

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Radio/Audio - When Last Listened to</b>					
Radio/Audio - Yesterday	32,936	64.05%	29,045	73.60%	115
Radio/Audio - Past Week	41,311	80.33%	34,406	87.19%	109
Radio/Audio - Past Month	43,916	85.40%	36,253	91.87%	108
Radio/Audio - Longer Ago	7,773	15.12%	5,077	12.87%	85
<b>Radio/Audio - Where Listen Content</b>					
Radio/Audio - Home	24,365	47.38%	22,576	57.21%	121
Radio/Audio - Car	40,684	79.11%	33,446	84.75%	107
Radio/Audio - Work	7,108	13.82%	4,426	11.22%	81
Radio/Audio - Public Transit	5,405	10.51%	3,636	9.21%	88
Radio/Audio - Walking/Running	4,651	9.05%	3,165	8.02%	89
Radio/Audio - Other	1,995	3.88%	1,142	2.90%	75
<b>Devices Used to Listen</b>					
Device - Conventional Radio (not in a vehicle)	17,321	33.68%	14,576	36.94%	110
Device - Connected TV/Smart TV	6,509	12.66%	4,712	11.94%	94
Device - Computer	10,363	20.15%	7,104	18.00%	89
Device - Radio in a vehicle	35,986	69.98%	31,631	80.15%	115
Device - Smartphone	14,387	27.98%	10,592	26.84%	96
Device - Tablet	3,908	7.60%	3,395	8.60%	113
Device - Set top box (i.e. Apple TV, Roku)	1,090	2.12%	788	2.00%	94
Device - Other	2,738	5.32%	1,592	4.04%	76
<b>How Receive Content</b>					
Receive by - Conventional Radio (e.g., AM, FM)	41,703	81.09%	29,018	73.53%	91
Receive by - Free Streaming	13,045	25.37%	8,571	21.72%	86
Receive by - Paid Subscription Streaming	7,227	14.05%	6,792	17.21%	122
Receive by - Satellite	3,858	7.50%	5,036	12.76%	170
Receive by - Other Online/Internet	10,053	19.55%	7,864	19.93%	102
<b>Time Spent Weekday</b>					
Radio/Audio Weekday - Less Than 1 Hour	13,437	26.13%	10,579	26.81%	103
Radio/Audio Weekday - 1 to 2 Hours	12,665	24.63%	10,267	26.02%	106
Radio/Audio Weekday - More Than 2 Hours	14,303	27.81%	11,253	28.52%	103
<b>Time Spent Weekend Day</b>					
Radio/Audio Weekend Day - Less Than 1 Hour	16,116	31.34%	13,804	34.98%	112
Radio/Audio Weekend Day - 1 to 2 Hours	11,121	21.63%	7,986	20.24%	94
Radio/Audio Weekend Day - More Than 2 Hours	9,944	19.34%	7,956	20.16%	104
<b>Format or Content Personally Listen to</b>					
Content - Album Rock/Classic Rock	19,517	37.95%	12,326	31.24%	82
Content - Big Band/Music of Your Life	3,790	7.37%	3,239	8.21%	111
Content - Classical/Fine Arts	7,953	15.47%	9,283	23.52%	152
Content - Classic Hits (70s, 80s, 90s)	17,451	33.93%	11,535	29.23%	86
Content - Comedy	4,836	9.40%	2,716	6.88%	73
Content - Dance	3,874	7.53%	2,040	5.17%	69
Content - Jazz	6,673	12.98%	6,110	15.48%	119

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	Value	Percent	Value	Percent	Index
Content - Modern Rock/Alternative Rock	12,198	23.72%	8,257	20.92%	88
Content - Multicultural	3,055	5.94%	2,237	5.67%	95
Content - New Country	4,669	9.08%	3,294	8.35%	92
Content - News/Talk/Information	21,154	41.14%	21,783	55.20%	134
Content - Oldies (50s, 60s, 70s)	11,096	21.58%	8,146	20.64%	96
Content - Religious/Gospel	2,746	5.34%	1,574	3.99%	75
Content - Retro (80's)	8,622	16.77%	5,148	13.04%	78
Content - Soft Music/Adult Contemporary	8,233	16.01%	6,416	16.26%	102
Content - Sports	6,463	12.57%	4,854	12.30%	98
Content - Top 40/Current Hits	14,640	28.47%	10,014	25.38%	89
Content - Traditional Country	3,010	5.85%	2,000	5.07%	87
Content - Traffic	15,489	30.12%	16,519	41.86%	139
Content - Urban/ Hip Hop/ Rap	7,607	14.79%	4,434	11.24%	76
Content - Weather	11,024	21.44%	11,138	28.22%	132
Content - Other	7,094	13.79%	4,674	11.84%	86
<b>Personally Listened to Satellite Radio Past 30 Days</b>					
Satellite Radio - Yes	3,858	7.50%	5,036	12.76%	170
<b>Radio/Audio - Activities While Listening to Radio</b>					
Listening to Radio While - Browse the internet on a computer	14,328	27.86%	11,486	29.11%	104
Listening to Radio While - Browse the internet on a mobile phone or tablet	12,558	24.42%	8,884	22.51%	92
Listening to Radio While - Follow or comment on social media	5,774	11.23%	3,865	9.80%	87
Listening to Radio While - Engage with social media	10,147	19.73%	6,165	15.62%	79
Listening to Radio While - Phone or send text messages to your friends or family	9,781	19.02%	6,761	17.13%	90
Listening to Radio While - Send email(s)	8,600	16.72%	6,219	15.76%	94
Listening to Radio While - Play video games	5,725	11.13%	2,751	6.97%	63
Listening to Radio While - Read magazines	6,351	12.35%	7,074	17.93%	145
Listening to Radio While - Read daily newspapers	7,172	13.95%	7,563	19.16%	137
Listening to Radio While - Read community newspapers	5,527	10.75%	5,858	14.84%	138
Listening to Radio While - Watch TV	3,502	6.81%	2,686	6.81%	100
Listening to Radio While - Other	18,238	35.47%	13,153	33.33%	94
Listening to Radio While - Do not do simultaneous activities	12,370	24.05%	10,539	26.71%	111
<b>Radio/Audio - Actions Taken After Seeing an Ad in</b>					
Radio Ad - Searched online for a product/brand/service	8,702	16.92%	5,997	15.20%	90
Radio Ad - Purchased a product/brand/service	3,597	6.99%	2,656	6.73%	96
Radio Ad - Downloaded a coupon	1,303	2.53%	688	1.74%	69
Radio Ad - Used a coupon	1,675	3.26%	1,029	2.61%	80
Radio Ad - Visited a retail/restaurant location	5,032	9.79%	3,862	9.79%	100
Radio Ad - Attended an event (movie/theatre/show)	5,800	11.28%	4,453	11.28%	100
Radio Ad - Talked about the ad or product/brand/service with others	5,620	10.93%	4,252	10.77%	99
Radio Ad - Commented on the ad or product/brand/service on social media	1,293	2.51%	1,034	2.62%	104

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Radio Ad - Recommended the advertised product/brand/service	1,423	2.77%	951	2.41%	87
<b>Radio/Audio - When Last Time Action Taken - Yesterday</b>					
Radio Ad Yesterday - Searched online for a product/brand/service	1,176	2.29%	581	1.47%	64
Radio Ad Yesterday - Purchased a product/brand/service	367	0.71%	215	0.54%	76
Radio Ad Yesterday - Downloaded a coupon	132	0.26%	75	0.19%	73
Radio Ad Yesterday - Used a coupon	263	0.51%	133	0.34%	67
Radio Ad Yesterday - Visited a retail/restaurant location	581	1.13%	214	0.54%	48
Radio Ad Yesterday - Attended an event (movie/theatre/show)	234	0.46%	153	0.39%	85
Radio Ad Yesterday - Talked about the ad or product/brand/service with others	889	1.73%	575	1.46%	84
Radio Ad Yesterday - Commented on the ad or product/brand/service on social media	275	0.54%	228	0.58%	107
Radio Ad Yesterday - Recommended the advertised product/brand/service	140	0.27%	97	0.25%	93
<b>Radio/Audio - When Last Time Action Taken - Past Week</b>					
Radio Ad Past Week - Searched online for a product/brand/service	5,333	10.37%	3,438	8.71%	84
Radio Ad Past Week - Purchased a product/brand/service	1,469	2.86%	767	1.94%	68
Radio Ad Past Week - Downloaded a coupon	1,027	2.00%	536	1.36%	68
Radio Ad Past Week - Used a coupon	1,042	2.03%	749	1.90%	94
Radio Ad Past Week - Visited a retail/restaurant location	2,580	5.02%	1,843	4.67%	93
Radio Ad Past Week - Attended an event (movie/theatre/show)	1,222	2.38%	924	2.34%	98
Radio Ad Past Week - Talked about the ad or product/brand/service with others	3,600	7.00%	2,556	6.48%	93
Radio Ad Past Week - Commented on the ad or product/brand/service on social media	694	1.35%	673	1.71%	127
Radio Ad Past Week - Recommended the advertised product/brand/service	882	1.72%	617	1.56%	91
<b>Radio/Audio - When Last Time Action Taken - Past Month</b>					
Radio Ad Past Month - Searched online for a product/brand/service	8,702	16.92%	5,997	15.20%	90
Radio Ad Past Month - Purchased a product/brand/service	3,597	6.99%	2,656	6.73%	96
Radio Ad Past Month - Downloaded a coupon	1,303	2.53%	688	1.74%	69
Radio Ad Past Month - Used a coupon	1,675	3.26%	1,029	2.61%	80
Radio Ad Past Month - Visited a retail/restaurant location	5,032	9.79%	3,862	9.79%	100
Radio Ad Past Month - Attended an event (movie/theatre/show)	5,800	11.28%	4,453	11.28%	100
Radio Ad Past Month - Talked about the ad or product/brand/service with others	5,620	10.93%	4,252	10.77%	99
Radio Ad Past Month - Commented on the ad or product/brand/service on social media	1,293	2.51%	1,034	2.62%	104
Radio Ad Past Month - Recommended the advertised product/brand/service	1,423	2.77%	951	2.41%	87
<b>Radio/Audio - Listen to Podcasts</b>					
Listen to Podcasts - Yes	14,479	28.16%	10,980	27.82%	99

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
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<b>Radio Quintiles</b>					
Radio Quintiles - Light	12,321	23.96%	8,244	20.89%	87
Radio Quintiles - Medium Light	11,389	22.15%	9,171	23.24%	105
Radio Quintiles - Medium	6,922	13.46%	6,276	15.90%	118
Radio Quintiles - Medium Heavy	9,162	17.82%	6,946	17.60%	99
Radio Quintiles - Heavy	11,633	22.62%	8,825	22.36%	99

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.