

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population Age 15 Year and Over</b>	57,379		41,761		
<b>Attend Live Events: How Often in Season - Any</b>					
Any - All games/events	2,657	4.63%	1,800	4.31%	93
Any - More than a half	3,517	6.13%	3,036	7.27%	119
Any - About half	5,306	9.25%	3,458	8.28%	90
Any - Less than a half	21,989	38.32%	16,900	40.47%	106
Any - Finals/Main event only	8,840	15.41%	6,328	15.15%	98
<b>Attend Live Events How Often in Season - Half or More</b>					
Half or More - Auto Races	286	0.50%	241	0.58%	116
Half or More - Baseball	682	1.19%	476	1.14%	96
Half or More - Basketball	1,580	2.75%	1,165	2.79%	101
Half or More - Boxing	168	0.29%	52	0.13%	45
Half or More - Football	1,517	2.64%	905	2.17%	82
Half or More - Golf	345	0.60%	178	0.43%	72
Half or More - Hockey	3,393	5.91%	1,697	4.06%	69
Half or More - Mixed Martial Arts	381	0.66%	408	0.98%	148
Half or More - Soccer	2,092	3.65%	1,169	2.80%	77
Half or More - Tennis	1,016	1.77%	627	1.50%	85
Half or More - Wrestling	258	0.45%	135	0.32%	71
<b>Attend Live Events How Often in Season - Less Than a Half</b>					
Less Than a Half - Auto Races	799	1.39%	596	1.43%	103
Less Than a Half - Baseball	6,275	10.94%	5,661	13.56%	124
Less Than a Half - Basketball	2,209	3.85%	1,445	3.46%	90
Less Than a Half - Boxing	323	0.56%	273	0.65%	116
Less Than a Half - Football	4,652	8.11%	4,064	9.73%	120
Less Than a Half - Golf	1,915	3.34%	2,209	5.29%	158
Less Than a Half - Hockey	12,452	21.70%	9,738	23.32%	107
Less Than a Half - Mixed Martial Arts	437	0.76%	532	1.27%	167
Less Than a Half - Soccer	2,630	4.58%	1,615	3.87%	84
Less Than a Half - Tennis	2,203	3.84%	1,302	3.12%	81
Less Than a Half - Wrestling	305	0.53%	247	0.59%	111
<b>Attend Live Events How Often in Season - Finals/Main Event Only</b>					
Finals/Main Event Only - Auto Races	200	0.35%	170	0.41%	117
Finals/Main Event Only - Baseball	2,234	3.89%	1,102	2.64%	68
Finals/Main Event Only - Basketball	768	1.34%	311	0.75%	56
Finals/Main Event Only - Boxing	103	0.18%	54	0.13%	72
Finals/Main Event Only - Football	914	1.59%	883	2.12%	133
Finals/Main Event Only - Golf	1,528	2.66%	1,455	3.48%	131
Finals/Main Event Only - Hockey	1,499	2.61%	748	1.79%	69
Finals/Main Event Only - Mixed Martial Arts	1,065	1.86%	536	1.28%	69
Finals/Main Event Only - Soccer	1,381	2.41%	755	1.81%	75
Finals/Main Event Only - Tennis	1,534	2.67%	1,221	2.92%	109
Finals/Main Event Only - Wrestling	250	0.44%	317	0.76%	173

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<b>Attending Live Events with - Most Often</b>					
Most Often - Alone	4,943	8.61%	3,023	7.24%	84
Most Often - Partner	11,989	20.90%	9,429	22.58%	108
Most Often - Parents	4,256	7.42%	2,397	5.74%	77
Most Often - Other immediate family	5,351	9.33%	4,174	10.00%	107
Most Often - Extended family (e.g. cousins, uncle, etc.)	1,000	1.74%	846	2.03%	117
Most Often - Friends/Peers	6,468	11.27%	4,703	11.26%	100
Most Often - Co-Workers	455	0.79%	327	0.78%	99
Most Often - Other	245	0.43%	178	0.43%	100
<b>Attending Live Events with - Sometimes</b>					
Sometimes - Alone	6,556	11.43%	4,400	10.54%	92
Sometimes - Partner	7,358	12.82%	4,396	10.53%	82
Sometimes - Parents	6,574	11.46%	4,419	10.58%	92
Sometimes - Other immediate family	11,983	20.88%	9,466	22.67%	109
Sometimes - Extended family (e.g. cousins, uncle, etc.)	8,824	15.38%	5,115	12.25%	80
Sometimes - Friends/Peers	13,649	23.79%	10,173	24.36%	102
Sometimes - Co-Workers	7,637	13.31%	4,655	11.15%	84
Sometimes - Other	6,051	10.55%	3,226	7.73%	73
<b>Reason to Attend Live Events - Main Reason</b>					
Main Reason - If my favorite team/athlete is playing	10,708	18.66%	7,653	18.33%	98
Main Reason - If there is an event in my city	4,909	8.56%	3,143	7.53%	88
Main Reason - When my favorite team/athlete has made it to the finals/playoffs	3,593	6.26%	2,623	6.28%	100
Main Reason - When there are good teams/athletes competing	3,406	5.94%	1,940	4.65%	78
Main Reason - When the tickets are affordable	5,612	9.78%	4,366	10.45%	107
Main Reason - When I receive a free ticket	2,839	4.95%	2,489	5.96%	120
Main Reason - During my company's event	203	0.35%	198	0.47%	134
Main Reason - Experience is more memorable	2,247	3.92%	1,548	3.71%	95
Main Reason - Other	553	0.96%	529	1.27%	132
<b>Reason to Attend Live Events - Other Reasons</b>					
Other Reasons - If my favorite team/athlete is playing	7,290	12.71%	4,758	11.39%	90
Other Reasons - If there is an event in my city	10,219	17.81%	7,393	17.70%	99
Other Reasons - When my favorite team/athlete has made it to the finals/playoffs	11,968	20.86%	8,040	19.25%	92
Other Reasons - When there are good teams/athletes competing	8,099	14.12%	5,455	13.06%	92
Other Reasons - When the tickets are affordable	14,247	24.83%	9,756	23.36%	94
Other Reasons - When I receive a free ticket	14,206	24.76%	9,362	22.42%	91
Other Reasons - During my company's event	8,046	14.02%	5,453	13.06%	93
Other Reasons - Experience is more memorable	7,653	13.34%	4,726	11.32%	85
Other Reasons - Other	8,997	15.68%	6,420	15.37%	98
<b>Reason not to Attend or not to Attend More Often Live Sports Events</b>					
Reason not to Attend or not to Attend More Often - Too big a time commitment	9,613	16.75%	6,172	14.78%	88

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Reason not to Attend or not to Attend More Often - Too much hassle	7,281	12.69%	5,070	12.14%	96
Reason not to Attend or not to Attend More Often - Expensive	32,274	56.25%	23,137	55.40%	98
Reason not to Attend or not to Attend More Often - Not a friendly crowd	3,810	6.64%	1,480	3.54%	53
Reason not to Attend or not to Attend More Often - The stadium is too far/ difficult to get to	14,260	24.85%	11,829	28.33%	114
Reason not to Attend or not to Attend More Often - Traffic	8,413	14.66%	6,820	16.33%	111
Reason not to Attend or not to Attend More Often - Limited transportation options	4,744	8.27%	3,201	7.66%	93
Reason not to Attend or not to Attend More Often - Parking is difficult	9,152	15.95%	6,807	16.30%	102
Reason not to Attend or not to Attend More Often - Visibility	3,680	6.41%	2,598	6.22%	97
Reason not to Attend or not to Attend More Often - Too much rules to follow	2,165	3.77%	1,313	3.14%	83
Reason not to Attend or not to Attend More Often - Food and drink limitations	3,533	6.16%	2,309	5.53%	90
Reason not to Attend or not to Attend More Often - Noise	3,827	6.67%	2,370	5.67%	85
Reason not to Attend or not to Attend More Often - Time of an event	5,724	9.98%	3,936	9.43%	94
Reason not to Attend or not to Attend More Often - Other	6,573	11.46%	4,717	11.30%	99
<b>Attending Live Events - Plan to Attend</b>					
Plan to Attend - Significantly more than a year ago	1,409	2.46%	1,488	3.56%	145
Plan to Attend - Somewhat more than a year ago	7,003	12.21%	4,620	11.06%	91
Plan to Attend - About the same	25,446	44.35%	18,528	44.37%	100
Plan to Attend - Somewhat less than a year ago	4,117	7.18%	2,785	6.67%	93
Plan to Attend - Significantly less than year ago	3,279	5.71%	2,049	4.91%	86
Plan to Attend - Do not plan to attend	15,754	27.46%	12,023	28.79%	105
<b>Attitude toward Attending Live Events - Strongly Agree</b>					
I come to events because my family comes	4,084	7.12%	2,729	6.54%	92
I come to support the team/athletes because my friends support them	2,873	5.01%	2,015	4.83%	96
I enjoy engaging with the crowd	3,862	6.73%	1,997	4.78%	71
I enjoy the atmosphere	10,953	19.09%	7,400	17.72%	93
I enjoy going to the events with my friends	10,918	19.03%	7,301	17.48%	92
I enjoy going to the events with my family	11,861	20.67%	8,998	21.55%	104
I enjoy watching the athletic performance of the athletes	10,740	18.72%	8,274	19.81%	106
I come to events because I feel bored	1,186	2.07%	659	1.58%	76
I come to events because I feel lonely	922	1.61%	620	1.49%	93
Attending live events provides stress relief	1,675	2.92%	880	2.11%	72
I go to events because I am a big fan of the team/athletes	10,196	17.77%	7,229	17.31%	97
<b>Attitude toward Attending Live Events - Somewhat Agree</b>					
I come to events because my family comes	9,102	15.86%	6,596	15.80%	100

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I come to support the team/athletes because my friends support them	10,357	18.05%	7,266	17.40%	96
I enjoy engaging with the crowd	12,335	21.50%	10,041	24.05%	112
I enjoy the atmosphere	14,469	25.22%	11,403	27.31%	108
I enjoy going to the events with my friends	13,583	23.67%	10,379	24.85%	105
I enjoy going to the events with my family	13,032	22.71%	9,578	22.93%	101
I enjoy watching the athletic performance of the athletes	13,738	23.94%	9,431	22.58%	94
I come to events because I feel bored	2,818	4.91%	2,817	6.75%	137
I come to events because I feel lonely	2,433	4.24%	1,168	2.80%	66
Attending live events provides stress relief	9,050	15.77%	6,744	16.15%	102
I go to events because I am a big fan of the team/athletes	10,845	18.90%	7,854	18.81%	100
<b>Attitude toward Attending Live Events - Undecided</b>					
I come to events because my family comes	6,476	11.29%	4,724	11.31%	100
I come to support the team/athletes because my friends support them	8,514	14.84%	6,359	15.23%	103
I enjoy engaging with the crowd	9,564	16.67%	7,536	18.05%	108
I enjoy the atmosphere	6,192	10.79%	3,847	9.21%	85
I enjoy going to the events with my friends	5,893	10.27%	4,697	11.25%	110
I enjoy going to the events with my family	6,975	12.16%	5,077	12.16%	100
I enjoy watching the athletic performance of the athletes	7,904	13.78%	5,838	13.98%	101
I come to events because I feel bored	8,279	14.43%	5,458	13.07%	91
I come to events because I feel lonely	6,398	11.15%	3,952	9.46%	85
Attending live events provides stress relief	10,819	18.86%	8,491	20.33%	108
I go to events because I am a big fan of the team/athletes	9,745	16.98%	7,342	17.58%	104
<b>Attitude toward Attending Live Events - Somewhat Disagree</b>					
I come to events because my family comes	9,102	15.86%	7,721	18.49%	117
I come to support the team/athletes because my friends support them	8,416	14.67%	5,813	13.92%	95
I enjoy engaging with the crowd	4,310	7.51%	2,622	6.28%	84
I enjoy the atmosphere	1,589	2.77%	1,818	4.35%	157
I enjoy going to the events with my friends	1,672	2.91%	1,155	2.77%	95
I enjoy going to the events with my family	1,112	1.94%	558	1.34%	69
I enjoy watching the athletic performance of the athletes	1,363	2.38%	1,371	3.28%	138
I come to events because I feel bored	7,178	12.51%	5,435	13.01%	104
I come to events because I feel lonely	7,621	13.28%	6,291	15.06%	113
Attending live events provides stress relief	6,511	11.35%	4,393	10.52%	93
I go to events because I am a big fan of the team/athletes	1,578	2.75%	1,001	2.40%	87
<b>Attitude toward Attending Live Events - Strongly Disagree</b>					
I come to events because my family comes	5,893	10.27%	3,766	9.02%	88
I come to support the team/athletes because my friends support them	4,469	7.79%	3,562	8.53%	109
I enjoy engaging with the crowd	4,102	7.15%	2,658	6.37%	89
I enjoy the atmosphere	1,023	1.78%	554	1.33%	75

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I enjoy going to the events with my friends	2,262	3.94%	1,284	3.07%	78
I enjoy going to the events with my family	1,116	1.95%	732	1.75%	90
I enjoy watching the athletic performance of the athletes	693	1.21%	492	1.18%	98
I come to events because I feel bored	15,054	26.24%	10,511	25.17%	96
I come to events because I feel lonely	17,103	29.81%	12,750	30.53%	102
Attending live events provides stress relief	6,652	11.59%	4,530	10.85%	94
I go to events because I am a big fan of the team/athletes	1,755	3.06%	1,144	2.74%	90
<b>Tickets - Type of Sports Tickets Usually Buy</b>					
Single ticket	22,331	38.92%	16,183	38.75%	100
Multiple/package tickets	7,898	13.76%	5,709	13.67%	99
Seasonal pass	2,570	4.48%	1,812	4.34%	97
<b>Tickets - Amount Spent per Ticket on Average</b>					
Ticket Price - \$1-\$49	7,400	12.90%	5,594	13.40%	104
Ticket Price - \$50-\$99	9,701	16.91%	7,150	17.12%	101
Ticket Price - \$100-\$149	10,220	17.81%	6,336	15.17%	85
Ticket Price - \$150-\$299	3,333	5.81%	2,530	6.06%	104
Ticket Price - \$300-\$499	1,359	2.37%	1,421	3.40%	143
Ticket Price - \$500 or more	295	0.51%	229	0.55%	108
<b>Tickets - Seasonal Pass Renewal Likelihood</b>					
Seasonal Pass Renewal - Very likely	1,213	2.12%	634	1.52%	72
Seasonal Pass Renewal - Somewhat likely	574	1.00%	434	1.04%	104
Seasonal Pass Renewal - Undecided	600	1.05%	629	1.51%	144
<b>Tickets - How Likely to Buy Seasonal Pass Next Season</b>					
Buy Seasonal Pass Next Season - Very likely	161	0.28%	171	0.41%	146
Buy Seasonal Pass Next Season - Somewhat likely	1,805	3.15%	1,499	3.59%	114
Buy Seasonal Pass Next Season - Undecided	4,641	8.09%	4,006	9.59%	119
Buy Seasonal Pass Next Season - Somewhat unlikely	2,996	5.22%	2,221	5.32%	102
Buy Seasonal Pass Next Season - Very unlikely	20,458	35.65%	14,183	33.96%	95
<b>Tickets - Where Usually Buy</b>					
Ticket office at stadium/venue	9,665	16.84%	7,300	17.48%	104
Team website	15,459	26.94%	10,894	26.09%	97
Ticket agencies	9,204	16.04%	6,433	15.41%	96
Other websites (re-sale website e.g. kijiji, Facebook marketplace)	4,472	7.79%	3,045	7.29%	94
Private individual (e.g. in front of the venue, re-sale)	2,765	4.82%	1,505	3.60%	75
Other	3,702	6.45%	2,647	6.34%	98

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.