

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Count: -		Value	Percent	Index
Population Age 15 Year and Over	54,916		40,249		
<b>Follow/Attend Professional Sports Events - Men's</b>					
Men's - Athletics	7,004	12.75%	7,015	17.43%	137
Men's - Auto Racing	6,996	12.74%	5,429	13.49%	106
Men's - Baseball	15,537	28.29%	12,154	30.20%	107
Men's - Basketball	16,751	30.50%	12,264	30.47%	100
Men's - Bicycle racing	3,282	5.98%	2,896	7.20%	120
Men's - Bowling	1,598	2.91%	1,001	2.49%	86
Men's - Boxing	4,512	8.22%	4,587	11.40%	139
Men's - Canoeing	1,101	2.01%	1,585	3.94%	196
Men's - Cricket	2,406	4.38%	2,102	5.22%	119
Men's - Curling	10,221	18.61%	8,612	21.40%	115
Men's - Extreme sports	2,914	5.31%	2,787	6.93%	131
Men's - Fishing	2,914	5.31%	1,944	4.83%	91
Men's - Football	21,112	38.44%	15,001	37.27%	97
Men's - Golf	10,666	19.42%	9,534	23.69%	122
Men's - Gymnastics	3,486	6.35%	2,701	6.71%	106
Men's - Horse Racing	3,402	6.20%	2,929	7.28%	117
Men's - Hunting	1,214	2.21%	1,159	2.88%	130
Men's - Ice hockey	35,928	65.42%	25,258	62.75%	96
Men's - Lacrosse	1,542	2.81%	1,515	3.76%	134
Men's - Martial arts	4,145	7.55%	2,893	7.19%	95
Men's - Motorcycling	2,284	4.16%	2,306	5.73%	138
Men's - Olympics	26,527	48.31%	19,798	49.19%	102
Men's - Poker	3,663	6.67%	2,205	5.48%	82
Men's - Power boating	1,294	2.36%	1,115	2.77%	117
Men's - Rowing	1,046	1.90%	849	2.11%	111
Men's - Rugby	4,597	8.37%	2,897	7.20%	86
Men's - Sailing	666	1.21%	527	1.31%	108
Men's - Skating	7,887	14.36%	7,097	17.63%	123
Men's - Skiing	5,447	9.92%	5,364	13.33%	134
Men's - Snowboarding	4,195	7.64%	4,777	11.87%	155
Men's - Soccer	14,028	25.54%	9,400	23.36%	91
Men's - Tennis	14,307	26.05%	11,029	27.40%	105
Men's - Volleyball	3,455	6.29%	2,957	7.35%	117
Men's - Wind surfing	893	1.63%	571	1.42%	87
Men's - Wrestling	2,928	5.33%	1,996	4.96%	93
Men's - Other traditional sports	2,868	5.22%	2,116	5.26%	101
<b>Follow/Attend Professional Sports Events - Women's</b>					
Women's - Athletics	5,118	9.32%	5,153	12.80%	137
Women's - Auto Racing	1,525	2.78%	1,517	3.77%	136
Women's - Baseball	916	1.67%	960	2.39%	143
Women's - Basketball	1,645	3.00%	1,725	4.29%	143

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Women's - Bicycle racing	1,721	3.13%	1,272	3.16%	101
Women's - Bowling	862	1.57%	982	2.44%	155
Women's - Boxing	1,749	3.19%	1,860	4.62%	145
Women's - Canoeing	624	1.14%	892	2.22%	195
Women's - Cricket	246	0.45%	835	2.08%	462
Women's - Curling	9,503	17.30%	8,107	20.14%	116
Women's - Extreme sports	3,111	5.67%	2,906	7.22%	127
Women's - Fishing	1,290	2.35%	910	2.26%	96
Women's - Football	389	0.71%	273	0.68%	96
Women's - Golf	6,427	11.70%	4,947	12.29%	105
Women's - Gymnastics	4,408	8.03%	4,476	11.12%	138
Women's - Horse Racing	1,480	2.69%	1,437	3.57%	133
Women's - Hunting	796	1.45%	799	1.99%	137
Women's - Ice hockey	10,008	18.22%	7,779	19.33%	106
Women's - Lacrosse	13	0.02%	18	0.04%	200
Women's - Martial arts	2,414	4.40%	2,204	5.48%	125
Women's - Motorcycling	355	0.65%	558	1.39%	214
Women's - Olympics	24,175	44.02%	18,545	46.08%	105
Women's - Poker	1,870	3.41%	1,266	3.15%	92
Women's - Power boating	446	0.81%	265	0.66%	81
Women's - Rowing	795	1.45%	669	1.66%	114
Women's - Rugby	1,906	3.47%	1,332	3.31%	95
Women's - Sailing	637	1.16%	500	1.24%	107
Women's - Skating	7,222	13.15%	6,032	14.99%	114
Women's - Skiing	4,629	8.43%	4,881	12.13%	144
Women's - Snowboarding	2,080	3.79%	2,413	6.00%	158
Women's - Soccer	5,964	10.86%	5,199	12.92%	119
Women's - Tennis	13,907	25.32%	10,550	26.21%	104
Women's - Volleyball	3,663	6.67%	3,898	9.69%	145
Women's - Wind surfing	0	0.00%	0	0.00%	
Women's - Wrestling	1,341	2.44%	1,449	3.60%	148
Women's - Other traditional sports	3,228	5.88%	2,057	5.11%	87
<b>Intend To Follow More Or Less Professional Sports In Next Year - Men's</b>					
Men's - Significantly more	3,351	6.10%	1,572	3.91%	64
Men's - Somewhat more	7,888	14.36%	6,100	15.16%	106
Men's - No change	39,962	72.77%	29,360	72.95%	100
Men's - Somewhat less	2,674	4.87%	2,275	5.65%	116
Men's - Significantly less	1,040	1.89%	943	2.34%	124
<b>Intend To Follow More Or Less Professional Sports In Next Year - Women's</b>					
Women's - Significantly more	1,061	1.93%	694	1.73%	90
Women's - Somewhat more	9,818	17.88%	7,310	18.16%	102
Women's - No change	39,238	71.45%	28,524	70.87%	99
Women's - Somewhat less	2,940	5.35%	2,163	5.37%	100

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Women's - Significantly less	1,859	3.39%	1,557	3.87%	114
<b>Attitude Towards Women's Sports - Strongly Agree</b>					
Women's athletes are more competitive than men's	1,195	2.18%	871	2.16%	99
Watching women's sports is aesthetically pleasing	2,451	4.46%	2,285	5.68%	127
Women in sports are great role models	18,116	32.99%	14,664	36.43%	110
Watching women's sports is less entertaining than watching men's sports	1,817	3.31%	1,105	2.75%	83
Women's sports are on the rise	12,002	21.86%	9,115	22.65%	104
Women's and men's sport should get equal attention	19,257	35.07%	16,613	41.28%	118
I would follow women's sports more if it was better covered in media	13,093	23.84%	11,516	28.61%	120
<b>Attitude Towards Women's Sports - Somewhat Agree</b>					
Women's athletes are more competitive than men's	7,818	14.24%	5,803	14.42%	101
Watching women's sports is aesthetically pleasing	22,835	41.58%	16,063	39.91%	96
Women in sports are great role models	26,377	48.03%	17,875	44.41%	92
Watching women's sports is less entertaining than watching men's sports	11,353	20.67%	6,693	16.63%	80
Women's sports are on the rise	32,343	58.90%	23,844	59.24%	101
Women's and men's sport should get equal attention	19,375	35.28%	13,059	32.45%	92
I would follow women's sports more if it was better covered in media	20,309	36.98%	14,268	35.45%	96
<b>Attitude Towards Women's Sports - Undecided</b>					
Women's athletes are more competitive than men's	27,192	49.52%	19,546	48.56%	98
Watching women's sports is aesthetically pleasing	20,368	37.09%	15,342	38.12%	103
Women in sports are great role models	8,241	15.01%	5,868	14.58%	97
Watching women's sports is less entertaining than watching men's sports	12,261	22.33%	8,584	21.33%	96
Women's sports are on the rise	8,718	15.88%	6,147	15.27%	96
Women's and men's sport should get equal attention	10,364	18.87%	6,786	16.86%	89
I would follow women's sports more if it was better covered in media	14,229	25.91%	9,645	23.96%	92
<b>Attitude Towards Women's Sports - Somewhat Disagree</b>					
Women's athletes are more competitive than men's	15,252	27.77%	11,755	29.21%	105
Watching women's sports is aesthetically pleasing	6,499	11.84%	4,638	11.52%	97
Women in sports are great role models	1,181	2.15%	1,187	2.95%	137
Watching women's sports is less entertaining than watching men's sports	18,091	32.94%	14,496	36.02%	109
Women's sports are on the rise	1,596	2.91%	980	2.44%	84
Women's and men's sport should get equal attention	4,146	7.55%	2,226	5.53%	73
I would follow women's sports more if it was better covered in media	5,346	9.74%	3,418	8.49%	87
<b>Attitude Towards Women's Sports - Strongly Disagree</b>					
Women's athletes are more competitive than men's	3,459	6.30%	2,274	5.65%	90

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Watching women's sports is aesthetically pleasing	2,762	5.03%	1,921	4.77%	95
Women in sports are great role models	1,001	1.82%	656	1.63%	90
Watching women's sports is less entertaining than watching men's sports	11,395	20.75%	9,371	23.28%	112
Women's sports are on the rise	256	0.47%	163	0.41%	87
Women's and men's sport should get equal attention	1,775	3.23%	1,565	3.89%	120
I would follow women's sports more if it was better covered in media	1,938	3.53%	1,402	3.48%	99
<b>How Often Follow Sports Events When in Season - All Games/Events</b>					
All Games/Events - Auto Races - Formula 1	1,088	1.98%	938	2.33%	118
All Games/Events - Auto Races - NASCAR Races	563	1.03%	887	2.20%	214
All Games/Events - Auto Races - IndyCAR	313	0.57%	332	0.82%	144
All Games/Events - Auto Races - Other Professional	206	0.38%	175	0.44%	116
All Games/Events - Baseball - College	204	0.37%	87	0.22%	59
All Games/Events - Baseball - MLB	2,439	4.44%	1,816	4.51%	102
All Games/Events - Baseball - Minor League Baseball	328	0.60%	167	0.42%	70
All Games/Events - Baseball - Other Professional	346	0.63%	306	0.76%	121
All Games/Events - Basketball - College	143	0.26%	97	0.24%	92
All Games/Events - Basketball - NBA	2,309	4.21%	1,601	3.98%	95
All Games/Events - Basketball - WNBA	194	0.35%	118	0.29%	83
All Games/Events - Basketball - Other Professional	109	0.20%	62	0.15%	75
All Games/Events - Boxing - WBA	287	0.52%	530	1.32%	254
All Games/Events - Boxing - IBF	246	0.45%	149	0.37%	82
All Games/Events - Boxing - WBC	236	0.43%	171	0.42%	98
All Games/Events - Boxing - WBO	307	0.56%	190	0.47%	84
All Games/Events - Boxing - Other Professional	686	1.25%	400	1.00%	80
All Games/Events - Football - College	711	1.30%	458	1.14%	88
All Games/Events - Football - CFL	3,021	5.50%	2,117	5.26%	96
All Games/Events - Football - NFL	3,057	5.57%	2,395	5.95%	107
All Games/Events - Football - Other Professional	218	0.40%	181	0.45%	113
All Games/Events - Golf - PGA	760	1.39%	676	1.68%	121
All Games/Events - Golf - LPGA	1,068	1.95%	758	1.88%	96
All Games/Events - Golf - Other Professional	396	0.72%	239	0.59%	82
All Games/Events - Hockey - CHL	700	1.28%	608	1.51%	118
All Games/Events - Hockey - NHL	7,589	13.82%	4,519	11.23%	81
All Games/Events - Hockey - NWHL	235	0.43%	193	0.48%	112
All Games/Events - Hockey - Regional Minor Hockey League	432	0.79%	305	0.76%	96
All Games/Events - Hockey - Other Professional	558	1.02%	320	0.80%	78
All Games/Events - Mixed Martial Arts - UFC	786	1.43%	1,039	2.58%	180
All Games/Events - Mixed Martial Arts - Bellator	97	0.18%	99	0.25%	139
All Games/Events - Mixed Martial Arts - Other Professional	195	0.36%	79	0.20%	56
All Games/Events - Soccer - Major League Soccer	871	1.59%	530	1.32%	83
All Games/Events - Soccer - NWSL	203	0.37%	135	0.34%	92

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All Games/Events - Soccer - European - Premier League	1,457	2.65%	1,055	2.62%	99
All Games/Events - Soccer - European – Serie A	360	0.66%	365	0.91%	138
All Games/Events - Soccer - European – La Liga	314	0.57%	256	0.64%	112
All Games/Events - Soccer - European – Ligue 1	182	0.33%	132	0.33%	100
All Games/Events - Soccer - European - Bundesliga	329	0.60%	192	0.48%	80
All Games/Events - Soccer - UEFA Europa League	1,377	2.51%	1,464	3.64%	145
All Games/Events - Soccer - FIFA World Cup	4,981	9.07%	3,552	8.83%	97
All Games/Events - Soccer - Other Professional	606	1.10%	530	1.32%	120
All Games/Events - Tennis - ATP World Tour Masters	1,337	2.44%	905	2.25%	92
All Games/Events - Tennis - Grand Slam Tours	2,940	5.35%	1,934	4.81%	90
All Games/Events - Tennis - Team Cups	506	0.92%	365	0.91%	99
All Games/Events - Tennis - Other Professional	333	0.61%	228	0.57%	93
All Games/Events - Olympics - Summer	4,650	8.47%	3,375	8.38%	99
All Games/Events - Olympics - Winter	4,253	7.75%	3,131	7.78%	100
All Games/Events - Olympics - Paralympics	663	1.21%	620	1.54%	127
All Games/Events - Wrestling - WWE	578	1.05%	469	1.17%	111
All Games/Events - Wrestling - Other Professional	183	0.33%	132	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	1,666	3.03%	1,298	3.22%	106
More Than a Half - Auto Races - NASCAR Races	812	1.48%	629	1.56%	105
More Than a Half - Auto Races - IndyCAR	933	1.70%	1,135	2.82%	166
More Than a Half - Auto Races - Other Professional	336	0.61%	254	0.63%	103
More Than a Half - Baseball - College	873	1.59%	756	1.88%	118
More Than a Half - Baseball - MLB	3,200	5.83%	2,192	5.45%	93
More Than a Half - Baseball - Minor League Baseball	764	1.39%	598	1.49%	107
More Than a Half - Baseball - Other Professional	722	1.32%	576	1.43%	108
More Than a Half - Basketball - College	1,102	2.01%	722	1.80%	90
More Than a Half - Basketball - NBA	4,922	8.96%	3,800	9.44%	105
More Than a Half - Basketball - WNBA	231	0.42%	203	0.51%	121
More Than a Half - Basketball - Other Professional	675	1.23%	402	1.00%	81
More Than a Half - Boxing - WBA	425	0.78%	473	1.18%	151
More Than a Half - Boxing - IBF	643	1.17%	475	1.18%	101
More Than a Half - Boxing - WBC	1,487	2.71%	1,165	2.90%	107
More Than a Half - Boxing - WBO	211	0.38%	147	0.36%	95
More Than a Half - Boxing - Other Professional	140	0.26%	106	0.26%	100
More Than a Half - Football - College	2,470	4.50%	1,224	3.04%	68
More Than a Half - Football - CFL	3,061	5.57%	1,720	4.27%	77
More Than a Half - Football - NFL	4,655	8.48%	3,129	7.77%	92
More Than a Half - Football - Other Professional	1,138	2.07%	571	1.42%	69
More Than a Half - Golf - PGA	3,268	5.95%	2,961	7.36%	124
More Than a Half - Golf - LPGA	1,451	2.64%	964	2.40%	91
More Than a Half - Golf - Other Professional	446	0.81%	459	1.14%	141
More Than a Half - Hockey - CHL	2,521	4.59%	1,499	3.72%	81

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More Than a Half - Hockey - NHL	8,466	15.42%	6,442	16.00%	104
More Than a Half - Hockey - NWHL	901	1.64%	392	0.97%	59
More Than a Half - Hockey - Regional Minor Hockey League	1,720	3.13%	1,017	2.53%	81
More Than a Half - Hockey - Other Professional	938	1.71%	525	1.30%	76
More Than a Half - Mixed Martial Arts - UFC	1,032	1.88%	506	1.26%	67
More Than a Half - Mixed Martial Arts - Bellator	2,453	4.47%	1,716	4.26%	95
More Than a Half - Mixed Martial Arts - Professional Fighters League	241	0.44%	125	0.31%	70
More Than a Half - Mixed Martial Arts - Other Professional	352	0.64%	161	0.40%	63
More Than a Half - Soccer - Major League Soccer	1,819	3.31%	1,295	3.22%	97
More Than a Half - Soccer - NWSL	443	0.81%	237	0.59%	73
More Than a Half - Soccer - European - Premier League	2,335	4.25%	1,650	4.10%	96
More Than a Half - Soccer - European – Serie A	1,574	2.87%	1,078	2.68%	93
More Than a Half - Soccer - European – La Liga	1,161	2.11%	810	2.01%	95
More Than a Half - Soccer - European – Ligue 1	1,073	1.95%	737	1.83%	94
More Than a Half - Soccer - European - Bundesliga	862	1.57%	728	1.81%	115
More Than a Half - Soccer - UEFA Europa League	1,853	3.37%	1,094	2.72%	81
More Than a Half - Soccer - FIFA World Cup	3,545	6.46%	1,867	4.64%	72
More Than a Half - Soccer - Other Professional	255	0.46%	153	0.38%	83
More Than a Half - Tennis - ATP World Tour Masters	4,476	8.15%	3,258	8.09%	99
More Than a Half - Tennis - Grand Slam Tours	4,374	7.97%	3,237	8.04%	101
More Than a Half - Tennis - Team Cups	637	1.16%	568	1.41%	122
More Than a Half - Tennis - Other Professional	419	0.76%	280	0.70%	92
More Than a Half - Olympics - Summer	10,123	18.43%	7,641	18.98%	103
More Than a Half - Olympics - Winter	11,249	20.48%	8,859	22.01%	107
More Than a Half - Olympics - Paralympics	2,098	3.82%	937	2.33%	61
More Than a Half - Wrestling - WWE	163	0.30%	88	0.22%	73
More Than a Half - Wrestling - Other Professional	201	0.37%	101	0.25%	68
<b>How Often Follow Sports Events When in Season - About Half</b>					
About Half - Auto Races - Formula 1	901	1.64%	543	1.35%	82
About Half - Auto Races - NASCAR Races	955	1.74%	780	1.94%	111
About Half - Auto Races - IndyCAR	873	1.59%	626	1.56%	98
About Half - Auto Races - Other Professional	920	1.68%	609	1.51%	90
About Half - Baseball - College	1,140	2.08%	448	1.11%	53
About Half - Baseball - MLB	4,474	8.15%	3,552	8.83%	108
About Half - Baseball - Minor League Baseball	948	1.73%	403	1.00%	58
About Half - Baseball - Other Professional	2,438	4.44%	1,572	3.91%	88
About Half - Basketball - College	1,218	2.22%	647	1.61%	73
About Half - Basketball - NBA	4,145	7.55%	2,406	5.98%	79
About Half - Basketball - WNBA	1,887	3.44%	1,269	3.15%	92
About Half - Basketball - Other Professional	1,062	1.93%	832	2.07%	107
About Half - Boxing - WBA	1,641	2.99%	1,247	3.10%	104
About Half - Boxing - IBF	554	1.01%	466	1.16%	115



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About Half - Boxing - WBC	598	1.09%	428	1.06%	97
About Half - Boxing - WBO	1,069	1.95%	1,108	2.75%	141
About Half - Boxing - Other Professional	505	0.92%	318	0.79%	86
About Half - Football - College	2,896	5.27%	1,606	3.99%	76
About Half - Football - CFL	4,420	8.05%	3,408	8.47%	105
About Half - Football - NFL	4,235	7.71%	3,496	8.69%	113
About Half - Football - Other Professional	1,615	2.94%	894	2.22%	76
About Half - Golf - PGA	2,645	4.82%	1,661	4.13%	86
About Half - Golf - LPGA	2,713	4.94%	2,063	5.13%	104
About Half - Golf - Other Professional	1,265	2.30%	863	2.14%	93
About Half - Hockey - CHL	2,419	4.41%	1,716	4.26%	97
About Half - Hockey - NHL	8,650	15.75%	6,391	15.88%	101
About Half - Hockey - NWHL	3,420	6.23%	2,086	5.18%	83
About Half - Hockey - Regional Minor Hockey League	2,211	4.03%	1,472	3.66%	91
About Half - Hockey - Other Professional	1,978	3.60%	1,259	3.13%	87
About Half - Mixed Martial Arts - UFC	2,276	4.14%	1,440	3.58%	86
About Half - Mixed Martial Arts - Bellator	539	0.98%	312	0.77%	79
About Half - Mixed Martial Arts - Professional Fighters League	2,128	3.87%	1,067	2.65%	68
About Half - Mixed Martial Arts - Other Professional	965	1.76%	387	0.96%	55
About Half - Soccer - Major League Soccer	3,525	6.42%	2,790	6.93%	108
About Half - Soccer - NWSL	1,683	3.06%	1,158	2.88%	94
About Half - Soccer - European - Premier League	2,054	3.74%	1,030	2.56%	68
About Half - Soccer - European - Serie A	1,202	2.19%	673	1.67%	76
About Half - Soccer - European - La Liga	1,323	2.41%	598	1.49%	62
About Half - Soccer - European - Ligue 1	961	1.75%	665	1.65%	94
About Half - Soccer - European - Bundesliga	857	1.56%	551	1.37%	88
About Half - Soccer - UEFA Europa League	1,238	2.25%	892	2.22%	99
About Half - Soccer - FIFA World Cup	2,242	4.08%	1,666	4.14%	101
About Half - Soccer - Other Professional	1,762	3.21%	884	2.20%	69
About Half - Tennis - ATP World Tour Masters	3,320	6.05%	2,005	4.98%	82
About Half - Tennis - Grand Slam Tours	3,818	6.95%	2,488	6.18%	89
About Half - Tennis - Team Cups	4,329	7.88%	2,945	7.32%	93
About Half - Tennis - Other Professional	932	1.70%	581	1.44%	85
About Half - Olympics - Summer	7,896	14.38%	6,009	14.93%	104
About Half - Olympics - Winter	5,053	9.20%	3,546	8.81%	96
About Half - Olympics - Paralympics	4,445	8.09%	3,693	9.18%	113
About Half - Wrestling - WWE	1,007	1.83%	557	1.38%	75
About Half - Wrestling - Other Professional	408	0.74%	283	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	1,452	2.64%	1,531	3.81%	144
Less Than a Half - Auto Races - NASCAR Races	1,523	2.77%	1,667	4.14%	149
Less Than a Half - Auto Races - IndyCAR	1,419	2.58%	1,564	3.89%	151
Less Than a Half - Auto Races - Other Professional	1,684	3.07%	1,799	4.47%	146

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Count: -	Count: -	Value	Percent	Index
Less Than a Half - Baseball - College	2,669	4.86%	2,489	6.18%	127
Less Than a Half - Baseball - MLB	2,983	5.43%	2,511	6.24%	115
Less Than a Half - Baseball - Minor League Baseball	4,348	7.92%	3,876	9.63%	122
Less Than a Half - Baseball - Other Professional	2,081	3.79%	1,552	3.86%	102
Less Than a Half - Basketball - College	3,515	6.40%	2,798	6.95%	109
Less Than a Half - Basketball - NBA	3,381	6.16%	2,564	6.37%	103
Less Than a Half - Basketball - WNBA	4,063	7.40%	2,846	7.07%	96
Less Than a Half - Basketball - Other Professional	3,499	6.37%	2,493	6.20%	97
Less Than a Half - Boxing - WBA	1,190	2.17%	654	1.62%	75
Less Than a Half - Boxing - IBF	1,777	3.24%	1,128	2.80%	86
Less Than a Half - Boxing - WBC	1,237	2.25%	957	2.38%	106
Less Than a Half - Boxing - WBO	1,105	2.01%	657	1.63%	81
Less Than a Half - Boxing - Other Professional	1,004	1.83%	798	1.98%	108
Less Than a Half - Football - College	4,178	7.61%	3,026	7.52%	99
Less Than a Half - Football - CFL	5,266	9.59%	3,728	9.26%	97
Less Than a Half - Football - NFL	3,481	6.34%	2,274	5.65%	89
Less Than a Half - Football - Other Professional	3,633	6.62%	2,454	6.10%	92
Less Than a Half - Golf - PGA	3,451	6.28%	2,976	7.39%	118
Less Than a Half - Golf - LPGA	2,090	3.81%	1,342	3.33%	87
Less Than a Half - Golf - Other Professional	1,486	2.71%	1,258	3.12%	115
Less Than a Half - Hockey - CHL	6,429	11.71%	4,539	11.28%	96
Less Than a Half - Hockey - NHL	7,081	12.89%	5,391	13.39%	104
Less Than a Half - Hockey - NWHL	5,409	9.85%	3,529	8.77%	89
Less Than a Half - Hockey - Regional Minor Hockey League	6,712	12.22%	4,676	11.62%	95
Less Than a Half - Hockey - Other Professional	4,581	8.34%	3,409	8.47%	102
Less Than a Half - Mixed Martial Arts - UFC	595	1.08%	378	0.94%	87
Less Than a Half - Mixed Martial Arts - Bellator	849	1.55%	442	1.10%	71
Less Than a Half - Mixed Martial Arts - Professional Fighters League	1,095	1.99%	973	2.42%	122
Less Than a Half - Mixed Martial Arts - Other Professional	1,249	2.27%	975	2.42%	107
Less Than a Half - Soccer - Major League Soccer	4,507	8.21%	2,398	5.96%	73
Less Than a Half - Soccer - NWSL	2,728	4.97%	1,600	3.98%	80
Less Than a Half - Soccer - European - Premier League	3,601	6.56%	2,305	5.73%	87
Less Than a Half - Soccer - European - Serie A	2,738	4.99%	1,500	3.73%	75
Less Than a Half - Soccer - European - La Liga	2,675	4.87%	1,344	3.34%	69
Less Than a Half - Soccer - European - Ligue 1	3,437	6.26%	1,721	4.28%	68
Less Than a Half - Soccer - European - Bundesliga	3,235	5.89%	1,321	3.28%	56
Less Than a Half - Soccer - UEFA Europa League	4,097	7.46%	1,859	4.62%	62
Less Than a Half - Soccer - FIFA World Cup	1,556	2.83%	731	1.82%	64
Less Than a Half - Soccer - Other Professional	1,801	3.28%	1,147	2.85%	87
Less Than a Half - Tennis - ATP World Tour Masters	1,985	3.62%	1,102	2.74%	76
Less Than a Half - Tennis - Grand Slam Tours	1,710	3.11%	1,072	2.66%	86
Less Than a Half - Tennis - Team Cups	3,863	7.04%	2,408	5.98%	85



Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Count: -	Count: -	Value	Percent	Index
Less Than a Half - Tennis - Other Professional	4,095	7.46%	3,321	8.25%	111
Less Than a Half - Olympics - Summer	3,034	5.53%	2,432	6.04%	109
Less Than a Half - Olympics - Winter	4,366	7.95%	3,367	8.37%	105
Less Than a Half - Olympics - Paralympics	7,741	14.10%	6,120	15.21%	108
Less Than a Half - Wrestling - WWE	670	1.22%	403	1.00%	82
Less Than a Half - Wrestling - Other Professional	1,096	2.00%	916	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	1,408	2.56%	903	2.24%	88
Finals/Main Event Only - Auto Races - NASCAR Races	1,521	2.77%	996	2.47%	89
Finals/Main Event Only - Auto Races - IndyCAR	1,663	3.03%	892	2.22%	73
Finals/Main Event Only - Auto Races - Other Professional	1,665	3.03%	1,042	2.59%	85
Finals/Main Event Only - Baseball - College	5,362	9.76%	4,513	11.21%	115
Finals/Main Event Only - Baseball - MLB	2,534	4.61%	2,405	5.98%	130
Finals/Main Event Only - Baseball - Minor League Baseball	5,123	9.33%	4,119	10.23%	110
Finals/Main Event Only - Baseball - Other Professional	4,115	7.49%	3,088	7.67%	102
Finals/Main Event Only - Basketball - College	5,381	9.80%	3,981	9.89%	101
Finals/Main Event Only - Basketball - NBA	1,411	2.57%	985	2.45%	95
Finals/Main Event Only - Basketball - WNBA	4,486	8.17%	3,092	7.68%	94
Finals/Main Event Only - Basketball - Other Professional	4,537	8.26%	2,498	6.21%	75
Finals/Main Event Only - Boxing - WBA	411	0.75%	287	0.71%	95
Finals/Main Event Only - Boxing - IBF	374	0.68%	335	0.83%	122
Finals/Main Event Only - Boxing - WBC	257	0.47%	179	0.45%	96
Finals/Main Event Only - Boxing - WBO	383	0.70%	291	0.72%	103
Finals/Main Event Only - Boxing - Other Professional	889	1.62%	594	1.48%	91
Finals/Main Event Only - Football - College	5,065	9.22%	3,855	9.58%	104
Finals/Main Event Only - Football - CFL	2,986	5.44%	2,033	5.05%	93
Finals/Main Event Only - Football - NFL	3,395	6.18%	2,287	5.68%	92
Finals/Main Event Only - Football - Other Professional	5,876	10.70%	3,942	9.79%	91
Finals/Main Event Only - Golf - PGA	1,348	2.46%	796	1.98%	80
Finals/Main Event Only - Golf - LPGA	1,698	3.09%	1,041	2.59%	84
Finals/Main Event Only - Golf - Other Professional	2,524	4.60%	1,722	4.28%	93
Finals/Main Event Only - Hockey - CHL	8,180	14.90%	4,841	12.03%	81
Finals/Main Event Only - Hockey - NHL	3,501	6.38%	1,957	4.86%	76
Finals/Main Event Only - Hockey - NWHL	8,644	15.74%	5,992	14.89%	95
Finals/Main Event Only - Hockey - Regional Minor Hockey League	8,498	15.47%	5,605	13.93%	90
Finals/Main Event Only - Hockey - Other Professional	8,843	16.10%	5,841	14.51%	90
Finals/Main Event Only - Mixed Martial Arts - UFC	679	1.24%	560	1.39%	112
Finals/Main Event Only - Mixed Martial Arts - Bellator	1,029	1.87%	778	1.93%	103
Finals/Main Event Only - Mixed Martial Arts - Professional Fighters League	1,152	2.10%	864	2.15%	102
Finals/Main Event Only - Mixed Martial Arts - Other Professional	1,322	2.41%	808	2.01%	83
Finals/Main Event Only - Soccer - Major League Soccer	1,327	2.42%	1,028	2.56%	106

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Count: -		Value	Percent	Index
Finals/Main Event Only - Soccer - NWSL	3,959	7.21%	2,163	5.37%	74
Finals/Main Event Only - Soccer - European - Premier League	2,580	4.70%	1,669	4.15%	88
Finals/Main Event Only - Soccer - European – Serie A	2,967	5.40%	1,672	4.15%	77
Finals/Main Event Only - Soccer - European – La Liga	4,040	7.36%	2,635	6.55%	89
Finals/Main Event Only - Soccer - European – Ligue 1	4,547	8.28%	2,956	7.35%	89
Finals/Main Event Only - Soccer - European - Bundesliga	4,144	7.55%	2,852	7.09%	94
Finals/Main Event Only - Soccer - UEFA Europa League	2,612	4.76%	1,857	4.62%	97
Finals/Main Event Only - Soccer - FIFA World Cup	1,045	1.90%	887	2.20%	116
Finals/Main Event Only - Soccer - Other Professional	3,397	6.19%	2,579	6.41%	104
Finals/Main Event Only - Tennis - ATP World Tour Masters	2,432	4.43%	2,179	5.42%	122
Finals/Main Event Only - Tennis - Grand Slam Tours	2,003	3.65%	2,046	5.08%	139
Finals/Main Event Only - Tennis - Team Cups	2,549	4.64%	2,033	5.05%	109
Finals/Main Event Only - Tennis - Other Professional	3,802	6.92%	2,335	5.80%	84
Finals/Main Event Only - Olympics - Summer	1,587	2.89%	1,132	2.81%	97
Finals/Main Event Only - Olympics - Winter	1,572	2.86%	1,081	2.69%	94
Finals/Main Event Only - Olympics - Paralympics	6,178	11.25%	4,552	11.31%	101
Finals/Main Event Only - Wrestling - WWE	135	0.25%	41	0.10%	40
Finals/Main Event Only - Wrestling - Other Professional	407	0.74%	149	0.37%	50
<b>Words Best Describe Your Attitude Towards the Olympic Games</b>					
Olympic Games - Inspiration	15,821	28.81%	11,587	28.79%	100
Olympic Games - Competition	28,080	51.13%	20,234	50.27%	98
Olympic Games - Aspiration	9,693	17.65%	8,008	19.90%	113
Olympic Games - Hope	8,962	16.32%	7,075	17.58%	108
Olympic Games - Spirit	14,871	27.08%	11,432	28.40%	105
Olympic Games - Best of the best	17,861	32.52%	12,183	30.27%	93
Olympic Games - World comes together	28,940	52.70%	22,155	55.05%	104
Olympic Games - Equality	7,539	13.73%	4,896	12.16%	89
Olympic Games - Pride	17,182	31.29%	10,412	25.87%	83
Olympic Games - Support	11,456	20.86%	8,444	20.98%	101
Olympic Games - National identity	24,889	45.32%	16,986	42.20%	93
Olympic Games - Unity	11,189	20.38%	8,189	20.35%	100
Olympic Games - Breaking records	11,198	20.39%	7,840	19.48%	96

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:** 2023/2024