



Media Usage - Radio 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		
Radio Total Market Tuning Summary: Terciles					
Radio Total Market: Light	18,191	36.46%	12,226	32.39%	89
Radio Total Market: Medium	15,436	30.94%	11,982	31.74%	103
Radio Total Market: Heavy	16,265	32.60%	13,541	35.87%	110
Radio Listening Summary					
Radio listening yesterday: Yes	37,885	75.93%	29,179	77.30%	102
Radio listening weekday: Never	5,293	10.61%	3,688	9.77%	92
Radio listening weekday: Less than 1 day a week	3,665	7.35%	2,523	6.68%	91
Radio listening weekday: 1 day	727	1.46%	525	1.39%	95
Radio listening weekday: 2 days	2,349	4.71%	1,683	4.46%	95
Radio listening weekday: 3 days	4,220	8.46%	3,060	8.11%	96
Radio listening weekday: 4 days	3,844	7.71%	2,858	7.57%	98
Radio listening weekday: 5 days	29,793	59.72%	23,411	62.02%	104
Radio listening weekend: Never	10,425	20.90%	7,150	18.94%	91
Radio listening weekend: Less than 1 day	8,623	17.28%	5,789	15.34%	89
Radio listening weekend: 1 day	8,212	16.46%	6,184	16.38%	100
Radio listening weekend: 2 days	22,631	45.36%	18,626	49.34%	109
Program Types Used Regularly					
Use radio regularly: Comedy programs	3,614	7.24%	2,773	7.35%	102
Use radio regularly: Community information	6,151	12.33%	4,879	12.93%	105
Use radio regularly: Contests	1,242	2.49%	825	2.19%	88
Use radio regularly: Ethnic programs	1,202	2.41%	961	2.55%	106
Use radio regularly: General interest talk/phone in shows	10,407	20.86%	9,329	24.71%	118
Use radio regularly: Music	32,762	65.67%	24,411	64.67%	98
Use radio regularly: News	28,716	57.56%	23,642	62.63%	109
Use radio regularly: Religious programs	1,897	3.80%	1,495	3.96%	104
Use radio regularly: Special music programs	3,625	7.27%	2,632	6.97%	96
Use radio regularly: Sports (play-by-play)	4,505	9.03%	3,831	10.15%	112
Use radio regularly: Sports reports	5,148	10.32%	4,333	11.48%	111
Use radio regularly: Sports talk/phone in shows	3,122	6.26%	2,622	6.95%	111
Use radio regularly: Traffic reports	22,247	44.59%	18,225	48.28%	108
Use radio regularly: Weather	18,440	36.96%	15,272	40.46%	109
Summary: Radio Total Market Weekly Tuning					
Weekly Tuning: Not Listen	6,437	12.90%	4,074	10.79%	84
Weekly Tuning: Less Than 7 Hours	15,083	30.23%	11,010	29.17%	96
Weekly Tuning: 7 To 14 Hours	10,739	21.52%	8,491	22.49%	105
Weekly Tuning: 14 To 21 Hours	5,623	11.27%	4,498	11.92%	106
Weekly Tuning: 21 To 28 Hours	3,605	7.23%	3,101	8.21%	114
Weekly Tuning: 28 To 35 Hours	2,313	4.64%	1,977	5.24%	113
Weekly Tuning: 35 To 42 Hours	1,879	3.77%	1,271	3.37%	89
Weekly Tuning: 42 To 49 Hours	1,590	3.19%	1,152	3.05%	96
Weekly Tuning: More Than 49 Hours	2,622	5.26%	2,175	5.76%	110
Radio Usage Patterns					
Daily Reach - Monday	36,834	73.83%	28,756	76.18%	103



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Daily Reach - Tuesday	37,538	75.24%	29,095	77.08%	102
Daily Reach - Wednesday	36,507	73.17%	28,985	76.78%	105
Daily Reach - Thursday	36,575	73.31%	28,369	75.15%	103
Daily Reach - Friday	35,100	70.35%	27,487	72.82%	104
Daily Reach - Saturday	29,654	59.44%	24,183	64.06%	108
Daily Reach - Sunday	26,097	52.31%	22,578	59.81%	114
Reach: Day Mon-Sun 5A -1A	43,467	87.12%	33,650	89.14%	102
Reach: Breakfast Mon-Fri 6A -10A	35,402	70.96%	28,536	75.59%	107
Reach: Day Mon-Fri 10A -3P	31,946	64.03%	26,266	69.58%	109
Reach: Drive Mon-Fri 3P -7P	32,830	65.80%	26,598	70.46%	107
Reach: Evening Mon-Fri 7P -MDNT	22,087	44.27%	17,788	47.12%	106
Reach: Saturday Sat 7A -7P	28,378	56.88%	23,258	61.61%	108
Reach: Sunday Sun 7A -7P	24,821	49.75%	21,715	57.53%	116
Reach: MON-FRI 5A -1A	42,716	85.62%	33,164	87.85%	103
Reach: SAT-SUN 5A -1A	33,252	66.65%	27,519	72.90%	109
Reach: MON-FRI 7A -7P	41,937	84.06%	32,686	86.59%	103
Qtr Hours Tuned: Breakfast Mon-Fri 6A -10A: None	14,710	29.48%	9,177	24.31%	82
Qtr Hours Tuned: Breakfast Mon-Fri 6A -10A: 5 Qtr	7,835	15.71%	6,458	17.11%	109
Qtr Hours Tuned: Breakfast Mon-Fri 6A -10A: 15 Qtr	10,276	20.60%	8,259	21.88%	106
Qtr Hours Tuned: Breakfast Mon-Fri 6A -10A: 30 Qtr	8,778	17.60%	6,882	18.23%	104
Qtr Hours Tuned: Breakfast Mon-Fri 6A -10A: 50 Qtr	5,295	10.61%	5,041	13.35%	126
Qtr Hours Tuned: Breakfast Mon-Fri 6A -10A: 50+ Qtr	2,996	6.01%	1,932	5.12%	85
Qtr Hours Tuned: Day Mon-Fri 10A -3P: None	18,008	36.10%	11,513	30.50%	84
Qtr Hours Tuned: Day Mon-Fri 10A -3P: 5 Qtr	7,742	15.52%	6,542	17.33%	112
Qtr Hours Tuned: Day Mon-Fri 10A -3P: 15 Qtr	9,872	19.79%	8,381	22.20%	112
Qtr Hours Tuned: Day Mon-Fri 10A -3P: 30 Qtr	5,868	11.76%	5,307	14.06%	120
Qtr Hours Tuned: Day Mon-Fri 10A -3P: 50 Qtr	3,800	7.62%	2,924	7.75%	102
Qtr Hours Tuned: Day Mon-Fri 10A -3P: 50+ Qtr	4,602	9.22%	3,082	8.16%	89
Qtr Hours Tuned: Drive Mon-Fri 3P -7P: None	17,079	34.23%	11,114	29.44%	86
Qtr Hours Tuned: Drive Mon-Fri 3P -7P: 5 Qtr	9,802	19.65%	8,204	21.73%	111
Qtr Hours Tuned: Drive Mon-Fri 3P -7P: 15 Qtr	11,295	22.64%	9,389	24.87%	110
Qtr Hours Tuned: Drive Mon-Fri 3P -7P: 30 Qtr	7,111	14.25%	5,213	13.81%	97
Qtr Hours Tuned: Drive Mon-Fri 3P -7P: 50 Qtr	3,259	6.53%	2,611	6.92%	106
Qtr Hours Tuned: Drive Mon-Fri 3P -7P: 50+ Qtr	1,345	2.70%	1,219	3.23%	120
Qtr Hours Tuned: Evening Mon-Fri 7P -MDNT: None	27,903	55.93%	19,959	52.87%	95
Qtr Hours Tuned: Evening Mon-Fri 7P -MDNT: 5 Qtr	9,624	19.29%	8,319	22.04%	114
Qtr Hours Tuned: Evening Mon-Fri 7P -MDNT: 15 Qtr	6,690	13.41%	5,264	13.95%	104
Qtr Hours Tuned: Evening Mon-Fri 7P -MDNT: 30 Qtr	3,495	7.01%	2,714	7.19%	103
Qtr Hours Tuned: Evening Mon-Fri 7P -MDNT: 50 Qtr	1,523	3.05%	1,081	2.86%	94
Qtr Hours Tuned: Evening Mon-Fri 7P -MDNT: 50+ Qtr	656	1.31%	412	1.09%	83
Qtr Hours Tuned: Saturday Sat 7A -7P: None	21,897	43.89%	14,820	39.26%	89
Qtr Hours Tuned: Saturday Sat 7A -7P: 5 Qtr	11,793	23.64%	8,825	23.38%	99
Qtr Hours Tuned: Saturday Sat 7A -7P: 15 Qtr	10,208	20.46%	8,680	23.00%	112
Qtr Hours Tuned: Saturday Sat 7A -7P: 30 Qtr	4,410	8.84%	3,935	10.42%	118



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Qtr Hours Tuned: Saturday Sat 7A -7P: 50 Qtr	1,583	3.17%	1,488	3.94%	124
Qtr Hours Tuned: Sunday Sun 7A -7P: None	25,294	50.70%	16,502	43.72%	86
Qtr Hours Tuned: Sunday Sun 7A -7P: 5 Qtr	10,431	20.91%	8,158	21.61%	103
Qtr Hours Tuned: Sunday Sun 7A -7P: 15 Qtr	8,787	17.61%	8,044	21.31%	121
Qtr Hours Tuned: Sunday Sun 7A -7P: 30 Qtr	4,172	8.36%	3,981	10.55%	126
Qtr Hours Tuned: Sunday Sun 7A -7P: 50 Qtr	1,207	2.42%	1,064	2.82%	117
Radio Reach by Location					
Radio Reach: Home	30,605	61.34%	25,136	66.59%	109
Radio Reach: Vehicle	33,390	66.93%	27,917	73.96%	111
Radio Reach: Work	5,358	10.74%	2,818	7.47%	70
Radio Reach: Other	3,106	6.23%	2,246	5.95%	96
Listenership by Program					
Radio Program: Adult Album Alternative (AAA)	341	0.68%	274	0.73%	107
Radio Program: Adult Contemporary	6,238	12.50%	4,894	12.97%	104
Radio Program: AOR/Mainstream Rock	946	1.90%	2,383	6.31%	332
Radio Program: All News	753	1.51%	327	0.87%	58
Radio Program: Adult Standards	759	1.52%	514	1.36%	89
Radio Program: Classic Country	1,325	2.66%	917	2.43%	91
Radio Program: Classical/Fine Arts	1,543	3.09%	1,087	2.88%	93
Radio Program: Mainstream Top 40/CHR	6,316	12.66%	3,698	9.80%	77
Radio Program: Classic Hits	5,684	11.39%	4,397	11.65%	102
Radio Program: Comedy	134	0.27%	170	0.45%	167
Radio Program: Classic Rock	4,482	8.98%	2,740	7.26%	81
Radio Program: Ethnic/Multi-cultural	1,374	2.75%	995	2.64%	96
Radio Program: Oldies	2,990	5.99%	667	1.77%	30
Radio Program: Hot Adult Contemporary	4,387	8.79%	3,120	8.26%	94
Radio Program: Jazz	57	0.11%	265	0.70%	636
Radio Program: Modern/Alternative Rock	4,749	9.52%	3,105	8.23%	86
Radio Program: Multi/Variety/Specialty	8,509	17.06%	8,935	23.67%	139
Radio Program: Not Classified	3,382	6.78%	2,155	5.71%	84
Radio Program: News/Talk	27,196	54.51%	24,171	64.03%	117
Radio Program: Religion	1,279	2.56%	803	2.13%	83
Radio Program: Sports	3,675	7.37%	3,725	9.87%	134
Radio Program: Today's Country	3,216	6.45%	1,511	4.00%	62
Radio Program: Urban	190	0.38%	165	0.44%	116
Terciles of Usage					
Radio Program: Adult Album Alternative (AAA) - Light	161	0.32%	116	0.31%	97
Radio Program: Adult Album Alternative (AAA) - Medium	155	0.31%	122	0.32%	103
Radio Program: Adult Album Alternative (AAA) - Heavy	47	0.09%	40	0.11%	122
Radio Program: Adult Contemporary - Light	2,375	4.76%	2,178	5.77%	121
Radio Program: Adult Contemporary - Medium	2,377	4.76%	1,940	5.14%	108
Radio Program: Adult Contemporary - Heavy	1,786	3.58%	1,069	2.83%	79
Radio Program: AOR/Mainstream Rock - Light	268	0.54%	157	0.42%	78
Radio Program: AOR/Mainstream Rock - Medium	914	1.83%	838	2.22%	121



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	Value	Percent	Value	Percent	Index
Radio Program: AOR/Mainstream Rock - Heavy	400	0.80%	921	2.44%	305
Radio Program: All News - Light	121	0.24%	196	0.52%	217
Radio Program: All News - Medium	161	0.32%	422	1.12%	350
Radio Program: All News - Heavy	89	0.18%	191	0.51%	283
Radio Program: Adult Standards - Light	53	0.11%	175	0.46%	418
Radio Program: Adult Standards - Medium	220	0.44%	173	0.46%	105
Radio Program: Adult Standards - Heavy	301	0.60%	205	0.54%	90
Radio Program: Classic Country - Light	259	0.52%	234	0.62%	119
Radio Program: Classic Country - Medium	470	0.94%	293	0.78%	83
Radio Program: Classic Country - Heavy	454	0.91%	313	0.83%	91
Radio Program: Classical/Fine Arts - Light	525	1.05%	356	0.94%	90
Radio Program: Classical/Fine Arts - Medium	140	0.28%	296	0.78%	279
Radio Program: Classical/Fine Arts - Heavy	587	1.18%	407	1.08%	92
Radio Program: Mainstream Top 40/CHR - Light	2,596	5.20%	1,751	4.64%	89
Radio Program: Mainstream Top 40/CHR - Medium	2,222	4.45%	1,471	3.90%	88
Radio Program: Mainstream Top 40/CHR - Heavy	1,950	3.91%	798	2.12%	54
Radio Program: Classic Hits - Light	2,387	4.78%	2,003	5.31%	111
Radio Program: Classic Hits - Medium	2,295	4.60%	1,952	5.17%	112
Radio Program: Classic Hits - Heavy	1,614	3.24%	942	2.50%	77
Radio Program: Comedy - Light	13	0.03%	25	0.07%	233
Radio Program: Comedy - Medium	43	0.09%	58	0.15%	167
Radio Program: Comedy - Heavy	23	0.05%	43	0.12%	240
Radio Program: Classic Rock - Light	1,479	2.97%	1,322	3.50%	118
Radio Program: Classic Rock - Medium	1,479	2.97%	1,050	2.78%	94
Radio Program: Classic Rock - Heavy	1,365	2.74%	609	1.61%	59
Radio Program: Ethnic/Multi-cultural - Light	592	1.19%	354	0.94%	79
Radio Program: Ethnic/Multi-cultural - Medium	537	1.08%	405	1.07%	99
Radio Program: Ethnic/Multi-cultural - Heavy	440	0.88%	336	0.89%	101
Radio Program: Oldies - Light	992	1.99%	532	1.41%	71
Radio Program: Oldies - Medium	235	0.47%	175	0.46%	98
Radio Program: Oldies - Heavy	1,212	2.43%	632	1.67%	69
Radio Program: Hot Adult Contemporary - Light	2,422	4.86%	1,938	5.13%	106
Radio Program: Hot Adult Contemporary - Medium	1,568	3.14%	1,354	3.59%	114
Radio Program: Hot Adult Contemporary - Heavy	706	1.42%	755	2.00%	141
Radio Program: Jazz - Light	180	0.36%	62	0.16%	44
Radio Program: Jazz - Medium	27	0.05%	56	0.15%	300
Radio Program: Jazz - Heavy	30	0.06%	62	0.16%	267
Radio Program: Modern/Alternative Rock - Light	1,787	3.58%	1,169	3.10%	87
Radio Program: Modern/Alternative Rock - Medium	1,412	2.83%	1,117	2.96%	105
Radio Program: Modern/Alternative Rock - Heavy	1,552	3.11%	1,069	2.83%	91
Radio Program: Multi/Variety/Specialty - Light	2,300	4.61%	2,658	7.04%	153
Radio Program: Multi/Variety/Specialty - Medium	2,700	5.41%	2,790	7.39%	137
Radio Program: Multi/Variety/Specialty - Heavy	3,625	7.27%	3,512	9.30%	128
Radio Program: Not Classified - Light	799	1.60%	653	1.73%	108



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Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Radio Program: Not Classified - Medium	1,240	2.49%	944	2.50%	100
Radio Program: Not Classified - Heavy	1,412	2.83%	849	2.25%	80
Radio Program: News/Talk - Light	8,231	16.50%	6,938	18.38%	111
Radio Program: News/Talk - Medium	8,459	16.95%	7,739	20.50%	121
Radio Program: News/Talk - Heavy	10,393	20.83%	10,265	27.19%	131
Radio Program: Religion - Light	514	1.03%	472	1.25%	121
Radio Program: Religion - Medium	371	0.74%	318	0.84%	114
Radio Program: Religion - Heavy	427	0.86%	230	0.61%	71
Radio Program: Sports - Light	1,320	2.65%	1,559	4.13%	156
Radio Program: Sports - Medium	1,189	2.38%	1,217	3.23%	136
Radio Program: Sports - Heavy	1,107	2.22%	989	2.62%	118
Radio Program: Today's Country - Light	1,311	2.63%	733	1.94%	74
Radio Program: Today's Country - Medium	952	1.91%	468	1.24%	65
Radio Program: Today's Country - Heavy	1,099	2.20%	538	1.43%	65
Radio Program: Urban - Light	37	0.07%	51	0.14%	200
Radio Program: Urban - Medium	11	0.02%	11	0.03%	150
Radio Program: Urban - Heavy	30	0.06%	25	0.07%	117
Importance of Radio Attributes					
Traffic reports at rush hours: Extremely important	8,297	16.63%	5,757	15.25%	92
Traffic reports at rush hours: Very important	6,277	12.58%	4,219	11.18%	89
Weather reports: Extremely important	6,689	13.41%	4,196	11.12%	83
Weather reports: Very important	9,387	18.82%	7,219	19.12%	102
Headline news: Extremely important	7,510	15.05%	5,871	15.55%	103
Headline news: Very important	10,484	21.01%	8,225	21.79%	104
Sports news: Extremely important	1,983	3.97%	1,619	4.29%	108
Sports news: Very important	3,511	7.04%	2,846	7.54%	107
Music news: Extremely important	1,388	2.78%	1,125	2.98%	107
Music news: Very important	2,904	5.82%	1,954	5.18%	89
Local news/events: Extremely important	2,468	4.95%	1,699	4.50%	91
Local news/events: Very important	6,749	13.53%	5,040	13.35%	99
Entertainment news/celebrity gossip: Extremely important	621	1.24%	350	0.93%	75
Entertainment news/celebrity gossip: Very important	1,713	3.43%	1,027	2.72%	79
Info about products and services likely to buy: Extremely important	384	0.77%	229	0.61%	79
Info about products and services likely to buy: Very important	1,276	2.56%	763	2.02%	79
Info about sales at local stores: Extremely important	525	1.05%	316	0.84%	80
Info about sales at local stores: Very important	2,223	4.46%	1,548	4.10%	92
Making time in the car more enjoyable: Extremely important	9,766	19.57%	7,530	19.95%	102
Making time in the car more enjoyable: Very important	11,572	23.19%	8,907	23.60%	102
Being part of my day at work: Extremely important	2,112	4.23%	1,045	2.77%	65
Being part of my day at work: Very important	3,266	6.55%	2,265	6.00%	92
Being part of my day at home: Extremely important	4,309	8.64%	3,398	9.00%	104
Being part of my day at home: Very important	5,133	10.29%	4,137	10.96%	107
Keeping informed: Extremely important	7,476	14.98%	5,759	15.26%	102



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Keeping informed: Very important	9,864	19.77%	7,748	20.53%	104
Being part of daily life: Extremely important	4,687	9.39%	3,932	10.42%	111
Being part of daily life: Very important	7,188	14.41%	5,765	15.27%	106
Hearing the latest hits: Extremely important	2,650	5.31%	1,428	3.78%	71
Hearing the latest hits: Very important	5,025	10.07%	3,092	8.19%	81
Discovering new music/songs/artists: Extremely important	2,886	5.79%	1,736	4.60%	79
Discovering new music/songs/artists: Very important	5,257	10.54%	2,952	7.82%	74
Discussion forum on news and public affairs: Extremely important	2,924	5.86%	2,605	6.90%	118
Discussion forum on news and public affairs: Very important	5,469	10.96%	4,130	10.94%	100
Possibility to enter contests and win prizes: Extremely important	433	0.87%	281	0.75%	86
Possibility to enter contests and win prizes: Very important	1,594	3.19%	1,007	2.67%	84
How Often Listen to the Radio While:					
Listen to radio while At work/school: Seldom	4,200	8.42%	2,544	6.74%	80
Listen to radio while At work/school: Occasionally	3,837	7.69%	2,347	6.22%	81
Listen to radio while At work/school: Frequently	5,508	11.04%	3,090	8.19%	74
Listen to radio while Doing house/yard work: Seldom	6,204	12.43%	4,300	11.39%	92
Listen to radio while Doing house/yard work: Occasionally	12,470	24.99%	9,463	25.07%	100
Listen to radio while Doing house/yard work: Frequently	10,477	21.00%	8,171	21.65%	103
Listen to radio while Exercising/working out: Seldom	5,758	11.54%	4,182	11.08%	96
Listen to radio while Exercising/working out: Occasionally	6,889	13.81%	5,230	13.86%	100
Listen to radio while Exercising/working out: Frequently	4,875	9.77%	3,368	8.92%	91
Listen to radio while Getting ready for school/work: Seldom	5,534	11.09%	3,764	9.97%	90
Listen to radio while Getting ready for school/work: Occasionally	6,297	12.62%	4,793	12.70%	101
Listen to radio while Getting ready for school/work: Frequently	8,373	16.78%	6,353	16.83%	100
Listen to radio while Relaxing at home: Seldom	7,595	15.22%	5,474	14.50%	95
Listen to radio while Relaxing at home: Occasionally	13,626	27.31%	10,468	27.73%	102
Listen to radio while Relaxing at home: Frequently	12,298	24.65%	10,789	28.58%	116
Listen to radio while Travelling to/from work/school: Seldom	2,810	5.63%	2,064	5.47%	97
Listen to radio while Travelling to/from work/school: Occasionally	5,953	11.93%	4,198	11.12%	93
Listen to radio while Travelling to/from work/school: Frequently	20,734	41.56%	14,465	38.32%	92
Listen to radio while Travelling to shopping: Seldom	3,631	7.28%	2,510	6.65%	91
Listen to radio while Travelling to shopping: Occasionally	9,895	19.83%	8,169	21.64%	109
Listen to radio while Travelling to shopping: Frequently	23,991	48.09%	18,622	49.33%	103
Listen to radio at Waking up/radio alarm: Seldom	3,923	7.86%	3,037	8.05%	102
Listen to radio at Waking up/radio alarm: Occasionally	5,418	10.86%	4,690	12.42%	114
Listen to radio at Waking up/radio alarm: Frequently	13,557	27.17%	10,505	27.83%	102



Media Usage - Radio Report

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.