

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>Radio Quintiles - Total</b>					
Light	8,643	17.84%	6,162	17.12%	96
Medium Light	11,819	24.40%	10,397	28.88%	118
Medium	9,741	20.11%	7,572	21.04%	105
Medium Heavy	7,663	15.82%	5,951	16.53%	104
Heavy	10,581	21.84%	5,916	16.44%	75
<b>Radio Quintiles - English</b>					
Light	9,217	19.03%	6,368	17.69%	93
Medium Light	11,594	23.93%	10,859	30.17%	126
Medium	10,380	21.43%	7,397	20.55%	96
Medium Heavy	6,915	14.27%	5,659	15.72%	110
Heavy	10,340	21.34%	5,714	15.87%	74
<b>Radio Quintiles - 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	0	0.00%	0	0.00%	
<b>When Last Listened to Radio</b>					
Yesterday	35,641	73.57%	27,669	76.86%	104
Past Week	41,504	85.67%	30,542	84.84%	99
Past Month	44,310	91.46%	32,957	91.55%	100
Longer Ago	4,136	8.54%	3,041	8.45%	99
<b>Where Listen Content</b>					
Home	28,369	58.56%	21,043	58.46%	100
Car	37,794	78.01%	31,819	88.39%	113
Work	9,585	19.78%	2,756	7.66%	39
Public Transit	6,663	13.75%	3,478	9.66%	70
Walking/Running	8,071	16.66%	4,193	11.65%	70
Other	3,093	6.39%	1,962	5.45%	85
<b>Devices Used to Listen</b>					
Conventional Radio	20,426	42.16%	15,405	42.79%	101
Connected TV/Smart TV	8,140	16.80%	5,803	16.12%	96
Computer	15,120	31.21%	9,502	26.40%	85
In Car Radio	35,702	73.69%	29,701	82.51%	112
Smartphone	18,653	38.50%	9,804	27.24%	71
Tablet	7,409	15.29%	5,163	14.34%	94
Set top box (i.e. Apple TV, Roku)	3,277	6.77%	1,927	5.35%	79
Other	3,405	7.03%	3,350	9.31%	132
<b>How Receive Content</b>					
Conventional Radio (e.g., AM, FM)	39,146	80.80%	31,104	86.41%	107
Free Streaming	15,871	32.76%	10,157	28.22%	86
Paid Subscription Streaming	6,011	12.41%	4,901	13.61%	110

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Podcast	8,335	17.20%	5,559	15.44%	90
Satellite	4,887	10.09%	3,910	10.86%	108
Other Online/Internet	13,701	28.28%	8,677	24.10%	85
<b>Time Spent Weekday</b>					
Less Than 1 Hour	12,976	26.78%	11,054	30.71%	115
1 to 2 Hours	12,017	24.81%	9,599	26.67%	107
More Than 2 Hours	16,243	33.53%	10,174	28.26%	84
<b>Time Spent Weekend Day</b>					
Less Than 1 Hour	15,920	32.86%	13,670	37.98%	116
1 to 2 Hours	10,683	22.05%	8,288	23.03%	104
More Than 2 Hours	11,881	24.52%	6,873	19.09%	78
<b>Radio Program Listen to</b>					
Album Rock/Classic Rock	18,927	39.07%	12,257	34.05%	87
Big Band/Music of Your Life	4,545	9.38%	2,553	7.09%	76
Classical/Fine Arts	8,786	18.14%	9,490	26.36%	145
Classic Hits (70s, 80s, 90s)	17,299	35.71%	13,032	36.20%	101
Comedy	5,424	11.20%	3,324	9.24%	83
Dance	4,861	10.03%	3,764	10.46%	104
Jazz	6,269	12.94%	4,698	13.05%	101
Modern Rock/Alternative Rock	11,179	23.07%	5,528	15.36%	67
Multicultural	3,178	6.56%	2,768	7.69%	117
New Country	6,012	12.41%	3,740	10.39%	84
News/Talk/Information	23,737	49.00%	21,555	59.88%	122
Oldies (50's, 60's, 70's)	12,603	26.01%	9,160	25.45%	98
Religious/Gospel	3,055	6.31%	2,271	6.31%	100
Retro (80's)	7,376	15.23%	4,253	11.82%	78
Soft Music/Adult Contemporary	8,218	16.96%	6,292	17.48%	103
Sports	5,744	11.86%	5,999	16.67%	141
Top 40/Current Hits	15,607	32.21%	11,026	30.63%	95
Traditional Country	3,779	7.80%	2,753	7.65%	98
Traffic	16,037	33.10%	16,062	44.62%	135
Urban/ Hip Hop/ Rap	7,557	15.60%	3,385	9.40%	60
Weather	14,336	29.59%	11,105	30.85%	104
Other	4,578	9.45%	2,509	6.97%	74
<b>Radio/Audio-Personally Listened to Satellite Radio Past 30 Days</b>	4,842	10.00%	3,860	10.72%	107
<b>Activities While Listening to Radio</b>					
Browse the internet on a computer	18,386	37.95%	13,063	36.29%	96
Browse the internet on a mobile phone or tablet	16,914	34.91%	10,685	29.68%	85
Follow or comment on social media	7,888	16.28%	4,194	11.65%	72
Engage with social media	9,558	19.73%	6,164	17.12%	87
Phone or send text messages to your friends or family	16,499	34.06%	9,905	27.52%	81
Play video games	4,184	8.64%	1,824	5.07%	59
Read magazines	8,505	17.56%	6,685	18.57%	106

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Read daily newspapers	8,968	18.51%	7,453	20.70%	112
Read community newspapers	6,996	14.44%	4,935	13.71%	95
Watch TV	4,226	8.72%	2,414	6.71%	77
Other	14,399	29.72%	9,389	26.08%	88
Do not do simultaneous activities	9,411	19.43%	9,145	25.41%	131
<b>Actions Taken After Hearing an Ad</b>					
Searched online for a product/brand/service	5,614	11.59%	3,421	9.50%	82
Purchased a product/brand/service	2,667	5.51%	1,672	4.65%	84
Used a coupon	584	1.21%	298	0.83%	69
Visited a retail/restaurant location	3,328	6.87%	1,983	5.51%	80
Attended an event (movie/theatre/show)	2,946	6.08%	1,776	4.93%	81
Talked about the ad or product/brand/service with others	2,698	5.57%	2,010	5.59%	100
Commented on the ad or product/brand/service on social media	125	0.26%	79	0.22%	85
Recommended the advertised product/brand/service	631	1.30%	298	0.83%	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. 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.