

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Value	Percent	Value	Percent	Index
Weight - Population Aged 18 Years and Over	58,363		40,777		
Radio/Audio - When Last Listened to					
Yesterday	34,024	56.48%	23,539	54.91%	97
Past Week	45,759	75.96%	31,093	72.53%	95
Past Month	52,656	87.41%	37,494	87.46%	100
Past Year	56,795	94.28%	40,638	94.80%	101
Longer Ago	3,444	5.72%	2,230	5.20%	91
Radio/Audio - Where Listen Content					
Home	35,762	59.37%	25,680	59.90%	101
Car	40,731	67.61%	29,766	69.44%	103
Work	10,966	18.20%	7,655	17.86%	98
Public Transit	6,651	11.04%	4,641	10.83%	98
Walking/Running	11,239	18.66%	7,824	18.25%	98
Other	2,329	3.87%	1,750	4.08%	105
Devices Used to Listen					
Conventional Radio (not in a vehicle)	15,200	25.23%	11,389	26.57%	105
Connected TV/Smart TV	8,745	14.52%	6,402	14.94%	103
Computer/Laptop	18,105	30.05%	11,752	27.41%	91
Radio in a vehicle	38,335	63.64%	27,705	64.63%	102
Smartphone	24,287	40.32%	17,108	39.91%	99
Smart Speakers	9,437	15.67%	6,387	14.90%	95
Tablet	6,930	11.51%	5,312	12.39%	108
Streaming Set top box (i.e. Apple TV, Roku)	3,959	6.57%	2,732	6.37%	97
Other	3,066	5.09%	2,078	4.85%	95
How Receive Content					
Conventional Radio (e.g., AM, FM)	37,950	63.00%	29,258	68.25%	108
Free Streaming Services	22,972	38.13%	15,291	35.67%	94
Paid Subscription Streaming Services	16,256	26.99%	11,863	27.67%	103
Satellite	5,850	9.71%	3,652	8.52%	88
Other Online/Internet (e.g. websites)	10,673	17.72%	8,077	18.84%	106
Other Not Listed	4,020	6.67%	2,525	5.89%	88
Time Spent Listening in a Typical Day					
Less than 1 hour	16,522	27.43%	12,126	28.29%	103
1 to 2 hours	14,533	24.13%	9,774	22.80%	94
2 to 4 hours	8,550	14.19%	5,375	12.54%	88
4 to 6 hours	3,669	6.09%	2,458	5.73%	94
More than 6 hours	2,487	4.13%	1,674	3.91%	95
Format or Content Personally Listen to					
50's, 60's, 70's, 80's, 90's	23,907	39.69%	16,314	38.06%	96
Album Rock/Classic Rock	17,795	29.54%	11,101	25.90%	88
Classical/Fine Arts	5,468	9.08%	4,156	9.69%	107
Comedy	5,872	9.75%	4,180	9.75%	100
Dance	7,612	12.64%	5,137	11.98%	95
Jazz	5,497	9.13%	3,877	9.04%	99

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Modern Rock/Alternative Rock	15,935	26.45%	10,733	25.04%	95
Multicultural	3,116	5.17%	2,123	4.95%	96
New Country	7,776	12.91%	5,518	12.87%	100
News/Talk/Information	18,808	31.22%	13,473	31.43%	101
Religious/Gospel	2,618	4.35%	1,648	3.84%	88
Soft Music/Adult Contemporary	10,711	17.78%	7,621	17.78%	100
Sports	7,029	11.67%	4,728	11.03%	95
Top 40/Current Hits	17,588	29.20%	12,216	28.50%	98
Traditional Country	7,816	12.98%	5,254	12.26%	94
Traffic	6,506	10.80%	4,440	10.36%	96
Urban/Hip Hop/Rap	9,915	16.46%	7,201	16.80%	102
Weather	11,694	19.41%	9,899	23.09%	119
Other	8,479	14.08%	5,649	13.18%	94
Personally Listened to Satellite Radio Past 30 Days					
Yes	5,850	9.71%	3,652	8.52%	88
Activities While Listening to Radio					
Browse the internet on a computer	16,646	27.63%	11,997	27.99%	101
Browse the internet on a mobile/smart phone or tablet	13,623	22.61%	9,972	23.26%	103
Follow or comment on social media	6,584	10.93%	4,819	11.24%	103
Browse social media	13,943	23.15%	9,424	21.98%	95
Phone or send text messages to your friends or family	12,802	21.25%	7,641	17.83%	84
Send email(s)	14,100	23.41%	10,599	24.72%	106
Play video games	6,495	10.78%	5,424	12.65%	117
Driving	34,570	57.39%	26,513	61.85%	108
Shopping	4,620	7.67%	3,032	7.07%	92
Read magazines	3,488	5.79%	2,364	5.51%	95
Read daily newspapers	5,191	8.62%	4,177	9.74%	113
Read community newspapers	3,959	6.57%	3,024	7.06%	107
Watch TV	4,865	8.08%	3,208	7.48%	93
Work from home	11,872	19.71%	8,112	18.92%	96
Work from office	7,806	12.96%	5,545	12.93%	100
Household chores (e.g. cleaning, cooking, laundry, etc.)	24,360	40.44%	17,343	40.46%	100
Other	6,056	10.05%	5,543	12.93%	129
Do not do simultaneous activities	4,690	7.79%	3,771	8.80%	113
Radio/Audio - Actions Taken After Seeing an Ad in					
Searched online for a product/brand/service	8,799	14.61%	6,525	15.22%	104
Purchased a product/brand/service	4,226	7.02%	3,269	7.63%	109
Downloaded a coupon	2,317	3.85%	1,581	3.69%	96
Used a coupon	2,430	4.04%	1,898	4.43%	110
Visited a retail/restaurant location	4,901	8.14%	3,999	9.33%	115
Attended an event (movie/theatre/show)	2,548	4.23%	2,146	5.01%	118
Talked about the ad or product/brand/service with others	4,628	7.68%	3,870	9.03%	118
Commented on the ad or product/brand/service on social media	2,068	3.43%	1,603	3.74%	109
Recommended the advertised product/brand/service	1,639	2.72%	1,351	3.15%	116

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Visited the advertiser's website	6,297	10.45%	4,948	11.54%	110
Podcast - When Last Listened to Podcast					
Yesterday	10,411	17.28%	7,466	17.42%	101
Past Week	18,800	31.21%	13,166	30.71%	98
Past Month	25,417	42.19%	18,021	42.04%	100
Past Year	30,735	51.02%	22,364	52.17%	102
Longer Ago	5,609	9.31%	3,509	8.19%	88
Do not listen to podcasts	18,753	31.13%	13,329	31.09%	100
Podcast - Time Spent Listening In a Typical Day					
Less than 1 hour	16,056	26.65%	11,802	27.53%	103
1 to 2 hours	6,155	10.22%	4,997	11.66%	114
2 to 4 hours	1,155	1.92%	507	1.18%	61
4 to 6 hours	462	0.77%	356	0.83%	108
Podcast - Podcast Genre Follow					
Arts	2,233	3.71%	1,455	3.40%	92
Automotive	1,371	2.28%	1,012	2.36%	104
Business/Finance	3,220	5.35%	2,403	5.61%	105
Comedy	7,709	12.80%	5,719	13.34%	104
Entertainment & Celebrity News	3,507	5.82%	2,293	5.35%	92
Fashion & Beauty	1,859	3.09%	1,063	2.48%	80
Food & Drink	2,391	3.97%	1,810	4.22%	106
Games & Hobbies	2,384	3.96%	1,370	3.20%	81
Health, Fitness & Living	5,483	9.10%	4,191	9.78%	107
History	4,156	6.90%	2,874	6.70%	97
Home & Garden	1,351	2.24%	901	2.10%	94
Jobs & Careers	1,123	1.86%	662	1.54%	83
Kids & Family	1,176	1.95%	601	1.40%	72
Movies	3,220	5.35%	2,433	5.68%	106
Music	6,344	10.53%	4,184	9.76%	93
News & Politics	9,153	15.19%	6,211	14.49%	95
Science	4,615	7.66%	3,432	8.01%	105
Society & Culture	6,897	11.45%	5,119	11.94%	104
Sports	4,861	8.07%	4,062	9.48%	117
Technology	3,834	6.36%	2,643	6.17%	97
Travel	2,915	4.84%	1,755	4.09%	85
True Crime	6,663	11.06%	5,353	12.49%	113
TV	2,269	3.77%	1,852	4.32%	115
Other	8,022	13.32%	5,417	12.64%	95
Podcast - Listened to Any Newspaper Content in the Past Month					
Yes	3,196	5.31%	2,592	6.05%	114
Podcast - Listened to Any Magazine Content in the Past Month					
Yes	1,772	2.94%	1,268	2.96%	101
Podcast - Source of Info. Rely on to Find New Podcasts					
Friends, family or colleagues	11,639	19.32%	8,810	20.55%	106

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Ads in other podcasts	4,429	7.35%	3,273	7.64%	104
Social media	11,245	18.67%	8,817	20.57%	110
Podcasts app	7,212	11.97%	4,955	11.56%	97
Search	7,539	12.52%	5,825	13.59%	109
Websites	6,709	11.14%	5,008	11.68%	105
Traditional media (e.g., TV, radio, newspapers, magazines)	4,370	7.25%	3,338	7.79%	107
Other	4,054	6.73%	2,597	6.06%	90
Radio Terciles - Total					
Light	14,336	23.80%	11,118	25.93%	109
Medium	16,376	27.19%	11,776	27.47%	101
Heavy	29,528	49.02%	19,975	46.60%	95

Index	Description
≥ 180	Extremely High
≥ 110 and < 180	High
≥ 90 and < 110	Similar
≥ 50 and < 90	Low
< 50	Extremely Low

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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