

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population Age 15 Year and Over	57,379		41,761		
<b>Follow/Attend Professional Sports Events - Men's</b>					
Men's - Athletics	7,320	12.76%	7,281	17.44%	137
Men's - Auto Racing	7,305	12.73%	5,629	13.48%	106
Men's - Baseball	16,226	28.28%	12,609	30.19%	107
Men's - Basketball	17,510	30.52%	12,733	30.49%	100
Men's - Bicycle racing	3,423	5.97%	3,017	7.22%	121
Men's - Bowling	1,670	2.91%	1,037	2.48%	85
Men's - Boxing	4,712	8.21%	4,775	11.43%	139
Men's - Canoeing	1,158	2.02%	1,648	3.95%	196
Men's - Cricket	2,518	4.39%	2,184	5.23%	119
Men's - Curling	10,676	18.61%	8,924	21.37%	115
Men's - Extreme sports	3,039	5.30%	2,886	6.91%	130
Men's - Fishing	3,052	5.32%	2,014	4.82%	91
Men's - Football	22,037	38.41%	15,542	37.22%	97
Men's - Golf	11,132	19.40%	9,887	23.67%	122
Men's - Gymnastics	3,651	6.36%	2,797	6.70%	105
Men's - Horse Racing	3,551	6.19%	3,040	7.28%	118
Men's - Hunting	1,268	2.21%	1,202	2.88%	130
Men's - Ice hockey	37,526	65.40%	26,213	62.77%	96
Men's - Lacrosse	1,615	2.82%	1,572	3.76%	133
Men's - Martial arts	4,333	7.55%	3,010	7.21%	95
Men's - Motorcycling	2,384	4.16%	2,389	5.72%	138
Men's - Olympics	27,691	48.26%	20,531	49.16%	102
Men's - Poker	3,836	6.69%	2,290	5.48%	82
Men's - Power boating	1,352	2.36%	1,157	2.77%	117
Men's - Rowing	1,093	1.90%	881	2.11%	111
Men's - Rugby	4,804	8.37%	2,994	7.17%	86
Men's - Sailing	695	1.21%	546	1.31%	108
Men's - Skating	8,240	14.36%	7,363	17.63%	123
Men's - Skiing	5,697	9.93%	5,565	13.33%	134
Men's - Snowboarding	4,393	7.66%	4,954	11.86%	155
Men's - Soccer	14,636	25.51%	9,758	23.37%	92
Men's - Tennis	14,944	26.05%	11,455	27.43%	105
Men's - Volleyball	3,608	6.29%	3,065	7.34%	117
Men's - Wind surfing	934	1.63%	592	1.42%	87
Men's - Wrestling	3,063	5.34%	2,065	4.94%	93
Men's - Other traditional sports	3,000	5.23%	2,199	5.27%	101
<b>Follow/Attend Professional Sports Events - Women's</b>					
Women's - Athletics	5,356	9.34%	5,346	12.80%	137
Women's - Auto Racing	1,590	2.77%	1,573	3.77%	136
Women's - Baseball	958	1.67%	999	2.39%	143
Women's - Basketball	1,720	3.00%	1,786	4.28%	143

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Women's - Bicycle racing	1,802	3.14%	1,321	3.16%	101
Women's - Bowling	900	1.57%	1,018	2.44%	155
Women's - Boxing	1,833	3.20%	1,924	4.61%	144
Women's - Canoeing	653	1.14%	925	2.22%	195
Women's - Cricket	258	0.45%	869	2.08%	462
Women's - Curling	9,926	17.30%	8,389	20.09%	116
Women's - Extreme sports	3,248	5.66%	3,000	7.19%	127
Women's - Fishing	1,347	2.35%	944	2.26%	96
Women's - Football	407	0.71%	283	0.68%	96
Women's - Golf	6,696	11.67%	5,130	12.28%	105
Women's - Gymnastics	4,615	8.04%	4,640	11.11%	138
Women's - Horse Racing	1,548	2.70%	1,490	3.57%	132
Women's - Hunting	831	1.45%	828	1.98%	137
Women's - Ice hockey	10,446	18.21%	8,077	19.34%	106
Women's - Lacrosse	13	0.02%	19	0.04%	200
Women's - Martial arts	2,526	4.40%	2,291	5.49%	125
Women's - Motorcycling	371	0.65%	580	1.39%	214
Women's - Olympics	25,238	43.98%	19,230	46.05%	105
Women's - Poker	1,960	3.42%	1,312	3.14%	92
Women's - Power boating	466	0.81%	275	0.66%	81
Women's - Rowing	831	1.45%	695	1.66%	114
Women's - Rugby	1,990	3.47%	1,383	3.31%	95
Women's - Sailing	665	1.16%	519	1.24%	107
Women's - Skating	7,548	13.16%	6,257	14.98%	114
Women's - Skiing	4,840	8.44%	5,072	12.15%	144
Women's - Snowboarding	2,177	3.79%	2,501	5.99%	158
Women's - Soccer	6,231	10.86%	5,382	12.89%	119
Women's - Tennis	14,522	25.31%	10,952	26.23%	104
Women's - Volleyball	3,830	6.68%	4,041	9.68%	145
Women's - Wind surfing	0	0.00%	0	0.00%	-
Women's - Wrestling	1,401	2.44%	1,502	3.60%	148
Women's - Other traditional sports	3,376	5.88%	2,136	5.12%	87
Intend To Follow More Or Less Professional Sports In Next Year - Men's					
Men's - Significantly more	3,503	6.11%	1,634	3.91%	64
Men's - Somewhat more	8,255	14.39%	6,323	15.14%	105
Men's - No change	41,750	72.76%	30,460	72.94%	100
Men's - Somewhat less	2,784	4.85%	2,364	5.66%	117
Men's - Significantly less	1,087	1.89%	979	2.35%	124
Intend To Follow More Or Less Professional Sports In Next Year - Women's					
Women's - Significantly more	1,107	1.93%	724	1.73%	90
Women's - Somewhat more	10,251	17.87%	7,573	18.14%	102
Women's - No change	41,010	71.47%	29,608	70.90%	99
Women's - Somewhat less	3,069	5.35%	2,239	5.36%	100

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Women's - Significantly less	1,942	3.39%	1,617	3.87%	114
<b>Attitude Towards Women's Sports - Strongly Agree</b>					
Women's athletes are more competitive than men's	1,241	2.16%	905	2.17%	100
Watching women's sports is aesthetically pleasing	2,554	4.45%	2,370	5.67%	127
Women in sports are great role models	18,904	32.95%	15,203	36.41%	111
Watching women's sports is less entertaining than watching men's sports	1,897	3.31%	1,146	2.75%	83
Women's sports are on the rise	12,536	21.85%	9,446	22.62%	104
Women's and men's sport should get equal attention	20,092	35.02%	17,235	41.27%	118
I would follow women's sports more if it was better covered in media	13,674	23.83%	11,942	28.60%	120
<b>Attitude Towards Women's Sports - Somewhat Agree</b>					
Women's athletes are more competitive than men's	8,163	14.23%	6,034	14.45%	102
Watching women's sports is aesthetically pleasing	23,858	41.58%	16,646	39.86%	96
Women in sports are great role models	27,577	48.06%	18,546	44.41%	92
Watching women's sports is less entertaining than watching men's sports	11,896	20.73%	6,953	16.65%	80
Women's sports are on the rise	33,789	58.89%	24,745	59.25%	101
Women's and men's sport should get equal attention	20,255	35.30%	13,549	32.44%	92
I would follow women's sports more if it was better covered in media	21,207	36.96%	14,797	35.43%	96
<b>Attitude Towards Women's Sports - Undecided</b>					
Women's athletes are more competitive than men's	28,394	49.49%	20,259	48.51%	98
Watching women's sports is aesthetically pleasing	21,283	37.09%	15,935	38.16%	103
Women in sports are great role models	8,617	15.02%	6,101	14.61%	97
Watching women's sports is less entertaining than watching men's sports	12,796	22.30%	8,921	21.36%	96
Women's sports are on the rise	9,125	15.90%	6,388	15.30%	96
Women's and men's sport should get equal attention	10,845	18.90%	7,042	16.86%	89
I would follow women's sports more if it was better covered in media	14,879	25.93%	10,016	23.99%	93
<b>Attitude Towards Women's Sports - Somewhat Disagree</b>					
Women's athletes are more competitive than men's	15,967	27.83%	12,203	29.22%	105
Watching women's sports is aesthetically pleasing	6,803	11.86%	4,813	11.52%	97
Women in sports are great role models	1,234	2.15%	1,229	2.94%	137
Watching women's sports is less entertaining than watching men's sports	18,901	32.94%	15,019	35.96%	109
Women's sports are on the rise	1,661	2.90%	1,014	2.43%	84
Women's and men's sport should get equal attention	4,327	7.54%	2,308	5.53%	73
I would follow women's sports more if it was better covered in media	5,591	9.74%	3,548	8.50%	87
<b>Attitude Towards Women's Sports - Strongly Disagree</b>					
Women's athletes are more competitive than men's	3,614	6.30%	2,360	5.65%	90

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Watching women's sports is aesthetically pleasing	2,881	5.02%	1,998	4.78%	95
Women in sports are great role models	1,047	1.83%	681	1.63%	89
Watching women's sports is less entertaining than watching men's sports	11,890	20.72%	9,722	23.28%	112
Women's sports are on the rise	268	0.47%	169	0.41%	87
Women's and men's sport should get equal attention	1,859	3.24%	1,627	3.90%	120
I would follow women's sports more if it was better covered in media	2,028	3.53%	1,458	3.49%	99
<b>How Often Follow Sports Events When in Season - All Games/Events</b>					
All Games/Events - Auto Races - Formula 1	1,135	1.98%	976	2.34%	118
All Games/Events - Auto Races - NASCAR Races	590	1.03%	913	2.19%	213
All Games/Events - Auto Races - IndyCAR	330	0.57%	346	0.83%	146
All Games/Events - Auto Races - Other Professional	216	0.38%	182	0.44%	116
All Games/Events - Baseball - College	213	0.37%	91	0.22%	59
All Games/Events - Baseball - MLB	2,546	4.44%	1,886	4.52%	102
All Games/Events - Baseball - Minor League Baseball	342	0.60%	174	0.42%	70
All Games/Events - Baseball - Other Professional	362	0.63%	317	0.76%	121
All Games/Events - Basketball - College	149	0.26%	100	0.24%	92
All Games/Events - Basketball - NBA	2,411	4.20%	1,662	3.98%	95
All Games/Events - Basketball - WNBA	202	0.35%	122	0.29%	83
All Games/Events - Basketball - Other Professional	114	0.20%	64	0.15%	75
All Games/Events - Boxing - WBA	300	0.52%	549	1.32%	254
All Games/Events - Boxing - IBF	257	0.45%	155	0.37%	82
All Games/Events - Boxing - WBC	247	0.43%	177	0.43%	100
All Games/Events - Boxing - WBO	321	0.56%	197	0.47%	84
All Games/Events - Boxing - Other Professional	717	1.25%	415	0.99%	79
All Games/Events - Football - College	743	1.30%	475	1.14%	88
All Games/Events - Football - CFL	3,157	5.50%	2,196	5.26%	96
All Games/Events - Football - NFL	3,191	5.56%	2,487	5.96%	107
All Games/Events - Football - Other Professional	228	0.40%	188	0.45%	113
All Games/Events - Golf - PGA	796	1.39%	701	1.68%	121
All Games/Events - Golf - LPGA	1,115	1.94%	790	1.89%	97
All Games/Events - Golf - Other Professional	413	0.72%	248	0.59%	82
All Games/Events - Hockey - CHL	732	1.28%	631	1.51%	118
All Games/Events - Hockey - NHL	7,914	13.79%	4,699	11.25%	82
All Games/Events - Hockey - NWHL	245	0.43%	199	0.48%	112
All Games/Events - Hockey - Regional Minor Hockey League	451	0.79%	315	0.76%	96
All Games/Events - Hockey - Other Professional	583	1.02%	332	0.80%	78
All Games/Events - Mixed Martial Arts - UFC	820	1.43%	1,081	2.59%	181
All Games/Events - Mixed Martial Arts - Bellator	102	0.18%	103	0.25%	139
All Games/Events - Mixed Martial Arts - Other Professional	205	0.36%	83	0.20%	56
All Games/Events - Soccer - Major League Soccer	910	1.59%	551	1.32%	83
All Games/Events - Soccer - NWSL	212	0.37%	141	0.34%	92

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All Games/Events - Soccer - European - Premier League	1,524	2.66%	1,092	2.61%	98
All Games/Events - Soccer - European – Serie A	377	0.66%	380	0.91%	138
All Games/Events - Soccer - European – La Liga	328	0.57%	267	0.64%	112
All Games/Events - Soccer - European – Ligue 1	191	0.33%	137	0.33%	100
All Games/Events - Soccer - European - Bundesliga	344	0.60%	200	0.48%	80
All Games/Events - Soccer - UEFA Europa League	1,440	2.51%	1,522	3.64%	145
All Games/Events - Soccer - FIFA World Cup	5,193	9.05%	3,682	8.82%	97
All Games/Events - Soccer - Other Professional	635	1.11%	550	1.32%	119
All Games/Events - Tennis - ATP World Tour Masters	1,400	2.44%	938	2.25%	92
All Games/Events - Tennis - Grand Slam Tours	3,070	5.35%	2,007	4.81%	90
All Games/Events - Tennis - Team Cups	528	0.92%	379	0.91%	99
All Games/Events - Tennis - Other Professional	348	0.61%	237	0.57%	93
All Games/Events - Olympics - Summer	4,851	8.45%	3,504	8.39%	99
All Games/Events - Olympics - Winter	4,438	7.73%	3,252	7.79%	101
All Games/Events - Olympics - Paralympics	691	1.20%	645	1.55%	129
All Games/Events - Wrestling - WWE	604	1.05%	487	1.17%	111
All Games/Events - Wrestling - Other Professional	191	0.33%	137	0.33%	100
<b>How Often Follow Sports Events When in Season - More Than a Half</b>					
More Than a Half - Auto Races - Formula 1	1,739	3.03%	1,343	3.22%	106
More Than a Half - Auto Races - NASCAR Races	848	1.48%	653	1.56%	105
More Than a Half - Auto Races - IndyCAR	971	1.69%	1,171	2.80%	166
More Than a Half - Auto Races - Other Professional	351	0.61%	264	0.63%	103
More Than a Half - Baseball - College	911	1.59%	786	1.88%	118
More Than a Half - Baseball - MLB	3,341	5.82%	2,272	5.44%	93
More Than a Half - Baseball - Minor League Baseball	797	1.39%	622	1.49%	107
More Than a Half - Baseball - Other Professional	754	1.31%	596	1.43%	109
More Than a Half - Basketball - College	1,151	2.01%	749	1.79%	89
More Than a Half - Basketball - NBA	5,153	8.98%	3,944	9.45%	105
More Than a Half - Basketball - WNBA	242	0.42%	211	0.51%	121
More Than a Half - Basketball - Other Professional	705	1.23%	417	1.00%	81
More Than a Half - Boxing - WBA	444	0.78%	492	1.18%	151
More Than a Half - Boxing - IBF	671	1.17%	494	1.18%	101
More Than a Half - Boxing - WBC	1,553	2.71%	1,208	2.89%	107
More Than a Half - Boxing - WBO	220	0.38%	153	0.37%	97
More Than a Half - Boxing - Other Professional	147	0.26%	110	0.26%	100
More Than a Half - Football - College	2,576	4.49%	1,267	3.03%	67
More Than a Half - Football - CFL	3,199	5.58%	1,777	4.26%	76
More Than a Half - Football - NFL	4,860	8.47%	3,231	7.74%	91
More Than a Half - Football - Other Professional	1,188	2.07%	592	1.42%	69
More Than a Half - Golf - PGA	3,409	5.94%	3,068	7.35%	124
More Than a Half - Golf - LPGA	1,516	2.64%	1,002	2.40%	91
More Than a Half - Golf - Other Professional	466	0.81%	475	1.14%	141
More Than a Half - Hockey - CHL	2,629	4.58%	1,564	3.75%	82

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More Than a Half - Hockey - NHL	8,841	15.41%	6,687	16.01%	104
More Than a Half - Hockey - NWHL	942	1.64%	409	0.98%	60
More Than a Half - Hockey - Regional Minor Hockey League	1,797	3.13%	1,056	2.53%	81
More Than a Half - Hockey - Other Professional	981	1.71%	544	1.30%	76
More Than a Half - Mixed Martial Arts - UFC	1,074	1.87%	529	1.27%	68
More Than a Half - Mixed Martial Arts - Bellator	2,549	4.44%	1,783	4.27%	96
More Than a Half - Mixed Martial Arts - Professional Fighters League	252	0.44%	130	0.31%	70
More Than a Half - Mixed Martial Arts - Other Professional	367	0.64%	168	0.40%	63
More Than a Half - Soccer - Major League Soccer	1,899	3.31%	1,344	3.22%	97
More Than a Half - Soccer - NWSL	462	0.81%	247	0.59%	73
More Than a Half - Soccer - European - Premier League	2,435	4.24%	1,721	4.12%	97
More Than a Half - Soccer - European – Serie A	1,643	2.86%	1,121	2.69%	94
More Than a Half - Soccer - European – La Liga	1,213	2.11%	842	2.02%	96
More Than a Half - Soccer - European – Ligue 1	1,120	1.95%	763	1.83%	94
More Than a Half - Soccer - European - Bundesliga	901	1.57%	756	1.81%	115
More Than a Half - Soccer - UEFA Europa League	1,929	3.36%	1,140	2.73%	81
More Than a Half - Soccer - FIFA World Cup	3,697	6.44%	1,949	4.67%	73
More Than a Half - Soccer - Other Professional	267	0.47%	159	0.38%	81
More Than a Half - Tennis - ATP World Tour Masters	4,678	8.15%	3,370	8.07%	99
More Than a Half - Tennis - Grand Slam Tours	4,575	7.97%	3,355	8.03%	101
More Than a Half - Tennis - Team Cups	667	1.16%	592	1.42%	122
More Than a Half - Tennis - Other Professional	438	0.76%	291	0.70%	92
More Than a Half - Olympics - Summer	10,567	18.42%	7,913	18.95%	103
More Than a Half - Olympics - Winter	11,745	20.47%	9,176	21.97%	107
More Than a Half - Olympics - Paralympics	2,187	3.81%	976	2.34%	61
More Than a Half - Wrestling - WWE	169	0.30%	92	0.22%	73
More Than a Half - Wrestling - Other Professional	210	0.37%	105	0.25%	68
How Often Follow Sports Events When in Season - About Half					
About Half - Auto Races - Formula 1	942	1.64%	564	1.35%	82
About Half - Auto Races - NASCAR Races	997	1.74%	811	1.94%	111
About Half - Auto Races - IndyCAR	909	1.59%	648	1.55%	97
About Half - Auto Races - Other Professional	962	1.68%	631	1.51%	90
About Half - Baseball - College	1,189	2.07%	463	1.11%	54
About Half - Baseball - MLB	4,674	8.15%	3,689	8.83%	108
About Half - Baseball - Minor League Baseball	991	1.73%	418	1.00%	58
About Half - Baseball - Other Professional	2,551	4.45%	1,624	3.89%	87
About Half - Basketball - College	1,272	2.22%	671	1.61%	73
About Half - Basketball - NBA	4,331	7.55%	2,504	6.00%	79
About Half - Basketball - WNBA	1,980	3.45%	1,317	3.15%	91
About Half - Basketball - Other Professional	1,108	1.93%	861	2.06%	107
About Half - Boxing - WBA	1,720	3.00%	1,297	3.11%	104
About Half - Boxing - IBF	579	1.01%	485	1.16%	115



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About Half - Boxing - WBC	625	1.09%	445	1.07%	98
About Half - Boxing - WBO	1,124	1.96%	1,157	2.77%	141
About Half - Boxing - Other Professional	532	0.93%	329	0.79%	85
About Half - Football - College	3,022	5.27%	1,663	3.98%	76
About Half - Football - CFL	4,614	8.04%	3,540	8.48%	105
About Half - Football - NFL	4,424	7.71%	3,626	8.68%	113
About Half - Football - Other Professional	1,688	2.94%	923	2.21%	75
About Half - Golf - PGA	2,755	4.80%	1,719	4.12%	86
About Half - Golf - LPGA	2,834	4.94%	2,140	5.12%	104
About Half - Golf - Other Professional	1,320	2.30%	894	2.14%	93
About Half - Hockey - CHL	2,529	4.41%	1,775	4.25%	96
About Half - Hockey - NHL	9,049	15.77%	6,640	15.90%	101
About Half - Hockey - NWHL	3,575	6.23%	2,176	5.21%	84
About Half - Hockey - Regional Minor Hockey League	2,309	4.03%	1,526	3.66%	91
About Half - Hockey - Other Professional	2,064	3.60%	1,311	3.14%	87
About Half - Mixed Martial Arts - UFC	2,408	4.20%	1,497	3.58%	85
About Half - Mixed Martial Arts - Bellator	563	0.98%	323	0.77%	79
About Half - Mixed Martial Arts - Professional Fighters League	2,232	3.89%	1,106	2.65%	68
About Half - Mixed Martial Arts - Other Professional	1,021	1.78%	403	0.96%	54
About Half - Soccer - Major League Soccer	3,684	6.42%	2,889	6.92%	108
About Half - Soccer - NWSL	1,760	3.07%	1,197	2.87%	93
About Half - Soccer - European - Premier League	2,145	3.74%	1,071	2.57%	69
About Half - Soccer - European – Serie A	1,257	2.19%	698	1.67%	76
About Half - Soccer - European – La Liga	1,383	2.41%	620	1.48%	61
About Half - Soccer - European – Ligue 1	1,005	1.75%	692	1.66%	95
About Half - Soccer - European - Bundesliga	897	1.56%	572	1.37%	88
About Half - Soccer - UEFA Europa League	1,294	2.26%	928	2.22%	98
About Half - Soccer - FIFA World Cup	2,343	4.08%	1,721	4.12%	101
About Half - Soccer - Other Professional	1,842	3.21%	922	2.21%	69
About Half - Tennis - ATP World Tour Masters	3,465	6.04%	2,080	4.98%	82
About Half - Tennis - Grand Slam Tours	3,978	6.93%	2,583	6.19%	89
About Half - Tennis - Team Cups	4,522	7.88%	3,057	7.32%	93
About Half - Tennis - Other Professional	974	1.70%	604	1.45%	85
About Half - Olympics - Summer	8,239	14.36%	6,226	14.91%	104
About Half - Olympics - Winter	5,274	9.19%	3,677	8.81%	96
About Half - Olympics - Paralympics	4,648	8.10%	3,827	9.16%	113
About Half - Wrestling - WWE	1,056	1.84%	576	1.38%	75
About Half - Wrestling - Other Professional	426	0.74%	293	0.70%	95
<b>How Often Follow Sports Events When in Season - Less Than a Half</b>					
Less Than a Half - Auto Races - Formula 1	1,515	2.64%	1,591	3.81%	144
Less Than a Half - Auto Races - NASCAR Races	1,590	2.77%	1,733	4.15%	150
Less Than a Half - Auto Races - IndyCAR	1,481	2.58%	1,620	3.88%	150
Less Than a Half - Auto Races - Other Professional	1,758	3.06%	1,867	4.47%	146

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Less Than a Half - Baseball - College	2,792	4.87%	2,576	6.17%	127
Less Than a Half - Baseball - MLB	3,115	5.43%	2,602	6.23%	115
Less Than a Half - Baseball - Minor League Baseball	4,551	7.93%	4,009	9.60%	121
Less Than a Half - Baseball - Other Professional	2,180	3.80%	1,607	3.85%	101
Less Than a Half - Basketball - College	3,681	6.42%	2,905	6.96%	108
Less Than a Half - Basketball - NBA	3,533	6.16%	2,671	6.40%	104
Less Than a Half - Basketball - WNBA	4,245	7.40%	2,949	7.06%	95
Less Than a Half - Basketball - Other Professional	3,667	6.39%	2,584	6.19%	97
Less Than a Half - Boxing - WBA	1,245	2.17%	686	1.64%	76
Less Than a Half - Boxing - IBF	1,865	3.25%	1,177	2.82%	87
Less Than a Half - Boxing - WBC	1,301	2.27%	998	2.39%	105
Less Than a Half - Boxing - WBO	1,160	2.02%	687	1.64%	81
Less Than a Half - Boxing - Other Professional	1,048	1.83%	827	1.98%	108
Less Than a Half - Football - College	4,370	7.62%	3,134	7.51%	99
Less Than a Half - Football - CFL	5,499	9.58%	3,857	9.24%	96
Less Than a Half - Football - NFL	3,630	6.33%	2,359	5.65%	89
Less Than a Half - Football - Other Professional	3,805	6.63%	2,548	6.10%	92
Less Than a Half - Golf - PGA	3,605	6.28%	3,091	7.40%	118
Less Than a Half - Golf - PGA	2,184	3.81%	1,393	3.34%	88
Less Than a Half - Golf - Other Professional	1,556	2.71%	1,299	3.11%	115
Less Than a Half - Hockey - CHL	6,734	11.74%	4,696	11.25%	96
Less Than a Half - Hockey - NHL	7,382	12.87%	5,600	13.41%	104
Less Than a Half - Hockey - NWHL	5,661	9.87%	3,654	8.75%	89
Less Than a Half - Hockey - Regional Minor Hockey League	7,019	12.23%	4,853	11.62%	95
Less Than a Half - Hockey - Other Professional	4,789	8.35%	3,526	8.44%	101
Less Than a Half - Mixed Martial Arts - UFC	621	1.08%	392	0.94%	87
Less Than a Half - Mixed Martial Arts - Bellator	887	1.55%	458	1.10%	71
Less Than a Half - Mixed Martial Arts - Professional Fighters League	1,148	2.00%	1,007	2.41%	121
Less Than a Half - Mixed Martial Arts - Other Professional	1,311	2.29%	1,011	2.42%	106
Less Than a Half - Soccer - Major League Soccer	4,691	8.18%	2,497	5.98%	73
Less Than a Half - Soccer - NWSL	2,843	4.96%	1,659	3.97%	80
Less Than a Half - Soccer - European - Premier League	3,764	6.56%	2,395	5.73%	87
Less Than a Half - Soccer - European – Serie A	2,858	4.98%	1,567	3.75%	75
Less Than a Half - Soccer - European – La Liga	2,791	4.86%	1,403	3.36%	69
Less Than a Half - Soccer - European – Ligue 1	3,589	6.25%	1,789	4.29%	69
Less Than a Half - Soccer - European - Bundesliga	3,376	5.88%	1,371	3.28%	56
Less Than a Half - Soccer - UEFA Europa League	4,276	7.45%	1,941	4.65%	62
Less Than a Half - Soccer - FIFA World Cup	1,622	2.83%	758	1.82%	64
Less Than a Half - Soccer - Other Professional	1,882	3.28%	1,190	2.85%	87
Less Than a Half - Tennis - ATP World Tour Masters	2,072	3.61%	1,151	2.76%	76
Less Than a Half - Tennis - Grand Slam Tours	1,786	3.11%	1,115	2.67%	86
Less Than a Half - Tennis - Team Cups	4,034	7.03%	2,497	5.98%	85



Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Less Than a Half - Tennis - Other Professional	4,292	7.48%	3,433	8.22%	110
Less Than a Half - Olympics - Summer	3,173	5.53%	2,524	6.04%	109
Less Than a Half - Olympics - Winter	4,559	7.95%	3,487	8.35%	105
Less Than a Half - Olympics - Paralympics	8,088	14.10%	6,342	15.19%	108
Less Than a Half - Wrestling - WWE	701	1.22%	418	1.00%	82
Less Than a Half - Wrestling - Other Professional	1,146	2.00%	951	2.28%	114
<b>How Often Follow Sports Events When in Season - Finals/Main Event Only</b>					
Finals/Main Event Only - Auto Races - Formula 1	1,472	2.57%	937	2.24%	87
Finals/Main Event Only - Auto Races - NASCAR Races	1,589	2.77%	1,033	2.47%	89
Finals/Main Event Only - Auto Races - IndyCAR	1,740	3.03%	922	2.21%	73
Finals/Main Event Only - Auto Races - Other Professional	1,740	3.03%	1,079	2.58%	85
Finals/Main Event Only - Baseball - College	5,604	9.77%	4,680	11.21%	115
Finals/Main Event Only - Baseball - MLB	2,646	4.61%	2,493	5.97%	130
Finals/Main Event Only - Baseball - Minor League Baseball	5,353	9.33%	4,273	10.23%	110
Finals/Main Event Only - Baseball - Other Professional	4,296	7.49%	3,209	7.69%	103
Finals/Main Event Only - Basketball - College	5,626	9.80%	4,136	9.90%	101
Finals/Main Event Only - Basketball - NBA	1,474	2.57%	1,020	2.44%	95
Finals/Main Event Only - Basketball - WNBA	4,688	8.17%	3,219	7.71%	94
Finals/Main Event Only - Basketball - Other Professional	4,740	8.26%	2,606	6.24%	76
Finals/Main Event Only - Boxing - WBA	429	0.75%	298	0.71%	95
Finals/Main Event Only - Boxing - IBF	390	0.68%	347	0.83%	122
Finals/Main Event Only - Boxing - WBC	267	0.47%	186	0.44%	94
Finals/Main Event Only - Boxing - WBO	399	0.70%	302	0.72%	103
Finals/Main Event Only - Boxing - Other Professional	927	1.62%	617	1.48%	91
Finals/Main Event Only - Football - College	5,290	9.22%	3,998	9.57%	104
Finals/Main Event Only - Football - CFL	3,115	5.43%	2,113	5.06%	93
Finals/Main Event Only - Football - NFL	3,544	6.18%	2,378	5.70%	92
Finals/Main Event Only - Football - Other Professional	6,135	10.69%	4,097	9.81%	92
Finals/Main Event Only - Golf - PGA	1,403	2.45%	825	1.98%	81
Finals/Main Event Only - Golf - LPGA	1,770	3.09%	1,080	2.59%	84
Finals/Main Event Only - Golf - Other Professional	2,634	4.59%	1,785	4.27%	93
Finals/Main Event Only - Hockey - CHL	8,528	14.86%	5,033	12.05%	81
Finals/Main Event Only - Hockey - NHL	3,661	6.38%	2,006	4.80%	75
Finals/Main Event Only - Hockey - NWHL	9,023	15.73%	6,229	14.92%	95
Finals/Main Event Only - Hockey - Regional Minor Hockey League	8,870	15.46%	5,829	13.96%	90
Finals/Main Event Only - Hockey - Other Professional	9,237	16.10%	6,074	14.55%	90
Finals/Main Event Only - Mixed Martial Arts - UFC	709	1.24%	581	1.39%	112
Finals/Main Event Only - Mixed Martial Arts - Bellator	1,075	1.87%	812	1.94%	104
Finals/Main Event Only - Mixed Martial Arts - Professional Fighters League	1,201	2.09%	902	2.16%	103
Finals/Main Event Only - Mixed Martial Arts - Other Professional	1,382	2.41%	844	2.02%	84
Finals/Main Event Only - Soccer - Major League Soccer	1,387	2.42%	1,071	2.56%	106

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Finals/Main Event Only - Soccer - NWSL	4,136	7.21%	2,256	5.40%	75
Finals/Main Event Only - Soccer - European - Premier League	2,693	4.69%	1,726	4.13%	88
Finals/Main Event Only - Soccer - European – Serie A	3,093	5.39%	1,732	4.15%	77
Finals/Main Event Only - Soccer - European – La Liga	4,221	7.36%	2,731	6.54%	89
Finals/Main Event Only - Soccer - European – Ligue 1	4,746	8.27%	3,066	7.34%	89
Finals/Main Event Only - Soccer - European - Bundesliga	4,325	7.54%	2,967	7.11%	94
Finals/Main Event Only - Soccer - UEFA Europa League	2,726	4.75%	1,926	4.61%	97
Finals/Main Event Only - Soccer - FIFA World Cup	1,094	1.91%	915	2.19%	115
Finals/Main Event Only - Soccer - Other Professional	3,548	6.18%	2,674	6.40%	104
Finals/Main Event Only - Tennis - ATP World Tour Masters	2,539	4.43%	2,264	5.42%	122
Finals/Main Event Only - Tennis - Grand Slam Tours	2,095	3.65%	2,127	5.09%	139
Finals/Main Event Only - Tennis - Team Cups	2,662	4.64%	2,122	5.08%	109
Finals/Main Event Only - Tennis - Other Professional	3,973	6.93%	2,440	5.84%	84
Finals/Main Event Only - Olympics - Summer	1,654	2.88%	1,181	2.83%	98
Finals/Main Event Only - Olympics - Winter	1,638	2.85%	1,125	2.69%	94
Finals/Main Event Only - Olympics - Paralympics	6,433	11.21%	4,730	11.33%	101
Finals/Main Event Only - Wrestling - WWE	141	0.25%	43	0.10%	40
Finals/Main Event Only - Wrestling - Other Professional	424	0.74%	156	0.38%	51
<b>Words Best Describe Your Attitude Towards the Olympic Games</b>					
Olympic Games - Inspiration	16,520	28.79%	12,015	28.77%	100
Olympic Games - Competition	29,331	51.12%	20,981	50.24%	98
Olympic Games - Aspiration	10,122	17.64%	8,289	19.85%	113
Olympic Games - Hope	9,376	16.34%	7,345	17.59%	108
Olympic Games - Spirit	15,533	27.07%	11,855	28.39%	105
Olympic Games - Best of the best	18,651	32.51%	12,651	30.29%	93
Olympic Games - World comes together	30,244	52.71%	22,984	55.04%	104
Olympic Games - Equality	7,883	13.74%	5,068	12.14%	88
Olympic Games - Pride	17,942	31.27%	10,795	25.85%	83
Olympic Games - Support	11,963	20.85%	8,752	20.96%	101
Olympic Games - National identity	25,987	45.29%	17,638	42.24%	93
Olympic Games - Unity	11,687	20.37%	8,486	20.32%	100
Olympic Games - Breaking records	11,704	20.40%	8,135	19.48%	95

Index	Description
$\geq 180$	Extremely High
$\geq 110$ and $< 180$	High
$\geq 90$ and $< 110$	Similar
$\geq 50$ 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.