



## Media Usage - Newspaper Report

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of age 15 and up	49,892		37,749		
<b>Read Newspaper Yesterday</b>					
Read daily newspaper yesterday: Yes	25,098	50.31%	22,438	59.44%	118
Read local community newspaper yesterday: Yes	11,555	23.16%	10,299	27.28%	118
<b>Readership on Weekdays</b>					
The Globe and Mail: Never	41,304	82.79%	28,440	75.34%	91
The Globe and Mail: 1 Day	3,023	6.06%	2,655	7.03%	116
The Globe and Mail: 2 Days	1,245	2.50%	1,202	3.19%	128
The Globe and Mail: 3 Days	724	1.45%	599	1.59%	110
The Globe and Mail: 4 Days	369	0.74%	400	1.06%	143
The Globe and Mail: 5 Days	3,225	6.46%	4,453	11.80%	183
National Post: Never	45,298	90.79%	33,102	87.69%	97
National Post: 1 Day	1,938	3.88%	1,721	4.56%	118
National Post: 2 Days	508	1.02%	629	1.67%	164
National Post: 3 Days	402	0.81%	404	1.07%	132
National Post: 4 Days	75	0.15%	72	0.19%	127
National Post: 5 Days	1,671	3.35%	1,822	4.83%	144
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	21,010	42.11%	13,794	36.54%	87
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 Day	5,540	11.10%	3,273	8.67%	78
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 Days	2,731	5.47%	1,999	5.30%	97
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 3 Days	3,376	6.77%	2,014	5.33%	79
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 4 Days	1,432	2.87%	1,132	3.00%	105
Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 5 Days	15,802	31.67%	15,537	41.16%	130
<b>Readership on Weekend</b>					
Weekend the Globe And Mail: Never	44,075	88.34%	30,939	81.96%	93
Weekend the Globe And Mail: 1 Day	5,816	11.66%	6,810	18.04%	155
Weekend National Post: Never	47,723	95.65%	35,216	93.29%	98
Weekend National Post: 1 day	2,169	4.35%	2,533	6.71%	154
Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): Never	31,817	63.77%	19,679	52.13%	82
Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 1 day	17,327	34.73%	16,551	43.85%	126
Weekend Any local daily newspaper(s) (e.g. Toronto Star, Journal de Montreal): 2 days	747	1.50%	1,519	4.02%	268
<b>Summary Time spent reading daily paper: Weekday</b>					
Weekday time spent on daily paper: Did Not Read	27,009	54.14%	17,518	46.41%	86
Weekday time spent on daily paper: Less than 15 mins	1,250	2.51%	923	2.45%	98
Weekday time spent on daily paper: 15 to 29 mins	2,191	4.39%	1,687	4.47%	102



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	Value	Percent	Value	Percent	Index
Weekday time spent on daily paper: 30 to 44 mins	4,558	9.14%	3,763	9.97%	109
Weekday time spent on daily paper: 45 to 59 mins	1,021	2.05%	734	1.95%	95
Weekday time spent on daily paper: 60 to 90 mins	9,602	19.25%	9,412	24.93%	130
Weekday time spent on daily paper: More than 90 mins	4,262	8.54%	3,712	9.83%	115
<b>Summary Time spent reading daily paper: Weekend</b>					
Weekend time spent on daily paper: Did Not Read	35,029	70.21%	21,964	58.19%	83
Weekend time spent on daily paper: Less than 15 mins	236	0.47%	226	0.60%	128
Weekend time spent on daily paper: 15 to 29 mins	952	1.91%	817	2.16%	113
Weekend time spent on daily paper: 30 to 44 mins	2,111	4.23%	1,967	5.21%	123
Weekend time spent on daily paper: 45 to 59 mins	418	0.84%	371	0.98%	117
Weekend time spent on daily paper: 60 to 90 mins	6,924	13.88%	7,379	19.55%	141
Weekend time spent on daily paper: More than 90 mins	4,220	8.46%	5,024	13.31%	157
<b>Readership Monday-Friday</b>					
Weekday daily reading: Never	12,202	24.46%	7,568	20.05%	82
Weekday daily reading: Less than 1 day a week	5,738	11.50%	3,151	8.35%	73
Weekday daily reading: 1 Day	2,762	5.54%	2,063	5.47%	99
Weekday daily reading: 2 days	3,189	6.39%	1,898	5.03%	79
Weekday daily reading: 3 days	4,714	9.45%	3,101	8.21%	87
Weekday daily reading: 4 days	1,928	3.86%	1,409	3.73%	97
Weekday daily reading: 5 days	19,359	38.80%	18,558	49.16%	127
<b>Readership Weekend</b>					
Newspaper SAT-SUN: None	20,360	40.81%	11,484	30.42%	75
Newspaper SAT-SUN: Less than 1 day	6,857	13.74%	4,837	12.81%	93
Newspaper SAT-SUN: 1 day	11,634	23.32%	10,317	27.33%	117
Newspaper SAT-SUN: 2 days	11,041	22.13%	11,111	29.43%	133
Subscription of any local daily newspaper: No	33,606	67.36%	18,841	49.91%	74
Subscription of any local daily newspaper: Yes	16,286	32.64%	18,908	50.09%	153
<b>Read local community newspaper in past 7 days</b>					
Read local community newspaper past 7 days: Yes	22,022	44.14%	18,496	49.00%	111
<b>Frequency Reading the local community newspaper</b>					
Read local community newspaper: Never	22,231	44.56%	13,829	36.63%	82
Read local community newspaper: Seldom	4,758	9.54%	3,747	9.93%	104
Read local community newspaper: Occasionally	9,560	19.16%	8,004	21.20%	111
Read local community newspaper: Frequently	13,343	26.74%	12,170	32.24%	121
<b>Number of Local Community Newspapers Read</b>					
Number of local community newspapers read: 0	26,546	53.21%	19,196	50.85%	96
Number of local community newspapers read: 1	3,490	7.00%	3,012	7.98%	114
Number of local community newspapers read: 2	4,240	8.50%	4,314	11.43%	134
Number of local community newspapers read: 3	1,319	2.64%	1,306	3.46%	131
Number of local community newspapers read: 4	4,606	9.23%	4,845	12.84%	139
Number of local community newspapers read: 5	9,690	19.42%	5,075	13.45%	69
<b>Terciles of Usage</b>					
Summary Daily Paper Terciles: No Usage	24,888	49.88%	15,302	40.54%	81
Summary Daily Paper Terciles: Light	7,125	14.28%	4,985	13.21%	93



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Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Summary Daily Paper Terciles: Medium	8,150	16.34%	6,935	18.37%	112
Summary Daily Paper Terciles: Heavy	9,729	19.50%	10,526	27.89%	143
Summary Local Community Newspaper Terciles: No Usage	22,747	45.59%	14,440	38.25%	84
Summary Local Community Newspaper Terciles: Light	8,042	16.12%	6,760	17.91%	111
Summary Local Community Newspaper Terciles: Medium	9,579	19.20%	8,595	22.77%	119
Summary Local Community Newspaper Terciles: Heavy	9,524	19.09%	7,953	21.07%	110
<b>Reading Patterns by Section</b>					
Read by section - Automotive: Never	33,998	68.14%	23,890	63.29%	93
Read by section - Automotive: Seldom	8,318	16.67%	6,896	18.27%	110
Read by section - Automotive: Occasionally	5,315	10.65%	4,704	12.46%	117
Read by section - Automotive: Frequently	2,260	4.53%	2,260	5.99%	132
Read by section - Business & Financial: Never	22,709	45.52%	13,761	36.45%	80
Read by section - Business & Financial: Seldom	8,360	16.76%	5,800	15.37%	92
Read by section - Business & Financial: Occasionally	9,070	18.18%	7,877	20.87%	115
Read by section - Business & Financial: Frequently	9,753	19.55%	10,311	27.31%	140
Read by section - Classified Ads (Excl. Real Estate): Never	31,549	63.24%	23,921	63.37%	100
Read by section - Classified Ads (Excl. Real Estate): Seldom	10,955	21.96%	8,207	21.74%	99
Read by section - Classified Ads (Excl. Real Estate): Occasionally	6,119	12.26%	4,719	12.50%	102
Read by section - Classified Ads (Excl. Real Estate): Frequently	1,269	2.54%	902	2.39%	94
Read by section - Computer/High Tech: Never	32,296	64.73%	23,297	61.72%	95
Read by section - Computer/High Tech: Seldom	9,248	18.54%	7,745	20.52%	111
Read by section - Computer/High Tech: Occasionally	6,539	13.11%	5,050	13.38%	102
Read by section - Computer/High Tech: Frequently	1,810	3.63%	1,656	4.39%	121
Read by section - Editorials: Never	19,291	38.67%	11,392	30.18%	78
Read by section - Editorials: Seldom	7,592	15.22%	5,159	13.67%	90
Read by section - Editorials: Occasionally	12,787	25.63%	10,513	27.85%	109
Read by section - Editorials: Frequently	10,222	20.49%	10,686	28.31%	138
Read by section - Fashion/lifestyle: Never	24,131	48.37%	15,927	42.19%	87
Read by section - Fashion/lifestyle: Seldom	9,380	18.80%	7,513	19.90%	106
Read by section - Fashion/lifestyle: Occasionally	10,269	20.58%	8,383	22.21%	108
Read by section - Fashion/lifestyle: Frequently	6,112	12.25%	5,927	15.70%	128
Read by section - Food: Never	18,118	36.32%	11,361	30.10%	83
Read by section - Food: Seldom	9,311	18.66%	7,154	18.95%	102
Read by section - Food: Occasionally	13,747	27.55%	11,096	29.39%	107
Read by section - Food: Frequently	8,716	17.47%	8,139	21.56%	123
Read by section - Health: Never	16,698	33.47%	10,125	26.82%	80
Read by section - Health: Seldom	8,016	16.07%	5,714	15.14%	94
Read by section - Health: Occasionally	14,547	29.16%	11,962	31.69%	109
Read by section - Health: Frequently	10,631	21.31%	9,948	26.35%	124
Read by section - International News/World Section: Never	12,357	24.77%	7,220	19.13%	77
Read by section - International News/World Section: Seldom	4,247	8.51%	2,356	6.24%	73
Read by section - International News/World Section: Occasionally	9,919	19.88%	7,230	19.15%	96



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Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Read by section - International News/World Section: Frequently	23,368	46.84%	20,943	55.48%	118
Read by section - Local & Regional News: Never	10,587	21.22%	6,421	17.01%	80
Read by section - Local & Regional News: Seldom	3,668	7.35%	2,386	6.32%	86
Read by section - Local & Regional News: Occasionally	9,354	18.75%	6,702	17.75%	95
Read by section - Local & Regional News: Frequently	26,282	52.68%	22,240	58.92%	112
Read by section - Movie & Entertainment: Never	15,430	30.93%	9,587	25.40%	82
Read by section - Movie & Entertainment: Seldom	10,018	20.08%	7,765	20.57%	102
Read by section - Movie & Entertainment: Occasionally	14,079	28.22%	12,150	32.19%	114
Read by section - Movie & Entertainment: Frequently	10,365	20.78%	8,248	21.85%	105
Read by section - National News: Never	11,386	22.82%	6,661	17.65%	77
Read by section - National News: Seldom	3,908	7.83%	2,115	5.60%	72
Read by section - National News: Occasionally	9,857	19.76%	7,158	18.96%	96
Read by section - National News: Frequently	24,741	49.59%	21,815	57.79%	117
Read by section - New Homes Section: Never	26,993	54.10%	18,383	48.70%	90
Read by section - New Homes Section: Seldom	11,561	23.17%	9,188	24.34%	105
Read by section - New Homes Section: Occasionally	7,179	14.39%	6,406	16.97%	118
Read by section - New Homes Section: Frequently	4,159	8.34%	3,771	9.99%	120
Read by section - Real Estate Listings: Never	29,273	58.67%	20,202	53.52%	91
Read by section - Real Estate Listings: Seldom	10,854	21.76%	8,811	23.34%	107
Read by section - Real Estate Listings: Occasionally	7,293	14.62%	6,133	16.25%	111
Read by section - Real Estate Listings: Frequently	2,472	4.96%	2,603	6.90%	139
Read by section - Sports: Never	23,311	46.72%	15,097	39.99%	86
Read by section - Sports: Seldom	8,343	16.72%	6,922	18.34%	110
Read by section - Sports: Occasionally	8,545	17.13%	6,855	18.16%	106
Read by section - Sports: Frequently	9,692	19.43%	8,875	23.51%	121
Read by section - Travel: Never	18,578	37.24%	10,526	27.88%	75
Read by section - Travel: Seldom	9,592	19.23%	7,193	19.06%	99
Read by section - Travel: Occasionally	13,476	27.01%	11,595	30.72%	114
Read by section - Travel: Frequently	8,247	16.53%	8,435	22.35%	135
Read by section - Advertisement: Never	21,177	42.45%	14,278	37.82%	89
Read by section - Advertisement: Seldom	13,487	27.03%	10,815	28.65%	106
Read by section - Advertisement: Occasionally	12,177	24.41%	10,273	27.21%	111
Read by section - Advertisement: Frequently	3,051	6.12%	2,383	6.31%	103
<b>Method of Reading</b>					
I read most or all pages/sections	7,676	15.39%	6,711	17.78%	116
I read selected pages/sections only	15,105	30.28%	11,043	29.25%	97
I read selected pages/sections and skim through the rest of the paper quickly	19,765	39.62%	15,121	40.06%	101
I look through the whole paper casually	7,347	14.73%	4,874	12.91%	88



# Media Usage - Newspaper Report

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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. 2018

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.