

| 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 | | |
| Radio Quintiles - Total | | | | | |
| Light | 8,738 | 17.87% | 6,119 | 16.90% | 95 |
| Medium Light | 11,849 | 24.23% | 10,439 | 28.83% | 119 |
| Medium | 9,866 | 20.17% | 7,644 | 21.11% | 105 |
| Medium Heavy | 7,801 | 15.95% | 6,055 | 16.72% | 105 |
| Heavy | 10,654 | 21.78% | 5,952 | 16.44% | 75 |
| Radio Quintiles - English | | | | | |
| Light | 9,296 | 19.01% | 6,321 | 17.46% | 92 |
| Medium Light | 11,664 | 23.85% | 10,915 | 30.15% | 126 |
| Medium | 10,464 | 21.40% | 7,469 | 20.63% | 96 |
| Medium Heavy | 7,054 | 14.42% | 5,772 | 15.94% | 111 |
| Heavy | 10,430 | 21.33% | 5,731 | 15.83% | 74 |
| Radio Quintiles - 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% | |
| When Last Listened to Radio | | | | | |
| Yesterday | 36,011 | 73.63% | 27,893 | 77.03% | 105 |
| Past Week | 41,858 | 85.58% | 30,795 | 85.05% | 99 |
| Past Month | 44,761 | 91.52% | 33,188 | 91.66% | 100 |
| Longer Ago | 4,147 | 8.48% | 3,021 | 8.34% | 98 |
| Where Listen Content | | | | | |
| Home | 28,678 | 58.64% | 21,124 | 58.34% | 99 |
| Car | 38,298 | 78.31% | 32,096 | 88.64% | 113 |
| Work | 9,765 | 19.97% | 2,775 | 7.66% | 38 |
| Public Transit | 6,630 | 13.56% | 3,478 | 9.61% | 71 |
| Walking/Running | 8,126 | 16.62% | 4,218 | 11.65% | 70 |
| Other | 3,099 | 6.34% | 1,980 | 5.47% | 86 |
| Devices Used to Listen | | | | | |
| Conventional Radio | 20,800 | 42.53% | 15,557 | 42.97% | 101 |
| Connected TV/Smart TV | 8,187 | 16.74% | 5,772 | 15.94% | 95 |
| Computer | 15,254 | 31.19% | 9,548 | 26.37% | 85 |
| In Car Radio | 36,042 | 73.69% | 29,899 | 82.57% | 112 |
| Smartphone | 18,882 | 38.61% | 9,933 | 27.43% | 71 |
| Tablet | 7,593 | 15.52% | 5,137 | 14.19% | 91 |
| Set top box (i.e. Apple TV, Roku) | 3,377 | 6.91% | 1,918 | 5.30% | 77 |
| Other | 3,332 | 6.81% | 3,412 | 9.42% | 138 |
| How Receive Content | | | | | |
| Conventional Radio (e.g., AM, FM) | 39,723 | 81.22% | 31,338 | 86.55% | 107 |
| Free Streaming | 15,935 | 32.58% | 10,274 | 28.37% | 87 |
| Paid Subscription Streaming | 6,086 | 12.44% | 4,887 | 13.50% | 109 |

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| Podcast | 8,438 | 17.25% | 5,607 | 15.49% | 90 |
| Satellite | 4,950 | 10.12% | 3,962 | 10.94% | 108 |
| Other Online/Internet | 13,718 | 28.05% | 8,703 | 24.04% | 86 |
| Time Spent Weekday | | | | | |
| Less Than 1 Hour | 13,053 | 26.69% | 11,099 | 30.65% | 115 |
| 1 to 2 Hours | 12,131 | 24.80% | 9,698 | 26.78% | 108 |
| More Than 2 Hours | 16,405 | 33.54% | 10,285 | 28.41% | 85 |
| Time Spent Weekend Day | | | | | |
| Less Than 1 Hour | 16,098 | 32.92% | 13,747 | 37.97% | 115 |
| 1 to 2 Hours | 10,793 | 22.07% | 8,377 | 23.14% | 105 |
| More Than 2 Hours | 12,003 | 24.54% | 6,963 | 19.23% | 78 |
| Radio Program Listen to | | | | | |
| Album Rock/Classic Rock | 19,157 | 39.17% | 12,379 | 34.19% | 87 |
| Big Band/Music of Your Life | 4,515 | 9.23% | 2,535 | 7.00% | 76 |
| Classical/Fine Arts | 8,845 | 18.09% | 9,530 | 26.32% | 145 |
| Classic Hits (70s, 80s, 90s) | 17,439 | 35.66% | 13,083 | 36.13% | 101 |
| Comedy | 5,529 | 11.31% | 3,360 | 9.28% | 82 |
| Dance | 4,912 | 10.04% | 3,782 | 10.44% | 104 |
| Jazz | 6,252 | 12.78% | 4,626 | 12.78% | 100 |
| Modern Rock/Alternative Rock | 11,387 | 23.28% | 5,619 | 15.52% | 67 |
| Multicultural | 3,208 | 6.56% | 2,756 | 7.61% | 116 |
| New Country | 6,062 | 12.39% | 3,803 | 10.50% | 85 |
| News/Talk/Information | 24,039 | 49.15% | 21,691 | 59.91% | 122 |
| Oldies (50's, 60's, 70's) | 12,665 | 25.90% | 9,142 | 25.25% | 97 |
| Religious/Gospel | 3,069 | 6.28% | 2,269 | 6.27% | 100 |
| Retro (80's) | 7,405 | 15.14% | 4,271 | 11.80% | 78 |
| Soft Music/Adult Contemporary | 8,209 | 16.78% | 6,209 | 17.15% | 102 |
| Sports | 5,888 | 12.04% | 6,014 | 16.61% | 138 |
| Top 40/Current Hits | 15,864 | 32.44% | 11,177 | 30.87% | 95 |
| Traditional Country | 3,828 | 7.83% | 2,771 | 7.65% | 98 |
| Traffic | 16,405 | 33.54% | 16,242 | 44.86% | 134 |
| Urban/Hip Hop/Rap | 7,628 | 15.60% | 3,430 | 9.47% | 61 |
| Weather | 14,399 | 29.44% | 11,159 | 30.82% | 105 |
| Other | 4,568 | 9.34% | 2,528 | 6.98% | 75 |
| Radio/Audio-Personally Listened to Satellite Radio Past 30 Days | 4,908 | 10.03% | 3,909 | 10.80% | 108 |
| Activities While Listening to Radio | | | | | |
| Browse the internet on a computer | 18,555 | 37.94% | 13,125 | 36.25% | 96 |
| Browse the internet on a mobile phone or tablet | 17,184 | 35.13% | 10,788 | 29.79% | 85 |
| Follow or comment on social media | 7,916 | 16.19% | 4,258 | 11.76% | 73 |
| Engage with social media | 9,563 | 19.55% | 6,243 | 17.24% | 88 |
| Phone or send text messages to your friends or family | 16,577 | 33.89% | 10,014 | 27.66% | 82 |
| Play video games | 4,194 | 8.58% | 1,809 | 5.00% | 58 |
| Read magazines | 8,528 | 17.44% | 6,715 | 18.55% | 106 |

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| Read daily newspapers | 9,114 | 18.64% | 7,464 | 20.61% | 111 |
| Read community newspapers | 7,144 | 14.61% | 4,945 | 13.66% | 93 |
| Watch TV | 4,242 | 8.67% | 2,393 | 6.61% | 76 |
| Other | 14,561 | 29.77% | 9,478 | 26.18% | 88 |
| Do not do simultaneous activities | 9,449 | 19.32% | 9,211 | 25.44% | 132 |
| Actions Taken After Hearing an Ad | | | | | |
| Searched online for a product/brand/service | 5,681 | 11.62% | 3,430 | 9.47% | 81 |
| Purchased a product/brand/service | 2,688 | 5.50% | 1,675 | 4.63% | 84 |
| Used a coupon | 599 | 1.23% | 300 | 0.83% | 67 |
| Visited a retail/restaurant location | 3,328 | 6.81% | 1,984 | 5.48% | 80 |
| Attended an event (movie/theatre/show) | 2,956 | 6.04% | 1,780 | 4.92% | 81 |
| Talked about the ad or product/brand/service with others | 2,691 | 5.50% | 2,016 | 5.57% | 101 |
| Commented on the ad or product/brand/service on social media | 125 | 0.26% | 79 | 0.22% | 85 |
| Recommended the advertised product/brand/service | 629 | 1.29% | 297 | 0.82% | 64 |

| 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.