

| Attribute | Benchmark North Vancouver (CSD/CY, BC) | | West Vancouver (CSD/DM, BC) | | |
|---|--|---------|--------------------------------|---------|-------|
| | Value | Percent | Value | Percent | Index |
| Population of Age 15 and Up | 51,426 | | 39,463 | | |
| Actions Taken After Seeing an Ad - Any Media | | | | | |
| Ad Any - Searched online for a product/brand/service | 34,352 | 66.80% | 26,742 | 67.76% | 101 |
| Ad Any - Purchased a product/brand/service | 19,535 | 37.99% | 16,949 | 42.95% | 113 |
| Ad Any - Downloaded a coupon | 10,550 | 20.52% | 8,249 | 20.90% | 102 |
| Ad Any - Used a coupon | 15,560 | 30.26% | 10,585 | 26.82% | 89 |
| Ad Any - Visited a retail/restaurant location | 21,436 | 41.68% | 18,334 | 46.46% | 111 |
| Ad Any - Attended an event (movie/theatre/show) | 19,649 | 38.21% | 17,420 | 44.14% | 116 |
| Ad Any - Talked about the ad or product/brand/service with others | 20,449 | 39.76% | 16,068 | 40.72% | 102 |
| Ad Any - Commented on the ad or product/brand/service on social media | 6,885 | 13.39% | 5,190 | 13.15% | 98 |
| Ad Any - Recommended the advertised product/brand/service | 6,567 | 12.77% | 5,018 | 12.72% | 100 |
| Actions Taken After Seeing an Ad in - Magazines (print or digital) | | | | | |
| Ad Magazine - Searched online for a product/brand/service | 14,917 | 29.01% | 13,486 | 34.18% | 118 |
| Ad Magazine - Purchased a product/brand/service | 6,229 | 12.11% | 6,320 | 16.01% | 132 |
| Ad Magazine - Downloaded a coupon | 3,320 | 6.46% | 2,946 | 7.47% | 116 |
| Ad Magazine - Used a coupon | 6,628 | 12.89% | 4,664 | 11.82% | 92 |
| Ad Magazine - Visited a retail/restaurant location | 8,520 | 16.57% | 8,349 | 21.16% | 128 |
| Ad Magazine - Attended an event (movie/theatre/show) | 6,422 | 12.49% | 5,504 | 13.95% | 112 |
| Ad Magazine - Talked about the ad or product/brand/service with others | 7,224 | 14.05% | 6,032 | 15.29% | 109 |
| Ad Magazine - Commented on the ad or product/brand/service on social media | 2,628 | 5.11% | 2,356 | 5.97% | 117 |
| Ad Magazine - Recommended the advertised product/brand/service | 2,217 | 4.31% | 2,175 | 5.51% | 128 |
| Actions Taken After Seeing an Ad in - Daily Newspapers (print or digital) | | | | | |
| Ad Daily Newspaper - Searched online for a product/brand/service | 9,635 | 18.74% | 8,765 | 22.21% | 119 |
| Ad Daily Newspaper - Purchased a product/brand/service | 5,410 | 10.52% | 4,744 | 12.02% | 114 |
| Ad Daily Newspaper - Downloaded a coupon | 1,492 | 2.90% | 1,189 | 3.01% | 104 |
| Ad Daily Newspaper - Used a coupon | 5,044 | 9.81% | 3,820 | 9.68% | 99 |
| Ad Daily Newspaper - Visited a retail/restaurant location | 7,210 | 14.02% | 7,428 | 18.82% | 134 |
| Ad Daily Newspaper - Attended an event (movie/theatre/show) | 7,728 | 15.03% | 7,219 | 18.29% | 122 |
| Ad Daily Newspaper - Talked about the ad or product/brand/service with others | 5,874 | 11.42% | 4,868 | 12.34% | 108 |
| Ad Daily Newspaper - Commented on the ad or product/brand/service on social media | 1,566 | 3.05% | 1,051 | 2.66% | 87 |
| Ad Daily Newspaper - Recommended the advertised product/brand/service | 1,953 | 3.80% | 1,472 | 3.73% | 98 |
| Actions Taken After Seeing an Ad in - TV | | | | | |
| Ad TV - Searched online for a product/brand/service | 14,504 | 28.20% | 10,804 | 27.38% | 97 |
| Ad TV - Purchased a product/brand/service | 6,318 | 12.29% | 4,187 | 10.61% | 86 |
| Ad TV - Downloaded a coupon | 3,810 | 7.41% | 3,094 | 7.84% | 106 |

| Attribute | Benchmark North Vancouver (CSD/CY, BC) | | West Vancouver (CSD/DM, BC) | | |
|---|--|---------|--------------------------------|---------|-------|
| | Value | Percent | Value | Percent | Index |
| Ad TV - Used a coupon | 3,225 | 6.27% | 1,874 | 4.75% | 76 |
| Ad TV - Visited a retail/restaurant location | 6,241 | 12.14% | 4,122 | 10.45% | 86 |
| Ad TV - Attended an event (movie/theatre/show) | 7,125 | 13.86% | 5,111 | 12.95% | 93 |
| Ad TV - Talked about the ad or product/brand/service with others | 7,797 | 15.16% | 5,633 | 14.28% | 94 |
| Ad TV - Commented on the ad or product/brand/service on social media | 1,651 | 3.21% | 1,085 | 2.75% | 86 |
| Ad TV - Recommended the advertised product/brand/service | 1,700 | 3.31% | 945 | 2.39% | 72 |
| Actions Taken After Seeing an Ad in - Radio | | | | | |
| Ad Radio - Searched online for a product/brand/service | 8,702 | 16.92% | 5,997 | 15.20% | 90 |
| Ad Radio - Purchased a product/brand/service | 3,597 | 6.99% | 2,656 | 6.73% | 96 |
| Ad Radio - Downloaded a coupon | 1,303 | 2.53% | 688 | 1.74% | 69 |
| Ad Radio - Used a coupon | 1,675 | 3.26% | 1,029 | 2.61% | 80 |
| Ad Radio - Visited a retail/restaurant location | 5,032 | 9.79% | 3,862 | 9.79% | 100 |
| Ad Radio - Attended an event (movie/theatre/show) | 5,800 | 11.28% | 4,453 | 11.28% | 100 |
| Ad Radio - Talked about the ad or product/brand/service with others | 5,620 | 10.93% | 4,252 | 10.77% | 99 |
| Ad Radio - Commented on the ad or product/brand/service on social media | 1,293 | 2.51% | 1,034 | 2.62% | 104 |
| Ad Radio - Recommended the advertised product/brand/service | 1,423 | 2.77% | 951 | 2.41% | 87 |
| Actions Taken After Seeing an Ad in - Outdoor/Billboard | | | | | |
| Ad Outdoor - Searched online for a product/brand/service | 7,078 | 13.76% | 5,368 | 13.60% | 99 |
| Ad Outdoor - Purchased a product/brand/service | 2,209 | 4.30% | 1,480 | 3.75% | 87 |
| Ad Outdoor - Downloaded a coupon | 934 | 1.82% | 646 | 1.64% | 90 |
| Ad Outdoor - Used a coupon | 1,877 | 3.65% | 1,060 | 2.69% | 74 |
| Ad Outdoor - Visited a retail/restaurant location | 3,760 | 7.31% | 2,737 | 6.94% | 95 |
| Ad Outdoor - Attended an event (movie/theatre/show) | 2,532 | 4.92% | 2,027 | 5.14% | 104 |
| Ad Outdoor - Talked about the ad or product/brand/service with others | 2,411 | 4.69% | 1,614 | 4.09% | 87 |
| Ad Outdoor - Commented on the ad or product/brand/service on social media | 1,034 | 2.01% | 818 | 2.07% | 103 |
| Ad Outdoor - Recommended the advertised product/brand/service | 702 | 1.37% | 534 | 1.35% | 99 |
| Actions Taken After Seeing an Ad in - Internet/Social Media | | | | | |
| Ad Influence - Searched online for a product/brand/service | 20,686 | 40.22% | 15,584 | 39.49% | 98 |
| Ad Influence - Purchased a product/brand/service | 8,170 | 15.89% | 5,930 | 15.03% | 95 |
| Ad Influence - Downloaded a coupon | 4,462 | 8.68% | 3,208 | 8.13% | 94 |
| Ad Influence - Used a coupon | 5,656 | 11.00% | 3,322 | 8.42% | 77 |
| Ad Influence - Visited a retail/restaurant location | 7,494 | 14.57% | 4,959 | 12.57% | 86 |
| Ad Influence - Attended an event (movie/theatre/show) | 5,169 | 10.05% | 4,288 | 10.87% | 108 |
| Ad Influence - Talked about the ad or product/brand/service with others | 7,093 | 13.79% | 5,204 | 13.19% | 96 |
| Ad Influence - Commented on the ad or product/brand/service on social media | 1,693 | 3.29% | 840 | 2.13% | 65 |
| Ad Influence - Recommended the advertised product/brand/service | 2,105 | 4.09% | 1,390 | 3.52% | 86 |

| Attribute | Benchmark North Vancouver (CSD/CY, BC) | | West Vancouver (CSD/DM, BC) | | |
|--|--|---------|--------------------------------|---------|-------|
| | Value | Percent | Value | Percent | Index |
| | When Last Time Action Taken - SUMMARY - Yesterday | | | | |
| Ad Yesterday - Searched online for a product/brand/service | 6,750 | 13.13% | 4,528 | 11.48% | 87 |
| Ad Yesterday - Purchased a product/brand/service | 2,105 | 4.09% | 1,016 | 2.58% | 63 |
| Ad Yesterday - Downloaded a coupon | 1,757 | 3.42% | 1,270 | 3.22% | 94 |
| Ad Yesterday - Used a coupon | 1,464 | 2.85% | 1,182 | 3.00% | 105 |
| Ad Yesterday - Visited a retail/restaurant location | 2,600 | 5.06% | 1,578 | 4.00% | 79 |
| Ad Yesterday - Attended an event (movie/theatre/show) | 827 | 1.61% | 565 | 1.43% | 89 |
| Ad Yesterday - Talked about the ad or product/brand/service with others | 2,794 | 5.43% | 1,870 | 4.74% | 87 |
| Ad Yesterday - Commented on the ad or product/brand/service on social media | 791 | 1.54% | 665 | 1.69% | 110 |
| Ad Yesterday - Recommended the advertised product/brand/service | 574 | 1.12% | 328 | 0.83% | 74 |
| When Last Time Action Taken - SUMMARY - Past Week | | | | | |
| Ad Past Week - Searched online for a product/brand/service | 13,970 | 27.17% | 10,914 | 27.66% | 102 |
| Ad Past Week - Purchased a product/brand/service | 6,905 | 13.43% | 5,105 | 12.94% | 96 |
| Ad Past Week - Downloaded a coupon | 5,810 | 11.30% | 4,658 | 11.80% | 104 |
| Ad Past Week - Used a coupon | 5,533 | 10.76% | 3,672 | 9.31% | 87 |
| Ad Past Week - Visited a retail/restaurant location | 6,852 | 13.33% | 4,949 | 12.54% | 94 |
| Ad Past Week - Attended an event (movie/theatre/show) | 5,295 | 10.30% | 3,995 | 10.12% | 98 |
| Ad Past Week - Talked about the ad or product/brand/service with others | 9,452 | 18.38% | 8,245 | 20.89% | 114 |
| Ad Past Week - Commented on the ad or product/brand/service on social media | 2,732 | 5.31% | 2,172 | 5.50% | 104 |
| Ad Past Week - Recommended the advertised product/brand/service | 2,661 | 5.17% | 2,241 | 5.68% | 110 |
| When Last Time Action Taken - SUMMARY - Past Month | | | | | |
| Ad Past Month - Searched online for a product/brand/service | 16,795 | 32.66% | 14,998 | 38.01% | 116 |
| Ad Past Month - Purchased a product/brand/service | 9,985 | 19.42% | 9,527 | 24.14% | 124 |
| Ad Past Month - Downloaded a coupon | 10,563 | 20.54% | 8,330 | 21.11% | 103 |
| Ad Past Month - Used a coupon | 7,994 | 15.55% | 5,756 | 14.59% | 94 |
| Ad Past Month - Visited a retail/restaurant location | 10,980 | 21.35% | 10,916 | 27.66% | 130 |
| Ad Past Month - Attended an event (movie/theatre/show) | 12,969 | 25.22% | 13,838 | 35.07% | 139 |
| Ad Past Month - Talked about the ad or product/brand/service with others | 9,138 | 17.77% | 7,725 | 19.58% | 110 |
| Ad Past Month - Commented on the ad or product/brand/service on social media | 2,938 | 5.71% | 2,092 | 5.30% | 93 |
| Ad Past Month - Recommended the advertised product/brand/service | 3,545 | 6.89% | 2,723 | 6.90% | 100 |

| Index | Description |
|----------------|----------------|
| >=180 | Extremely High |
| >=110 and <180 | High |
| >=90 and <110 | Similar |
| >=50 and <90 | Lower |
| <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.