

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		
Daily Newspapers - When Last Read/Looked through - Any					
Newspaper Any - Yesterday	30,305	58.93%	26,143	66.25%	112
Newspaper Any - Past Week	39,217	76.26%	31,364	79.48%	104
Newspaper Any - Past Month	43,727	85.03%	34,731	88.01%	104
Newspaper Any - Longer Ago	14,332	27.87%	10,063	25.50%	91
Newspaper Any - Never	16,964	32.99%	13,172	33.38%	101
Daily Newspapers - When Last Read/Looked through - Printed Newspaper					
Newspaper Print - Yesterday	23,199	45.11%	21,715	55.03%	122
Newspaper Print - Past Week	31,101	60.48%	29,691	75.24%	124
Newspaper Print - Past Month	35,087	68.23%	32,039	81.19%	119
Newspaper Print - Longer Ago	11,391	22.15%	6,687	16.95%	77
Newspaper Print - Never	3,895	7.57%	2,815	7.13%	94
Daily Newspapers - When Last Read/Looked through - Digital Newspaper					
Newspaper Digital - Yesterday	12,223	23.77%	12,488	31.65%	133
Newspaper Digital - Past Week	20,786	40.42%	19,926	50.49%	125
Newspaper Digital - Past Month	27,620	53.71%	23,276	58.98%	110
Newspaper Digital - Longer Ago	7,370	14.33%	5,646	14.31%	100
Newspaper Digital - Never	15,248	29.65%	11,127	28.20%	95
Daily Newspapers - # of Any Weekday Print Issues Read/Looked through					
# Newspapers Weekday - 1	9,011	17.52%	6,175	15.65%	89
# Newspapers Weekday - 2	4,696	9.13%	3,478	8.81%	96
# Newspapers Weekday - 3	3,557	6.92%	2,843	7.20%	104
# Newspapers Weekday - 4	3,255	6.33%	1,656	4.20%	66
# Newspapers Weekday - 5	10,020	19.48%	11,679	29.59%	152
Daily Newspapers - Read/Looked into Saturday Print Issue Past Month					
# Newspapers Saturday - 1	5,955	11.58%	4,957	12.56%	108
# Newspapers Saturday - 2	2,892	5.62%	2,183	5.53%	98
# Newspapers Saturday - 3	2,131	4.14%	1,322	3.35%	81
# Newspapers Saturday - 4	6,265	12.18%	9,223	23.37%	192
Daily Newspapers - Read/Looked into Any Sunday Print Issue Past Month					
# Newspapers Sunday - 1	3,584	6.97%	3,876	9.82%	141
# Newspapers Sunday - 2	2,145	4.17%	1,318	3.34%	80
# Newspapers Sunday - 3	1,298	2.53%	609	1.54%	61
# Newspapers Sunday - 4	4,162	8.09%	4,288	10.87%	134
Daily Newspapers - Where do you read print or digital - Any					
Newspaper Any - At Home	39,692	77.18%	31,132	78.89%	102
Newspaper Any - At Work	12,958	25.20%	8,141	20.63%	82
Newspaper Any - Travelling/Commuting	18,114	35.22%	14,723	37.31%	106
Newspaper Any - Somewhere Else	16,762	32.60%	12,850	32.56%	100
Daily Newspapers - Where do you read print or digital - Usually					
Newspaper Usually - At Home	32,529	63.25%	27,468	69.61%	110
Newspaper Usually - At Work	4,429	8.61%	2,456	6.23%	72
Newspaper Usually - Travelling/Commuting	4,136	8.04%	3,088	7.83%	97

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Newspaper Usually - Somewhere Else	4,688	9.12%	3,153	7.99%	88
Daily Newspapers - Where do you read print or digital - Sometimes					
Newspaper Sometimes - At Home	7,164	13.93%	3,664	9.28%	67
Newspaper Sometimes - At Work	8,529	16.58%	5,684	14.40%	87
Newspaper Sometimes - Travelling/Commuting	13,978	27.18%	11,635	29.48%	108
Newspaper Sometimes - Somewhere Else	12,074	23.48%	9,696	24.57%	105
Daily Newspapers - Any Newspaper Cume - Print					
Newspaper Print - 5-Day	29,559	57.48%	26,272	66.57%	116
Newspaper Print - 6/7 Day	30,889	60.07%	27,007	68.44%	114
Daily Newspapers - Any Newspaper Cume - Digital					
Newspaper Digital - 6/7 Day	17,297	33.63%	16,056	40.69%	121
Daily Newspapers - Any Newspaper Cume - Total Print/Digital					
Newspaper Total - 6/7 Day	38,104	74.10%	31,551	79.95%	108
Daily Newspapers - How Last Print Issue Obtained - Weekday					
Newspaper Weekday - Paid Subscription Delivered to Household	7,398	14.39%	11,135	28.22%	196
Newspaper Weekday - Paid Subscription Delivered to Office	898	1.75%	629	1.60%	91
Newspaper Weekday - Purchased at Newsstand, Store or Box	1,332	2.59%	774	1.96%	76
Newspaper Weekday - In Public Place (e.g. Waiting Room, Reception Area)	2,398	4.66%	1,877	4.76%	102
Newspaper Weekday - Obtained Free of Charge	1,581	3.07%	970	2.46%	80
Newspaper Weekday - Some Other Way	889	1.73%	496	1.26%	73
Daily Newspapers - How Last Print Issue Obtained - Saturday					
Newspaper Saturday - Paid Subscription Delivered to Household	7,751	15.07%	12,660	32.08%	213
Newspaper Saturday - Paid Subscription Delivered to Office	837	1.63%	553	1.40%	86
Newspaper Saturday - Purchased at Newsstand, Store or Box	1,569	3.05%	1,242	3.15%	103
Newspaper Saturday - In Public Place (e.g. Waiting Room, Reception Area)	2,034	3.96%	1,608	4.07%	103
Newspaper Saturday - Obtained Free of Charge	1,126	2.19%	617	1.56%	71
Newspaper Saturday - Some Other Way	828	1.61%	690	1.75%	109
Daily Newspapers - How Last Print Issue Obtained - Sunday					
Newspaper Sunday - Paid Subscription Delivered to Household	4,877	9.48%	5,698	14.44%	152
Newspaper Sunday - Paid Subscription Delivered to Office	353	0.69%	251	0.64%	93
Newspaper Sunday - Purchased at Newsstand, Store or Box	918	1.79%	451	1.14%	64
Newspaper Sunday - In Public Place (e.g. Waiting Room, Reception Area)	1,810	3.52%	1,420	3.60%	102
Newspaper Sunday - Obtained Free of Charge	1,105	2.15%	474	1.20%	56
Newspaper Sunday - Some Other Way	461	0.90%	262	0.66%	73
Daily Newspapers - Print Sections Read - Usually					
Newspaper Section Usually - Local News	17,889	34.79%	17,455	44.23%	127
Newspaper Section Usually - Provincial or National News	16,158	31.42%	16,415	41.60%	132
Newspaper Section Usually - World News	17,415	33.86%	18,201	46.12%	136
Newspaper Section Usually - Sports	7,644	14.86%	6,831	17.31%	116
Newspaper Section Usually - Finance or Business	7,999	15.56%	10,272	26.03%	167
Newspaper Section Usually - Arts and Entertainment	11,440	22.25%	11,857	30.05%	135

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Newspaper Section Usually - Editorials	9,710	18.88%	10,920	27.67%	147
Newspaper Section Usually - Food	9,994	19.43%	10,050	25.47%	131
Newspaper Section Usually - Fashion or Lifestyle	7,287	14.17%	6,839	17.33%	122
Newspaper Section Usually - Travel	7,792	15.15%	9,621	24.38%	161
Newspaper Section Usually - Automotive	2,537	4.93%	2,582	6.54%	133
Newspaper Section Usually - Comics/Comic Strips	8,278	16.10%	6,044	15.32%	95
Newspaper Section Usually - Classifieds	2,941	5.72%	1,655	4.19%	73
Newspaper Section Usually - Home or Real Estate	5,865	11.41%	6,121	15.51%	136
Newspaper Section Usually - Health	10,356	20.14%	11,474	29.08%	144
Newspaper Section Usually - Puzzles and Games	7,603	14.78%	6,700	16.98%	115
Daily Newspapers - Print Sections Read - Sometimes					
Newspaper Section Sometimes - Local News	3,490	6.79%	2,950	7.47%	110
Newspaper Section Sometimes - Provincial or National News	5,006	9.74%	3,511	8.90%	91
Newspaper Section Sometimes - World News	5,490	10.68%	3,222	8.16%	76
Newspaper Section Sometimes - Sports	6,560	12.76%	6,025	15.27%	120
Newspaper Section Sometimes - Finance or Business	8,151	15.85%	7,062	17.90%	113
Newspaper Section Sometimes - Arts and Entertainment	8,721	16.96%	7,242	18.35%	108
Newspaper Section Sometimes - Editorials	9,962	19.37%	7,827	19.84%	102
Newspaper Section Sometimes - Food	8,794	17.10%	7,305	18.51%	108
Newspaper Section Sometimes - Fashion or Lifestyle	10,290	20.01%	9,087	23.03%	115
Newspaper Section Sometimes - Travel	10,185	19.81%	8,257	20.92%	106
Newspaper Section Sometimes - Automotive	9,030	17.56%	7,917	20.06%	114
Newspaper Section Sometimes - Comics/Comic Strips	6,738	13.10%	5,435	13.77%	105
Newspaper Section Sometimes - Classifieds	10,364	20.15%	8,534	21.63%	107
Newspaper Section Sometimes - Home or Real Estate	10,366	20.16%	9,424	23.88%	118
Newspaper Section Sometimes - Health	9,904	19.26%	8,045	20.39%	106
Newspaper Section Sometimes - Puzzles and Games	6,734	13.09%	5,296	13.42%	103
Daily Newspapers - Devices Used to Access Digital Content - Any					
Digital Newspaper Any - Computer	18,941	36.83%	13,630	34.54%	94
Digital Newspaper Any - Tablet	9,581	18.63%	8,633	21.88%	117
Digital Newspaper Any - Smartphone	15,341	29.83%	10,704	27.13%	91
Digital Newspaper Any - Other Electronic Device	1,346	2.62%	757	1.92%	73
Daily Newspapers - Devices Used to Access Digital Content - Most Often					
Digital Newspaper Most Often - Computer	10,875	21.15%	8,146	20.64%	98
Digital Newspaper Most Often - Tablet	3,659	7.12%	4,159	10.54%	148
Digital Newspaper Most Often - Smartphone	10,356	20.14%	7,492	18.99%	94
Digital Newspaper Most Often - Other Electronic Device	503	0.98%	310	0.79%	81
Daily Newspapers - Devices Used to Access Digital Content - Sometimes					
Digital Newspaper Sometimes - Computer	9,001	17.50%	6,353	16.10%	92
Digital Newspaper Sometimes - Tablet	6,231	12.12%	5,869	14.87%	123
Digital Newspaper Sometimes - Smartphone	8,205	15.96%	6,000	15.20%	95
Digital Newspaper Sometimes - Other Electronic Device	1,460	2.84%	893	2.26%	80
Daily Newspapers - Digital Newspaper Accessed - Usually					
Digital Newspaper Usually - Local News	12,084	23.50%	9,886	25.05%	107

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	Value	Percent	Value	Percent	Index
Digital Newspaper Usually - Provincial or National News	13,472	26.20%	11,768	29.82%	114
Digital Newspaper Usually - World News	13,501	26.25%	12,509	31.70%	121
Digital Newspaper Usually - Sports	5,441	10.58%	4,254	10.78%	102
Digital Newspaper Usually - Finance or Business	5,014	9.75%	6,182	15.67%	161
Digital Newspaper Usually - Arts and Entertainment	5,499	10.69%	4,351	11.03%	103
Digital Newspaper Usually - Editorials	5,011	9.74%	4,979	12.62%	130
Digital Newspaper Usually - Food	3,533	6.87%	2,780	7.05%	103
Digital Newspaper Usually - Fashion or Lifestyle	2,673	5.20%	2,187	5.54%	107
Digital Newspaper Usually - Travel	3,502	6.81%	3,801	9.63%	141
Digital Newspaper Usually - Automotive	1,769	3.44%	1,221	3.10%	90
Digital Newspaper Usually - Comics/Comic Strips	3,810	7.41%	2,379	6.03%	81
Digital Newspaper Usually - Classifieds	1,644	3.20%	701	1.78%	56
Digital Newspaper Usually - Home or Real Estate	3,379	6.57%	2,775	7.03%	107
Digital Newspaper Usually - Health	4,478	8.71%	3,392	8.60%	99
Digital Newspaper Usually - Puzzles and Games	2,786	5.42%	1,886	4.78%	88
Daily Newspapers - Digital Newspaper Accessed - Sometimes					
Digital Newspaper Sometimes - Local News	7,045	13.70%	5,904	14.96%	109
Digital Newspaper Sometimes - Provincial or National News	7,589	14.76%	5,951	15.08%	102
Digital Newspaper Sometimes - World News	7,302	14.20%	5,126	12.99%	91
Digital Newspaper Sometimes - Sports	6,720	13.07%	6,199	15.71%	120
Digital Newspaper Sometimes - Finance or Business	10,303	20.04%	8,603	21.80%	109
Digital Newspaper Sometimes - Arts and Entertainment	11,857	23.06%	10,481	26.56%	115
Digital Newspaper Sometimes - Editorials	10,840	21.08%	8,120	20.58%	98
Digital Newspaper Sometimes - Food	12,417	24.15%	10,055	25.48%	106
Digital Newspaper Sometimes - Fashion or Lifestyle	9,037	17.57%	8,131	20.60%	117
Digital Newspaper Sometimes - Travel	11,553	22.47%	9,070	22.98%	102
Digital Newspaper Sometimes - Automotive	7,266	14.13%	6,051	15.33%	108
Digital Newspaper Sometimes - Comics/Comic Strips	6,954	13.52%	4,385	11.11%	82
Digital Newspaper Sometimes - Classifieds	7,539	14.66%	5,342	13.54%	92
Digital Newspaper Sometimes - Home or Real Estate	9,333	18.15%	8,199	20.78%	114
Digital Newspaper Sometimes - Health	13,367	25.99%	10,779	27.31%	105
Digital Newspaper Sometimes - Puzzles and Games	6,559	12.75%	4,403	11.16%	88
Daily Newspapers - Activities While Reading Daily Newspapers					
Reading Newspaper While - Browse the internet on a computer	10,155	19.75%	7,523	19.06%	97
Reading Newspaper While - Browse the internet on a mobile phone or tablet	8,518	16.56%	5,663	14.35%	87
Reading Newspaper While - Post or comment on social media	4,201	8.17%	2,157	5.47%	67
Reading Newspaper While - Browse social media	7,386	14.36%	4,149	10.51%	73
Reading Newspaper While - Phone or send text messages to your friends or family	8,436	16.41%	4,297	10.89%	66
Reading Newspaper While - Send email(s)	3,507	6.82%	2,414	6.12%	90
Reading Newspaper While - Listen to radio	13,715	26.67%	12,170	30.84%	116
Reading Newspaper While - Watch TV	18,347	35.68%	13,469	34.13%	96
Reading Newspaper While - Other	5,973	11.61%	4,775	12.10%	104

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Daily Newspapers - Actions Taken After Seeing an Ad					
Newspaper Ad - Searched online for a product/brand/service	15,081	29.33%	12,073	30.59%	104
Newspaper Ad - Purchased a product/brand/service	8,685	16.89%	7,211	18.27%	108
Newspaper Ad - Downloaded a coupon	2,310	4.49%	1,792	4.54%	101
Newspaper Ad - Used a coupon	10,377	20.18%	7,705	19.52%	97
Newspaper Ad - Visited a retail/restaurant location	13,239	25.74%	12,337	31.26%	121
Newspaper Ad - Attended an event (movie/theatre/show)	12,804	24.90%	11,510	29.17%	117
Newspaper Ad - Talked about the ad or product/brand/service with others	10,135	19.71%	7,964	20.18%	102
Newspaper Ad - Commented on the ad or product/brand/service on social media	2,871	5.58%	1,642	4.16%	75
Newspaper Ad - Recommended the advertised product/brand/service	3,697	7.19%	2,690	6.82%	95
Daily Newspapers - When Last Time Action Taken - Yesterday					
Newspaper Ad Yesterday - Searched online for a product/brand/service	3,492	6.79%	2,381	6.04%	89
Newspaper Ad Yesterday - Purchased a product/brand/service	960	1.87%	760	1.93%	103
Newspaper Ad Yesterday - Downloaded a coupon	266	0.52%	224	0.57%	110
Newspaper Ad Yesterday - Used a coupon	1,039	2.02%	579	1.47%	73
Newspaper Ad Yesterday - Visited a retail/restaurant location	343	0.67%	187	0.48%	72
Newspaper Ad Yesterday - Attended an event (movie/theatre/show)	607	1.18%	384	0.97%	82
Newspaper Ad Yesterday - Talked about the ad or product/brand/service with others	1,867	3.63%	1,267	3.21%	88
Newspaper Ad Yesterday - Commented on the ad or product/brand/service on social media	513	1.00%	341	0.86%	86
Newspaper Ad Yesterday - Recommended the advertised product/brand/service	474	0.92%	187	0.48%	52
Daily Newspapers - When Last Time Action Taken - Past Week					
Newspaper Ad Past Week - Searched online for a product/brand/service	11,291	21.96%	8,230	20.86%	95
Newspaper Ad Past Week - Purchased a product/brand/service	4,894	9.52%	3,915	9.92%	104
Newspaper Ad Past Week - Downloaded a coupon	1,059	2.06%	614	1.56%	76
Newspaper Ad Past Week - Used a coupon	5,695	11.08%	4,874	12.35%	111
Newspaper Ad Past Week - Visited a retail/restaurant location	5,312	10.33%	4,264	10.80%	105
Newspaper Ad Past Week - Attended an event (movie/theatre/show)	3,806	7.40%	2,885	7.31%	99
Newspaper Ad Past Week - Talked about the ad or product/brand/service with others	6,304	12.26%	4,886	12.38%	101
Newspaper Ad Past Week - Commented on the ad or product/brand/service on social media	2,452	4.77%	1,496	3.79%	79
Newspaper Ad Past Week - Recommended the advertised product/brand/service	2,412	4.69%	1,101	2.79%	59

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Daily Newspapers - When Last Time Action Taken - Past Month					
Newspaper Ad Past Month - Searched online for a product/brand/service	15,081	29.33%	12,073	30.59%	104
Newspaper Ad Past Month - Purchased a product/brand/service	8,685	16.89%	7,211	18.27%	108
Newspaper Ad Past Month - Downloaded a coupon	2,310	4.49%	1,792	4.54%	101
Newspaper Ad Past Month - Used a coupon	10,377	20.18%	7,705	19.52%	97
Newspaper Ad Past Month - Visited a retail/restaurant location	13,239	25.74%	12,337	31.26%	121
Newspaper Ad Past Month - Attended an event (movie/theatre/show)	12,804	24.90%	11,510	29.17%	117
Newspaper Ad Past Month - Talked about the ad or product/brand/service with others	10,135	19.71%	7,964	20.18%	102
Newspaper Ad Past Month - Commented on the ad or product/brand/service on social media	2,871	5.58%	1,642	4.16%	75
Newspaper Ad Past Month - Recommended the advertised product/brand/service	3,697	7.19%	2,690	6.82%	95
Community Newspapers (Print or Digital) - When Last Read					
Comm. Newspaper - Yesterday	14,470	28.14%	12,179	30.86%	110
Comm. Newspaper - Past Week	29,857	58.06%	23,809	60.33%	104
Comm. Newspaper - Past Month	37,952	73.80%	29,378	74.45%	101
Comm. Newspaper - Longer Ago	6,843	13.31%	4,752	12.04%	90
Community Newspapers (Print or Digital) - Time Spent Last Day					
Comm. Newspaper - Less Than 5 Minutes	5,143	10.00%	4,334	10.98%	110
Comm. Newspaper - 5 To 15 Minutes	19,366	37.66%	14,817	37.55%	100
Comm. Newspaper - 16 To 30 Minutes	9,786	19.03%	7,435	18.84%	99
Comm. Newspaper - 31 To 60 Minutes	3,093	6.02%	2,381	6.03%	100
Comm. Newspaper - 1 To 2 Hours	392	0.76%	302	0.77%	101
Comm. Newspaper - More Than 2 Hours	170	0.33%	108	0.27%	82
Community Newspapers (Print or Digital) - Any					
Comm. Newspaper Any - Local News	43,129	83.87%	32,730	82.94%	99
Comm. Newspaper Any - Opinion	35,110	68.27%	27,016	68.46%	100
Comm. Newspaper Any - Entertainment	37,028	72.00%	26,831	67.99%	94
Comm. Newspaper Any - Sports	23,190	45.09%	17,884	45.32%	101
Comm. Newspaper Any - Crime	37,703	73.31%	28,162	71.36%	97
Comm. Newspaper Any - Real Estate	31,775	61.79%	26,835	68.00%	110
Community Newspapers (Print or Digital) - Usually					
Comm. Newspaper Usually - Local News	28,802	56.01%	23,967	60.73%	108
Comm. Newspaper Usually - Opinion	16,516	32.12%	12,701	32.19%	100
Comm. Newspaper Usually - Entertainment	14,430	28.06%	12,671	32.11%	114
Comm. Newspaper Usually - Sports	8,098	15.75%	5,619	14.24%	90
Comm. Newspaper Usually - Crime	14,280	27.77%	9,761	24.73%	89
Comm. Newspaper Usually - Real Estate	6,962	13.54%	6,836	17.32%	128
Community Newspapers (Print or Digital) - Sometimes					
Comm. Newspaper Sometimes - Local News	14,327	27.86%	8,763	22.21%	80
Comm. Newspaper Sometimes - Opinion	18,595	36.16%	14,315	36.27%	100

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Comm. Newspaper Sometimes - Entertainment	22,598	43.94%	14,160	35.88%	82
Comm. Newspaper Sometimes - Sports	15,091	29.35%	12,265	31.08%	106
Comm. Newspaper Sometimes - Crime	23,423	45.55%	18,401	46.63%	102
Comm. Newspaper Sometimes - Real Estate	24,813	48.25%	19,999	50.68%	105
Community Newspapers (Print or Digital) - Source of Copy					
Comm. Newspaper - Paid Subscription Delivered To Household	1,641	3.19%	2,057	5.21%	163
Comm. Newspaper - Paid Subscription Delivered To Office	549	1.07%	332	0.84%	79
Comm. Newspaper - Picked Up From Newspaper Box	6,524	12.69%	4,188	10.61%	84
Comm. Newspaper - In A Public Place (e.g. waiting room, reception area)	6,515	12.67%	4,865	12.33%	97
Comm. Newspaper - Obtained Free Of Charge	27,691	53.85%	21,136	53.56%	99
Comm. Newspaper - Read Online	2,558	4.98%	948	2.40%	48
Community Newspapers - Where Do You Read Print or Digital - Any					
Comm. Newspaper Any - At Home	35,888	69.79%	29,944	75.88%	109
Comm. Newspaper Any - At Work	8,771	17.06%	5,195	13.17%	77
Comm. Newspaper Any - Travelling/Commuting	9,598	18.66%	5,589	14.16%	76
Comm. Newspaper Any - Somewhere Else	12,943	25.17%	9,758	24.73%	98
Community Newspapers - Where Do You Read Print or Digital - Usually					
Comm. Newspaper Usually - At Home	32,310	62.83%	27,813	70.48%	112
Comm. Newspaper Usually - At Work	2,140	4.16%	1,130	2.86%	69
Comm. Newspaper Usually - Travelling/Commuting	1,677	3.26%	1,072	2.72%	83
Comm. Newspaper Usually - Somewhere Else	4,042	7.86%	4,057	10.28%	131
Community Newspapers - Where Do You Read Print or Digital - Sometimes					
Comm. Newspaper Sometimes - At Home	3,578	6.96%	2,131	5.40%	78
Comm. Newspaper Sometimes - At Work	6,630	12.89%	4,065	10.30%	80
Comm. Newspaper Sometimes - Travelling/Commuting	7,921	15.40%	4,517	11.45%	74
Comm. Newspaper Sometimes - Somewhere Else	8,901	17.31%	5,701	14.45%	83
Newspaper Quintiles - Print					
Newspaper Print Quintiles - Light	24,418	47.48%	16,211	41.08%	87
Newspaper Print Quintiles - Medium Light	8,421	16.38%	7,228	18.32%	112
Newspaper Print Quintiles - Medium	5,604	10.90%	4,209	10.67%	98
Newspaper Print Quintiles - Medium Heavy	7,556	14.69%	4,755	12.05%	82
Newspaper Print Quintiles - Heavy	5,427	10.55%	7,060	17.89%	170
Newspaper Quintiles - Digital					
Newspaper Digital Quintiles - Light	24,010	46.69%	16,704	42.33%	91
Newspaper Digital Quintiles - Medium Light	7,876	15.32%	6,981	17.69%	115
Newspaper Digital Quintiles - Medium	8,227	16.00%	5,511	13.96%	87
Newspaper Digital Quintiles - Medium Heavy	5,652	10.99%	4,304	10.91%	99
Newspaper Digital Quintiles - Heavy	5,661	11.01%	5,963	15.11%	137

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

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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.