

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
<b>Weight - Population Aged 18 Years and Over</b>	58,363		40,777		
<b>When Last Read/Looked through Magazine - Any</b>					
Yesterday	12,943	21.49%	10,129	23.63%	110
Past Week	29,853	49.56%	21,715	50.66%	102
Past Month	40,130	66.62%	29,617	69.09%	104
Past 2 Months	42,886	71.19%	31,357	73.15%	103
Past 3 Months	46,703	77.53%	33,478	78.09%	101
Longer Ago	27,315	45.34%	19,131	44.63%	98
Never	6,369	10.57%	4,199	9.80%	93
<b>When Last Read/Looked through Magazine - Printed Issue</b>					
Yesterday	5,495	9.12%	4,029	9.40%	103
Past Week	20,456	33.96%	15,435	36.00%	106
Past Month	31,380	52.09%	23,152	54.01%	104
Past 2 Months	35,683	59.24%	26,375	61.52%	104
Past 3 Months	38,351	63.66%	28,222	65.83%	103
Longer Ago	18,485	30.69%	12,189	28.43%	93
Never	3,308	5.49%	2,496	5.82%	106
<b>When Last Read/Looked through Magazine - Digital Edition</b>					
Yesterday	10,664	17.70%	8,631	20.13%	114
Past Week	22,882	37.98%	16,589	38.70%	102
Past Month	31,406	52.14%	23,642	55.15%	106
Past 2 Months	33,796	56.10%	25,127	58.61%	104
Past 3 Months	37,468	62.20%	27,283	63.64%	102
Longer Ago	17,019	28.25%	12,165	28.38%	100
Never	6,043	10.03%	4,071	9.50%	95
<b>Time Spent Reading Any Magazine on Last Day - Any</b>					
Less than 5 minutes	8,595	14.27%	7,281	16.98%	119
5 to 15 minutes	22,441	37.25%	15,591	36.37%	98
16 to 30 minutes	18,811	31.23%	13,133	30.64%	98
31 to 60 minutes	7,939	13.18%	5,971	13.93%	106
1 to 2 hours	2,161	3.59%	2,172	5.07%	141
More than 2 hours	675	1.12%	278	0.65%	58
<b>Time Spent Reading Any Magazine on Last Day - Printed Issue</b>					
Less than 5 minutes	3,643	6.05%	3,390	7.91%	131
5 to 15 minutes	13,513	22.43%	9,261	21.60%	96
16 to 30 minutes	12,817	21.28%	8,903	20.77%	98
31 to 60 minutes	5,845	9.70%	4,847	11.31%	117
1 to 2 hours	1,229	2.04%	1,121	2.61%	128
More than 2 hours	393	0.65%	160	0.37%	57
<b>Time Spent Reading Any Magazine on Last Day - Digital Edition</b>					
Less than 5 minutes	6,875	11.41%	5,213	12.16%	107
5 to 15 minutes	13,342	22.15%	9,199	21.46%	97
16 to 30 minutes	10,874	18.05%	8,117	18.94%	105
31 to 60 minutes	3,989	6.62%	2,916	6.80%	103

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
1 to 2 hours	901	1.50%	752	1.75%	117
More than 2 hours	265	0.44%	118	0.28%	64
<b>Magazine Types - Frequency of Reading - Usually</b>					
Alternative News	2,434	4.04%	1,458	3.40%	84
Art	2,807	4.66%	2,345	5.47%	117
Automotive/Motorcycle	3,479	5.78%	2,759	6.44%	111
Bridal	421	0.70%	252	0.59%	84
Business/Finance	6,102	10.13%	4,463	10.41%	103
Children/Teen	1,253	2.08%	744	1.74%	84
Cultural/Ethnic	2,210	3.67%	1,171	2.73%	74
Entertainment/Celebrity	5,134	8.52%	3,548	8.28%	97
Fashion/Beauty	4,519	7.50%	2,893	6.75%	90
Food/Recipes	11,194	18.58%	7,355	17.16%	92
Gardening	4,518	7.50%	3,216	7.50%	100
Health/Fitness	6,491	10.78%	4,569	10.66%	99
Home Decor	5,329	8.85%	3,618	8.44%	95
Home Improvements	4,702	7.81%	3,559	8.30%	106
Men's	3,511	5.83%	2,447	5.71%	98
Nature	5,332	8.85%	3,708	8.65%	98
Parenting/Babies	1,212	2.01%	801	1.87%	93
Professional/Occupational	3,853	6.40%	3,240	7.56%	118
Sports/Recreation	5,463	9.07%	3,752	8.75%	96
Technology/Science	7,691	12.77%	4,843	11.30%	88
Travel/Tourism	7,701	12.78%	4,886	11.40%	89
Women's	5,870	9.75%	4,545	10.60%	109
<b>Magazine Types - Frequency of Reading - Sometimes</b>					
Alternative News	1,411	2.34%	1,294	3.02%	129
Art	2,514	4.17%	1,488	3.47%	83
Automotive/Motorcycle	3,037	5.04%	1,683	3.93%	78
Bridal	595	0.99%	500	1.17%	118
Business/Finance	3,461	5.75%	2,304	5.37%	93
Children/Teen	951	1.58%	1,043	2.43%	154
Cultural/Ethnic	2,565	4.26%	1,816	4.24%	100
Entertainment/Celebrity	7,198	11.95%	4,463	10.41%	87
Fashion/Beauty	4,893	8.12%	3,341	7.79%	96
Food/Recipes	9,791	16.25%	7,821	18.24%	112
Gardening	4,257	7.07%	3,051	7.12%	101
Health/Fitness	5,136	8.53%	4,277	9.98%	117
Home Decor	6,808	11.30%	4,876	11.38%	101
Home Improvements	6,511	10.81%	4,913	11.46%	106
Men's	2,938	4.88%	2,588	6.04%	124
Nature	4,506	7.48%	3,261	7.61%	102
Parenting/Babies	1,279	2.12%	848	1.98%	93
Professional/Occupational	2,394	3.97%	1,384	3.23%	81

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Sports/Recreation	5,128	8.51%	3,448	8.04%	94
Technology/Science	5,055	8.39%	3,219	7.51%	90
Travel/Tourism	7,952	13.20%	6,137	14.32%	108
Women's	3,822	6.34%	3,003	7.01%	111
<b>Magazine Types Read in the Past 12 Month - News, Business or Professional</b>					
Financial Post Magazine	3,769	6.26%	2,895	6.75%	108
Forbes	4,360	7.24%	3,079	7.18%	99
TIME	4,632	7.69%	3,755	8.76%	114
<b>Magazine Types Read in the Past 12 Month - Entertainment/Celebrity</b>					
InStyle	2,367	3.93%	1,352	3.15%	80
People	7,119	11.82%	5,254	12.26%	104
Us Weekly	3,192	5.30%	1,712	3.99%	75
<b>Personally Bought/Subscribed to in Past 12 Months</b>					
Print	17,653	29.30%	12,610	29.42%	100
Digital Edition	11,641	19.32%	8,574	20.00%	104
<b>Devices Used to Access Digital Magazine Content</b>					
Computer	14,636	24.30%	10,803	25.20%	104
Tablet	8,080	13.41%	5,690	13.27%	99
Smartphone	12,898	21.41%	8,867	20.68%	97
Other Electronic Device	1,529	2.54%	975	2.28%	90
<b>Activities While Reading Magazines</b>					
Browse the internet on a computer	9,220	15.31%	6,525	15.22%	99
Browse the internet on a mobile/smart phone or tablet	8,235	13.67%	5,745	13.40%	98
Follow or comment on social media	3,622	6.01%	1,907	4.45%	74
Engage with social media	8,987	14.92%	6,173	14.40%	97
Phone or send text messages to your friends or family	8,034	13.34%	4,907	11.45%	86
Send email(s)	5,326	8.84%	4,053	9.46%	107
Listen to radio	11,101	18.43%	8,321	19.41%	105
Watch TV	19,311	32.06%	12,741	29.72%	93
Other	2,788	4.63%	1,822	4.25%	92
None	21,318	35.39%	15,537	36.24%	102
<b>Magazine - Actions Taken After Seeing an Ad</b>					
Searched online for a product/brand/service	9,054	15.03%	6,341	14.79%	98
Purchased a product/brand/service	4,957	8.23%	3,629	8.47%	103
Downloaded a coupon	3,782	6.28%	3,017	7.04%	112
Used a coupon	4,148	6.89%	3,276	7.64%	111
Visited a retail/restaurant location	4,151	6.89%	2,974	6.94%	101
Attended an event (movie/theatre/show)	2,168	3.60%	1,180	2.75%	76
Talked about the ad or product/brand/service with others	5,548	9.21%	3,749	8.75%	95
Commented on the ad or product/brand/service on social media	2,628	4.36%	2,991	6.98%	160
Recommended the advertised product/brand/service	2,577	4.28%	1,974	4.61%	108
Visited the advertiser's website	7,350	12.20%	5,113	11.93%	98
<b>Magazine Quintiles - Print</b>					
Light	29,458	48.90%	20,624	48.11%	98

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Medium Light	7,989	13.26%	5,175	12.07%	91
Medium	7,652	12.70%	5,476	12.77%	101
Medium Heavy	7,484	12.42%	5,887	13.73%	111
Heavy	7,656	12.71%	5,707	13.31%	105
<b>Magazine Quintiles - Digital</b>					
Light	29,458	48.90%	20,624	48.11%	98
Medium Light	7,989	13.26%	5,175	12.07%	91
Medium	7,652	12.70%	5,476	12.77%	101
Medium Heavy	7,484	12.42%	5,887	13.73%	111
Heavy	7,656	12.71%	5,707	13.31%	105

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

**Data Vintage:** 2024/2025