

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 18 and Up</b>	48,447		35,998		
<b>Magazine Quintiles - Print - Total</b>					
Light	8,765	18.09%	5,166	14.35%	79
Medium Light	12,214	25.21%	7,341	20.39%	81
Medium	9,685	19.99%	6,560	18.22%	91
Medium Heavy	9,064	18.71%	8,502	23.62%	126
Heavy	8,718	18.00%	8,429	23.42%	130
<b>Magazine Quintiles - Print - English</b>					
Light	10,002	20.65%	5,935	16.49%	80
Medium Light	11,765	24.29%	6,121	17.00%	70
Medium	8,111	16.74%	6,111	16.98%	101
Medium Heavy	8,853	18.27%	9,313	25.87%	142
Heavy	9,709	20.04%	8,517	23.66%	118
<b>Magazine Quintiles - Print - French</b>					
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	6	0.01%	0	0.00%	0
<b>Magazine Quintiles - Digital - All Age 12+ (New) - Total</b>					
Light	29,291	60.46%	22,632	62.87%	104
Medium Light	4,171	8.61%	3,052	8.48%	98
Medium	7,007	14.46%	6,005	16.68%	115
Medium Heavy	4,611	9.52%	2,716	7.54%	79
Heavy	3,367	6.95%	1,593	4.42%	64
<b>Magazine Quintiles - Digital - All Age 12+ (New) - English</b>					
Light	29,591	61.08%	22,924	63.68%	104
Medium Light	4,172	8.61%	3,334	9.26%	108
Medium	7,103	14.66%	6,043	16.79%	115
Medium Heavy	4,026	8.31%	2,312	6.42%	77
Heavy	3,544	7.32%	1,383	3.84%	52
<b>Magazine Quintiles - Digital - All Age 12+ (New) - French</b>					
Light	0	0.00%	0	0.00%	
Medium Light	7	0.01%	0	0.00%	0
Medium	0	0.00%	0	0.00%	
Medium Heavy	0	0.00%	0	0.00%	
Heavy	3	0.01%	0	0.00%	0
<b>Magazine Quintiles - Digital - Users Only (New) - Total</b>					
Light	5,517	11.39%	4,389	12.19%	107
Medium Light	10,567	21.81%	8,067	22.41%	103
Medium	15,766	32.54%	13,559	37.67%	116
Medium Heavy	8,926	18.43%	5,853	16.26%	88
Heavy	7,671	15.83%	4,129	11.47%	72
<b>Magazine Quintiles - Digital - Users Only (New) - English</b>					
Light	5,948	12.28%	5,000	13.89%	113

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Medium Light	10,072	20.79%	6,881	19.12%	92
Medium	16,098	33.23%	15,248	42.36%	127
Medium Heavy	9,043	18.67%	5,442	15.12%	81
Heavy	7,152	14.76%	3,245	9.02%	61
<b>Magazine Quintiles - Digital - Users Only (New) - French</b>					
Light	119	0.25%	180	0.50%	200
Medium Light	9	0.02%	1	0.00%	0
Medium	0	0.00%	0	0.00%	
Medium Heavy	0	0.00%	0	0.00%	
Heavy	7	0.01%	0	0.00%	0
<b>When Last Read/Looked through Magazine</b>					
Yesterday	27,179	56.10%	22,454	62.38%	111
Past Week	47,031	97.08%	36,875	102.44%	106
Past Month	63,831	131.76%	48,588	134.98%	102
Past 2 Months	66,559	137.39%	50,336	139.83%	102
Past 3 Months	68,563	141.52%	52,420	145.62%	103
Longer Ago	11,334	23.39%	7,213	20.04%	86
<b>When Last Read/Looked through Magazine - Printed Issue</b>					
Yesterday	14,448	29.82%	13,058	36.28%	122
Past Week	27,197	56.14%	22,858	63.50%	113
Past Month	38,465	79.40%	30,839	85.67%	108
Past 2 Months	40,144	82.86%	31,340	87.06%	105
Past 3 Months	41,119	84.88%	32,390	89.98%	106
Longer Ago	5,700	11.77%	2,872	7.98%	68
<b>When Last Read/Looked through Magazine - Digital Edition</b>					
Yesterday	12,730	26.28%	9,396	26.10%	99
Past Week	19,835	40.94%	14,017	38.94%	95
Past Month	25,366	52.36%	17,749	49.31%	94
Past 2 Months	26,415	54.52%	18,995	52.77%	97
Past 3 Months	27,444	56.65%	20,031	55.64%	98
Longer Ago	5,633	11.63%	4,341	12.06%	104
<b>Magazine Type - Usually Read</b>					
Alternative News	4,262	8.80%	2,441	6.78%	77
Art	3,939	8.13%	2,353	6.54%	80
Automotive/Motorcycle	3,533	7.29%	2,522	7.01%	96
Parenting/Babies	2,059	4.25%	1,150	3.19%	75
Bridal	889	1.83%	273	0.76%	42
Business/Finance	5,387	11.12%	6,628	18.41%	166
Children/Teen	2,158	4.45%	1,279	3.55%	80
Technology/Science	8,172	16.87%	5,810	16.14%	96
Entertainment/Celebrity	6,976	14.40%	4,701	13.06%	91
Fashion	5,676	11.72%	4,288	11.91%	102
Food/Recipes	12,255	25.30%	7,219	20.05%	79
Gardening	3,844	7.94%	2,352	6.53%	82

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Health/Fitness	9,130	18.85%	7,392	20.53%	109
Home Décor	7,220	14.90%	4,178	11.61%	78
Home Improvements	5,320	10.98%	4,355	12.10%	110
Men's	3,815	7.87%	2,466	6.85%	87
Nature	5,692	11.75%	4,154	11.54%	98
Sports/Recreation	6,200	12.80%	4,624	12.85%	100
Travel/Tourism	7,899	16.31%	6,234	17.32%	106
Women's	7,073	14.60%	5,009	13.92%	95
Other	4,141	8.55%	2,380	6.61%	77
<b>Magazine Type - Sometimes Read</b>					
Alternative News	19,442	40.13%	12,682	35.23%	88
Art	19,507	40.26%	15,424	42.85%	106
Automotive/Motorcycle	11,237	23.19%	8,673	24.09%	104
Parenting/Babies	8,902	18.37%	5,187	14.41%	78
Bridal	5,520	11.39%	2,769	7.69%	68
Business/Finance	18,289	37.75%	15,525	43.13%	114
Children/Teen	11,294	23.31%	6,987	19.41%	83
Technology/Science	23,921	49.38%	19,752	54.87%	111
Entertainment/Celebrity	25,989	53.64%	20,434	56.77%	106
Fashion	17,637	36.40%	13,215	36.71%	101
Food/Recipes	24,040	49.62%	20,090	55.81%	112
Gardening	16,659	34.39%	13,437	37.33%	109
Health/Fitness	23,206	47.90%	18,535	51.49%	107
Home Décor	18,733	38.67%	15,606	43.35%	112
Home Improvements	20,132	41.55%	17,343	48.18%	116
Men's	13,848	28.58%	11,487	31.91%	112
Nature	23,943	49.42%	18,740	52.06%	105
Sports/Recreation	15,741	32.49%	14,542	40.40%	124
Travel/Tourism	25,511	52.66%	20,258	56.28%	107
Women's	17,105	35.31%	12,943	35.96%	102
Other	23,022	47.52%	17,183	47.73%	100
<b>Bought/Subscribed to Past Year - Print</b>	15,177	31.33%	15,608	43.36%	138
<b>Bought/Subscribed to Past Year - Digital Edition</b>	6,658	13.74%	6,603	18.34%	133
<b>Devices Used to Access Digital Content</b>					
Computer	11,422	23.58%	7,530	20.92%	89
Tablet	6,744	13.92%	4,913	13.65%	98
Smartphone	12,923	26.67%	7,501	20.84%	78
Other Electronic Device	1,273	2.63%	454	1.26%	48
<b>Activities While Reading Magazines</b>					
Browse the internet on a computer	12,771	26.36%	8,746	24.30%	92
Browse the internet on a mobile phone or tablet	11,811	24.38%	6,509	18.08%	74
Follow or comment on social media	7,943	16.40%	4,642	12.90%	79
Engage with social media	8,766	18.09%	4,674	12.98%	72
Phone or send text messages to your friends or family	12,931	26.69%	9,102	25.29%	95

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Play video games	1,792	3.70%	975	2.71%	73
Listen to radio	13,678	28.23%	10,207	28.36%	100
Watch TV	17,948	37.05%	13,464	37.40%	101
Other	3,639	7.51%	3,046	8.46%	113
None	13,864	28.62%	11,246	31.24%	109
<b>Actions Taken After Seeing an Ad</b>					
Searched online for a product/brand/service	10,262	21.18%	7,792	21.65%	102
Purchased a product/brand/service	4,306	8.89%	3,211	8.92%	100
Used a coupon	6,304	13.01%	3,405	9.46%	73
Visited a retail/restaurant location	4,508	9.31%	3,500	9.72%	104
Attended an event (movie/theatre/show)	3,752	7.74%	2,622	7.28%	94
Talked about the ad or product/brand/service with others	4,456	9.20%	2,875	7.99%	87
Commented on the ad or product/brand/service on social media	759	1.57%	434	1.21%	77
Recommended the advertised product/brand/service	2,123	4.38%	1,142	3.17%	72

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.