

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	51,426		39,463		
In-Town Travel - # Km Travelled in A Car as a Driver/Passenger in Past 7 Days					
In-Town Travel - Under 15km (<9 Miles)	6,247	12.15%	3,431	8.69%	72
In-Town Travel - 15-24km (9-15 Miles)	6,012	11.69%	3,734	9.46%	81
In-Town Travel - 25-49km (16-30 Miles)	5,869	11.41%	4,315	10.93%	96
In-Town Travel - 50-74km (31-46 Miles)	6,655	12.94%	5,124	12.98%	100
In-Town Travel - 75-99km (47-61 Miles)	4,041	7.86%	3,362	8.52%	108
In-Town Travel - 100-149km (62-92 Miles)	5,013	9.75%	5,309	13.45%	138
In-Town Travel - 150-249km (93-154 Miles)	5,266	10.24%	5,731	14.52%	142
In-Town Travel - 250-500km (155-311 Miles)	4,188	8.14%	3,971	10.06%	124
In-Town Travel - 500km Or More (311 Miles Or More)	1,676	3.26%	1,890	4.79%	147
In-Town Travel - # People in a Car Last Time Travelled					
# People in a Car - 1 (yourself alone)	18,048	35.09%	13,818	35.02%	100
# People in a Car - 2	17,015	33.09%	14,402	36.50%	110
# People in a Car - 3	3,113	6.05%	2,724	6.90%	114
# People in a Car - 4+	1,626	3.16%	1,316	3.34%	106
Public Transit - When Last Time Used					
Public Transit - Yesterday	7,950	15.46%	4,057	10.28%	66
Public Transit - Past Week	15,258	29.67%	9,891	25.06%	84
Public Transit - Past Month	21,449	41.71%	11,794	29.89%	72
Public Transit - Longer Than a Month Ago	23,116	44.95%	19,927	50.50%	112
Public Transit - Never Used	4,569	8.88%	3,028	7.67%	86
Public Transit - When Last Time Used Bus					
Bus - Yesterday	6,910	13.44%	3,526	8.93%	66
Bus - Past week	5,727	11.14%	4,546	11.52%	103
Bus - Longer Ago	1,571	3.06%	1,441	3.65%	119
Public Transit - Number of Times Boarded Bus Last Day					
# Boarded Bus - 1	2,363	4.60%	1,479	3.75%	82
# Boarded Bus - 2	1,325	2.58%	1,117	2.83%	110
# Boarded Bus - 3	925	1.80%	784	1.99%	111
# Boarded Bus - 4	2,390	4.65%	1,051	2.66%	57
# Boarded Bus - 5+	259	0.50%	148	0.37%	74
# Boarded Bus - Not Used	2,652	5.16%	2,121	5.37%	104
Time Spent Commuting in a Typical Week (Mon - Sun) by - Car					
Car - Less Than 1 Hour	8,091	15.73%	4,653	11.79%	75
Car - 1-2 Hours	14,023	27.27%	10,666	27.03%	99
Car - 3-4 Hours	11,206	21.79%	11,206	28.40%	130
Car - 5-8 Hours	6,961	13.54%	6,155	15.60%	115
Car - 9 Or More Hours	4,855	9.44%	3,772	9.56%	101
Time Spent Commuting in a Typical Week (Mon - Sun) by - Bus					
Bus - Less Than 1 Hour	8,252	16.05%	6,472	16.40%	102
Bus - 1-2 Hours	4,161	8.09%	3,253	8.24%	102
Bus - 3-4 Hours	3,930	7.64%	2,015	5.11%	67
Bus - 5-8 Hours	860	1.67%	525	1.33%	80

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Bus - 9 Or More Hours	407	0.79%	209	0.53%	67
Time Spent Commuting in a Typical Week (Mon - Sun) by - Subway					
Subway - Less Than 1 Hour	839	1.63%	416	1.06%	65
Subway - 1-2 Hours	1,048	2.04%	469	1.19%	58
Subway - 3-4 Hours	309	0.60%	125	0.32%	53
Subway - 5-8 Hours	206	0.40%	165	0.42%	105
Time Spent Commuting in a Typical Week (Mon - Sun) by - LRT					
LRT - Less Than 1 Hour	1,145	2.23%	1,303	3.30%	148
LRT - 1-2 Hours	970	1.89%	719	1.82%	96
LRT - 3-4 Hours	191	0.37%	263	0.67%	181
Time Spent Commuting in a Typical Week (Mon - Sun) by - Train					
Train - Less Than 1 Hour	6,273	12.20%	5,206	13.19%	108
Train - 1-2 Hours	1,182	2.30%	1,616	4.09%	178
Train - 3-4 Hours	547	1.06%	685	1.74%	164
Train - 5-8 Hours	372	0.72%	212	0.54%	75
Train - 9 or More Hours	230	0.45%	137	0.35%	78
Time Spent Commuting in a Typical Week (Mon - Sun) by - Taxi					
Taxi - Less Than 1 Hour	6,441	12.53%	4,127	10.46%	83
Taxi - 1-2 Hours	904	1.76%	793	2.01%	114
Taxi - 3-4 Hours	286	0.56%	180	0.46%	82
Taxi - 5-8 Hours	227	0.44%	211	0.53%	120
Taxi - 9 or More Hours	151	0.29%	88	0.22%	76
Time Spent Commuting in a Typical Week (Mon - Sun) by - Bicycle					
Bicycle - Less Than 1 Hour	4,894	9.52%	3,778	9.57%	101
Bicycle - 1-2 Hours	2,173	4.23%	2,320	5.88%	139
Bicycle - 3-4 Hours	1,329	2.59%	952	2.41%	93
Bicycle - 5-8 Hours	709	1.38%	541	1.37%	99
Bicycle - 9 or More Hours	441	0.86%	418	1.06%	123
Time Spent Commuting in a Typical Week (Mon - Sun) by - By Foot					
By Foot - Less Than 1 Hour	14,742	28.67%	11,181	28.33%	99
By Foot - 1-2 Hours	12,946	25.17%	10,612	26.89%	107
By Foot - 3-4 Hours	7,089	13.79%	5,124	12.98%	94
By Foot - 5-8 Hours	4,660	9.06%	2,888	7.32%	81
By Foot - 9 or More Hours	2,136	4.15%	1,544	3.91%	94
Digital Screens in the Elevators Where You Work					
Digital Screens in the Elevators - Yes	1,372	2.67%	682	1.73%	65
Digital Screens in the Elevators - No	23,643	45.98%	13,830	35.05%	76
Types of Out of Home Advertising Seen Past Week - Any					
OOH Ad Any - Roadside Billboards	33,368	64.89%	25,712	65.15%	100
OOH Ad Any - On a bus stop/shelter	32,395	62.99%	23,439	59.40%	94
OOH Ad Any - Inside/outside a bus	26,527	51.58%	18,169	46.04%	89
OOH Ad Any - Inside/outside a taxi	12,540	24.39%	8,628	21.86%	90
OOH Ad Any - At an airport	14,447	28.09%	10,737	27.21%	97
OOH Ad Any - At subway stations/platforms/trains	15,995	31.10%	10,300	26.10%	84

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	Value	Percent	Value	Percent	Index
OOH Ad Any - In shopping centres/malls	26,849	52.21%	19,462	49.32%	94
OOH Ad Any - Inside/outside retail stores	28,419	55.26%	20,639	52.30%	95
OOH Ad Any - In convenience stores	20,889	40.62%	14,351	36.37%	90
OOH Ad Any - In bars/pubs/sports bars/nightclubs	11,908	23.16%	8,763	22.21%	96
OOH Ad Any - Restaurants/restobars (serving alcohol and/or food)	15,109	29.38%	11,092	28.11%	96
OOH Ad Any - At gas stations	22,676	44.10%	16,721	42.37%	96
OOH Ad Any - In cinema lobby	14,842	28.86%	9,965	25.25%	87
OOH Ad Any - At sports venues	10,198	19.83%	7,590	19.23%	97
OOH Ad Any - At sport/fitness clubs	9,002	17.51%	6,191	15.69%	90
OOH Ad Any - In local arenas/recreational centers	10,572	20.56%	8,459	21.44%	104
OOH Ad Any - At quick service restaurants	16,053	31.22%	11,560	29.29%	94
OOH Ad Any - In elevators	13,289	25.84%	9,315	23.60%	91
OOH Ad Any - In elevators in residential buildings	10,413	20.25%	8,279	20.98%	104
OOH Ad Any - In elevators in commercial buildings	10,711	20.83%	7,353	18.63%	89
OOH Ad Any - At Indoor Parking	8,549	16.62%	6,054	15.34%	92
OOH Ad Any - At Outdoor Parking	9,597	18.66%	7,336	18.59%	100
OOH Ad Any - Washrooms	16,601	32.28%	11,162	28.28%	88
OOH Ad Any - On Campus	9,273	18.03%	7,607	19.28%	107
OOH Ad Any - Other	8,341	16.22%	6,222	15.77%	97
Types of Out of Home Advertising Seen Past Week - Digital Screen					
OOH Ad Digital Screen - Roadside Billboards	16,272	31.64%	12,039	30.51%	96
OOH Ad Digital Screen - On a bus stop/shelter	3,972	7.72%	2,081	5.27%	68
OOH Ad Digital Screen - Inside/outside a bus	2,230	4.34%	1,347	3.41%	79
OOH Ad Digital Screen - Inside/outside a taxi	2,153	4.19%	1,484	3.76%	90
OOH Ad Digital Screen - At an airport	5,703	11.09%	5,176	13.12%	118
OOH Ad Digital Screen - At subway stations/platforms/trains	4,215	8.20%	3,375	8.55%	104
OOH Ad Digital Screen - In shopping centres/malls	10,392	20.21%	8,757	22.19%	110
OOH Ad Digital Screen - Inside/outside retail stores	5,990	11.65%	3,899	9.88%	85
OOH Ad Digital Screen - In convenience stores	2,552	4.96%	1,538	3.90%	79
OOH Ad Digital Screen - In bars/pubs/sports bars/nightclubs	5,204	10.12%	4,086	10.35%	102
OOH Ad Digital Screen - Restaurants/restobars (serving alcohol and/or food)	5,547	10.79%	4,431	11.23%	104
OOH Ad Digital Screen - At gas stations	3,518	6.84%	2,703	6.85%	100
OOH Ad Digital Screen - In cinema lobby	7,578	14.74%	7,101	17.99%	122
OOH Ad Digital Screen - At sports venues	5,824	11.33%	4,491	11.38%	100
OOH Ad Digital Screen - At sport/fitness clubs	3,316	6.45%	2,234	5.66%	88
OOH Ad Digital Screen - In local arenas/recreational centers	4,462	8.68%	3,946	10.00%	115
OOH Ad Digital Screen - At quick service restaurants	6,303	12.26%	4,794	12.15%	99
OOH Ad Digital Screen - In elevators	4,657	9.06%	3,900	9.88%	109
OOH Ad Digital Screen - In elevators in residential buildings	2,228	4.33%	1,780	4.51%	104
OOH Ad Digital Screen - In elevators in commercial buildings	3,670	7.14%	3,015	7.64%	107
OOH Ad Digital Screen - At Indoor Parking	1,247	2.43%	1,010	2.56%	105
OOH Ad Digital Screen - At Outdoor Parking	1,061	2.06%	703	1.78%	86

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OOH Ad Digital Screen - Washrooms	3,327	6.47%	2,251	5.71%	88
OOH Ad Digital Screen - On Campus	1,657	3.22%	1,363	3.45%	107
OOH Ad Digital Screen - Other	3,193	6.21%	2,540	6.44%	104
Types of Out of Home Advertising Seen Past Week - Other Formats (e.g. posters/billboards)					
OOH Ad Other Formats - Roadside Billboards	29,178	56.74%	23,834	60.40%	106
OOH Ad Other Formats - On a bus stop/shelter	29,556	57.47%	24,532	62.16%	108
OOH Ad Other Formats - Inside/outside a bus	23,198	45.11%	19,782	50.13%	111
OOH Ad Other Formats - Inside/outside a taxi	12,005	23.35%	8,121	20.58%	88
OOH Ad Other Formats - At an airport	10,598	20.61%	8,625	21.86%	106
OOH Ad Other Formats - At subway stations/platforms/trains	14,007	27.24%	10,464	26.52%	97
OOH Ad Other Formats - In shopping centres/malls	22,362	43.48%	18,434	46.71%	107
OOH Ad Other Formats - Inside/outside retail stores	23,819	46.32%	21,624	54.80%	118
OOH Ad Other Formats - In convenience stores	20,224	39.33%	15,202	38.52%	98
OOH Ad Other Formats - In bars/pubs/sports bars/nightclubs	8,564	16.65%	6,322	16.02%	96
OOH Ad Other Formats - Restaurants/restobars (serving alcohol and/or food)	12,590	24.48%	9,735	24.67%	101
OOH Ad Other Formats - At gas stations	20,778	40.40%	15,954	40.43%	100
OOH Ad Other Formats - In cinema lobby	11,029	21.45%	7,244	18.36%	86
OOH Ad Other Formats - At sports venues	6,482	12.61%	5,226	13.24%	105
OOH Ad Other Formats - At sport/fitness clubs	6,722	13.07%	5,449	13.81%	106
OOH Ad Other Formats - In local arenas/recreational centers	8,544	16.61%	6,572	16.65%	100
OOH Ad Other Formats - At quick service restaurants	12,202	23.73%	8,876	22.49%	95
OOH Ad Other Formats - In elevators	9,580	18.63%	7,451	18.88%	101
OOH Ad Other Formats - In elevators in residential buildings	8,789	17.09%	6,240	15.81%	93
OOH Ad Other Formats - In elevators in commercial buildings	7,734	15.04%	5,864	14.86%	99
OOH Ad Other Formats - At Indoor Parking	7,351	14.29%	5,325	13.49%	94
OOH Ad Other Formats - At Outdoor Parking	7,939	15.44%	6,068	15.38%	100
OOH Ad Other Formats - Washrooms	13,444	26.14%	10,508	26.63%	102
OOH Ad Other Formats - On Campus	7,996	15.55%	6,819	17.28%	111
OOH Ad Other Formats - Other	7,413	14.41%	4,859	12.31%	85
How Often Notice the OOH Ad - Any Format					
OOH Ad Any - Each Time	6,342	12.33%	4,333	10.98%	89
OOH Ad Any - Most of the Time	15,100	29.36%	10,934	27.71%	94
OOH Ad Any - Sometimes	21,556	41.92%	17,943	45.47%	108
OOH Ad Any - Almost Never	7,759	15.09%	6,053	15.34%	102
How Often Notice the OOH Ad - On a Digital Screen					
OOH Ad Digital Screen - Each Time	4,074	7.92%	2,900	7.35%	93
OOH Ad Digital Screen - Most of the Time	7,187	13.98%	5,662	14.35%	103
OOH Ad Digital Screen - Sometimes	11,445	22.26%	10,023	25.40%	114
OOH Ad Digital Screen - Almost Never	4,334	8.43%	3,281	8.31%	99
How Often Notice the OOH Ad - In Other Formats (e.g. posters/billboards)					
OOH Ad Other Formats - Each Time	3,563	6.93%	2,439	6.18%	89
OOH Ad Other Formats - Most of the Time	11,479	22.32%	9,840	24.94%	112
OOH Ad Other Formats - Sometimes	17,617	34.26%	16,220	41.10%	120

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OOH Ad Other Formats - Almost Never	5,393	10.49%	4,946	12.53%	119
Views on Digital Screen OOH Ads - Strongly Agree					
Digital Screen Strongly Agree - Is a cool way to advertise	3,666	7.13%	2,722	6.90%	97
Digital Screen Strongly Agree - Is a good way to learn about a new business in the area	2,061	4.01%	1,556	3.94%	98
Digital Screen Strongly Agree - Is a good way to learn about sales and events	2,117	4.12%	1,485	3.76%	91
Digital Screen Strongly Agree - Is a good way to learn about a new products and services	2,133	4.15%	1,647	4.17%	100
Digital Screen Strongly Agree - Often catches my attention	4,687	9.11%	3,452	8.75%	96
Views on Other Formats OOH Ads - Strongly Agree					
Other Formats Strongly Agree - Is a cool way to advertise	2,740	5.33%	1,635	4.14%	78
Other Formats Strongly Agree - Is a good way to learn about a new business in the area	2,112	4.11%	1,107	2.81%	68
Other Formats Strongly Agree - Is a good way to learn about sales and events	2,906	5.65%	1,687	4.27%	76
Other Formats Strongly Agree - Is a good way to learn about a new products and services	2,669	5.19%	1,267	3.21%	62
Other Formats Strongly Agree - Often catches my attention	2,606	5.07%	1,796	4.55%	90
Out of Home - Actions Taken After Seeing an Ad in					
OOH Ad - Searched online for a product/brand/service	7,130	13.86%	5,019	12.72%	92
OOH Ad - Purchased a product/brand/service	2,512	4.89%	1,717	4.35%	89
OOH Ad - Downloaded coupon	700	1.36%	382	0.97%	71
OOH Ad - Used a coupon	2,073	4.03%	1,448	3.67%	91
OOH Ad - Visited a retail/restaurant location	3,644	7.09%	2,684	6.80%	96
OOH Ad - Attended an event (movie/theatre/show)	3,165	6.15%	2,643	6.70%	109
OOH Ad - Talked about the ad or product/brand/service with others	2,982	5.80%	2,510	6.36%	110
OOH Ad - Commented on the ad or product/brand/service on social media	627	1.22%	518	1.31%	107
OOH Ad - Recommended the advertised product/brand/service	591	1.15%	355	0.90%	78
Out of Home - When Last Time Action Taken - Yesterday					
OOH Ad Yesterday - Searched online for a product/brand/service	692	1.35%	556	1.41%	104
OOH Ad Yesterday - Purchased a product/brand/service	135	0.26%	93	0.24%	92
OOH Ad Yesterday - Downloaded coupon	36	0.07%	17	0.04%	57
OOH Ad Yesterday - Used a coupon	254	0.49%	128	0.32%	65
OOH Ad Yesterday - Visited a retail/restaurant location	510	0.99%	264	0.67%	68
OOH Ad Yesterday - Attended an event (movie/theatre/show)	133	0.26%	87	0.22%	85
OOH Ad Yesterday - Talked about the ad or product/brand/service with others	378	0.74%	153	0.39%	53
OOH Ad Yesterday - Commented on the ad or product/brand/service on social media	192	0.37%	118	0.30%	81
OOH Ad Yesterday - Recommended the advertised product/brand/service	146	0.28%	136	0.34%	121

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Out of Home - When Last Time Action Taken - Past Week					
OOH Ad Past Week - Searched online for a product/brand/service	3,590	6.98%	2,247	5.69%	82
OOH Ad Past Week - Purchased a product/brand/service	1,180	2.29%	712	1.81%	79
OOH Ad Past Week - Downloaded coupon	470	0.91%	282	0.71%	78
OOH Ad Past Week - Used a coupon	984	1.91%	740	1.88%	98
OOH Ad Past Week - Visited a retail/restaurant location	1,777	3.46%	1,022	2.59%	75
OOH Ad Past Week - Attended an event (movie/theatre/show)	747	1.45%	755	1.91%	132
OOH Ad Past Week - Talked about the ad or product/brand/service with others	1,924	3.74%	1,252	3.17%	85
OOH Ad Past Week - Commented on the ad or product/brand/service on social media	460	0.89%	519	1.32%	148
OOH Ad Past Week - Recommended the advertised product/brand/service	721	1.40%	513	1.30%	93
Out of Home - When Last Time Action Taken - Past Month					
OOH Ad Past Month - Searched online for a product/brand/service	7,137	13.88%	5,017	12.71%	92
OOH Ad Past Month - Purchased a product/brand/service	2,512	4.89%	1,717	4.35%	89
OOH Ad Past Month - Downloaded coupon	700	1.36%	382	0.97%	71
OOH Ad Past Month - Used a coupon	2,073	4.03%	1,447	3.67%	91
OOH Ad Past Month - Visited a retail/restaurant location	3,644	7.09%	2,685	6.80%	96
OOH Ad Past Month - Attended an event (movie/theatre/show)	3,164	6.15%	2,644	6.70%	109
OOH Ad Past Month - Talked about the ad or product/brand/service with others	2,988	5.81%	2,517	6.38%	110
OOH Ad Past Month - Commented on the ad or product/brand/service on social media	627	1.22%	518	1.31%	107
OOH Ad Past Month - Recommended the advertised product/brand/service	590	1.15%	350	0.89%	77
Direct Mail - Read - Brochures					
Brochures - Never	10,392	20.21%	7,701	19.52%	97
Brochures - Sometimes	30,997	60.28%	24,109	61.09%	101
Brochures - Often	7,353	14.30%	5,868	14.87%	104
Brochures - Always	2,683	5.22%	1,784	4.52%	87
Direct Mail - Read - Catalogues					
Catalogues - Never	9,285	18.06%	6,305	15.98%	88
Catalogues - Sometimes	28,542	55.50%	22,798	57.77%	104
Catalogues - Often	10,278	19.99%	7,684	19.47%	97
Catalogues - Always	3,321	6.46%	2,676	6.78%	105
Direct Mail - Read - Coupon Booklets					
Coupon Booklets - Never	15,008	29.18%	11,586	29.36%	101
Coupon Booklets - Sometimes	23,845	46.37%	18,689	47.36%	102
Coupon Booklets - Often	6,820	13.26%	5,034	12.76%	96
Coupon Booklets - Always	5,752	11.19%	4,155	10.53%	94
Direct Mail - Read - Envelopes					
Envelopes - Never	18,582	36.13%	13,691	34.69%	96

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Envelopes - Sometimes	20,426	39.72%	16,419	41.61%	105
Envelopes - Often	9,149	17.79%	7,306	18.51%	104
Envelopes - Always	3,269	6.36%	2,048	5.19%	82
Direct Mail - Read - Newsletter					
Newsletter - Never	12,246	23.81%	8,160	20.68%	87
Newsletter - Sometimes	27,465	53.41%	22,505	57.03%	107
Newsletter - Often	9,373	18.23%	7,122	18.05%	99
Newsletter - Always	2,342	4.56%	1,677	4.25%	93
Direct Mail - Read - EMail Coupons/Flyers					
EMail Coupons/Flyers - Never	14,170	27.55%	11,664	29.56%	107
EMail Coupons/Flyers - Sometimes	22,234	43.24%	16,041	40.65%	94
EMail Coupons/Flyers - Often	11,428	22.22%	9,717	24.62%	111
EMail Coupons/Flyers - Always	3,594	6.99%	2,042	5.17%	74
Direct Mail - Read - Door Hangers					
Door Hangers - Never	27,363	53.21%	19,851	50.30%	95
Door Hangers - Sometimes	16,695	32.47%	14,502	36.75%	113
Door Hangers - Often	4,845	9.42%	3,335	8.45%	90
Door Hangers - Always	2,523	4.91%	1,775	4.50%	92
Direct Mail - Use to Plan/Make a Purchase - Brochures					
Brochures - Sometimes	26,468	51.47%	20,790	52.68%	102
Brochures - Often	2,148	4.18%	1,833	4.64%	111
Brochures - Always	421	0.82%	256	0.65%	79
Direct Mail - Use to Plan/Make a Purchase - Catalogues					
Catalogues - Sometimes	24,597	47.83%	20,394	51.68%	108
Catalogues - Often	5,317	10.34%	4,375	11.09%	107
Catalogues - Always	882	1.72%	514	1.30%	76
Direct Mail - Use to Plan/Make a Purchase - Coupon Booklets					
Coupon Booklets - Sometimes	21,713	42.22%	17,180	43.53%	103
Coupon Booklets - Often	5,401	10.50%	4,382	11.10%	106
Coupon Booklets - Always	2,553	4.97%	1,506	3.82%	77
Direct Mail - Use to Plan/Make a Purchase - Email Coupons					
Email Coupons - Sometimes	22,168	43.11%	17,233	43.67%	101
Email Coupons - Often	3,991	7.76%	3,312	8.39%	108
Email Coupons - Always	2,122	4.13%	1,249	3.16%	77
Direct Mail - Use to Plan/Make a Purchase - Newsletters					
Newsletters - Sometimes	19,386	37.70%	15,258	38.66%	103
Newsletters - Often	1,780	3.46%	1,597	4.05%	117
Newsletters - Always	593	1.15%	235	0.59%	51
Direct Mail - Use to Plan/Make a Purchase - Addressed Mail Offers					
Addressed Mail Offers - Sometimes	20,509	39.88%	16,519	41.86%	105
Addressed Mail Offers - Often	4,071	7.92%	3,478	8.81%	111
Addressed Mail Offers - Always	1,275	2.48%	660	1.67%	67
Direct Mail - Use to Plan/Make a Purchase - Unaddressed Mail Offers					
Unaddressed Mail Offers - Sometimes	20,180	39.24%	16,754	42.46%	108

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Unaddressed Mail Offers - Often	1,192	2.32%	771	1.95%	84
Unaddressed Mail Offers - Always	818	1.59%	530	1.34%	84
Flyers/Inserts/Coupons - Read in the Past 12 Months					
Flyers/Inserts/Coupons - Yes	39,413	76.64%	30,407	77.05%	101
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Appliances or Furniture					
Flyers for Appliances or Furniture - Frequently	2,479	4.82%	2,344	5.94%	123
Flyers for Appliances or Furniture - Sometimes	16,568	32.22%	12,704	32.19%	100
Flyers for Appliances or Furniture - Never	20,366	39.60%	15,359	38.92%	98
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Clothing and Accessories					
Flyers for Clothing and Accessories - Frequently	4,677	9.09%	3,549	8.99%	99
Flyers for Clothing and Accessories - Sometimes	20,932	40.70%	16,017	40.59%	100
Flyers for Clothing and Accessories - Never	13,804	26.84%	10,841	27.47%	102
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Computer Hardware/Software					
Flyers for Computer Hardware/Software - Frequently	3,770	7.33%	3,051	7.73%	105
Flyers for Computer Hardware/Software - Sometimes	17,840	34.69%	13,675	34.65%	100
Flyers for Computer Hardware/Software - Never	17,802	34.62%	13,681	34.67%	100
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Entertainment/Restaurants					
Flyers for Entertainment/Restaurants - Frequently	6,163	11.99%	4,902	12.42%	104
Flyers for Entertainment/Restaurants - Sometimes	23,677	46.04%	19,193	48.64%	106
Flyers for Entertainment/Restaurants - Never	9,572	18.61%	6,311	15.99%	86
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Fitness Clubs					
Flyers for Fitness Clubs - Frequently	1,106	2.15%	622	1.58%	73
Flyers for Fitness Clubs - Sometimes	5,405	10.51%	3,737	9.47%	90
Flyers for Fitness Clubs - Never	32,902	63.98%	26,048	66.01%	103
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Groceries					
Flyers for Groceries - Frequently	21,860	42.51%	16,043	40.65%	96
Flyers for Groceries - Sometimes	13,822	26.88%	11,033	27.96%	104
Flyers for Groceries - Never	3,731	7.25%	3,331	8.44%	116
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Health Care or Personal Care Items					
Flyers for Health Care - Frequently	6,371	12.39%	4,574	11.59%	94
Flyers for Health Care - Sometimes	20,533	39.93%	15,759	39.93%	100
Flyers for Health Care - Never	12,509	24.33%	10,074	25.53%	105
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Home Entertainment Items					
Flyers for Home Entertainment Items - Frequently	1,554	3.02%	1,460	3.70%	123
Flyers for Home Entertainment Items - Sometimes	18,597	36.16%	14,773	37.44%	104
Flyers for Home Entertainment Items - Never	19,261	37.45%	14,174	35.92%	96
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Home Furnishings					
Flyers for Home Furnishings - Frequently	1,342	2.61%	1,143	2.90%	111
Flyers for Home Furnishings - Sometimes	16,983	33.02%	12,856	32.58%	99
Flyers for Home Furnishings - Never	21,088	41.01%	16,407	41.58%	101
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Home Improvement Products and Services					
Flyers for Home Improvement - Frequently	2,969	5.77%	2,501	6.34%	110
Flyers for Home Improvement - Sometimes	18,190	35.37%	15,008	38.03%	108
Flyers for Home Improvement - Never	18,254	35.50%	12,897	32.68%	92

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Investments or Banking Services					
Flyers for Banking Services - Frequently	1,451	2.82%	1,049	2.66%	94
Flyers for Banking Services - Sometimes	9,014	17.53%	6,655	16.86%	96
Flyers for Banking Services - Never	28,947	56.29%	22,702	57.53%	102
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Sports Equipment					
Flyers for Sports Equipment - Frequently	1,141	2.22%	1,148	2.91%	131
Flyers for Sports Equipment - Sometimes	7,980	15.52%	6,380	16.17%	104
Flyers for Sports Equipment - Never	30,292	58.90%	22,878	57.97%	98
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Wireless Products (Cell Phones/Smartphones)					
Flyers for Wireless Products - Frequently	1,491	2.90%	1,188	3.01%	104
Flyers for Wireless Products - Sometimes	17,957	34.92%	14,746	37.37%	107
Flyers for Wireless Products - Never	19,965	38.82%	14,473	36.68%	94
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Other Products or Services					
Flyers for Other - Frequently	2,409	4.68%	1,112	2.82%	60
Flyers for Other - Sometimes	21,307	41.43%	17,885	45.32%	109
Flyers for Other - Never	15,697	30.52%	11,410	28.91%	95
Flyers/Inserts/Coupons - How Currently Receive					
Flyers Receive - With Daily Newspaper	8,752	17.02%	6,956	17.63%	104
Flyers Receive - With Community Newspaper	23,899	46.47%	21,353	54.11%	116
Flyers Receive - With Magazines	5,212	10.14%	4,855	12.30%	121
Flyers Receive - With Mail (Addressed Mail)	20,732	40.32%	16,084	40.76%	101
Flyers Receive - Delivered to Your Door (Unaddressed Mail)	21,731	42.26%	16,873	42.76%	101
Flyers Receive - At Your Local Retail Store	6,700	13.03%	4,882	12.37%	95
Flyers Receive - Online (via website)	10,515	20.45%	8,129	20.60%	101
Flyers Receive - Via E-Mail	18,247	35.48%	13,527	34.28%	97
Flyers Receive - In an App	3,369	6.55%	3,150	7.98%	122
Flyers/Inserts/Coupons - Type More Likely to Use					
Flyers Likely to Use - Printed	30,477	59.26%	23,295	59.03%	100
Flyers Likely to Use - Digital	13,345	25.95%	9,205	23.33%	90
Removed Materials from Publisac in Past Month					
Removed Materials from Publisac - Yes	4,740	9.22%	3,640	9.23%	100
Materials Distributed by Publisac - Read/Looked into Contents					
Materials Distributed by Publisac - Past Week	583	1.13%	391	0.99%	88
Materials Distributed by Publisac - Past Month	1,394	2.71%	1,148	2.91%	107
Materials Distributed by Publisac - Longer Ago	1,182	2.30%	993	2.52%	110
Materials Distributed by Publisac - Never	1,581	3.07%	1,109	2.81%	92
Downtown Walkways (the PATH/Plus 15/Harbour/Richardson Centre/Ville Marie) - When Last Time Used					
Downtown Walkways - Yesterday	781	1.52%	1,354	3.43%	226
Downtown Walkways - Past Week	2,832	5.51%	2,337	5.92%	107
Downtown Walkways - Past Month	6,816	13.25%	6,356	16.11%	122
Downtown Walkways - Past 12 Months	14,949	29.07%	15,111	38.29%	132
Downtown Walkways - Longer Ago	21,206	41.24%	18,128	45.94%	111
Downtown Walkways (the PATH/Plus 15/Harbour/Richardson Centre/Ville Marie) - Purpose of Last Use					
Downtown Walkways - Sporting Event	516	1.00%	870	2.21%	221

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Downtown Walkways - Entertainment event	1,651	3.21%	1,744	4.42%	138
Downtown Walkways - Leisure attraction	3,839	7.47%	2,607	6.61%	88
Downtown Walkways - Government office	625	1.22%	1,934	4.90%	402
Downtown Walkways - Temporary visit the office building (e.g. meeting, delivery, etc.)	1,846	3.59%	2,707	6.86%	191
Downtown Walkways - Place of Work	376	0.73%	404	1.02%	140
Downtown Walkways - Shopping	2,725	5.30%	2,419	6.13%	116
Downtown Walkways - Restaurant/Gym/Doctor's Office	2,314	4.50%	2,797	7.09%	158
Downtown Walkways - Conference/Convention Centres	1,175	2.29%	1,073	2.72%	119
Downtown Walkways - Accessed TTC Subway Station (Toronto)	11	0.02%	8	0.02%	100
Downtown Walkways - Accessed GO Transit Station (Toronto)	477	0.93%	1,154	2.92%	314
Downtown Walkways - Accessed Metro (Montreal)	7	0.01%	0	0.00%	0
Downtown Walkways - Just Walked Through	16,543	32.17%	16,173	40.98%	127
Downtown Walkways - Other purpose(s)	5,543	10.78%	5,690	14.42%	134

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

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