

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 18 and Up</b>	48,447		35,998		
<b>Actions after Seeing an Ad - Any Media</b>					
Searched online for a product/brand/service	20,018	41.32%	14,140	39.28%	95
Purchased a product/brand/service	12,535	25.87%	8,859	24.61%	95
Used a coupon	11,655	24.06%	7,409	20.58%	86
Visited a retail/restaurant location	12,632	26.07%	8,245	22.90%	88
Attended an event (movie/theatre/show)	10,302	21.27%	6,062	16.84%	79
Talked about the ad or product/brand/service with others	10,546	21.77%	8,164	22.68%	104
Commented on the ad or product/brand/service on social media	2,552	5.27%	1,471	4.09%	78
Recommended the advertised product/brand/service	3,116	6.43%	1,598	4.44%	69
<b>Actions after Seeing an Ad in - Magazines</b>					
Searched online for a product/brand/service	10,262	21.18%	7,792	21.65%	102
Purchased a product/brand/service	4,306	8.89%	3,211	8.92%	100
Used a coupon	6,304	13.01%	3,405	9.46%	73
Visited a retail/restaurant location	4,508	9.31%	3,500	9.72%	104
Attended an event (movie/theatre/show)	3,752	7.74%	2,622	7.28%	94
Talked about the ad or product/brand/service with others	4,456	9.20%	2,875	7.99%	87
Commented on the ad or product/brand/service on social media	759	1.57%	434	1.21%	77
Recommended the advertised product/brand/service	2,123	4.38%	1,142	3.17%	72
<b>Actions after Seeing an Ad in - Daily Newspapers</b>					
Searched online for a product/brand/service	5,357	11.06%	4,181	11.61%	105
Purchased a product/brand/service	3,589	7.41%	2,453	6.82%	92
Used a coupon	4,268	8.81%	3,624	10.07%	114
Visited a retail/restaurant location	3,788	7.82%	2,504	6.96%	89
Attended an event (movie/theatre/show)	2,774	5.73%	2,629	7.30%	127
Talked about the ad or product/brand/service with others	3,031	6.26%	1,478	4.11%	66
Commented on the ad or product/brand/service on social media	800	1.65%	405	1.13%	68
Recommended the advertised product/brand/service	1,522	3.14%	874	2.43%	77
<b>Actions after Seeing an Ad in - Community Newspapers</b>					
Searched online for a product/brand/service	4,574	9.44%	3,479	9.67%	102
Purchased a product/brand/service	3,593	7.42%	2,678	7.44%	100
Used a coupon	5,908	12.20%	4,389	12.19%	100
Visited a retail/restaurant location	4,054	8.37%	2,764	7.68%	92
Attended an event (movie/theatre/show)	4,277	8.83%	2,953	8.20%	93
Talked about the ad or product/brand/service with others	2,146	4.43%	1,268	3.52%	79
Commented on the ad or product/brand/service on social media	354	0.73%	232	0.64%	88
Recommended the advertised product/brand/service	777	1.60%	392	1.09%	68
<b>Actions after Seeing an Ad in - TV</b>					
Searched online for a product/brand/service	10,102	20.85%	6,652	18.48%	89
Purchased a product/brand/service	5,474	11.30%	2,904	8.07%	71
Used a coupon	1,370	2.83%	657	1.83%	65
Visited a retail/restaurant location	3,652	7.54%	1,865	5.18%	69
Attended an event (movie/theatre/show)	4,280	8.84%	2,176	6.05%	68
Talked about the ad or product/brand/service with others	3,883	8.02%	1,664	4.62%	58

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Commented on the ad or product/brand/service on social media	464	0.96%	120	0.33%	34
Recommended the advertised product/brand/service	823	1.70%	359	1.00%	59
<b>Actions after Seeing an Ad in - Radio</b>					
Searched online for a product/brand/service	5,614	11.59%	3,421	9.50%	82
Purchased a product/brand/service	2,667	5.51%	1,672	4.65%	84
Used a coupon	584	1.21%	298	0.83%	69
Visited a retail/restaurant location	3,328	6.87%	1,983	5.51%	80
Attended an event (movie/theatre/show)	2,946	6.08%	1,776	4.93%	81
Talked about the ad or product/brand/service with others	2,698	5.57%	2,010	5.59%	100
Commented on the ad or product/brand/service on social media	125	0.26%	79	0.22%	85
Recommended the advertised product/brand/service	631	1.30%	298	0.83%	64
<b>Actions after Seeing an Ad in - Outdoor/Billboard</b>					
Searched online for a product/brand/service	3,866	7.98%	1,756	4.88%	61
Purchased a product/brand/service	1,380	2.85%	1,141	3.17%	111
Used a coupon	294	0.61%	178	0.49%	80
Visited a retail/restaurant location	2,817	5.81%	1,520	4.22%	73
Attended an event (movie/theatre/show)	1,502	3.10%	854	2.37%	76
Talked about the ad or product/brand/service with others	1,407	2.90%	918	2.55%	88
Commented on the ad or product/brand/service on social media	246	0.51%	255	0.71%	139
Recommended the advertised product/brand/service	217	0.45%	39	0.11%	24

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.