

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	48,908		36,209		
Magazine Quintiles - Print - Total					
Light	8,842	18.08%	5,125	14.15%	78
Medium Light	12,229	25.01%	7,427	20.51%	82
Medium	9,873	20.19%	6,642	18.35%	91
Medium Heavy	9,188	18.79%	8,548	23.61%	126
Heavy	8,776	17.94%	8,467	23.38%	130
Magazine Quintiles - Print - English					
Light	10,109	20.67%	5,908	16.32%	79
Medium Light	11,822	24.17%	6,203	17.13%	71
Medium	8,325	17.02%	6,186	17.08%	100
Medium Heavy	8,810	18.01%	9,312	25.72%	143
Heavy	9,837	20.11%	8,600	23.75%	118
Magazine Quintiles - Print - French					
Light	0	0.00%	0	0.00%	
Medium Light	0	0.00%	0	0.00%	
Medium	0	0.00%	0	0.00%	
Medium Heavy	0	0.00%	0	0.00%	
Heavy	6	0.01%	0	0.00%	0
Magazine Quintiles - Digital - All Age 12+ (New) - Total					
Light	29,664	60.65%	22,730	62.77%	103
Medium Light	4,087	8.36%	3,071	8.48%	101
Medium	7,121	14.56%	6,074	16.78%	115
Medium Heavy	4,669	9.55%	2,740	7.57%	79
Heavy	3,368	6.89%	1,594	4.40%	64
Magazine Quintiles - Digital - All Age 12+ (New) - English					
Light	29,915	61.17%	23,009	63.55%	104
Medium Light	4,115	8.42%	3,358	9.27%	110
Medium	7,231	14.79%	6,100	16.85%	114
Medium Heavy	4,071	8.32%	2,343	6.47%	78
Heavy	3,567	7.29%	1,399	3.86%	53
Magazine Quintiles - Digital - All Age 12+ (New) - French					
Light	0	0.00%	0	0.00%	
Medium Light	5	0.01%	0	0.00%	0
Medium	0	0.00%	0	0.00%	
Medium Heavy	0	0.00%	0	0.00%	
Heavy	3	0.01%	0	0.00%	0
Magazine Quintiles - Digital - Users Only (New) - Total					
Light	5,454	11.15%	4,395	12.14%	109
Medium Light	10,726	21.93%	8,138	22.48%	103
Medium	15,939	32.59%	13,730	37.92%	116
Medium Heavy	9,149	18.71%	5,870	16.21%	87
Heavy	7,639	15.62%	4,075	11.26%	72
Magazine Quintiles - Digital - Users Only (New) - English					
Light	5,885	12.03%	4,981	13.76%	114

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Medium Light	10,118	20.69%	6,897	19.05%	92
Medium	16,358	33.45%	15,433	42.62%	127
Medium Heavy	9,223	18.86%	5,488	15.16%	80
Heavy	7,194	14.71%	3,232	8.93%	61
Magazine Quintiles - Digital - Users Only (New) - French					
Light	117	0.24%	179	0.49%	204
Medium Light	7	0.02%	1	0.00%	0
Medium	0	0.00%	0	0.00%	
Medium Heavy	0	0.00%	0	0.00%	
Heavy	6	0.01%	0	0.00%	0
When Last Read/Looked through Magazine					
Yesterday	27,470	56.17%	22,573	62.34%	111
Past Week	47,628	97.38%	37,089	100.00%	103
Past Month	64,607	100.00%	48,905	100.00%	100
Past 2 Months	67,326	100.00%	50,708	100.00%	100
Past 3 Months	69,362	100.00%	52,823	100.00%	100
Longer Ago	11,277	23.06%	7,205	19.90%	86
When Last Read/Looked through Magazine - Printed Issue					
Yesterday	14,622	29.90%	13,124	36.25%	121
Past Week	27,574	56.38%	22,979	63.46%	113
Past Month	38,906	79.55%	31,026	85.69%	108
Past 2 Months	40,583	82.98%	31,555	87.15%	105
Past 3 Months	41,571	85.00%	32,631	90.12%	106
Longer Ago	5,657	11.57%	2,859	7.90%	68
When Last Read/Looked through Magazine - Digital Edition					
Yesterday	12,848	26.27%	9,449	26.10%	99
Past Week	20,054	41.00%	14,111	38.97%	95
Past Month	25,701	52.55%	17,879	49.38%	94
Past 2 Months	26,742	54.68%	19,153	52.90%	97
Past 3 Months	27,791	56.82%	20,192	55.77%	98
Longer Ago	5,620	11.49%	4,345	12.00%	104
Magazine Type - Usually Read					
Alternative News	4,308	8.81%	2,451	6.77%	77
Art	3,985	8.15%	2,357	6.51%	80
Automotive/Motorcycle	3,580	7.32%	2,517	6.95%	95
Parenting/Babies	2,061	4.21%	1,176	3.25%	77
Bridal	917	1.88%	274	0.76%	40
Business/Finance	5,441	11.13%	6,700	18.51%	166
Children/Teen	2,105	4.30%	1,289	3.56%	83
Technology/Science	8,317	17.01%	5,854	16.17%	95
Entertainment/Celebrity	6,937	14.19%	4,710	13.01%	92
Fashion	5,640	11.53%	4,292	11.85%	103
Food/Recipes	12,223	24.99%	7,264	20.06%	80
Gardening	3,889	7.95%	2,375	6.56%	83

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Health/Fitness	9,271	18.96%	7,431	20.52%	108
Home Decor	7,182	14.69%	4,180	11.54%	79
Home Improvements	5,364	10.97%	4,402	12.16%	111
Men's	3,862	7.90%	2,483	6.86%	87
Nature	5,723	11.70%	4,099	11.32%	97
Sports/Recreation	6,304	12.89%	4,661	12.87%	100
Travel/Tourism	7,905	16.16%	6,214	17.16%	106
Women's	7,045	14.41%	4,975	13.74%	95
Other	4,152	8.49%	2,398	6.62%	78
Magazine Type - Sometimes Read					
Alternative News	19,543	39.96%	12,694	35.06%	88
Art	19,654	40.19%	15,507	42.83%	107
Automotive/Motorcycle	11,356	23.22%	8,733	24.12%	104
Parenting/Babies	9,059	18.52%	5,233	14.45%	78
Bridal	5,448	11.14%	2,733	7.55%	68
Business/Finance	18,494	37.81%	15,620	43.14%	114
Children/Teen	11,450	23.41%	7,047	19.46%	83
Technology/Science	24,090	49.26%	19,870	54.88%	111
Entertainment/Celebrity	26,415	54.01%	20,581	56.84%	105
Fashion	17,782	36.36%	13,255	36.61%	101
Food/Recipes	24,365	49.82%	20,224	55.85%	112
Gardening	16,972	34.70%	13,610	37.59%	108
Health/Fitness	23,431	47.91%	18,652	51.51%	108
Home Decor	19,022	38.89%	15,754	43.51%	112
Home Improvements	20,467	41.85%	17,484	48.29%	115
Men's	14,003	28.63%	11,595	32.02%	112
Nature	24,210	49.50%	18,893	52.18%	105
Sports/Recreation	15,993	32.70%	14,623	40.39%	124
Travel/Tourism	25,782	52.72%	20,399	56.34%	107
Women's	17,268	35.31%	12,996	35.89%	102
Other	23,206	47.45%	17,214	47.54%	100
Bought/Subscribed to Past Year - Print	15,431	31.55%	15,675	43.29%	137
Bought/Subscribed to Past Year - Digital Edition	6,783	13.87%	6,583	18.18%	131
Devices Used to Access Digital Content					
Computer	11,497	23.51%	7,592	20.97%	89
Tablet	6,796	13.90%	4,978	13.75%	99
Smartphone	12,982	26.54%	7,578	20.93%	79
Other Electronic Device	1,279	2.62%	456	1.26%	48
Activities While Reading Magazines					
Browse the internet on a computer	12,819	26.21%	8,857	24.46%	93
Browse the internet on a mobile phone or tablet	11,910	24.35%	6,564	18.13%	74
Follow or comment on social media	7,893	16.14%	4,686	12.94%	80
Engage with social media	8,841	18.08%	4,715	13.02%	72
Phone or send text messages to your friends or family	13,031	26.64%	9,193	25.39%	95

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Play video games	1,784	3.65%	993	2.74%	75
Listen to radio	13,729	28.07%	10,293	28.43%	101
Watch TV	18,016	36.84%	13,517	37.33%	101
Other	3,645	7.45%	3,070	8.48%	114
None	14,117	28.86%	11,293	31.19%	108
Actions Taken After Seeing an Ad					
Searched online for a product/brand/service	10,353	21.17%	7,858	21.70%	103
Purchased a product/brand/service	4,344	8.88%	3,250	8.98%	101
Used a coupon	6,316	12.91%	3,414	9.43%	73
Visited a retail/restaurant location	4,477	9.16%	3,514	9.71%	106
Attended an event (movie/theatre/show)	3,697	7.56%	2,645	7.30%	97
Talked about the ad or product/brand/service with others	4,381	8.96%	2,903	8.02%	90
Commented on the ad or product/brand/service on social media	757	1.55%	426	1.18%	76
Recommended the advertised product/brand/service	2,092	4.28%	1,123	3.10%	72

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.

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.