

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Population of Age 18 and Up	48,447		35,998		
Newspaper Quintiles - Print - Total					
Light	13,824	28.54%	6,265	17.40%	61
Medium Light	225	0.46%	184	0.51%	111
Medium	10,721	22.13%	7,101	19.73%	89
Medium Heavy	12,282	25.35%	8,703	24.18%	95
Heavy	11,394	23.52%	13,745	38.18%	162
Newspaper Quintiles - Print - English					
Light	13,430	27.72%	7,085	19.68%	71
Medium Light	349	0.72%	232	0.64%	89
Medium	10,489	21.65%	6,712	18.65%	86
Medium Heavy	13,263	27.38%	9,215	25.60%	93
Heavy	10,906	22.51%	12,754	35.43%	157
Newspaper Quintiles - Print - 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	9	0.02%	0	0.00%	0
Newspaper Quintiles - Digital - All Age 12+ (New) - Total					
Light	19,782	40.83%	11,717	32.55%	80
Medium Light	6,885	14.21%	5,774	16.04%	113
Medium	9,950	20.54%	8,283	23.01%	112
Medium Heavy	6,865	14.17%	5,860	16.28%	115
Heavy	4,964	10.25%	4,364	12.12%	118
Newspaper Quintiles - Digital - All Age 12+ (New) - English					
Light	19,941	41.16%	12,187	33.86%	82
Medium Light	7,029	14.51%	6,692	18.59%	128
Medium	8,272	17.07%	6,284	17.46%	102
Medium Heavy	7,803	16.11%	6,400	17.78%	110
Heavy	5,401	11.15%	4,435	12.32%	110
Newspaper Quintiles - Digital - All Age 12+ (New) - 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%	
Newspaper Quintiles - Digital - Users Only (New) - Total					
Light	8,365	17.27%	6,082	16.90%	98
Medium Light	14,556	30.05%	10,164	28.23%	94
Medium	10,248	21.15%	7,083	19.68%	93
Medium Heavy	9,657	19.93%	7,580	21.06%	106
Heavy	5,620	11.60%	5,089	14.14%	122
Newspaper Quintiles - Digital - Users Only (New) - English					
Light	6,153	12.70%	5,608	15.58%	123

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	Value	Percent	Value	Percent	Index
Medium Light	13,702	28.28%	9,764	27.12%	96
Medium	11,363	23.45%	7,400	20.56%	88
Medium Heavy	9,766	20.16%	7,465	20.74%	103
Heavy	7,445	15.37%	5,760	16.00%	104
Newspaper Quintiles - Digital - Users Only (New) - French					
Light	0	0.00%	0	0.00%	
Medium Light	17	0.04%	1	0.00%	0
Medium	0	0.00%	0	0.00%	
Medium Heavy	0	0.00%	0	0.00%	
Heavy	0	0.00%	0	0.00%	
When Last Read/Looked through Any					
Yesterday	32,661	67.42%	29,490	81.92%	122
Past Week	51,440	106.18%	43,044	119.57%	113
Past Month	63,460	130.99%	50,719	140.90%	108
Longer Ago	16,280	33.60%	11,458	31.83%	95
When Last Read/Looked through Any - Printed Newspaper					
Yesterday	20,524	42.36%	19,518	54.22%	128
Past Week	31,443	64.90%	26,260	72.95%	112
Past Month	35,884	74.07%	29,582	82.18%	111
Longer Ago	9,195	18.98%	4,311	11.98%	63
When Last Read/Looked through Any - Digital Newspaper					
Yesterday	12,137	25.05%	9,972	27.70%	111
Past Week	19,997	41.28%	16,784	46.62%	113
Past Month	27,575	56.92%	21,138	58.72%	103
Longer Ago	7,084	14.62%	7,146	19.85%	136
# of Any Weekday Print Issues Read/Looked through					
1	9,276	19.15%	6,847	19.02%	99
2	5,047	10.42%	3,620	10.06%	97
3	4,077	8.42%	2,840	7.89%	94
4	2,955	6.10%	1,967	5.46%	90
5	8,654	17.86%	10,886	30.24%	169
Read/Looked into Saturday Print Issue Past Month					
1	5,523	11.40%	3,704	10.29%	90
2	4,582	9.46%	3,822	10.62%	112
3	2,761	5.70%	3,413	9.48%	166
4	6,039	12.47%	8,579	23.83%	191
Read/Looked into Any Sunday Print Issue Past Month					
1	5,639	11.64%	4,267	11.85%	102
2	2,207	4.56%	1,929	5.36%	118
3	1,880	3.88%	1,727	4.80%	124
4	3,568	7.36%	3,612	10.04%	136
Any Newspaper Aumulative Audienc - Print					
5-Day	30,699	63.37%	26,427	73.41%	116
Any Newspaper Aumulative Audience - Print					
6/7 Day	30,556	63.07%	26,958	74.89%	119

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	Value	Percent	Value	Percent	Index
Any Newspaper Aumulative Audience - Digital					
6/7 Day	16,228	33.50%	14,229	39.53%	118
Any Newspaper Aumulative Audience - Total Print/Digital					
6/7 Day	36,096	74.51%	30,785	85.52%	115
How Last Print Issue Obtained - Weekday					
Paid Subscription Delivered to Household	5,576	11.51%	9,850	27.36%	238
Paid Subscription Delivered to Office	676	1.40%	553	1.54%	110
Purchased at Newsstand, Store or Box	977	2.02%	535	1.49%	74
In Public Place (e.g. Waiting Room, Reception Area)	2,892	5.97%	2,238	6.22%	104
Obtained Free of Charge	589	1.22%	473	1.31%	107
Some Other Way	1,334	2.75%	1,019	2.83%	103
How Last Print Issue Obtained - Saturday					
Paid Subscription Delivered to Household	5,487	11.33%	8,648	24.03%	212
Paid Subscription Delivered to Office	517	1.07%	271	0.75%	70
Purchased at Newsstand, Store or Box	2,185	4.51%	1,413	3.93%	87
In Public Place (e.g. Waiting Room, Reception Area)	3,026	6.25%	2,167	6.02%	96
Obtained Free of Charge	1,574	3.25%	1,154	3.21%	99
Some Other Way	2,015	4.16%	2,479	6.89%	166
How Last Print Issue Obtained - Sunday					
Paid Subscription Delivered to Household	2,899	5.98%	3,066	8.52%	142
Paid Subscription Delivered to Office	210	0.43%	131	0.36%	84
Purchased at Newsstand, Store or Box	1,660	3.43%	1,485	4.12%	120
In Public Place (e.g. Waiting Room, Reception Area)	1,411	2.91%	1,608	4.47%	154
Obtained Free of Charge	887	1.83%	607	1.69%	92
Some Other Way	967	2.00%	635	1.76%	88
Print Newspaper Sections - Usually Read					
Local News	19,807	40.89%	18,442	51.23%	125
Provincial or National News	17,132	35.36%	16,714	46.43%	131
World News	19,430	40.11%	19,386	53.85%	134
Sports	7,001	14.45%	7,626	21.19%	147
Finance or Business	7,955	16.42%	9,661	26.84%	163
Arts and Entertainment	11,498	23.73%	11,628	32.30%	136
Editorials	8,547	17.64%	9,387	26.08%	148
Food	9,846	20.32%	9,657	26.83%	132
Fashion or Lifestyle	7,336	15.14%	6,890	19.14%	126
Travel	9,213	19.02%	8,098	22.50%	118
Automotive	4,284	8.84%	4,476	12.43%	141
Comics	9,976	20.59%	8,849	24.58%	119
Home or Real Estate	6,037	12.46%	6,002	16.67%	134
Health	11,169	23.05%	10,630	29.53%	128
Puzzles and Games	8,746	18.05%	8,605	23.91%	132
Print Newspaper Sections - Sometimes Read					
Local News	3,192	6.59%	3,606	10.02%	152
Provincial or National News	5,772	11.91%	5,059	14.05%	118

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	Value	Percent	Value	Percent	Index
World News	3,772	7.79%	2,860	7.95%	102
Sports	8,339	17.21%	7,904	21.96%	128
Finance or Business	9,637	19.89%	8,767	24.36%	122
Arts and Entertainment	10,037	20.72%	9,209	25.58%	123
Editorials	9,868	20.37%	8,281	23.00%	113
Food	10,833	22.36%	10,075	27.99%	125
Fashion or Lifestyle	9,507	19.62%	10,070	27.98%	143
Travel	9,794	20.22%	9,990	27.75%	137
Automotive	8,877	18.32%	9,149	25.42%	139
Comics	6,861	14.16%	6,623	18.40%	130
Home or Real Estate	10,903	22.51%	9,633	26.76%	119
Health	9,803	20.23%	9,266	25.74%	127
Puzzles and Games	6,773	13.98%	5,761	16.01%	115
Devices Used to Access Digital Content					
Computer	20,269	41.84%	17,817	49.49%	118
Tablet	11,912	24.59%	11,802	32.79%	133
Smartphone	18,576	38.34%	14,668	40.75%	106
Other Electronic Device	2,691	5.56%	1,680	4.67%	84
Devices Used to Access Digital Content - Most Often					
Computer	12,673	26.16%	11,469	31.86%	122
Tablet	4,681	9.66%	4,656	12.94%	134
Smartphone	10,117	20.88%	7,502	20.84%	100
Other Electronic Device	378	0.78%	388	1.08%	138
Devices Used to Access Digital Content - Sometimes					
Computer	7,596	15.68%	6,348	17.64%	113
Tablet	7,230	14.92%	7,146	19.85%	133
Smartphone	8,459	17.46%	7,166	19.91%	114
Other Electronic Device	2,313	4.77%	1,291	3.59%	75
Digital Newspaper Edition Sections - Usually Read					
Local News	12,069	24.91%	9,923	27.57%	111
Provincial or National News	12,392	25.58%	11,374	31.60%	124
World News	14,326	29.57%	13,478	37.44%	127
Sports	4,662	9.62%	4,381	12.17%	127
Finance or Business	5,515	11.38%	7,582	21.06%	185
Arts and Entertainment	5,807	11.99%	3,606	10.02%	84
Editorials	3,538	7.30%	3,383	9.40%	129
Food	4,761	9.83%	2,883	8.01%	81
Fashion or Lifestyle	3,558	7.35%	2,550	7.08%	96
Travel	4,313	8.90%	3,528	9.80%	110
Automotive	2,363	4.88%	2,581	7.17%	147
Comics	4,835	9.98%	2,823	7.84%	79
Home or Real Estate	2,788	5.76%	3,143	8.73%	152
Health	5,115	10.56%	3,734	10.37%	98
Puzzles and Games	4,736	9.78%	2,905	8.07%	83

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	Value	Percent	Value	Percent	Index
Digital Newspaper Edition Sections - Sometimes Read					
Local News	6,820	14.08%	6,355	17.65%	125
Provincial or National News	6,100	12.59%	4,984	13.85%	110
World News	4,872	10.06%	3,665	10.18%	101
Sports	6,663	13.75%	6,973	19.37%	141
Finance or Business	8,761	18.08%	6,481	18.00%	100
Arts and Entertainment	9,644	19.91%	9,300	25.84%	130
Editorials	10,363	21.39%	8,533	23.70%	111
Food	9,434	19.47%	9,361	26.00%	134
Fashion or Lifestyle	8,820	18.21%	8,722	24.23%	133
Travel	10,542	21.76%	9,270	25.75%	118
Automotive	5,855	12.09%	5,010	13.92%	115
Comics	5,224	10.78%	3,938	10.94%	101
Home or Real Estate	9,237	19.07%	8,586	23.85%	125
Health	10,360	21.39%	8,711	24.20%	113
Puzzles and Games	3,685	7.61%	2,455	6.82%	90
Activities While Reading Daily Newspapers					
Browse the internet on a computer	9,871	20.37%	6,173	17.15%	84
Browse the internet on a mobile phone or tablet	11,552	23.85%	5,971	16.59%	70
Follow or comment on social media	4,963	10.25%	3,309	9.19%	90
Engage with social media	5,040	10.40%	3,669	10.19%	98
Phone or send text messages to your friends or family	9,403	19.41%	5,964	16.57%	85
Play video games	2,172	4.48%	1,118	3.11%	69
Listen to radio	13,170	27.18%	9,744	27.07%	100
Watch TV	17,030	35.15%	13,698	38.05%	108
Other	4,668	9.64%	2,955	8.21%	85
Newspapers - Actions Taken After Seeing an Ad					
Searched online for a product/brand/service	5,357	11.06%	4,181	11.61%	105
Purchased a product/brand/service	3,589	7.41%	2,453	6.82%	92
Used a coupon	4,268	8.81%	3,624	10.07%	114
Visited a retail/restaurant location	3,788	7.82%	2,504	6.96%	89
Attended an event (movie/theatre/show)	2,774	5.73%	2,629	7.30%	127
Talked about the ad or product/brand/service with others	3,031	6.26%	1,478	4.11%	66
Commented on the ad or product/brand/service on social media	800	1.65%	405	1.13%	68
Recommended the advertised product/brand/service	1,522	3.14%	874	2.43%	77
Community Newspapers (Print or Digital) - When Last Read					
Yesterday	11,566	23.87%	8,449	23.47%	98
Past Week	23,550	48.61%	17,202	47.79%	98
Past Month	31,633	65.29%	23,580	65.50%	100
Longer Ago	8,827	18.22%	5,635	15.65%	86
Community Newspapers (Print or Digital) - Time Spent Last Day					
Less Than 5 Minutes	4,086	8.43%	2,905	8.07%	96
5 To 15 Minutes	14,710	30.36%	11,277	31.33%	103
16 To 30 Minutes	9,477	19.56%	7,787	21.63%	111

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
31 To 60 Minutes	2,877	5.94%	1,351	3.75%	63
1 To 2 Hours	178	0.37%	70	0.19%	51
More Than 2 Hours	305	0.63%	190	0.53%	84
Activities While Reading Community Newspapers					
Browse the internet on a computer	6,588	13.60%	4,119	11.44%	84
Browse the internet on a mobile phone or tablet	6,531	13.48%	3,582	9.95%	74
Follow or comment on social media	4,477	9.24%	2,293	6.37%	69
Engage with social media	4,242	8.76%	2,888	8.02%	92
Phone or send text messages to your friends or family	7,780	16.06%	3,368	9.36%	58
Play video games	1,336	2.76%	837	2.32%	84
Listen to radio	10,084	20.81%	6,849	19.03%	91
Watch TV	14,679	30.30%	10,336	28.71%	95
Other	4,848	10.01%	2,281	6.34%	63
Community Newspapers - Actions Taken After Seeing an Ad					
Searched online for a product/brand/service	4,574	9.44%	3,479	9.67%	102
Purchased a product/brand/service	3,593	7.42%	2,678	7.44%	100
Used a coupon	5,908	12.20%	4,389	12.19%	100
Visited a retail/restaurant location	4,054	8.37%	2,764	7.68%	92
Attended an event (movie/theatre/show)	4,277	8.83%	2,953	8.20%	93
Talked about the ad or product/brand/service with others	2,146	4.43%	1,268	3.52%	79
Commented on the ad or product/brand/service on social media	354	0.73%	232	0.64%	88
Recommended the advertised product/brand/service	777	1.60%	392	1.09%	68

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.