

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 18 and up</b>	48,908		36,209		
<b>Bought Lottery Tickets Past Month</b>					
Lottery tickets past month: Instant wins (any)	4,395	8.99%	2,762	7.63%	85
Lottery tickets past month: Sports lotteries (any)	437	0.89%	216	0.60%	67
Lottery tickets past month: Banco/Keno/Daily Keno	666	1.36%	389	1.08%	79
Lottery tickets past month: Encore/Extra/Tag/Mini	6,341	12.97%	4,465	12.33%	95
Lottery tickets past month: Atlantic 49/Ontario 49/Quebec 49/BC49/Western 649	8,574	17.53%	6,323	17.46%	100
Lottery tickets past month: Pick 2/Pick 3/Pick 4/La Quotidienne 3/4	71	0.15%	107	0.29%	193
Lottery tickets past month: Lottario	501	1.03%	342	0.95%	92
Lottery tickets past month: Lotto 6/49	15,748	32.20%	11,336	31.31%	97
Lottery tickets past month: Lotto Max	13,912	28.45%	9,479	26.18%	92
Lottery tickets past month: Poker Lotto	201	0.41%	133	0.37%	90
Lottery tickets past month: Other lotteries	905	1.85%	388	1.07%	58
Lottery tickets past year: Hospital/special event/charity	12,501	25.56%	10,251	28.31%	111
<b>Visited Casino Past Year</b>					
Casino past year: Visit a casino inside your own province	11,788	24.10%	7,821	21.60%	90
Casino past year: Visit a casino outside your province or country	5,023	10.27%	3,636	10.04%	98
Casino past year: Play online/internet casino games (e.g. poker)	1,238	2.53%	748	2.07%	82
Casino past year: Slot machines (any location)	7,386	15.10%	4,906	13.55%	90
Casino past year: Wager money on horse racing	1,918	3.92%	1,037	2.86%	73
Casino past year: Play bingo	1,274	2.61%	811	2.24%	86
<b>Lottery Tickets and/or Casinos Visiting: Regularly</b>					
Lottery - Instant wins (any): Regularly	3,719	7.60%	2,328	6.43%	85
Lottery - Sports lotteries (any): Regularly	217	0.44%	156	0.43%	98
Lottery - Banco/Keno/Daily Keno: Regularly	497	1.02%	293	0.81%	79
Lottery - Encore/Extra/Tag/Mini: Regularly	4,965	10.15%	3,471	9.59%	94
Lottery - Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649: Regularly	6,018	12.31%	4,302	11.88%	97
Lottery - Pick 2/Pick 3/Pick 4/La Quotidienne 3/4: Regularly	47	0.10%	84	0.23%	230
Lottery - Lottario: Regularly	334	0.68%	207	0.57%	84
Lottery - Lotto 6/49: Regularly	11,203	22.91%	7,959	21.98%	96
Lottery - Lotto Max: Regularly	9,927	20.30%	6,566	18.13%	89
Lottery - Poker Lotto: Regularly	176	0.36%	110	0.30%	83
Lottery - Other lotteries: Regularly	597	1.22%	225	0.62%	51
Lottery - Hospital/special event/charity: Regularly	5,045	10.32%	4,085	11.28%	109
Casino - Visit a casino inside your own province: Regularly	6,484	13.26%	4,573	12.63%	95
Casino - Visit a casino outside your province or country: Regularly	2,515	5.14%	1,760	4.86%	95
Casino - Play online/internet casino games (e.g. poker): Regularly	979	2.00%	600	1.66%	83
Casino - Slot machines (any location): Regularly	5,410	11.06%	3,590	9.91%	90
Casino - Wager money on horse racing: Regularly	1,001	2.05%	582	1.61%	79

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Casino - Play bingo: Regularly	700	1.43%	492	1.36%	95
<b>Lottery Tickets and/or Casinos Visiting: Occasionally</b>					
Lottery - Instant wins (any): Occasionally	676	1.38%	434	1.20%	87
Lottery - Sports lotteries (any):	221	0.45%	60	0.17%	38
Lottery - Banco/Prairie/Daily Keno: Occasionally	169	0.35%	96	0.27%	77
Lottery - Encore/Extra/Tag/Mini: Occasionally	1,376	2.81%	994	2.75%	98
Lottery - Atlantic 49/Ontario 49/Quebec 49/BC 49/Western 649: Occasionally	2,556	5.23%	2,021	5.58%	107
Lottery - Pick 2/Pick 3/Pick 4/La Quotidienne 3/4: Occasionally	24	0.05%	23	0.06%	120
Lottery - Lottario: Occasionally	168	0.34%	136	0.38%	112
Lottery - Lotto 6/49: Occasionally	4,546	9.29%	3,376	9.32%	100
Lottery - Lotto Max: Occasionally	3,985	8.15%	2,914	8.05%	99
Lottery - Poker Lotto: Occasionally	24	0.05%	24	0.07%	140
Lottery - Other lotteries: Occasionally	308	0.63%	163	0.45%	71
Lottery - Hospital/special event/charity: Occasionally	7,456	15.25%	6,166	17.03%	112
Casino - Visit a casino inside your own province: Occasionally	5,304	10.85%	3,248	8.97%	83
Casino - Visit a casino outside your province or country: Occasionally	2,508	5.13%	1,876	5.18%	101
Casino - Play online/internet casino games (e.g. poker): Occasionally	258	0.53%	148	0.41%	77
Casino - Slot machines (any location): Occasionally	1,977	4.04%	1,317	3.64%	90
Casino - Wager money on horse racing: Occasionally	916	1.87%	454	1.26%	67
Casino - Play bingo: Occasionally	574	1.17%	319	0.88%	75
<b>Lottery Spending per Month</b>					
Lottery spending per month: Nothing	25,129	51.38%	19,502	53.86%	105
Lottery spending per month: \$1-\$4	3,637	7.44%	2,673	7.38%	99
Lottery spending per month: \$5-\$9	4,404	9.00%	3,393	9.37%	104
Lottery spending per month: \$10-\$19	5,300	10.84%	3,388	9.36%	86
Lottery spending per month: \$20-\$29	4,746	9.71%	3,375	9.32%	96
Lottery spending per month: \$30-\$50	3,511	7.18%	2,329	6.43%	90
Lottery spending per month: More than \$50	2,180	4.46%	1,549	4.28%	96

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.

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.