

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population Age 15 Year and Over	54,916		40,249		
NFL - This Is My Favourite Team					
Favourite Team - NFL-Arizona Cardinals	148	0.27%	141	0.35%	130
Favourite Team - NFL-Baltimore Ravens	337	0.61%	122	0.30%	49
Favourite Team - NFL-Buffalo Bills	441	0.80%	388	0.96%	120
Favourite Team - NFL-Chicago Bears	288	0.53%	223	0.56%	106
Favourite Team - NFL-Dallas Cowboys	801	1.46%	539	1.34%	92
Favourite Team - NFL-Denver Broncos	480	0.87%	333	0.83%	95
Favourite Team - NFL-Detroit Lions	339	0.62%	200	0.50%	81
Favourite Team - NFL-Green Bay Packers	1,347	2.45%	1,095	2.72%	111
Favourite Team - NFL-Kansas City Chiefs	743	1.35%	593	1.47%	109
Favourite Team - NFL-Los Angeles Chargers	303	0.55%	265	0.66%	120
Favourite Team - NFL-Los Angeles Rams	328	0.60%	186	0.46%	77
Favourite Team - NFL-Miami Dolphins	489	0.89%	387	0.96%	108
Favourite Team - NFL-Minnesota Vikings	239	0.44%	164	0.41%	93
Favourite Team - NFL-New England Patriots	1,542	2.81%	1,288	3.20%	114
Favourite Team - NFL-New Orleans Saints	599	1.09%	362	0.90%	83
Favourite Team - NFL-New York Giants	159	0.29%	130	0.32%	110
Favourite Team - NFL-New York Jets	60	0.11%	29	0.07%	64
Favourite Team - NFL-Oakland Raiders	178	0.32%	88	0.22%	69
Favourite Team - NFL-Philadelphia Eagles	280	0.51%	162	0.40%	78
Favourite Team - NFL-Pittsburgh Steelers	887	1.62%	642	1.60%	99
Favourite Team - NFL-San Francisco 49ers	1,335	2.43%	839	2.08%	86
Favourite Team - NFL-Seattle Seahawks	3,402	6.20%	2,675	6.65%	107
Favourite Team - NFL-Tampa Bay Buccaneers	12	0.02%	12	0.03%	150
Favourite Team - NFL-Washington Redskins	80	0.15%	73	0.18%	120
Favourite Team - NFL-Other NFL Team	5,860	10.67%	3,320	8.25%	77
Favourite Team - NFL-Any NFL Team	16,249	29.59%	11,550	28.70%	97
NFL - Second Favourite Team					
Second Favourite Team - NFL-Arizona Cardinals	86	0.16%	81	0.20%	125
Second Favourite Team - NFL-Atlanta Falcons	124	0.23%	35	0.09%	39
Second Favourite Team - NFL-Baltimore Ravens	168	0.31%	123	0.31%	100
Second Favourite Team - NFL-Buffalo Bills	231	0.42%	147	0.36%	86
Second Favourite Team - NFL-Chicago Bears	143	0.26%	111	0.28%	108
Second Favourite Team - NFL-Cleveland Browns	46	0.09%	44	0.11%	122
Second Favourite Team - NFL-Dallas Cowboys	428	0.78%	417	1.04%	133
Second Favourite Team - NFL-Denver Broncos	457	0.83%	257	0.64%	77
Second Favourite Team - NFL-Detroit Lions	80	0.15%	39	0.10%	67
Second Favourite Team - NFL-Green Bay Packers	1,234	2.25%	910	2.26%	100
Second Favourite Team - NFL-Kansas City Chiefs	935	1.70%	596	1.48%	87
Second Favourite Team - NFL-Los Angeles Rams	662	1.21%	466	1.16%	96
Second Favourite Team - NFL-Miami Dolphins	196	0.36%	267	0.66%	183
Second Favourite Team - NFL-Minnesota Vikings	103	0.19%	103	0.26%	137

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Second Favourite Team - NFL-New England Patriots	1,073	1.96%	666	1.66%	85
Second Favourite Team - NFL-New Orleans Saints	1,051	1.91%	733	1.82%	95
Second Favourite Team - NFL-New York Giants	369	0.67%	269	0.67%	100
Second Favourite Team - NFL-New York Jets	481	0.88%	390	0.97%	110
Second Favourite Team - NFL-Oakland Raiders	31	0.06%	9	0.02%	33
Second Favourite Team - NFL-Philadelphia Eagles	587	1.07%	727	1.81%	169
Second Favourite Team - NFL-Pittsburgh Steelers	162	0.30%	99	0.25%	83
Second Favourite Team - NFL-San Francisco 49ers	1,679	3.06%	1,164	2.89%	94
Second Favourite Team - NFL-Seattle Seahawks	1,018	1.85%	1,301	3.23%	175
Second Favourite Team - NFL-Tampa Bay Buccaneers	116	0.21%	82	0.20%	95
NFL - Follow Occasionally					
Follow Occasionally - NFL-Arizona Cardinals	6,223	11.33%	4,112	10.22%	90
Follow Occasionally - NFL-Atlanta Falcons	6,757	12.30%	4,859	12.07%	98
Follow Occasionally - NFL-Baltimore Ravens	6,832	12.44%	4,638	11.52%	93
Follow Occasionally - NFL-Buffalo Bills	6,156	11.21%	3,926	9.75%	87
Follow Occasionally - NFL-Carolina Panthers	4,622	8.42%	2,814	6.99%	83
Follow Occasionally - NFL-Chicago Bears	6,018	10.96%	4,457	11.07%	101
Follow Occasionally - NFL-Cincinnati Bengals	5,691	10.36%	3,942	9.79%	94
Follow Occasionally - NFL-Cleveland Browns	4,946	9.01%	3,709	9.22%	102
Follow Occasionally - NFL-Dallas Cowboys	7,035	12.81%	4,526	11.25%	88
Follow Occasionally - NFL-Denver Broncos	6,900	12.57%	4,868	12.09%	96
Follow Occasionally - NFL-Detroit Lions	6,188	11.27%	4,232	10.51%	93
Follow Occasionally - NFL-Green Bay Packers	7,391	13.46%	5,291	13.15%	98
Follow Occasionally - NFL-Houston Texans	5,893	10.73%	3,835	9.53%	89
Follow Occasionally - NFL-Indianapolis Colts	5,857	10.67%	3,876	9.63%	90
Follow Occasionally - NFL-Jacksonville Jaguars	5,381	9.80%	3,617	8.99%	92
Follow Occasionally - NFL-Kansas City Chiefs	6,693	12.19%	4,325	10.75%	88
Follow Occasionally - NFL-Los Angeles Chargers	5,614	10.22%	3,605	8.96%	88
Follow Occasionally - NFL-Los Angeles Rams	5,959	10.85%	4,636	11.52%	106
Follow Occasionally - NFL-Miami Dolphins	6,787	12.36%	4,898	12.17%	98
Follow Occasionally - NFL-Minnesota Vikings	7,840	14.28%	5,739	14.26%	100
Follow Occasionally - NFL-New England Patriots	5,545	10.10%	3,624	9.00%	89
Follow Occasionally - NFL-New Orleans Saints	7,251	13.20%	5,453	13.55%	103
Follow Occasionally - NFL-New York Giants	7,440	13.55%	5,174	12.86%	95
Follow Occasionally - NFL-New York Jets	6,259	11.40%	4,447	11.05%	97
Follow Occasionally - NFL-Oakland Raiders	6,851	12.48%	4,574	11.37%	91
Follow Occasionally - NFL-Philadelphia Eagles	6,788	12.36%	4,776	11.87%	96
Follow Occasionally - NFL-Pittsburgh Steelers	7,442	13.55%	5,751	14.29%	105
Follow Occasionally - NFL-San Francisco 49ers	8,295	15.11%	5,905	14.67%	97
Follow Occasionally - NFL-Seattle Seahawks	6,224	11.33%	3,805	9.45%	83
Follow Occasionally - NFL-Tampa Bay Buccaneers	5,895	10.74%	4,465	11.09%	103
Follow Occasionally - NFL-Tennessee Titans	5,846	10.64%	3,970	9.86%	93
Follow Occasionally - NFL-Washington Redskins	5,896	10.74%	4,354	10.82%	101

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Follow Occasionally - NFL-Any NFL Team	14,400	26.22%	10,391	25.82%	98
NFL - Neutral					
Neutral - NFL-Arizona Cardinals	3,275	5.96%	2,259	5.61%	94
Neutral - NFL-Atlanta Falcons	3,349	6.10%	2,483	6.17%	101
Neutral - NFL-Baltimore Ravens	3,581	6.52%	2,376	5.90%	90
Neutral - NFL-Buffalo Bills	3,754	6.84%	2,541	6.31%	92
Neutral - NFL-Carolina Panthers	3,805	6.93%	3,056	7.59%	110
Neutral - NFL-Chicago Bears	4,271	7.78%	3,141	7.80%	100
Neutral - NFL-Cincinnati Bengals	3,581	6.52%	2,668	6.63%	102
Neutral - NFL-Cleveland Browns	4,844	8.82%	3,447	8.56%	97
Neutral - NFL-Dallas Cowboys	3,192	5.81%	2,719	6.76%	116
Neutral - NFL-Denver Broncos	3,420	6.23%	2,398	5.96%	96
Neutral - NFL-Detroit Lions	4,076	7.42%	3,076	7.64%	103
Neutral - NFL-Green Bay Packers	3,131	5.70%	2,365	5.88%	103
Neutral - NFL-Houston Texans	3,739	6.81%	2,709	6.73%	99
Neutral - NFL-Indianapolis Colts	3,760	6.85%	2,914	7.24%	106
Neutral - NFL-Jacksonville Jaguars	4,031	7.34%	2,800	6.96%	95
Neutral - NFL-Kansas City Chiefs	3,474	6.33%	2,228	5.54%	88
Neutral - NFL-Los Angeles Chargers	3,442	6.27%	2,463	6.12%	98
Neutral - NFL-Los Angeles Rams	3,683	6.71%	2,516	6.25%	93
Neutral - NFL-Miami Dolphins	3,167	5.77%	1,946	4.84%	84
Neutral - NFL-Minnesota Vikings	3,704	6.75%	2,708	6.73%	100
Neutral - NFL-New England Patriots	3,638	6.63%	2,409	5.99%	90
Neutral - NFL-New Orleans Saints	3,112	5.67%	2,172	5.40%	95
Neutral - NFL-New York Giants	3,786	6.90%	2,707	6.73%	98
Neutral - NFL-New York Jets	3,886	7.08%	2,688	6.68%	94
Neutral - NFL-Oakland Raiders	4,063	7.40%	3,215	7.99%	108
Neutral - NFL-Philadelphia Eagles	3,846	7.00%	2,989	7.43%	106
Neutral - NFL-Pittsburgh Steelers	3,527	6.42%	2,460	6.11%	95
Neutral - NFL-San Francisco 49ers	2,289	4.17%	1,591	3.95%	95
Neutral - NFL-Seattle Seahawks	1,930	3.51%	1,349	3.35%	95
Neutral - NFL-Tampa Bay Buccaneers	3,771	6.87%	3,030	7.53%	110
Neutral - NFL-Tennessee Titans	3,382	6.16%	2,410	5.99%	97
Neutral - NFL-Washington Redskins	3,951	7.20%	2,914	7.24%	101
NFL - Rarely Follow					
Rarely Follow - NFL-Arizona Cardinals	6,192	11.28%	4,314	10.72%	95
Rarely Follow - NFL-Atlanta Falcons	6,385	11.63%	4,550	11.31%	97
Rarely Follow - NFL-Baltimore Ravens	5,482	9.98%	3,636	9.03%	90
Rarely Follow - NFL-Buffalo Bills	6,045	11.01%	4,283	10.64%	97
Rarely Follow - NFL-Carolina Panthers	7,268	13.23%	5,165	12.83%	97
Rarely Follow - NFL-Chicago Bears	6,615	12.05%	4,350	10.81%	90
Rarely Follow - NFL-Cincinnati Bengals	7,247	13.20%	5,022	12.48%	95
Rarely Follow - NFL-Cleveland Browns	6,669	12.15%	4,088	10.16%	84

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Rarely Follow - NFL-Dallas Cowboys	4,858	8.85%	2,930	7.28%	82
Rarely Follow - NFL-Denver Broncos	5,562	10.13%	3,945	9.80%	97
Rarely Follow - NFL-Detroit Lions	6,247	11.38%	4,923	12.23%	107
Rarely Follow - NFL-Green Bay Packers	4,191	7.63%	2,340	5.82%	76
Rarely Follow - NFL-Houston Texans	6,200	11.29%	4,286	10.65%	94
Rarely Follow - NFL-Indianapolis Colts	6,907	12.58%	4,460	11.08%	88
Rarely Follow - NFL-Jacksonville Jaguars	7,318	13.33%	5,082	12.63%	95
Rarely Follow - NFL-Kansas City Chiefs	4,283	7.80%	2,955	7.34%	94
Rarely Follow - NFL-Los Angeles Chargers	7,265	13.23%	5,208	12.94%	98
Rarely Follow - NFL-Los Angeles Rams	6,248	11.38%	3,842	9.55%	84
Rarely Follow - NFL-Miami Dolphins	6,548	11.92%	4,300	10.68%	90
Rarely Follow - NFL-Minnesota Vikings	5,016	9.14%	3,600	8.94%	98
Rarely Follow - NFL-New England Patriots	3,315	6.04%	1,988	4.94%	82
Rarely Follow - NFL-New Orleans Saints	5,314	9.68%	3,266	8.12%	84
Rarely Follow - NFL-New York Giants	5,176	9.43%	3,601	8.95%	95
Rarely Follow - NFL-New York Jets	5,143	9.37%	3,117	7.75%	83
Rarely Follow - NFL-Oakland Raiders	6,251	11.38%	4,001	9.94%	87
Rarely Follow - NFL-Philadelphia Eagles	5,699	10.38%	3,223	8.01%	77
Rarely Follow - NFL-Pittsburgh Steelers	5,768	10.50%	3,230	8.03%	76
Rarely Follow - NFL-San Francisco 49ers	3,643	6.63%	2,323	5.77%	87
Rarely Follow - NFL-Seattle Seahawks	4,505	8.20%	3,157	7.84%	96
Rarely Follow - NFL-Tampa Bay Buccaneers	7,259	13.22%	4,403	10.94%	83
Rarely Follow - NFL-Tennessee Titans	7,679	13.98%	5,202	12.92%	92
Rarely Follow - NFL-Washington Redskins	6,709	12.22%	4,364	10.84%	89
Rarely Follow - NFL-Any NFL Team	10,099	18.39%	7,287	18.11%	98
NFL - Do Not Like It					
Do Not Like It - NFL-Arizona Cardinals	3,310	6.03%	3,169	7.87%	131
Do Not Like It - NFL-Atlanta Falcons	3,126	5.69%	2,641	6.56%	115
Do Not Like It - NFL-Baltimore Ravens	2,720	4.95%	2,897	7.20%	145
Do Not Like It - NFL-Buffalo Bills	2,868	5.22%	2,433	6.04%	116
Do Not Like It - NFL-Carolina Panthers	3,367	6.13%	2,534	6.30%	103
Do Not Like It - NFL-Chicago Bears	1,902	3.46%	1,586	3.94%	114
Do Not Like It - NFL-Cincinnati Bengals	2,687	4.89%	1,774	4.41%	90
Do Not Like It - NFL-Cleveland Browns	2,623	4.78%	2,617	6.50%	136
Do Not Like It - NFL-Dallas Cowboys	3,387	6.17%	2,776	6.90%	112
Do Not Like It - NFL-Denver Broncos	2,537	4.62%	1,965	4.88%	106
Do Not Like It - NFL-Detroit Lions	1,976	3.60%	1,400	3.48%	97
Do Not Like It - NFL-Green Bay Packers	1,928	3.51%	1,532	3.81%	109
Do Not Like It - NFL-Houston Texans	2,578	4.70%	2,490	6.19%	132
Do Not Like It - NFL-Indianapolis Colts	3,230	5.88%	2,724	6.77%	115
Do Not Like It - NFL-Jacksonville Jaguars	2,403	4.38%	1,929	4.79%	109
Do Not Like It - NFL-Kansas City Chiefs	2,599	4.73%	3,109	7.73%	163
Do Not Like It - NFL-Los Angeles Chargers	2,424	4.41%	2,174	5.40%	122

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Do Not Like It - NFL-Los Angeles Rams	1,754	3.19%	1,425	3.54%	111
Do Not Like It - NFL-Miami Dolphins	1,572	2.86%	1,226	3.05%	107
Do Not Like It - NFL-Minnesota Vikings	2,553	4.65%	1,868	4.64%	100
Do Not Like It - NFL-New England Patriots	3,460	6.30%	2,880	7.16%	114
Do Not Like It - NFL-New Orleans Saints	1,816	3.31%	1,528	3.80%	115
Do Not Like It - NFL-New York Giants	2,005	3.65%	1,424	3.54%	97
Do Not Like It - NFL-New York Jets	3,023	5.51%	3,053	7.59%	138
Do Not Like It - NFL-Oakland Raiders	2,362	4.30%	1,763	4.38%	102
Do Not Like It - NFL-Philadelphia Eagles	1,945	3.54%	1,449	3.60%	102
Do Not Like It - NFL-Pittsburgh Steelers	1,940	3.53%	1,605	3.99%	113
Do Not Like It - NFL-San Francisco 49ers	2,073	3.77%	1,564	3.89%	103
Do Not Like It - NFL-Seattle Seahawks	1,834	3.34%	1,308	3.25%	97
Do Not Like It - NFL-Tampa Bay Buccaneers	2,116	3.85%	1,418	3.52%	91
Do Not Like It - NFL-Tennessee Titans	2,226	4.05%	1,970	4.90%	121
Do Not Like It - NFL-Washington Redskins	2,130	3.88%	1,657	4.12%	106
Do Not Like It - NFL-Any NFL Team	8,052	14.66%	6,631	16.48%	112
CFL - This Is My Favourite Team					
Favourite Team - CFL-BC Lions	4,463	8.13%	3,638	9.04%	111
Favourite Team - CFL-Calgary Stampeders	2,842	5.18%	2,522	6.27%	121
Favourite Team - CFL-Edmonton Eskimos	1,807	3.29%	1,672	4.15%	126
Favourite Team - CFL-Hamilton Tiger	1,088	1.98%	725	1.80%	91
Favourite Team - CFL-Montreal Alouettes	1,529	2.78%	986	2.45%	88
Favourite Team - CFL-Ottawa Redblacks	1,487	2.71%	1,074	2.67%	99
Favourite Team - CFL-Saskatchewan Roughriders	1,058	1.93%	726	1.80%	93
Favourite Team - CFL-Toronto Argonauts	1,166	2.12%	769	1.91%	90
Favourite Team - CFL-Winnipeg Blue Bombers	1,351	2.46%	1,004	2.49%	101
Favourite Team - CFL-Any CFL Team	16,784	30.56%	11,959	29.71%	97
CFL - Second Favourite Team					
Second Favourite Team - CFL-BC Lions	1,121	2.04%	665	1.65%	81
Second Favourite Team - CFL-Calgary Stampeders	1,227	2.23%	926	2.30%	103
Second Favourite Team - CFL-Edmonton Eskimos	1,106	2.01%	919	2.28%	113
Second Favourite Team - CFL-Hamilton Tiger	1,711	3.12%	1,262	3.14%	101
Second Favourite Team - CFL-Montreal Alouettes	458	0.83%	449	1.12%	135
Second Favourite Team - CFL-Ottawa Redblacks	1,003	1.83%	812	2.02%	110
Second Favourite Team - CFL-Saskatchewan Roughriders	1,845	3.36%	1,177	2.92%	87
Second Favourite Team - CFL-Toronto Argonauts	1,812	3.30%	988	2.46%	75
Second Favourite Team - CFL-Winnipeg Blue Bombers	1,346	2.45%	817	2.03%	83
CFL - Follow Occasionally					
Follow Occasionally - CFL-BC Lions	5,509	10.03%	3,819	9.49%	95
Follow Occasionally - CFL-Calgary Stampeders	5,803	10.57%	3,815	9.48%	90
Follow Occasionally - CFL-Edmonton Eskimos	6,607	12.03%	4,494	11.17%	93
Follow Occasionally - CFL-Hamilton Tiger	6,347	11.56%	4,032	10.02%	87
Follow Occasionally - CFL-Montreal Alouettes	7,553	13.75%	4,872	12.10%	88

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Follow Occasionally - CFL-Ottawa Redblacks	7,227	13.16%	4,719	11.73%	89
Follow Occasionally - CFL-Saskatchewan Roughriders	6,403	11.66%	3,970	9.86%	85
Follow Occasionally - CFL-Toronto Argonauts	6,418	11.69%	4,675	11.62%	99
Follow Occasionally - CFL-Winnipeg Blue Bombers	5,678	10.34%	4,232	10.51%	102
Follow Occasionally - CFL-Any CFL Team	11,625	21.17%	7,732	19.21%	91
CFL - Neutral					
Neutral - CFL-BC Lions	1,831	3.33%	1,216	3.02%	91
Neutral - CFL-Calgary Stampeders	2,902	5.28%	1,991	4.95%	94
Neutral - CFL-Edmonton Eskimos	3,922	7.14%	2,865	7.12%	100
Neutral - CFL-Hamilton Tiger	3,042	5.54%	2,595	6.45%	116
Neutral - CFL-Montreal Alouettes	3,499	6.37%	3,114	7.74%	122
Neutral - CFL-Ottawa Redblacks	2,906	5.29%	2,271	5.64%	107
Neutral - CFL-Saskatchewan Roughriders	3,160	5.75%	2,280	5.66%	98
Neutral - CFL-Toronto Argonauts	3,817	6.95%	2,732	6.79%	98
Neutral - CFL-Winnipeg Blue Bombers	3,343	6.09%	2,319	5.76%	95
CFL - Rarely Follow					
Rarely Follow - CFL-BC Lions	4,128	7.52%	2,941	7.31%	97
Rarely Follow - CFL-Calgary Stampeders	4,079	7.43%	2,620	6.51%	88
Rarely Follow - CFL-Edmonton Eskimos	3,435	6.25%	2,176	5.41%	87
Rarely Follow - CFL-Hamilton Tiger	5,375	9.79%	3,290	8.17%	83
Rarely Follow - CFL-Montreal Alouettes	4,985	9.08%	3,075	7.64%	84
Rarely Follow - CFL-Ottawa Redblacks	4,220	7.69%	2,586	6.42%	83
Rarely Follow - CFL-Saskatchewan Roughriders	4,817	8.77%	3,543	8.80%	100
Rarely Follow - CFL-Toronto Argonauts	4,610	8.40%	2,774	6.89%	82
Rarely Follow - CFL-Winnipeg Blue Bombers	6,083	11.08%	3,988	9.91%	89
Rarely Follow - CFL-Any CFL Team	8,362	15.23%	5,846	14.53%	95
CFL - Do Not Like It					
Do Not Like It - CFL-BC Lions	1,712	3.12%	969	2.41%	77
Do Not Like It - CFL-Calgary Stampeders	2,488	4.53%	1,525	3.79%	84
Do Not Like It - CFL-Edmonton Eskimos	1,340	2.44%	939	2.33%	95
Do Not Like It - CFL-Hamilton Tiger	1,155	2.10%	736	1.83%	87
Do Not Like It - CFL-Montreal Alouettes	1,326	2.42%	923	2.29%	95
Do Not Like It - CFL-Ottawa Redblacks	2,544	4.63%	1,782	4.43%	96
Do Not Like It - CFL-Saskatchewan Roughriders	1,343	2.45%	838	2.08%	85
Do Not Like It - CFL-Toronto Argonauts	1,992	3.63%	1,357	3.37%	93
Do Not Like It - CFL-Winnipeg Blue Bombers	1,818	3.31%	1,064	2.64%	80
Do Not Like It - CFL-Any CFL Team	5,036	9.17%	3,426	8.51%	93

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: Data Vintage: 2022/2023