

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		
Newspaper Quintiles - Print - Total					
Light	13,667	27.94%	6,280	17.34%	62
Medium Light	227	0.46%	188	0.52%	113
Medium	10,814	22.11%	7,145	19.73%	89
Medium Heavy	12,556	25.67%	8,774	24.23%	94
Heavy	11,645	23.81%	13,822	38.17%	160
Newspaper Quintiles - Print - English					
Light	13,290	27.17%	7,076	19.54%	72
Medium Light	351	0.72%	233	0.64%	89
Medium	10,539	21.55%	6,787	18.74%	87
Medium Heavy	13,525	27.65%	9,257	25.57%	92
Heavy	11,196	22.89%	12,856	35.51%	155
Newspaper 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	7	0.02%	0	0.00%	0
Newspaper Quintiles - Digital - All Age 12+ (New) - Total					
Light	19,845	40.58%	11,690	32.28%	80
Medium Light	6,997	14.31%	5,865	16.20%	113
Medium	10,043	20.54%	8,325	22.99%	112
Medium Heavy	6,971	14.25%	5,945	16.42%	115
Heavy	5,053	10.33%	4,383	12.11%	117
Newspaper Quintiles - Digital - All Age 12+ (New) - English					
Light	20,036	40.97%	12,176	33.63%	82
Medium Light	7,102	14.52%	6,750	18.64%	128
Medium	8,314	17.00%	6,357	17.56%	103
Medium Heavy	7,918	16.19%	6,450	17.81%	110
Heavy	5,538	11.32%	4,475	12.36%	109
Newspaper Quintiles - Digital - All Age 12+ (New) - 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	0	0.00%	0	0.00%	
Newspaper Quintiles - Digital - Users Only (New) - Total					
Light	8,405	17.19%	6,167	17.03%	99
Medium Light	14,588	29.83%	10,162	28.06%	94
Medium	10,397	21.26%	7,116	19.65%	92
Medium Heavy	9,793	20.02%	7,653	21.14%	106
Heavy	5,724	11.70%	5,110	14.11%	121
Newspaper Quintiles - Digital - Users Only (New) - English					
Light	6,110	12.49%	5,547	15.32%	123

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	Value	Percent	Value	Percent	Index
Medium Light	13,854	28.33%	9,907	27.36%	97
Medium	11,412	23.33%	7,403	20.45%	88
Medium Heavy	9,909	20.26%	7,564	20.89%	103
Heavy	7,610	15.56%	5,787	15.98%	103
Newspaper Quintiles - Digital - Users Only (New) - French					
Light	0	0.00%	0	0.00%	
Medium Light	13	0.03%	1	0.00%	0
Medium	0	0.00%	0	0.00%	
Medium Heavy	0	0.00%	0	0.00%	
Heavy	0	0.00%	0	0.00%	
When Last Read/Looked through Any					
Yesterday	33,360	68.21%	29,608	81.77%	120
Past Week	52,278	100.00%	43,298	100.00%	100
Past Month	64,277	100.00%	51,018	100.00%	100
Longer Ago	16,443	33.62%	11,593	32.02%	95
When Last Read/Looked through Any - Printed Newspaper					
Yesterday	21,040	43.02%	19,612	54.16%	126
Past Week	31,946	65.32%	26,371	72.83%	111
Past Month	36,412	74.45%	29,745	82.15%	110
Longer Ago	9,241	18.90%	4,356	12.03%	64
When Last Read/Looked through Any - Digital Newspaper					
Yesterday	12,320	25.19%	9,996	27.61%	110
Past Week	20,332	41.57%	16,927	46.75%	112
Past Month	27,865	56.97%	21,272	58.75%	103
Longer Ago	7,202	14.73%	7,236	19.99%	136
# of Any Weekday Print Issues Read/Looked through					
1	9,437	19.30%	6,876	18.99%	98
2	5,171	10.57%	3,648	10.08%	95
3	4,154	8.49%	2,869	7.92%	93
4	2,995	6.12%	1,965	5.43%	89
5	8,885	18.17%	10,979	30.32%	167
Read/Looked into Saturday Print Issue Past Month					
1	5,659	11.57%	3,722	10.28%	89
2	4,626	9.46%	3,832	10.58%	112
3	2,887	5.90%	3,454	9.54%	162
4	6,224	12.73%	8,660	23.92%	188
Read/Looked into Any Sunday Print Issue Past Month					
1	5,733	11.72%	4,265	11.78%	101
2	2,255	4.61%	1,945	5.37%	116
3	1,984	4.06%	1,705	4.71%	116
4	3,629	7.42%	3,642	10.06%	136
Any Newspaper Aumulative Audienc - Print					
5-Day	31,309	64.02%	26,568	73.37%	115
Any Newspaper Aumulative Audience - Print					
6/7 Day	31,224	63.84%	27,124	74.91%	117

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	Value	Percent	Value	Percent	Index
Any Newspaper Aumulative Audience - Digital					
6/7 Day	16,606	33.95%	14,347	39.62%	117
Any Newspaper Aumulative Audience - Total Print/Digital					
6/7 Day	36,683	75.00%	30,982	85.57%	114
How Last Print Issue Obtained - Weekday					
Paid Subscription Delivered to Household	5,842	11.95%	9,896	27.33%	229
Paid Subscription Delivered to Office	682	1.39%	557	1.54%	111
Purchased at Newsstand, Store or Box	959	1.96%	530	1.46%	74
In Public Place (e.g. Waiting Room, Reception Area)	2,925	5.98%	2,278	6.29%	105
Obtained Free of Charge	609	1.25%	477	1.32%	106
Some Other Way	1,359	2.78%	1,006	2.78%	100
How Last Print Issue Obtained - Saturday					
Paid Subscription Delivered to Household	5,702	11.66%	8,674	23.96%	205
Paid Subscription Delivered to Office	511	1.05%	267	0.74%	70
Purchased at Newsstand, Store or Box	2,211	4.52%	1,421	3.92%	87
In Public Place (e.g. Waiting Room, Reception Area)	3,075	6.29%	2,144	5.92%	94
Obtained Free of Charge	1,589	3.25%	1,149	3.17%	98
Some Other Way	2,064	4.22%	2,472	6.83%	162
How Last Print Issue Obtained - Sunday					
Paid Subscription Delivered to Household	2,953	6.04%	3,110	8.59%	142
Paid Subscription Delivered to Office	213	0.44%	130	0.36%	82
Purchased at Newsstand, Store or Box	1,693	3.46%	1,475	4.07%	118
In Public Place (e.g. Waiting Room, Reception Area)	1,445	2.96%	1,608	4.44%	150
Obtained Free of Charge	898	1.84%	609	1.68%	91
Some Other Way	974	1.99%	630	1.74%	87
Print Newspaper Sections - Usually Read					
Local News	20,250	41.41%	18,514	51.13%	123
Provincial or National News	17,501	35.78%	16,787	46.36%	130
World News	19,917	40.72%	19,469	53.77%	132
Sports	7,260	14.84%	7,657	21.15%	143
Finance or Business	8,109	16.58%	9,699	26.79%	162
Arts and Entertainment	11,689	23.90%	11,634	32.13%	134
Editorials	8,636	17.66%	9,359	25.85%	146
Food	10,063	20.58%	9,645	26.64%	129
Fashion or Lifestyle	7,461	15.25%	6,864	18.96%	124
Travel	9,408	19.24%	8,114	22.41%	116
Automotive	4,413	9.02%	4,486	12.39%	137
Comics	10,104	20.66%	8,835	24.40%	118
Home or Real Estate	6,199	12.68%	6,111	16.88%	133
Health	11,391	23.29%	10,588	29.24%	126
Puzzles and Games	8,866	18.13%	8,623	23.81%	131
Print Newspaper Sections - Sometimes Read					
Local News	3,283	6.71%	3,657	10.10%	151
Provincial or National News	5,886	12.04%	5,084	14.04%	117

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	Value	Percent	Value	Percent	Index
World News	3,868	7.91%	2,903	8.02%	101
Sports	8,520	17.42%	7,875	21.75%	125
Finance or Business	9,923	20.29%	8,786	24.27%	120
Arts and Entertainment	10,298	21.06%	9,268	25.60%	122
Editorials	10,063	20.58%	8,386	23.16%	113
Food	11,067	22.63%	10,175	28.10%	124
Fashion or Lifestyle	9,752	19.94%	10,160	28.06%	141
Travel	10,088	20.63%	10,092	27.87%	135
Automotive	9,072	18.55%	9,220	25.46%	137
Comics	7,066	14.45%	6,733	18.60%	129
Home or Real Estate	11,087	22.67%	9,603	26.52%	117
Health	10,007	20.46%	9,385	25.92%	127
Puzzles and Games	7,015	14.34%	5,774	15.95%	111
Devices Used to Access Digital Content					
Computer	20,625	42.17%	18,014	49.75%	118
Tablet	12,187	24.92%	11,986	33.10%	133
Smartphone	19,000	38.85%	14,892	41.13%	106
Other Electronic Device	2,737	5.60%	1,700	4.69%	84
Devices Used to Access Digital Content - Most Often					
Computer	12,885	26.35%	11,558	31.92%	121
Tablet	4,766	9.75%	4,724	13.05%	134
Smartphone	10,374	21.21%	7,601	20.99%	99
Other Electronic Device	397	0.81%	394	1.09%	135
Devices Used to Access Digital Content - Sometimes					
Computer	7,740	15.83%	6,456	17.83%	113
Tablet	7,421	15.17%	7,261	20.05%	132
Smartphone	8,626	17.64%	7,291	20.14%	114
Other Electronic Device	2,340	4.78%	1,305	3.61%	76
Digital Newspaper Edition Sections - Usually Read					
Local News	12,218	24.98%	10,000	27.62%	111
Provincial or National News	12,627	25.82%	11,453	31.63%	123
World News	14,574	29.80%	13,553	37.43%	126
Sports	4,797	9.81%	4,416	12.20%	124
Finance or Business	5,681	11.62%	7,661	21.16%	182
Arts and Entertainment	5,898	12.06%	3,600	9.94%	82
Editorials	3,579	7.32%	3,386	9.35%	128
Food	4,831	9.88%	2,862	7.91%	80
Fashion or Lifestyle	3,582	7.32%	2,556	7.06%	96
Travel	4,368	8.93%	3,538	9.77%	109
Automotive	2,408	4.92%	2,571	7.10%	144
Comics	4,833	9.88%	2,805	7.75%	78
Home or Real Estate	2,848	5.82%	3,150	8.70%	149
Health	5,194	10.62%	3,750	10.36%	98
Puzzles and Games	4,881	9.98%	2,919	8.06%	81

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	Value	Percent	Value	Percent	Index
Digital Newspaper Edition Sections - Sometimes Read					
Local News	6,983	14.28%	6,408	17.70%	124
Provincial or National News	6,181	12.64%	5,049	13.94%	110
World News	5,005	10.23%	3,728	10.30%	101
Sports	6,752	13.81%	7,058	19.49%	141
Finance or Business	8,841	18.08%	6,544	18.07%	100
Arts and Entertainment	9,797	20.03%	9,402	25.97%	130
Editorials	10,503	21.48%	8,662	23.92%	111
Food	9,601	19.63%	9,491	26.21%	134
Fashion or Lifestyle	8,979	18.36%	8,835	24.40%	133
Travel	10,791	22.06%	9,358	25.84%	117
Automotive	5,979	12.23%	5,086	14.05%	115
Comics	5,340	10.92%	3,976	10.98%	101
Home or Real Estate	9,414	19.25%	8,694	24.01%	125
Health	10,543	21.56%	8,820	24.36%	113
Puzzles and Games	3,719	7.60%	2,479	6.85%	90
Activities While Reading Daily Newspapers					
Browse the internet on a computer	9,952	20.35%	6,188	17.09%	84
Browse the internet on a mobile phone or tablet	11,648	23.82%	6,056	16.73%	70
Follow or comment on social media	4,965	10.15%	3,372	9.31%	92
Engage with social media	5,061	10.35%	3,704	10.23%	99
Phone or send text messages to your friends or family	9,382	19.18%	6,043	16.69%	87
Play video games	2,195	4.49%	1,129	3.12%	69
Listen to radio	13,288	27.17%	9,829	27.14%	100
Watch TV	17,234	35.24%	13,767	38.02%	108
Other	4,669	9.55%	2,981	8.23%	86
Newspapers - Actions Taken After Seeing an Ad					
Searched online for a product/brand/service	5,409	11.06%	4,215	11.64%	105
Purchased a product/brand/service	3,569	7.30%	2,452	6.77%	93
Used a coupon	4,383	8.96%	3,679	10.16%	113
Visited a retail/restaurant location	3,797	7.76%	2,508	6.93%	89
Attended an event (movie/theatre/show)	2,776	5.68%	2,653	7.33%	129
Talked about the ad or product/brand/service with others	3,070	6.28%	1,482	4.09%	65
Commented on the ad or product/brand/service on social media	805	1.65%	398	1.10%	67
Recommended the advertised product/brand/service	1,567	3.21%	878	2.43%	76
Community Newspapers (Print or Digital) - When Last Read					
Yesterday	11,846	24.22%	8,511	23.50%	97
Past Week	23,951	48.97%	17,287	47.74%	97
Past Month	32,107	65.65%	23,669	65.37%	100
Longer Ago	8,772	17.94%	5,677	15.68%	87
Community Newspapers (Print or Digital) - Time Spent Last Day					
Less Than 5 Minutes	4,019	8.22%	2,916	8.06%	98
5 To 15 Minutes	15,013	30.70%	11,407	31.50%	103
16 To 30 Minutes	9,688	19.81%	7,773	21.47%	108

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	Value	Percent	Value	Percent	Index
31 To 60 Minutes	2,920	5.97%	1,325	3.66%	61
1 To 2 Hours	180	0.37%	68	0.19%	51
More Than 2 Hours	287	0.59%	179	0.50%	85
Activities While Reading Community Newspapers					
Browse the internet on a computer	6,630	13.56%	4,106	11.34%	84
Browse the internet on a mobile phone or tablet	6,641	13.58%	3,613	9.98%	73
Follow or comment on social media	4,428	9.05%	2,290	6.33%	70
Engage with social media	4,285	8.76%	2,894	7.99%	91
Phone or send text messages to your friends or family	7,826	16.00%	3,406	9.41%	59
Play video games	1,352	2.76%	859	2.37%	86
Listen to radio	10,298	21.06%	6,912	19.09%	91
Watch TV	14,890	30.45%	10,411	28.75%	94
Other	4,965	10.15%	2,300	6.35%	63
Community Newspapers - Actions Taken After Seeing an Ad					
Searched online for a product/brand/service	4,610	9.43%	3,496	9.65%	102
Purchased a product/brand/service	3,690	7.54%	2,693	7.44%	99
Used a coupon	6,005	12.28%	4,400	12.15%	99
Visited a retail/restaurant location	4,092	8.37%	2,769	7.65%	91
Attended an event (movie/theatre/show)	4,249	8.69%	2,899	8.01%	92
Talked about the ad or product/brand/service with others	2,183	4.46%	1,277	3.53%	79
Commented on the ad or product/brand/service on social media	366	0.75%	228	0.63%	84
Recommended the advertised product/brand/service	788	1.61%	390	1.08%	67

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.