Numeris - Leisure - Lotteries and Casinos Report

| Attribute | Benchmark <br> North Vancouver (CSD/CY, BC) |  | West Vancouver (CSD/DM, BC) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Value | Percent | Value | Percent | Index |
| Population of Age 18 and Up | 49,870 |  | 37,594 |  |  |
| Bought Lottery Tickets Past Month |  |  |  |  |  |
| Lottery tickets past month: Instant wins (any) | 3,710 | 7.44\% | 2,233 | 5.94\% | 80 |
| Lottery tickets past month: Sports lotteries (any) | 488 | 0.98\% | 334 | 0.89\% | 91 |
| Lottery tickets past month: Banco/Keno/Daily Keno | 613 | 1.23\% | 325 | 0.87\% | 71 |
| Lottery tickets past month: Encore/Extra/Tag/Mini | 5,220 | 10.47\% | 3,213 | 8.55\% | 82 |
| Lottery tickets past month: Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649 | 7,162 | 14.36\% | 4,824 | 12.83\% | 89 |
| Lottery tickets past month: Pick 2/Pick 3/Pick 4/La Quotidienne 3/4 | 248 | 0.50\% | 115 | 0.31\% | 62 |
| Lottery tickets past month: Daily Grand | 2,096 | 4.20\% | 1,197 | 3.18\% | 76 |
| Lottery tickets past month: Lottario | 330 | 0.66\% | 228 | 0.61\% | 92 |
| Lottery tickets past month: Lotto 6/49 | 15,178 | 30.44\% | 10,024 | 26.66\% | 88 |
| Lottery tickets past month: Lotto Max | 15,719 | 31.52\% | 10,504 | 27.94\% | 89 |
| Lottery tickets past month: Poker Lotto | 427 | 0.86\% | 235 | 0.62\% | 72 |
| Lottery tickets past month: Other lotteries | 1,599 | 3.21\% | 691 | 1.84\% | 57 |
| Lottery tickets past year: Hospital/special event/charity | 11,153 | 22.37\% | 8,610 | 22.90\% | 102 |
| Visited Casino Past Year |  |  |  |  |  |
| Casino past year: Visit a casino inside your own province | 11,010 | 22.08\% | 7,727 | 20.55\% | 93 |
| Casino past year: Visit a casino outside your province or country | 5,921 | 11.87\% | 3,753 | 9.98\% | 84 |
| Casino past year: Play online/internet casino games (e.g. poker) | 1,206 | 2.42\% | 693 | 1.84\% | 76 |
| Casino past year: Slot machines (any location) | 8,113 | 16.27\% | 5,087 | 13.53\% | 83 |
| Casino past year: Wager money on horse racing | 1,823 | 3.66\% | 1,380 | 3.67\% | 100 |
| Casino past year: Play bingo | 1,537 | 3.08\% | 838 | 2.23\% | 72 |
| Lottery Tickets and/or Casinos Visiting: Regularly |  |  |  |  |  |
| Lottery - Instant wins (any): Regularly | 3,060 | 6.14\% | 1,858 | 4.94\% | 80 |
| Lottery - Sports lotteries (any): Regularly | 355 | 0.71\% | 276 | 0.73\% | 103 |
| Lottery - Banco/Keno/Daily Keno: Regularly | 577 | 1.16\% | 300 | 0.80\% | 69 |
| Lottery - Encore/Extra/Tag/Mini: Regularly | 4,635 | 9.29\% | 2,828 | 7.52\% | 81 |
| Lottery - Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649: Regularly | 5,528 | 11.08\% | 3,591 | 9.55\% | 86 |
| Lottery - Pick 2/Pick 3/Pick 4/La Quotidienne 3/4: Regularly | 187 | 0.38\% | 96 | 0.26\% | 68 |
| Lottery - Daily Grand: Regularly | 1,484 | 2.98\% | 819 | 2.18\% | 73 |
| Lottery - Lottario: Regularly | 201 | 0.40\% | 158 | 0.42\% | 105 |
| Lottery - Lotto 6/49: Regularly | 11,468 | 23.00\% | 7,356 | 19.57\% | 85 |
| Lottery - Lotto Max: Regularly | 12,234 | 24.53\% | 8,098 | 21.54\% | 88 |
| Lottery - Poker Lotto: Regularly | 279 | 0.56\% | 131 | 0.35\% | 63 |
| Lottery - Other lotteries: Regularly | 907 | 1.82\% | 294 | 0.78\% | 43 |
| Lottery - Hospital/special event/charity: Regularly | 5,271 | 10.57\% | 3,927 | 10.45\% | 99 |
| Casino - Visit a casino inside your own province: Regularly | 6,596 | 13.23\% | 4,523 | 12.03\% | 91 |
| Casino - Visit a casino outside your province or country: Regularly | 3,205 | 6.43\% | 1,731 | 4.60\% | 72 |
| Casino - Play online/internet casino games (e.g. poker): Regularly | 1,023 | 2.05\% | 639 | 1.70\% | 83 |

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| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Value | Percent | Value | Percent | Index |
| Casino - Slot machines (any location): Regularly | 5,880 | 11.79\% | 3,635 | 9.67\% | 82 |
| Casino - Wager money on horse racing: Regularly | 705 | 1.41\% | 546 | 1.45\% | 103 |
| Casino - Play bingo: Regularly | 1,113 | 2.23\% | 587 | 1.56\% | 70 |
| Lottery Tickets and/or Casinos Visiting: Occasionally |  |  |  |  |  |
| Lottery - Instant wins (any): Occasionally | 650 | 1.30\% | 375 | 1.00\% | 77 |
| Lottery - Sports lotteries (any): | 134 | 0.27\% | 59 | 0.16\% | 59 |
| Lottery - Banco/Prairie/Daily Keno: Occasionally | 37 | 0.07\% | 25 | 0.07\% | 100 |
| Lottery - Encore/Extra/Tag/Mini: Occasionally | 586 | 1.18\% | 385 | 1.02\% | 86 |
| Lottery - Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649: Occasionally | 1,634 | 3.28\% | 1,233 | 3.28\% | 100 |
| Lottery - Pick 2/Pick 3/Pick 4/La Quotidienne 3/4: Occasionally | 61 | 0.12\% | 19 | 0.05\% | 42 |
| Lottery - Daily Grand: Occasionally | 611 | 1.23\% | 378 | 1.01\% | 82 |
| Lottery - Lottario: Occasionally | 129 | 0.26\% | 70 | 0.19\% | 73 |
| Lottery - Lotto 6/49: Occasionally | 3,710 | 7.44\% | 2,668 | 7.10\% | 95 |
| Lottery - Lotto Max: Occasionally | 3,485 | 6.99\% | 2,406 | 6.40\% | 92 |
| Lottery - Poker Lotto: Occasionally | 148 | 0.30\% | 104 | 0.28\% | 93 |
| Lottery - Other lotteries: Occasionally | 692 | 1.39\% | 397 | 1.06\% | 76 |
| Lottery - Hospital/special event/charity: Occasionally | 5,882 | 11.80\% | 4,683 | 12.46\% | 106 |
| Casio - Visit a casino inside your own province: Occasionally | 4,414 | 8.85\% | 3,204 | 8.52\% | 96 |
| Casio - Visit a casino outside your province or country: Occasionally | 2,716 | 5.45\% | 2,022 | 5.38\% | 99 |
| Casio - Play online/internet casino games (e.g. poker): Occasionally | 183 | 0.37\% | 54 | 0.14\% | 38 |
| Casio - Slot machines (any location): Occasionally | 2,233 | 4.48\% | 1,452 | 3.86\% | 86 |
| Casio - Wager money on horse racing: Occasionally | 1,118 | 2.24\% | 834 | 2.22\% | 99 |
| Casio - Play bingo: Occasionally | 423 | 0.85\% | 251 | 0.67\% | 79 |
| Lottery Spending per Month |  |  |  |  |  |
| Lottery spending per month: Nothing | 27,045 | 54.23\% | 20,912 | 55.63\% | 103 |
| Lottery spending per month: \$1-\$4 | 2,826 | 5.67\% | 2,353 | 6.26\% | 110 |
| Lottery spending per month: \$5-\$9 | 4,025 | 8.07\% | 3,342 | 8.89\% | 110 |
| Lottery spending per month: \$10-\$19 | 5,158 | 10.34\% | 3,704 | 9.85\% | 95 |
| Lottery spending per month: \$20-\$29 | 4,512 | 9.05\% | 2,768 | 7.36\% | 81 |
| Lottery spending per month: \$30-\$50 | 4,116 | 8.25\% | 3,017 | 8.02\% | 97 |
| Lottery spending per month: More than \$50 | 2,188 | 4.39\% | 1,499 | 3.99\% | 91 |


| Index | Description |
| :---: | :---: |
| $>=180$ | Extremely High |
| $>=110$ and $<180$ | High |
| $>=90$ and $<110$ | Similar |
| $>=50$ and $<90$ | Lower |
| $<50$ | Extremely Low |

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