

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		
When Last Read/Looked through Magazine - Any					
Magazine Any - Yesterday	19,750	38.41%	16,306	41.32%	108
Magazine Any - Past Week	35,263	68.57%	27,429	69.51%	101
Magazine Any - Past Month	44,270	86.09%	34,719	87.98%	102
Magazine Any - Past 2 Months	46,230	89.90%	36,460	92.39%	103
Magazine Any - Past 3 Months	47,555	92.47%	37,254	94.40%	102
Magazine Any - Longer Ago	13,076	25.43%	8,420	21.34%	84
Magazine Any - Never	11,534	22.43%	10,410	26.38%	118
When Last Read/Looked through Magazine - Printed Issue					
Magazine Print - Yesterday	11,312	22.00%	12,364	31.33%	142
Magazine Print - Past Week	27,476	53.43%	25,585	64.83%	121
Magazine Print - Past Month	39,022	75.88%	33,578	85.09%	112
Magazine Print - Past 2 Months	42,205	82.07%	35,275	89.39%	109
Magazine Print - Past 3 Months	43,401	84.40%	36,289	91.96%	109
Magazine Print - Longer Ago	5,610	10.91%	3,233	8.19%	75
Magazine Print - Never	1,285	2.50%	1,078	2.73%	109
When Last Read/Looked through Magazine - Digital Edition					
Magazine Digital - Yesterday	10,798	21.00%	9,649	24.45%	116
Magazine Digital - Past Week	18,015	35.03%	15,553	39.41%	113
Magazine Digital - Past Month	24,239	47.13%	20,483	51.91%	110
Magazine Digital - Past 2 Months	27,936	54.32%	23,209	58.81%	108
Magazine Digital - Past 3 Months	29,167	56.72%	23,635	59.89%	106
Magazine Digital - Longer Ago	10,245	19.92%	7,680	19.46%	98
Magazine Digital - Never	10,075	19.59%	9,118	23.11%	118
Magazine Types - Frequency of Reading - Usually					
Magazine Type Usually - Alternative News	5,620	10.93%	3,676	9.31%	85
Magazine Type Usually - Art	4,607	8.96%	2,805	7.11%	79
Magazine Type Usually - Automotive/Motorcycle	3,288	6.39%	2,278	5.77%	90
Magazine Type Usually - Parenting/Babies	2,456	4.78%	1,032	2.62%	55
Magazine Type Usually - Bridal	824	1.60%	452	1.15%	72
Magazine Type Usually - Business/Finance	7,025	13.66%	7,262	18.40%	135
Magazine Type Usually - Children/Teen	1,953	3.80%	1,751	4.44%	117
Magazine Type Usually - Technology/Science	10,105	19.65%	8,536	21.63%	110
Magazine Type Usually - Entertainment/Celebrity	8,313	16.17%	5,665	14.36%	89
Magazine Type Usually - Fashion/Beauty	4,043	7.86%	3,657	9.27%	118
Magazine Type Usually - Food/Recipes	11,966	23.27%	9,889	25.06%	108
Magazine Type Usually - Gardening	4,359	8.48%	3,462	8.77%	103
Magazine Type Usually - Health/Fitness	7,217	14.03%	5,509	13.96%	100
Magazine Type Usually - Home Decor	4,912	9.55%	4,563	11.56%	121
Magazine Type Usually - Home Improvements	4,476	8.70%	4,098	10.39%	119
Magazine Type Usually - Men's	3,568	6.94%	2,744	6.95%	100
Magazine Type Usually - Nature	5,840	11.36%	4,141	10.49%	92
Magazine Type Usually - Sports/Recreation	5,592	10.87%	4,358	11.04%	102

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	Value	Percent	Value	Percent	Index
Magazine Type Usually - Travel/Tourism	8,549	16.62%	7,383	18.71%	113
Magazine Type Usually - Women's	7,172	13.95%	5,434	13.77%	99
Magazine Types - Frequency of Reading - Sometimes					
Magazine Type Sometimes - Alternative News	18,863	36.68%	13,931	35.30%	96
Magazine Type Sometimes - Art	19,158	37.25%	14,444	36.60%	98
Magazine Type Sometimes - Automotive/Motorcycle	13,177	25.62%	10,565	26.77%	104
Magazine Type Sometimes - Parenting/Babies	9,246	17.98%	5,684	14.40%	80
Magazine Type Sometimes - Bridal	4,467	8.69%	2,612	6.62%	76
Magazine Type Sometimes - Business/Finance	20,740	40.33%	17,982	45.57%	113
Magazine Type Sometimes - Children/Teen	7,963	15.48%	6,569	16.65%	108
Magazine Type Sometimes - Technology/Science	21,695	42.19%	16,304	41.32%	98
Magazine Type Sometimes - Entertainment/Celebrity	24,118	46.90%	18,744	47.50%	101
Magazine Type Sometimes - Fashion/Beauty	17,418	33.87%	14,014	35.51%	105
Magazine Type Sometimes - Food/Recipes	23,979	46.63%	17,445	44.21%	95
Magazine Type Sometimes - Gardening	15,610	30.35%	13,520	34.26%	113
Magazine Type Sometimes - Health/Fitness	24,953	48.52%	21,706	55.00%	113
Magazine Type Sometimes - Home Decor	21,821	42.43%	17,794	45.09%	106
Magazine Type Sometimes - Home Improvements	21,225	41.27%	17,161	43.49%	105
Magazine Type Sometimes - Men's	14,434	28.07%	12,130	30.74%	110
Magazine Type Sometimes - Nature	23,608	45.91%	19,682	49.87%	109
Magazine Type Sometimes - Sports/Recreation	18,977	36.90%	15,285	38.73%	105
Magazine Type Sometimes - Travel/Tourism	25,915	50.39%	22,129	56.07%	111
Magazine Type Sometimes - Women's	16,868	32.80%	14,396	36.48%	111
Where do you read print or digital Magazine - Any					
Magazine Any - At Home	37,307	72.55%	31,814	80.62%	111
Magazine Any - At Work	14,693	28.57%	9,530	24.15%	85
Magazine Any - Travelling/Commuting	21,756	42.31%	18,758	47.53%	112
Magazine Any - Somewhere Else	23,564	45.82%	17,421	44.15%	96
Where do you read print or digital Magazine - Usually					
Magazine Usually - At Home	29,150	56.68%	25,784	65.34%	115
Magazine Usually - At Work	2,944	5.72%	1,980	5.02%	88
Magazine Usually - Travelling/Commuting	6,313	12.28%	4,605	11.67%	95
Magazine Usually - Somewhere Else	8,152	15.85%	5,099	12.92%	82
Where do you read print or digital Magazine - Sometimes					
Magazine Sometimes - At Home	8,157	15.86%	6,031	15.28%	96
Magazine Sometimes - At Work	11,749	22.85%	7,550	19.13%	84
Magazine Sometimes - Travelling/Commuting	15,442	30.03%	14,152	35.86%	119
Magazine Sometimes - Somewhere Else	15,413	29.97%	12,323	31.23%	104
Personally Bought/Subscribed to in Past 12 Months - Print					
Bought/Subscribed Print - Yes	16,770	32.61%	17,685	44.81%	137
Personally Bought/Subscribed to in Past 12 Months - Digital Edition					
Bought/Subscribed Digital - Yes	5,686	11.06%	6,630	16.80%	152
Devices Used to Access Digital Magazine Content					
Digital Magazine - Computer	11,086	21.56%	7,536	19.10%	89

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	Value	Percent	Value	Percent	Index
Digital Magazine - Tablet	6,034	11.73%	4,527	11.47%	98
Digital Magazine - Smartphone	9,286	18.06%	6,188	15.68%	87
Digital Magazine - Other Electronic Device	1,026	2.00%	292	0.74%	37
Activities While Reading Magazines					
Reading Magazine While - Browse the internet on a computer	11,621	22.60%	8,484	21.50%	95
Reading Magazine While - Browse the internet on a mobile phone or tablet	10,747	20.90%	7,657	19.40%	93
Reading Magazine While - Follow or comment on social media	6,326	12.30%	4,067	10.31%	84
Reading Magazine While - Engage with social media	9,327	18.14%	6,393	16.20%	89
Reading Magazine While - Phone or send text messages to your friends or family	10,364	20.15%	5,791	14.68%	73
Reading Magazine While - Send email(s)	4,785	9.31%	3,655	9.26%	99
Reading Magazine While - Listen to radio	12,477	24.26%	11,764	29.81%	123
Reading Magazine While - Watch TV	17,597	34.22%	13,272	33.63%	98
Reading Magazine While - Other	4,550	8.85%	3,173	8.04%	91
Reading Magazine While - None	16,324	31.74%	12,336	31.26%	98
Magazine - Actions Taken After Seeing an Ad					
Magazine Ad - Searched online for a product/brand/service	16,829	32.73%	14,224	36.04%	110
Magazine Ad - Purchased a product/brand/service	8,001	15.56%	7,607	19.28%	124
Magazine Ad - Downloaded a coupon	2,532	4.92%	1,989	5.04%	102
Magazine Ad - Used a coupon	12,214	23.75%	9,152	23.19%	98
Magazine Ad - Visited a retail/restaurant location	11,785	22.92%	10,789	27.34%	119
Magazine Ad - Attended an event (movie/theatre/show)	9,148	17.79%	7,642	19.36%	109
Magazine Ad - Talked about the ad or product/brand/service with others	10,275	19.98%	8,192	20.76%	104
Magazine Ad - Commented on the ad or product/brand/service on social media	2,748	5.34%	2,150	5.45%	102
Magazine Ad - Recommended the advertised product/brand/service	4,268	8.30%	3,677	9.32%	112
Magazine - When Last Time Action Taken - Yesterday					
Magazine Ad Yesterday - Searched online for a product/brand/service	3,550	6.90%	2,782	7.05%	102
Magazine Ad Yesterday - Purchased a product/brand/service	912	1.77%	737	1.87%	106
Magazine Ad Yesterday - Downloaded a coupon	181	0.35%	103	0.26%	74
Magazine Ad Yesterday - Used a coupon	975	1.90%	640	1.62%	85
Magazine Ad Yesterday - Visited a retail/restaurant location	803	1.56%	498	1.26%	81
Magazine Ad Yesterday - Attended an event (movie/theatre/show)	273	0.53%	176	0.45%	85
Magazine Ad Yesterday - Talked about the ad or product/brand/service with others	1,527	2.97%	1,234	3.13%	105
Magazine Ad Yesterday - Commented on the ad or product/brand/service on social media	235	0.46%	276	0.70%	152
Magazine Ad Yesterday - Recommended the advertised product/brand/service	474	0.92%	294	0.74%	80

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	Value	Percent	Value	Percent	Index
Magazine - When Last Time Action Taken - Past Week					
Magazine Ad Past Week - Searched online for a product/brand/service	11,607	22.57%	8,349	21.16%	94
Magazine Ad Past Week - Purchased a product/brand/service	2,883	5.61%	2,189	5.55%	99
Magazine Ad Past Week - Downloaded a coupon	813	1.58%	661	1.67%	106
Magazine Ad Past Week - Used a coupon	4,732	9.20%	3,912	9.91%	108
Magazine Ad Past Week - Visited a retail/restaurant location	5,213	10.14%	3,663	9.28%	92
Magazine Ad Past Week - Attended an event (movie/theatre/show)	2,924	5.69%	2,220	5.63%	99
Magazine Ad Past Week - Talked about the ad or product/brand/service with others	5,891	11.46%	5,010	12.70%	111
Magazine Ad Past Week - Commented on the ad or product/brand/service on social media	1,650	3.21%	1,324	3.36%	105
Magazine Ad Past Week - Recommended the advertised product/brand/service	1,900	3.69%	1,135	2.88%	78
Magazine - When Last Time Action Taken - Past Month					
Magazine Ad Past Month - Searched online for a product/brand/service	17,107	33.27%	14,224	36.04%	108
Magazine Ad Past Month - Purchased a product/brand/service	8,106	15.76%	7,607	19.28%	122
Magazine Ad Past Month - Downloaded a coupon	2,532	4.92%	1,989	5.04%	102
Magazine Ad Past Month - Used a coupon	12,297	23.91%	9,152	23.19%	97
Magazine Ad Past Month - Visited a retail/restaurant location	11,822	22.99%	10,935	27.71%	121
Magazine Ad Past Month - Attended an event (movie/theatre/show)	9,318	18.12%	7,726	19.58%	108
Magazine Ad Past Month - Talked about the ad or product/brand/service with others	10,573	20.56%	8,290	21.01%	102
Magazine Ad Past Month - Commented on the ad or product/brand/service on social media	2,748	5.34%	2,150	5.45%	102
Magazine Ad Past Month - Recommended the advertised product/brand/service	4,268	8.30%	3,729	9.45%	114
Magazine Quintiles - Print					
Magazine Print Quintiles - Light	26,529	51.59%	20,230	51.26%	99
Magazine Print Quintiles - Medium Light	5,694	11.07%	5,194	13.16%	119
Magazine Print Quintiles - Medium	5,469	10.64%	3,986	10.10%	95
Magazine Print Quintiles - Medium Heavy	5,512	10.72%	3,675	9.31%	87
Magazine Print Quintiles - Heavy	8,222	15.99%	6,378	16.16%	101
Magazine Quintiles - Digital					
Magazine Digital Quintiles - Light	26,529	51.59%	20,230	51.26%	99
Magazine Digital Quintiles - Medium Light	5,694	11.07%	5,194	13.16%	119
Magazine Digital Quintiles - Medium	5,469	10.64%	3,986	10.10%	95
Magazine Digital Quintiles - Medium Heavy	5,512	10.72%	3,675	9.31%	87
Magazine Digital Quintiles - Heavy	8,222	15.99%	6,378	16.16%	101

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

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