

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 15 and Up	50,884		39,095		
In-Town Travel - # Km Travelled in A Car as a Driver/Passenger in Past 7 Days					
In-Town Travel - Under 15km (<9 Miles)	7,240	14.23%	4,026	10.30%	72
In-Town Travel - 15-24km (9-15 Miles)	8,436	16.58%	5,795	14.82%	89
In-Town Travel - 25-49km (16-30 Miles)	6,726	13.22%	5,994	15.33%	116
In-Town Travel - 50-74km (31-46 Miles)	5,783	11.37%	4,004	10.24%	90
In-Town Travel - 75-99km (47-61 Miles)	4,645	9.13%	3,515	8.99%	98
In-Town Travel - 100-149km (62-92 Miles)	4,109	8.08%	3,743	9.57%	118
In-Town Travel - 150-249km (93-154 Miles)	4,842	9.52%	5,373	13.74%	144
In-Town Travel - 250-500km (155-311 Miles)	4,332	8.51%	3,315	8.48%	100
In-Town Travel - 500km Or More (311 Miles Or More)	2,627	5.16%	2,567	6.57%	127
In-Town Travel - # People in a Car Last Time Travelled					
# People in a Car - 1 (yourself alone)	13,236	26.01%	10,828	27.70%	106
# People in a Car - 2	14,433	28.36%	14,063	35.97%	127
# People in a Car - 3	3,400	6.68%	3,494	8.94%	134
# People in a Car - 4+	2,429	4.77%	1,928	4.93%	103
Public Transit - When Last Time Used					
Public Transit - Yesterday	11,664	22.92%	5,546	14.19%	62
Public Transit - Past Week	19,689	38.69%	12,614	32.26%	83
Public Transit - Past Month	25,274	49.67%	15,268	39.05%	79
Public Transit - Longer Than a Month Ago	21,856	42.95%	18,604	47.59%	111
Public Transit - When Last Time Used Bus					
Bus - Yesterday	7,761	15.25%	5,393	13.80%	90
Bus - Past week	4,998	9.82%	3,040	7.78%	79
Bus - Longer Ago	2,398	4.71%	2,344	6.00%	127
Public Transit - Number of Times Boarded Bus Last Day					
# Boarded Bus - 1	1,850	3.64%	1,384	3.54%	97
# Boarded Bus - 2	5,991	11.77%	4,133	10.57%	90
# Boarded Bus - 3	1,248	2.45%	507	1.30%	53
# Boarded Bus - 4	1,586	3.12%	995	2.54%	81
# Boarded Bus - 5+	981	1.93%	419	1.07%	55
# Boarded Bus - Not Used	4,336	8.52%	2,894	7.40%	87
Time Spent Commuting in a Typical Week (Mon - Sun) by - Car					
Car - Less Than 1 Hour	7,393	14.53%	5,508	14.09%	97
Car - 1-2 Hours	12,690	24.94%	11,101	28.40%	114
Car - 3-4 Hours	9,581	18.83%	8,017	20.51%	109
Car - 5-8 Hours	8,379	16.47%	7,089	18.13%	110
Car - 9 Or More Hours	5,225	10.27%	4,796	12.27%	119
Time Spent Commuting in a Typical Week (Mon - Sun) by - Bus					
Bus - Less Than 1 Hour	7,856	15.44%	6,452	16.50%	107
Bus - 1-2 Hours	5,920	11.64%	3,969	10.15%	87
Bus - 3-4 Hours	2,085	4.10%	967	2.47%	60
Bus - 5-8 Hours	2,141	4.21%	1,377	3.52%	84
Bus - 9 Or More Hours	802	1.58%	538	1.38%	87

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Time Spent Commuting in a Typical Week (Mon - Sun) by - Subway					
Subway - Less Than 1 Hour	66	0.13%	8	0.02%	15
Subway - 1-2 Hours	28	0.06%	3	0.01%	17
Subway - 3-4 Hours	79	0.16%	27	0.07%	44
Subway - 5-8 Hours	29	0.06%	19	0.05%	83
Time Spent Commuting in a Typical Week (Mon - Sun) by - LRT					
LRT - Less Than 1 Hour	1,787	3.51%	993	2.54%	72
LRT - 1-2 Hours	1,078	2.12%	664	1.70%	80
LRT - 3-4 Hours	594	1.17%	502	1.28%	109
Time Spent Commuting in a Typical Week (Mon - Sun) by - Train					
Train - Less Than 1 Hour	3,852	7.57%	3,320	8.49%	112
Train - 1-2 Hours	798	1.57%	359	0.92%	59
Train - 3-4 Hours	1,774	3.49%	911	2.33%	67
Train - 5-8 Hours	412	0.81%	1,312	3.36%	415
Train - 9 Or More Hours	612	1.20%	503	1.29%	108
Time Spent Commuting in a Typical Week (Mon - Sun) by - Taxi					
Taxi - Less Than 1 Hour	5,719	11.24%	4,013	10.27%	91
Taxi - 1-2 Hours	624	1.23%	213	0.54%	44
Taxi - 3-4 Hours	188	0.37%	57	0.15%	41
Taxi - 5-8 Hours	333	0.65%	181	0.46%	71
Taxi - 9 Or More Hours	207	0.41%	121	0.31%	76
Time Spent Commuting in a Typical Week (Mon - Sun) by - Bicycle					
Bicycle - Less Than 1 Hour	6,337	12.45%	5,612	14.36%	115
Bicycle - 1-2 Hours	1,717	3.37%	1,893	4.84%	144
Bicycle - 3-4 Hours	1,067	2.10%	470	1.20%	57
Bicycle - 5-8 Hours	873	1.72%	1,197	3.06%	178
Bicycle - 9 Or More Hours	364	0.72%	184	0.47%	65
Time Spent Commuting in a Typical Week (Mon - Sun) by - By Foot					
By Foot - Less Than 1 Hour	13,507	26.54%	10,294	26.33%	99
By Foot - 1-2 Hours	13,320	26.18%	10,936	27.97%	107
By Foot - 3-4 Hours	5,949	11.69%	4,568	11.68%	100
By Foot - 5-8 Hours	5,080	9.98%	3,653	9.34%	94
By Foot - 9 Or More Hours	3,359	6.60%	1,912	4.89%	74
Digital Screens in the Elevators Where You Work					
Digital Screens in the Elevators - Yes	816	1.60%	511	1.31%	82
Digital Screens in the Elevators - No	22,751	44.71%	14,367	36.75%	82
Types of out of Home Advertising Seen Past Week - Any					
OOH Ad Any - Roadside Billboards	34,099	67.01%	27,537	70.44%	105
OOH Ad Any - On a bus stop/shelter	33,504	65.85%	25,042	64.05%	97
OOH Ad Any - Inside/outside a bus	28,248	55.52%	21,716	55.55%	100
OOH Ad Any - Inside/outside a taxi	15,209	29.89%	9,898	25.32%	85
OOH Ad Any - At an airport	13,987	27.49%	10,093	25.82%	94
OOH Ad Any - At subway stations/platforms/trains	14,942	29.36%	10,151	25.97%	88
OOH Ad Any - In shopping centres/malls	29,059	57.11%	21,718	55.55%	97

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OOH Ad Any - Inside/outside retail stores	29,519	58.01%	20,400	52.18%	90
OOH Ad Any - In convenience stores	20,947	41.17%	15,139	38.72%	94
OOH Ad Any - In bars/pubs/sports bars/nightclubs	13,304	26.15%	9,151	23.41%	90
OOH Ad Any - Restaurants/restobars (serving alcohol and/or food)	16,381	32.19%	11,120	28.44%	88
OOH Ad Any - At gas stations	22,755	44.72%	16,570	42.38%	95
OOH Ad Any - In cinema lobby	16,657	32.74%	12,123	31.01%	95
OOH Ad Any - At sports venues	9,796	19.25%	6,809	17.42%	90
OOH Ad Any - At sport/fitness clubs	9,453	18.58%	6,225	15.92%	86
OOH Ad Any - In local arenas/recreational centers	11,591	22.78%	9,455	24.19%	106
OOH Ad Any - At quick service restaurants	17,176	33.76%	13,621	34.84%	103
OOH Ad Any - In elevators	15,155	29.78%	10,643	27.22%	91
OOH Ad Any - In elevators in residential buildings	11,485	22.57%	7,160	18.31%	81
OOH Ad Any - In elevators in commercial buildings	12,886	25.32%	8,777	22.45%	89
OOH Ad Any - At Indoor Parking	8,745	17.19%	5,541	14.17%	82
OOH Ad Any - At Outdoor Parking	10,044	19.74%	5,983	15.30%	78
OOH Ad Any - Washrooms	16,639	32.70%	12,525	32.04%	98
OOH Ad Any - On Campus	9,871	19.40%	6,996	17.89%	92
OOH Ad Any - Other	7,635	15.00%	5,905	15.11%	101
Types of Out of Home Advertising Seen Past Week - Digital Screen					
OOH Ad Digital Screen - Roadside Billboards	13,916	27.35%	11,504	29.43%	108
OOH Ad Digital Screen - On a bus stop/shelter	3,583	7.04%	2,032	5.20%	74
OOH Ad Digital Screen - Inside/outside a bus	3,063	6.02%	2,214	5.66%	94
OOH Ad Digital Screen - Inside/outside a taxi	2,882	5.66%	2,217	5.67%	100
OOH Ad Digital Screen - At an airport	6,103	11.99%	5,335	13.65%	114
OOH Ad Digital Screen - At subway stations/platforms/trains	2,606	5.12%	1,635	4.18%	82
OOH Ad Digital Screen - In shopping centres/malls	10,875	21.37%	9,225	23.60%	110
OOH Ad Digital Screen - Inside/outside retail stores	7,962	15.65%	5,985	15.31%	98
OOH Ad Digital Screen - In convenience stores	2,705	5.32%	3,158	8.08%	152
OOH Ad Digital Screen - In bars/pubs/sports bars/nightclubs	5,269	10.36%	4,708	12.04%	116
OOH Ad Digital Screen - Restaurants/restobars (serving alcohol and/or food)	6,353	12.49%	4,812	12.31%	99
OOH Ad Digital Screen - At gas stations	2,715	5.34%	2,695	6.89%	129
OOH Ad Digital Screen - In cinema lobby	7,296	14.34%	6,047	15.47%	108
OOH Ad Digital Screen - At sports venues	4,084	8.03%	3,792	9.70%	121
OOH Ad Digital Screen - At sport/fitness clubs	2,428	4.77%	1,986	5.08%	106
OOH Ad Digital Screen - In local arenas/recreational centers	3,477	6.83%	3,206	8.20%	120
OOH Ad Digital Screen - At quick service restaurants	5,838	11.47%	4,601	11.77%	103
OOH Ad Digital Screen - In elevators	4,626	9.09%	4,438	11.35%	125
OOH Ad Digital Screen - In elevators in residential buildings	1,993	3.92%	1,584	4.05%	103
OOH Ad Digital Screen - In elevators in commercial buildings	3,775	7.42%	3,276	8.38%	113
OOH Ad Digital Screen - At Indoor Parking	679	1.34%	571	1.46%	109
OOH Ad Digital Screen - At Outdoor Parking	1,176	2.31%	1,001	2.56%	111
OOH Ad Digital Screen - Washrooms	3,750	7.37%	2,896	7.41%	101

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OOH Ad Digital Screen - On Campus	1,827	3.59%	1,335	3.41%	95
OOH Ad Digital Screen - Other	2,468	4.85%	2,479	6.34%	131
Types of Out of Home Advertising Seen Past Week - Other Formats (e.g. posters/billboards)					
OOH Ad Other Formats - Roadside Billboards	29,233	57.45%	23,641	60.47%	105
OOH Ad Other Formats - On a bus stop/shelter	31,916	62.72%	23,803	60.88%	97
OOH Ad Other Formats - Inside/outside a bus	27,401	53.85%	20,267	51.84%	96
OOH Ad Other Formats - Inside/outside a taxi	14,174	27.86%	8,777	22.45%	81
OOH Ad Other Formats - At an airport	10,422	20.48%	7,058	18.05%	88
OOH Ad Other Formats - At subway stations/platforms/trains	14,824	29.13%	9,036	23.11%	79
OOH Ad Other Formats - In shopping centres/malls	23,174	45.54%	16,574	42.40%	93
OOH Ad Other Formats - Inside/outside retail stores	27,993	55.01%	20,821	53.26%	97
OOH Ad Other Formats - In convenience stores	18,832	37.01%	13,215	33.80%	91
OOH Ad Other Formats - In bars/pubs/sports bars/nightclubs	9,725	19.11%	5,368	13.73%	72
OOH Ad Other Formats - Restaurants/restobars (serving alcohol and/or food)	12,049	23.68%	7,663	19.60%	83
OOH Ad Other Formats - At gas stations	22,049	43.33%	15,277	39.08%	90
OOH Ad Other Formats - In cinema lobby	13,054	25.65%	8,686	22.22%	87
OOH Ad Other Formats - At sports venues	6,986	13.73%	4,167	10.66%	78
OOH Ad Other Formats - At sport/fitness clubs	7,891	15.51%	4,927	12.60%	81
OOH Ad Other Formats - In local arenas/recreational centers	10,705	21.04%	8,001	20.46%	97
OOH Ad Other Formats - At quick service restaurants	13,232	26.01%	8,891	22.74%	87
OOH Ad Other Formats - In elevators	13,980	27.48%	9,205	23.55%	86
OOH Ad Other Formats - In elevators in residential buildings	10,397	20.43%	6,010	15.37%	75
OOH Ad Other Formats - In elevators in commercial buildings	10,399	20.44%	6,712	17.17%	84
OOH Ad Other Formats - At Indoor Parking	8,194	16.10%	4,805	12.29%	76
OOH Ad Other Formats - At Outdoor Parking	8,498	16.70%	4,828	12.35%	74
OOH Ad Other Formats - Washrooms	14,486	28.47%	10,882	27.83%	98
OOH Ad Other Formats - On Campus	7,798	15.33%	4,847	12.40%	81
OOH Ad Other Formats - Other	6,362	12.50%	4,959	12.68%	101
How Often Notice the OOH Ad - Any Format					
OOH Ad Any - Each Time	6,377	12.53%	4,620	11.82%	94
OOH Ad Any - Most of the Time	15,093	29.66%	11,873	30.37%	102
OOH Ad Any - Sometimes	22,266	43.76%	18,473	47.25%	108
OOH Ad Any - Almost Never	5,667	11.14%	3,276	8.38%	75
How Often Notice the OOH Ad - On a Digital Screen					
OOH Ad Digital Screen - Each Time	3,767	7.40%	2,464	6.30%	85
OOH Ad Digital Screen - Most of the Time	7,959	15.64%	7,494	19.17%	123
OOH Ad Digital Screen - Sometimes	11,312	22.23%	8,760	22.41%	101
OOH Ad Digital Screen - Almost Never	3,435	6.75%	1,940	4.96%	73
How Often Notice the OOH Ad - In Other Formats (e.g. posters/billboards)					
OOH Ad Other Formats - Each Time	4,334	8.52%	3,289	8.41%	99
OOH Ad Other Formats - Most of the Time	11,529	22.66%	7,368	18.85%	83
OOH Ad Other Formats - Sometimes	17,769	34.92%	15,724	40.22%	115
OOH Ad Other Formats - Almost Never	4,114	8.09%	2,919	7.47%	92

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Views on Digital Screen OOH Ads - Strongly Agree					
Digital Screen Strongly Agree - Is a cool way to advertise	3,658	7.19%	3,399	8.69%	121
Digital Screen Strongly Agree - Is a good way to learn about a new business in the area	2,498	4.91%	2,055	5.26%	107
Digital Screen Strongly Agree - Is a good way to learn about sales and events	2,357	4.63%	2,125	5.44%	117
Digital Screen Strongly Agree - Is a good way to learn about a new products and services	2,204	4.33%	2,140	5.47%	126
Digital Screen Strongly Agree - Often catches my attention	4,792	9.42%	3,499	8.95%	95
Views on Digital Screen OOH Ads - Strongly Disagree					
Digital Screen Strongly Disagree - Is a cool way to advertise	9,059	17.80%	6,958	17.80%	100
Digital Screen Strongly Disagree - Is a good way to learn about a new business in the area	7,971	15.67%	6,305	16.13%	103
Digital Screen Strongly Disagree - Is a good way to learn about sales and events	6,252	12.29%	4,871	12.46%	101
Digital Screen Strongly Disagree - Is a good way to learn about a new products and services	7,311	14.37%	5,546	14.19%	99
Digital Screen Strongly Disagree - Often catches my attention	8,091	15.90%	6,343	16.23%	102
Views on Other Formats OOH Ads - Strongly Agree					
Other Formats Strongly Agree - Is a cool way to advertise	3,063	6.02%	2,076	5.31%	88
Other Formats Strongly Agree - Is a good way to learn about a new business in the area	3,369	6.62%	2,329	5.96%	90
Other Formats Strongly Agree - Is a good way to learn about sales and events	4,669	9.18%	2,806	7.18%	78
Other Formats Strongly Agree - Is a good way to learn about a new products and services	2,951	5.80%	1,676	4.29%	74
Other Formats Strongly Agree - Often catches my attention	4,034	7.93%	2,641	6.76%	85
Views on Other Formats OOH Ads - Strongly Disagree					
Other Formats Strongly Disagree - Is a cool way to advertise	6,996	13.75%	4,779	12.23%	89
Other Formats Strongly Disagree - Is a good way to learn about a new business in the area	4,751	9.34%	3,607	9.23%	99
Other Formats Strongly Disagree - Is a good way to learn about sales and events	5,303	10.42%	4,141	10.59%	102
Other Formats Strongly Disagree - Is a good way to learn about a new products and services	5,990	11.77%	4,273	10.93%	93
Other Formats Strongly Disagree - Often catches my attention	6,582	12.94%	4,802	12.28%	95
Out of Home - Actions Taken After Seeing an Ad in					
OOH Ad - Searched online for a product/brand/service	5,421	10.65%	4,020	10.28%	97
OOH Ad - Purchased a product/brand/service	2,756	5.42%	1,711	4.38%	81
OOH Ad - Used a coupon	1,123	2.21%	654	1.67%	76
OOH Ad - Visited a retail/restaurant location	2,988	5.87%	2,641	6.76%	115
OOH Ad - Attended an event (movie/theatre/show)	3,293	6.47%	2,815	7.20%	111
OOH Ad - Talked about the ad or product/brand/service with others	3,544	6.96%	2,597	6.64%	95

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OOH Ad - Commented on the ad or product/brand/service on social media	648	1.27%	457	1.17%	92
OOH Ad - Recommended the advertised product/brand/service	907	1.78%	721	1.84%	103
Out of Home - When Last Time Action Taken - Yesterday					
OOH Ad Yesterday - Searched online for a product/brand/service	607	1.19%	504	1.29%	108
OOH Ad Yesterday - Purchased a product/brand/service	261	0.51%	273	0.70%	137
OOH Ad Yesterday - Used a coupon	547	1.08%	122	0.31%	29
OOH Ad Yesterday - Visited a retail/restaurant location	469	0.92%	277	0.71%	77
OOH Ad Yesterday - Attended an event (movie/theatre/show)	299	0.59%	207	0.53%	90
OOH Ad Yesterday - Talked about the ad or product/brand/service with others	366	0.72%	194	0.50%	69
Out of Home - When Last Time Action Taken - Past Week					
OOH Ad Past Week - Searched online for a product/brand/service	2,850	5.60%	2,336	5.98%	107
OOH Ad Past Week - Purchased a product/brand/service	917	1.80%	755	1.93%	107
OOH Ad Past Week - Used a coupon	655	1.29%	320	0.82%	64
OOH Ad Past Week - Visited a retail/restaurant location	2,182	4.29%	1,672	4.28%	100
OOH Ad Past Week - Attended an event (movie/theatre/show)	626	1.23%	359	0.92%	75
OOH Ad Past Week - Talked about the ad or product/brand/service with others	1,636	3.22%	1,523	3.90%	121
OOH Ad Past Week - Commented on the ad or product/brand/service on social media	200	0.39%	186	0.48%	123
OOH Ad Past Week - Recommended the advertised product/brand/service	537	1.06%	250	0.64%	60
Out of Home - When Last Time Action Taken - Past Month					
OOH Ad Past Month - Searched online for a product/brand/service	5,421	10.65%	4,020	10.28%	97
OOH Ad Past Month - Purchased a product/brand/service	2,756	5.42%	1,711	4.38%	81
OOH Ad Past Month - Used a coupon	1,123	2.21%	654	1.67%	76
OOH Ad Past Month - Visited a retail/restaurant location	2,988	5.87%	2,641	6.76%	115
OOH Ad Past Month - Attended an event (movie/theatre/show)	3,293	6.47%	2,815	7.20%	111
OOH Ad Past Month - Talked about the ad or product/brand/service with others	3,544	6.96%	2,597	6.64%	95
OOH Ad Past Month - Commented on the ad or product/brand/service on social media	648	1.27%	457	1.17%	92
OOH Ad Past Month - Recommended the advertised product/brand/service	907	1.78%	721	1.84%	103
Direct Mail - Read - Brochures					
Brochures - Never	11,793	23.18%	7,675	19.63%	85
Brochures - Sometimes	30,680	60.29%	24,749	63.30%	105
Brochures - Often	7,385	14.51%	5,965	15.26%	105
Brochures - Always	1,026	2.02%	707	1.81%	90
Direct Mail - Read - Catalogues					
Catalogues - Never	11,558	22.71%	7,901	20.21%	89

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Catalogues - Sometimes	28,022	55.07%	22,721	58.12%	106
Catalogues - Often	8,682	17.06%	6,854	17.53%	103
Catalogues - Always	2,622	5.15%	1,619	4.14%	80
Direct Mail - Read - Coupon Booklets					
Coupon Booklets - Never	16,710	32.84%	12,694	32.47%	99
Coupon Booklets - Sometimes	23,987	47.14%	19,500	49.88%	106
Coupon Booklets - Often	7,178	14.11%	4,533	11.60%	82
Coupon Booklets - Always	3,009	5.91%	2,368	6.06%	103
Direct Mail - Read - Envelopes					
Envelopes - Never	20,547	40.38%	14,299	36.58%	91
Envelopes - Sometimes	19,318	37.96%	16,053	41.06%	108
Envelopes - Often	6,458	12.69%	5,731	14.66%	116
Envelopes - Always	4,562	8.97%	3,012	7.70%	86
Direct Mail - Read - Newsletter					
Newsletter - Never	16,389	32.21%	11,101	28.40%	88
Newsletter - Sometimes	24,879	48.89%	20,608	52.71%	108
Newsletter - Often	7,582	14.90%	6,097	15.60%	105
Newsletter - Always	2,035	4.00%	1,289	3.30%	83
Direct Mail - Read - E - Mail Coupons/Flyers					
Flyers - Never	16,005	31.45%	13,003	33.26%	106
Flyers - Sometimes	22,279	43.78%	16,955	43.37%	99
Flyers - Often	9,901	19.46%	7,586	19.40%	100
Flyers - Always	2,699	5.30%	1,552	3.97%	75
Direct Mail - Read - Door Hangers					
Door Hangers - Never	28,223	55.47%	21,434	54.83%	99
Door Hangers - Sometimes	17,731	34.85%	13,714	35.08%	101
Door Hangers - Often	3,786	7.44%	2,905	7.43%	100
Door Hangers - Always	1,144	2.25%	1,042	2.67%	119
Direct Mail - How Delivered to Home - Any					
Direct Mail Any - Addressed	40,258	79.12%	30,809	78.81%	100
Direct Mail Any - Unaddressed	35,068	68.92%	28,817	73.71%	107
Direct Mail - How Delivered to Home - Most Often					
Direct Mail Most Often - Addressed	31,296	61.51%	23,099	59.09%	96
Direct Mail Most Often - Unaddressed	11,671	22.94%	10,909	27.90%	122
Direct Mail - How Delivered to Home - Sometimes					
Direct Mail Sometimes - Addressed	8,962	17.61%	7,711	19.72%	112
Direct Mail Sometimes - Unaddressed	23,398	45.98%	17,926	45.85%	100
Direct Mail - Use to Plan/Make a Purchase - Brochures					
Brochures - Sometimes	25,526	50.17%	19,776	50.58%	101
Brochures - Often	1,935	3.80%	1,566	4.01%	106
Brochures - Always	289	0.57%	175	0.45%	79
Direct Mail - Use to Plan/Make a Purchase - Catalogues					
Catalogues - Sometimes	21,900	43.04%	17,743	45.39%	105
Catalogues - Often	3,827	7.52%	3,244	8.30%	110

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Catalogues - Always	908	1.78%	699	1.79%	101
Direct Mail - Use to Plan/Make a Purchase - Coupon Booklets					
Coupon Booklets - Sometimes	20,936	41.15%	15,432	39.47%	96
Coupon Booklets - Often	7,079	13.91%	5,729	14.65%	105
Coupon Booklets - Always	920	1.81%	632	1.62%	90
Direct Mail - Use to Plan/Make a Purchase - Email Coupons					
Email Coupons - Sometimes	20,001	39.31%	15,846	40.53%	103
Email Coupons - Often	5,872	11.54%	4,457	11.40%	99
Email Coupons - Always	753	1.48%	555	1.42%	96
Direct Mail - Use to Plan/Make a Purchase - Newsletters					
Newsletters - Sometimes	18,776	36.90%	15,387	39.36%	107
Newsletters - Often	1,717	3.37%	1,349	3.45%	102
Newsletters - Always	233	0.46%	144	0.37%	80
Direct Mail - Use to Plan/Make a Purchase - Addressed Mail Offers					
Addressed Mail Offers - Sometimes	21,357	41.97%	17,093	43.72%	104
Addressed Mail Offers - Often	2,349	4.62%	1,631	4.17%	90
Addressed Mail Offers - Always	1,335	2.62%	1,303	3.33%	127
Direct Mail - Use to Plan/Make a Purchase - Unaddressed Mail Offers					
Unaddressed Mail Offers - Sometimes	18,605	36.56%	15,209	38.90%	106
Unaddressed Mail Offers - Often	771	1.52%	632	1.62%	107
Unaddressed Mail Offers - Always	952	1.87%	470	1.20%	64
Flyers/Inserts/Coupons - Read in the Past 12 Months					
Flyers/Inserts/Coupons - Yes	37,353	73.41%	29,290	74.92%	102
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Appliances or Furniture					
Flyers for Appliances or Furniture - Frequently	2,462	4.84%	2,044	5.23%	108
Flyers for Appliances or Furniture - Sometimes	14,357	28.22%	10,636	27.21%	96
Flyers for Appliances or Furniture - Never	20,533	40.35%	16,610	42.49%	105
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Clothing and Accessories					
Flyers for Clothing and Accessories - Frequently	2,815	5.53%	1,911	4.89%	88
Flyers for Clothing and Accessories - Sometimes	18,652	36.66%	14,060	35.96%	98
Flyers for Clothing and Accessories - Never	15,886	31.22%	13,319	34.07%	109
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Computer Hardware/Software					
Flyers for Computer Hardware/Software - Frequently	1,836	3.61%	1,269	3.25%	90
Flyers for Computer Hardware/Software - Sometimes	17,858	35.10%	13,222	33.82%	96
Flyers for Computer Hardware/Software - Never	17,658	34.70%	14,798	37.85%	109
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Entertainment/Restaurants					
Flyers for Entertainment/Restaurants - Frequently	5,507	10.82%	5,329	13.63%	126
Flyers for Entertainment/Restaurants - Sometimes	23,090	45.38%	17,508	44.78%	99
Flyers for Entertainment/Restaurants - Never	8,756	17.21%	6,452	16.50%	96
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Fitness Clubs					
Flyers for Fitness Clubs - Frequently	1,572	3.09%	1,367	3.50%	113
Flyers for Fitness Clubs - Sometimes	4,818	9.47%	3,565	9.12%	96
Flyers for Fitness Clubs - Never	30,963	60.85%	24,358	62.30%	102
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Groceries					
Flyers for Groceries - Frequently	20,083	39.47%	15,216	38.92%	99

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Flyers for Groceries - Sometimes	13,642	26.81%	10,881	27.83%	104
Flyers for Groceries - Never	3,627	7.13%	3,193	8.17%	115
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Health Care or Personal Care Items					
Flyers for Health Care - Frequently	5,893	11.58%	4,622	11.82%	102
Flyers for Health Care - Sometimes	19,488	38.30%	14,786	37.82%	99
Flyers for Health Care - Never	11,971	23.53%	9,882	25.28%	107
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Home Entertainment Items					
Flyers for Home Entertainment Items - Frequently	2,494	4.90%	1,782	4.56%	93
Flyers for Home Entertainment Items - Sometimes	16,141	31.72%	11,133	28.48%	90
Flyers for Home Entertainment Items - Never	18,718	36.79%	16,374	41.88%	114
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Home Furnishings					
Flyers for Home Furnishings - Frequently	863	1.70%	592	1.51%	89
Flyers for Home Furnishings - Sometimes	13,439	26.41%	9,610	24.58%	93
Flyers for Home Furnishings - Never	23,051	45.30%	19,088	48.83%	108
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Home Improvement Products and Services					
Flyers for Home Improvement - Frequently	1,490	2.93%	1,332	3.41%	116
Flyers for Home Improvement - Sometimes	15,862	31.17%	12,359	31.61%	101
Flyers for Home Improvement - Never	20,001	39.31%	15,599	39.90%	102
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Investments or Banking Services					
Flyers for Banking Services - Frequently	1,709	3.36%	1,320	3.38%	101
Flyers for Banking Services - Sometimes	6,545	12.86%	5,000	12.79%	99
Flyers for Banking Services - Never	29,099	57.19%	22,970	58.75%	103
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Sports Equipment					
Flyers for Sports Equipment - Frequently	1,303	2.56%	930	2.38%	93
Flyers for Sports Equipment - Sometimes	8,454	16.62%	6,178	15.80%	95
Flyers for Sports Equipment - Never	27,596	54.23%	22,183	56.74%	105
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Wireless Products (Cell Phones/Smartphones)					
Flyers for Wireless Products - Frequently	1,184	2.33%	947	2.42%	104
Flyers for Wireless Products - Sometimes	13,990	27.49%	10,303	26.35%	96
Flyers for Wireless Products - Never	22,178	43.59%	18,040	46.15%	106
Flyers/Inserts/Coupons - Use to Plan/Make Purchases - Other Products or Services					
Flyers for Other - Frequently	1,931	3.80%	1,448	3.71%	98
Flyers for Other - Sometimes	18,270	35.90%	14,611	37.37%	104
Flyers for Other - Never	17,152	33.71%	13,231	33.84%	100
Flyers/Inserts/Coupons - How Currently Receive					
Flyers Receive - With Daily Newspaper	9,166	18.01%	8,731	22.33%	124
Flyers Receive - With Community Newspaper	22,282	43.79%	19,639	50.23%	115
Flyers Receive - With Magazines	7,647	15.03%	5,991	15.32%	102
Flyers Receive - With Mail (Addressed Mail)	19,276	37.88%	15,745	40.27%	106
Flyers Receive - Delivered to Your Door (Unaddressed Mail)	20,760	40.80%	16,853	43.11%	106
Flyers Receive - At Your Local Retail Store	4,499	8.84%	3,424	8.76%	99
Flyers Receive - Online (via website)	7,840	15.41%	5,983	15.31%	99
Flyers Receive - Via E-Mail	13,351	26.24%	11,918	30.48%	116
Flyers Receive - In an App	3,438	6.76%	2,699	6.91%	102

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Flyers/Inserts/Coupons - Type More Likely to Use					
Flyers Likely to Use - Printed	32,239	63.36%	25,293	64.70%	102
Flyers Likely to Use - Digital	11,402	22.41%	7,344	18.79%	84
Removed Materials from Publisac in Past Month					
Removed Materials from Publisac - Yes	2,748	5.40%	3,249	8.31%	154
Materials Distributed by Publisac - Read/Looked into Contents					
Materials Distributed by Publisac - Past Week	676	1.33%	811	2.08%	156
Materials Distributed by Publisac - Past Month	505	0.99%	301	0.77%	78
Materials Distributed by Publisac - Longer Ago	701	1.38%	740	1.89%	137
Materials Distributed by Publisac - Never	866	1.70%	1,396	3.57%	210
Downtown Walkways (the PATH/Plus 15/Harbour/Richardson Centre/Ville Marie) - When Last Time Used					
Downtown Walkways - Yesterday	838	1.65%	779	1.99%	121
Downtown Walkways - Past Week	2,601	5.11%	2,103	5.38%	105
Downtown Walkways - Past Month	8,911	17.51%	8,405	21.50%	123
Downtown Walkways - Past 12 Months	20,975	41.22%	16,696	42.71%	104
Downtown Walkways - Longer Ago	27,177	53.41%	19,395	49.61%	93
Downtown Walkways (the PATH/Plus 15/Harbour/Richardson Centre/Ville Marie) - Purpose of Last Use					
Downtown Walkways - Sporting Event	241	0.47%	287	0.74%	157
Downtown Walkways - Entertainment event	1,776	3.49%	1,499	3.84%	110
Downtown Walkways - Leisure attraction	4,649	9.14%	3,932	10.06%	110
Downtown Walkways - Government office	1,007	1.98%	1,403	3.59%	181
Downtown Walkways - Temporary visit the office building (e.g. meeting, delivery, etc.)	2,113	4.15%	3,096	7.92%	191
Downtown Walkways - Place of Work	187	0.37%	124	0.32%	86
Downtown Walkways - Shopping	3,567	7.01%	2,462	6.30%	90
Downtown Walkways - Restaurant/Gym/Doctor's Office	2,748	5.40%	2,225	5.69%	105
Downtown Walkways - Conference/Convention Centres	1,025	2.01%	722	1.85%	92
Downtown Walkways - Accessed TTC Subway Station (Toronto)	14	0.03%	2	0.01%	33
Downtown Walkways - Accessed GO Transit Station (Toronto)	4	0.01%	1	0.00%	0
Downtown Walkways - Accessed CTrain (Calgary)	253	0.50%	318	0.81%	162
Downtown Walkways - Accessed Metro (Montreal)	2	0.00%	0	0.00%	
Downtown Walkways - Just Walked Through	19,086	37.51%	15,457	39.54%	105
Downtown Walkways - Other purpose(s)	8,214	16.14%	5,799	14.83%	92

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.