio	35,618	62.08%	27,454	65.74%	106
Audio most often: HD radio (digital AM/FM)	983	1.71%	829	1.99%	116
Audio most often: SiriusXM satellite radio	1,973	3.44%	1,739	4.16%	121
Audio most often: Owned music (e.g. digital music, CDs)	4,876	8.50%	3,017	7.22%	85
Audio most often: Podcast	1,396	2.43%	449	1.08%	44
Audio most often: Radio station online streaming	499	0.87%	310	0.74%	85
Audio most often: Streaming audio service (free)	741	1.29%	473	1.13%	88
Audio most often: Streaming audio service (paid)	3,250	5.66%	1,958	4.69%	83
Audio most often: Other source	574	1.00%	420	1.01%	101
Audio most often: None of these	7,469	13.02%	5,111	12.24%	94
Audio Device Used to Listen to AM/FM Broadcast Radio Past 7 Days					
Audio device: Smartphone	5,922	10.32%	4,061	9.72%	94
Audio device: Tablet/laptop/desktop computer	5,238	9.13%	4,348	10.41%	114
Audio device: Smart speaker (eg Echo, Google Home)	2,968	5.17%	2,119	5.07%	98
Audio device: In-home or portable AM/FM Audio	12,794	22.30%	10,981	26.30%	118
Audio device: Other in-home audio devices (eg Bluetooth speaker, traditional stereo)	4,858	8.47%	3,396	8.13%	96
Audio device: In-car AM/FM Audio	31,717	55.28%	25,349	60.70%	110
Audio device: TV channels that broadcast radio stations	2,709	4.72%	1,756	4.21%	89
Audio device: Other devices	2,485	4.33%	1,346	3.22%	74
Radio Online Used Past 7 Days					
Radio online: AccuRadio	365	0.64%	191	0.46%	72
Radio online: Amazon Prime Music	5,753	10.03%	4,328	10.37%	103
Radio online: Apple Music (the streaming service)	7,062	12.31%	4,474	10.71%	87
Radio online: Audible	1,679	2.93%	415	0.99%	34
Radio online: CBC Listen	5,636	9.82%	3,659	8.76%	89
Radio online: Google Podcasts	1,241	2.16%	696	1.67%	77

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Radio online: iHeartRadio (any station via the iHeart app or website)	2,519	4.39%	1,841	4.41%	100
Radio online: Listen to a traditional on-air AM/FM radio station via a stream on that station's specific website or a station specific app	5,221	9.10%	4,166	9.98%	110
Radio online: Radio-Canada Ohdio	408	0.71%	332	0.80%	113
Radio online: Radioplayer Canada (any station via the Radioplayer app or website)	1,013	1.77%	625	1.50%	85
Radio online: SiriusXM (web or app streaming)	2,406	4.19%	1,591	3.81%	91
Radio online: SoundCloud	937	1.63%	405	0.97%	60
Radio online: Spotify - free access with ads	7,387	12.88%	4,756	11.39%	88
Radio online: Spotify - subscription without ads	11,675	20.35%	7,541	18.06%	89
Radio online: Stingray Music	2,829	4.93%	2,558	6.13%	124
Radio online: TuneIn	1,040	1.81%	584	1.40%	77
Radio online: YouTube for music videos	16,376	28.54%	10,225	24.48%	86
Radio online: YouTube Music free access with ads	8,686	15.14%	5,344	12.80%	85
Radio online: YouTube Music subscription without ads	1,614	2.81%	761	1.82%	65
Radio online: Other online/Internet music, talk or sports radio app, website or service	5,226	9.11%	2,972	7.12%	78
Time Spent on Streaming Audio Average Day					
Streaming audio - M-SU: Zero	15,947	27.79%	13,459	32.23%	116
Streaming audio - M-SU: Less than 1 hour	4,785	8.34%	3,079	7.37%	88
Streaming audio - M-SU: 1 to 2 hours	18,062	31.48%	13,818	33.09%	105
Streaming audio - M-SU: 2 to 3 hours	6,820	11.89%	4,152	9.94%	84
Streaming audio - M-SU: 3 to 4 hours	2,688	4.69%	1,739	4.17%	89
Streaming audio - M-SU: More than 4 hours	9,078	15.82%	5,514	13.20%	83

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