

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	48,447		35,998		
In-Town Travel - # Km Past Week					
Under 15km (<9 Miles)	6,505	13.43%	4,195	11.65%	87
15-24km (9-15 Miles)	5,385	11.12%	3,935	10.93%	98
25-49km (16-30 Miles)	6,900	14.24%	5,054	14.04%	99
50-74km (31-46 Miles)	6,443	13.30%	5,099	14.16%	106
75-99km (47-61 Miles)	3,122	6.45%	2,482	6.90%	107
100-149km (62-92 Miles)	7,001	14.45%	5,183	14.40%	100
150-249km (93-154 Miles)	4,511	9.31%	4,155	11.54%	124
250-500km (155-311 Miles)	4,192	8.65%	3,115	8.65%	100
500km or More (311 Miles or More)	1,516	3.13%	1,470	4.08%	130
In-Town Travel - # People in a Car Last Time					
1 (yourself alone)	15,654	32.31%	12,625	35.07%	109
2	11,560	23.86%	10,352	28.76%	121
3	4,237	8.75%	2,350	6.53%	75
4+	2,737	5.65%	2,543	7.06%	125
Public Transit - When Last Time Used					
Yesterday	8,828	18.22%	4,073	11.31%	62
Past Week	17,620	36.37%	11,512	31.98%	88
Past Month	26,861	55.45%	17,319	48.11%	87
Longer Than a Month Ago	19,185	39.60%	15,232	42.31%	107
Public Transit - When Last Time Used Bus					
Yesterday	8,258	17.05%	4,150	11.53%	68
Past week	5,985	12.35%	4,094	11.37%	92
Longer Ago	1,692	3.49%	1,670	4.64%	133
Public Transit - # Times Boarded Bus Last Day					
1	2,976	6.14%	1,681	4.67%	76
2	5,405	11.16%	3,557	9.88%	89
3	1,552	3.20%	1,268	3.52%	110
4	1,081	2.23%	493	1.37%	61
5+	1,511	3.12%	610	1.70%	54
Not Used	4,296	8.87%	3,992	11.09%	125
Out of Home Advertising Exposure - Time Spent Travelling (Mon-Sun) by - Car					
Less Than 1 Hour	6,901	14.24%	4,753	13.21%	93
1-2 Hours	10,406	21.48%	8,415	23.38%	109
3-4 Hours	13,640	28.16%	11,766	32.68%	116
5-8 Hours	6,208	12.82%	5,228	14.52%	113
9 or More Hours	4,600	9.49%	2,740	7.61%	80
Out of Home Advertising Exposure - Time Spent Travelling (Mon-Sun) by - Bus					
Less Than 1 Hour	11,057	22.82%	7,700	21.39%	94
1-2 Hours	4,210	8.69%	1,995	5.54%	64
3-4 Hours	2,516	5.19%	1,167	3.24%	62
5-8 Hours	1,614	3.33%	1,671	4.64%	139
9 or More Hours	1,161	2.40%	715	1.99%	83

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Out of Home Advertising Exposure - Time Spent Travelling (Mon-Sun) by - Subway					
Less Than 1 Hour	7	0.01%	3	0.01%	100
1-2 Hours	46	0.10%	8	0.02%	20
3-4 Hours	54	0.11%	26	0.07%	64
5-8 Hours	11	0.02%	1	0.00%	0
Out of Home Advertising Exposure - Time Spent Travelling (Mon-Sun) by - LRT					
Less Than 1 Hour	1,778	3.67%	563	1.56%	43
1-2 Hours	679	1.40%	278	0.77%	55
3-4 Hours	248	0.51%	108	0.30%	59
Out of Home Advertising Exposure - Time Spent Travelling (Mon-Sun) by - Train					
Less Than 1 Hour	6,195	12.79%	4,151	11.53%	90
1-2 Hours	2,787	5.75%	1,824	5.07%	88
3-4 Hours	649	1.34%	400	1.11%	83
5-8 Hours	442	0.91%	601	1.67%	184
9 or More Hours	410	0.85%	241	0.67%	79
Out of Home Advertising Exposure - Time Spent Travelling (Mon-Sun) by - Taxi					
Less Than 1 Hour	6,356	13.12%	4,413	12.26%	93
1-2 Hours	205	0.42%	101	0.28%	67
3-4 Hours	67	0.14%	63	0.18%	129
5-8 Hours	80	0.17%	40	0.11%	65
9 or More Hours	331	0.68%	237	0.66%	97
Out of Home Advertising Exposure - Time Spent Travelling (Mon-Sun) by - Bicycle					
Less Than 1 Hour	4,830	9.97%	3,249	9.03%	91
1-2 Hours	1,759	3.63%	1,595	4.43%	122
3-4 Hours	1,451	3.00%	1,618	4.50%	150
5-8 Hours	684	1.41%	665	1.85%	131
9 or More Hours	739	1.53%	624	1.73%	113
Out of Home Advertising Exposure - Time Spent Travelling (Mon-Sun) by - Foot					
Less Than 1 Hour	14,896	30.75%	9,407	26.13%	85
1-2 Hours	13,006	26.85%	10,065	27.96%	104
3-4 Hours	7,292	15.05%	7,209	20.03%	133
5-8 Hours	4,645	9.59%	3,318	9.22%	96
9 or More Hours	2,336	4.82%	1,058	2.94%	61
Types of Out of Home Advertising Seen Past Week					
Roadside Billboards	33,669	69.50%	24,561	68.23%	98
On a bus stop/shelter	31,807	65.65%	22,165	61.57%	94
Inside/outside a bus	26,749	55.21%	18,520	51.45%	93
Inside/outside a taxi	13,808	28.50%	9,279	25.78%	90
At an airport	14,555	30.04%	10,250	28.47%	95
At subway stations/platforms/trains	15,962	32.95%	10,866	30.18%	92
In shopping centres/malls	27,382	56.52%	20,212	56.15%	99
Inside/outside retail stores	29,076	60.02%	20,883	58.01%	97
In convenience stores	19,981	41.24%	12,237	34.00%	82
In bars/pubs/sports bars/nightclubs	13,581	28.03%	9,058	25.16%	90

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	Value	Percent	Value	Percent	Index
Restaurants/restobars (serving alcohol and/or food)	18,237	37.64%	11,347	31.52%	84
At gas stations	23,381	48.26%	17,014	47.27%	98
In cinema lobby	14,225	29.36%	8,975	24.93%	85
At sports venues	10,201	21.06%	6,577	18.27%	87
At sport/fitness clubs	11,467	23.67%	6,254	17.37%	73
In local arenas/recreational centers	10,908	22.52%	6,552	18.20%	81
At quick service restaurants	15,689	32.38%	11,206	31.13%	96
In elevators	14,578	30.09%	10,483	29.12%	97
In elevators in residential buildings	12,327	25.44%	7,732	21.48%	84
In elevators in commercial buildings	12,704	26.22%	9,377	26.05%	99
At Indoor Parking	9,591	19.80%	7,181	19.95%	101
At Outdoor Parking	9,178	18.94%	6,144	17.07%	90
Washrooms	18,043	37.24%	12,892	35.81%	96
On Campus	9,757	20.14%	6,195	17.21%	85
Other	8,658	17.87%	5,179	14.39%	81
Types of Out of Home Advertising Seen Past Week - Digital Screen					
Roadside Billboards	18,465	38.12%	14,794	41.10%	108
On a bus stop/shelter	3,504	7.23%	3,868	10.74%	149
Inside/outside a bus	2,153	4.44%	1,276	3.55%	80
Inside/outside a taxi	1,918	3.96%	1,101	3.06%	77
At an airport	7,477	15.43%	6,053	16.81%	109
At subway stations/platforms/trains	4,776	9.86%	3,906	10.85%	110
In shopping centres/malls	10,573	21.82%	8,536	23.71%	109
Inside/outside retail stores	7,330	15.13%	7,118	19.77%	131
In convenience stores	4,964	10.25%	3,600	10.00%	98
In bars/pubs/sports bars/nightclubs	6,767	13.97%	3,845	10.68%	76
Restaurants/restobars (serving alcohol and/or food)	7,449	15.38%	4,047	11.24%	73
At gas stations	7,704	15.90%	5,126	14.24%	90
In cinema lobby	5,894	12.17%	3,333	9.26%	76
At sports venues	4,518	9.33%	2,867	7.96%	85
At sport/fitness clubs	4,000	8.26%	2,400	6.67%	81
In local arenas/recreational centers	3,875	8.00%	2,553	7.09%	89
At quick service restaurants	6,801	14.04%	4,496	12.49%	89
In elevators	5,100	10.53%	3,999	11.11%	106
In elevators in residential buildings	4,071	8.40%	2,416	6.71%	80
In elevators in commercial buildings	3,594	7.42%	2,806	7.80%	105
At Indoor Parking	2,628	5.43%	1,533	4.26%	78
At Outdoor Parking	1,654	3.42%	995	2.76%	81
Washrooms	4,098	8.46%	2,923	8.12%	96
On Campus	2,783	5.74%	1,600	4.45%	78
Other	5,200	10.73%	3,176	8.82%	82
Types of Out of Home Advertising Seen Past Week - Others (e.g. posters/billboards)					
Roadside Billboards	28,481	58.79%	20,206	56.13%	95
On a bus stop/shelter	30,170	62.28%	21,662	60.18%	97

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	Value	Percent	Value	Percent	Index
Inside/outside a bus	25,123	51.86%	17,196	47.77%	92
Inside/outside a taxi	14,095	29.09%	8,335	23.15%	80
At an airport	7,925	16.36%	5,878	16.33%	100
At subway stations/platforms/trains	14,013	28.93%	9,409	26.14%	90
In shopping centres/malls	24,453	50.47%	18,684	51.90%	103
Inside/outside retail stores	27,954	57.70%	19,488	54.14%	94
In convenience stores	18,843	38.90%	11,443	31.79%	82
In bars/pubs/sports bars/nightclubs	10,496	21.67%	6,707	18.63%	86
Restaurants/restobars (serving alcohol and/or food)	14,156	29.22%	9,305	25.85%	88
At gas stations	20,221	41.74%	14,326	39.80%	95
In cinema lobby	11,636	24.02%	7,393	20.54%	86
At sports venues	7,399	15.27%	5,286	14.68%	96
At sport/fitness clubs	8,964	18.50%	5,385	14.96%	81
In local arenas/recreational centers	8,429	17.40%	5,216	14.49%	83
At quick service restaurants	13,237	27.32%	8,926	24.80%	91
In elevators	12,731	26.28%	9,002	25.01%	95
In elevators in residential buildings	9,653	19.93%	6,504	18.07%	91
In elevators in commercial buildings	10,559	21.79%	7,072	19.65%	90
At Indoor Parking	8,809	18.18%	6,008	16.69%	92
At Outdoor Parking	8,691	17.94%	6,589	18.31%	102
Washrooms	15,182	31.34%	10,835	30.10%	96
On Campus	8,624	17.80%	6,216	17.27%	97
Other	7,872	16.25%	4,855	13.49%	83
Out of Home Advertising Exposure - Actions after Seeing an Ad					
Searched online for a product/brand/service	3,866	7.98%	1,756	4.88%	61
Purchased a product/brand/service	1,380	2.85%	1,141	3.17%	111
Used a coupon	294	0.61%	178	0.49%	80
Visited a retail/restaurant location	2,817	5.81%	1,520	4.22%	73
Attended an event (movie/theatre/show)	1,502	3.10%	854	2.37%	76
Talked about the ad or product/brand/service with others	1,407	2.90%	918	2.55%	88
Commented on the ad or product/brand/service on social media	246	0.51%	255	0.71%	139
Recommended the advertised product/brand/service	217	0.45%	39	0.11%	24
Direct Mail - Read/Look Into - Brochures					
Never	14,561	30.06%	10,254	28.48%	95
Sometimes	27,450	56.66%	21,769	60.47%	107
Often	4,265	8.80%	2,793	7.76%	88
Always	2,170	4.48%	1,182	3.28%	73
Direct Mail - Read/Look Into - Catalogues					
Never	13,144	27.13%	8,480	23.56%	87
Sometimes	27,462	56.69%	21,792	60.54%	107
Often	5,568	11.49%	4,653	12.93%	113
Always	2,273	4.69%	1,072	2.98%	64
Direct Mail - Read/Look Into - Coupon Booklets					
Never	15,665	32.34%	12,094	33.60%	104

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	Value	Percent	Value	Percent	Index
Sometimes	21,585	44.56%	16,523	45.90%	103
Often	7,361	15.19%	5,187	14.41%	95
Always	3,836	7.92%	2,195	6.10%	77
Direct Mail - Read/Look Into - Envelopes					
Never	21,496	44.37%	14,071	39.09%	88
Sometimes	17,699	36.53%	14,517	40.33%	110
Often	5,001	10.32%	3,519	9.78%	95
Always	4,251	8.77%	3,891	10.81%	123
Direct Mail - Read/Look Into - Newsletter					
Never	17,983	37.12%	11,510	31.98%	86
Sometimes	22,151	45.72%	17,959	49.89%	109
Often	6,884	14.21%	5,716	15.88%	112
Always	1,428	2.95%	812	2.26%	77
Direct Mail - Read/Look Into - E-Mail Coupons/Flyers					
Never	12,893	26.61%	10,140	28.17%	106
Sometimes	22,465	46.37%	17,271	47.98%	103
Often	7,500	15.48%	5,503	15.29%	99
Always	5,236	10.81%	2,933	8.15%	75
Direct Mail - Read/Look Into - Door Hangers					
Never	28,168	58.14%	18,825	52.29%	90
Sometimes	15,664	32.33%	14,281	39.67%	123
Often	2,290	4.73%	1,492	4.15%	88
Always	1,977	4.08%	1,257	3.49%	86
Direct Mail - Delivered to Home					
Addressed	39,459	81.45%	29,907	83.08%	102
Unaddressed	32,615	67.32%	23,725	65.91%	98
Direct Mail - Delivered to Home - Most Often					
Addressed	31,687	65.41%	22,779	63.28%	97
Unaddressed	11,692	24.13%	9,931	27.59%	114
Direct Mail - Delivered to Home - Sometimes					
Addressed	7,890	16.29%	7,325	20.35%	125
Unaddressed	21,754	44.90%	14,615	40.60%	90
Direct Mail - Use to Plan/Make a Purchase - Brochures					
Sometimes	25,287	52.20%	18,335	50.93%	98
Often	1,954	4.03%	1,193	3.31%	82
Always	435	0.90%	81	0.23%	26
Direct Mail - Use to Plan/Make a Purchase - Catalogues					
Sometimes	24,102	49.75%	18,053	50.15%	101
Often	4,504	9.30%	3,535	9.82%	106
Always	465	0.96%	93	0.26%	27
Direct Mail - Use to Plan/Make a Purchase - Coupon Booklets					
Sometimes	20,336	41.98%	16,556	45.99%	110
Often	5,807	11.99%	3,313	9.20%	77
Always	2,146	4.43%	1,063	2.95%	67

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Direct Mail - Use to Plan/Make a Purchase - Email Coupons					
Sometimes	19,559	40.37%	16,358	45.44%	113
Often	5,428	11.20%	3,422	9.51%	85
Always	2,987	6.17%	1,337	3.71%	60
Direct Mail - Use to Plan/Make a Purchase - Newsletters					
Sometimes	16,429	33.91%	12,735	35.38%	104
Often	2,582	5.33%	1,508	4.19%	79
Always	428	0.88%	269	0.75%	85
Direct Mail - Use to Plan/Make a Purchase - Addressed Mail Offers					
Sometimes	19,443	40.13%	15,593	43.32%	108
Often	3,706	7.65%	1,424	3.96%	52
Always	1,587	3.28%	800	2.22%	68
Direct Mail - Use to Plan/Make a Purchase - Unaddressed Mail Offers					
Sometimes	19,049	39.32%	14,560	40.45%	103
Often	2,808	5.80%	1,458	4.05%	70
Always	271	0.56%	149	0.41%	73
Flyers/Inserts-Personally Read/Looked Into Print/Digital in the Past 12 Months	35,147	72.55%	26,456	73.49%	101
Flyers/Inserts - Use to Plan/Make Purchases - Appliances or Furniture					
Frequently	2,050	4.23%	1,480	4.11%	97
Sometimes	18,050	37.26%	12,275	34.10%	92
Never	15,046	31.06%	12,702	35.29%	114
Flyers/Inserts - Use to Plan/Make Purchases - Clothing and Accessories					
Frequently	4,716	9.73%	2,711	7.53%	77
Sometimes	18,295	37.76%	13,659	37.94%	100
Never	12,136	25.05%	10,086	28.02%	112
Flyers/Inserts - Use to Plan/Make Purchases - Computer Hardware/Software					
Frequently	2,750	5.68%	2,323	6.45%	114
Sometimes	18,559	38.31%	13,790	38.31%	100
Never	13,838	28.56%	10,343	28.73%	101
Flyers/Inserts - Use to Plan/Make Purchases - Entertainment/Restaurants					
Frequently	3,712	7.66%	2,408	6.69%	87
Sometimes	23,450	48.40%	17,514	48.65%	101
Never	7,984	16.48%	6,534	18.15%	110
Flyers/Inserts - Use to Plan/Make Purchases - Fitness Clubs					
Frequently	377	0.78%	327	0.91%	117
Sometimes	5,600	11.56%	3,721	10.34%	89
Never	29,169	60.21%	22,407	62.25%	103
Flyers/Inserts - Use to Plan/Make Purchases - Groceries					
Frequently	18,726	38.65%	13,326	37.02%	96
Sometimes	14,596	30.13%	11,179	31.06%	103
Never	1,825	3.77%	1,950	5.42%	144
Flyers/Inserts - Use to Plan/Make Purchases - Health Care or Personal Care Items					
Frequently	5,043	10.41%	3,666	10.19%	98

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Sometimes	18,480	38.14%	13,305	36.96%	97
Never	11,624	23.99%	9,485	26.35%	110
Flyers/Inserts - Use to Plan/Make Purchases - Home Entertainment Items					
Frequently	1,998	4.12%	1,651	4.59%	111
Sometimes	16,123	33.28%	11,565	32.13%	97
Never	17,026	35.14%	13,240	36.78%	105
Flyers/Inserts - Use to Plan/Make Purchases - Home Furnishings					
Frequently	1,622	3.35%	1,207	3.35%	100
Sometimes	16,605	34.27%	12,084	33.57%	98
Never	16,921	34.93%	13,164	36.57%	105
Flyers/Inserts - Use to Plan/Make Purchases - Home Improvement Products and Services					
Frequently	2,086	4.31%	1,372	3.81%	88
Sometimes	15,650	32.30%	12,967	36.02%	112
Never	17,411	35.94%	12,117	33.66%	94
Flyers/Inserts - Use to Plan/Make Purchases - Investments or Banking Services					
Frequently	1,537	3.17%	1,694	4.71%	149
Sometimes	8,768	18.10%	6,236	17.32%	96
Never	24,842	51.28%	18,526	51.47%	100
Flyers/Inserts - Use to Plan/Make Purchases - Sports Equipment					
Frequently	613	1.27%	652	1.81%	143
Sometimes	7,540	15.56%	5,658	15.72%	101
Never	26,994	55.72%	20,145	55.96%	100
Flyers/Inserts - Use to Plan/Make Purchases - Wireless Products					
Frequently	1,941	4.01%	1,339	3.72%	93
Sometimes	14,480	29.89%	11,156	30.99%	104
Never	18,726	38.65%	13,960	38.78%	100
Flyers/Inserts - Use to Plan/Make Purchases - Other Products or Services					
Frequently	903	1.86%	585	1.62%	87
Sometimes	18,888	38.99%	14,034	38.99%	100
Never	15,357	31.70%	11,837	32.88%	104
Flyers/Inserts - How Currently Receive					
With Daily Newspaper	6,538	13.50%	6,871	19.09%	141
With Community Newspaper	20,804	42.94%	16,768	46.58%	108
With Mail (Addressed Mail)	21,231	43.82%	16,251	45.14%	103
Delivered to Your Door (Unaddressed Mail)	16,454	33.96%	13,614	37.82%	111
At Your Local Retail Store	5,563	11.48%	3,615	10.04%	87
Online (via Search)	7,991	16.50%	5,424	15.07%	91
Via E-Mail	13,001	26.84%	11,100	30.84%	115
Materials Distributed By Publi-Sac - EMoved Materials from Publi-Sac Past Month					
	5,489	11.33%	4,442	12.34%	109
Materials Distributed By Publi-Sac - Read/Looked into Contents					
Past Week	1,164	2.40%	1,447	4.02%	168
Past Month	1,522	3.14%	1,021	2.84%	90
Longer Ago	727	1.50%	528	1.47%	98

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Never	2,076	4.29%	1,446	4.02%	94

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. 2018

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.