

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC		
	CSD/CY (5915051): North Vancouver, BC				
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population Age 15 Year and Over</b>	54,916		40,249		
<b>Attend Live Events: How Often in Season - Any</b>					
Any - All games/events	2,548	4.64%	1,733	4.31%	93
Any - More than a half	3,377	6.15%	2,931	7.28%	118
Any - About half	5,066	9.23%	3,338	8.29%	90
Any - Less than a half	21,047	38.33%	16,291	40.48%	106
Any - Finals/Main event only	8,464	15.41%	6,103	15.16%	98
<b>Attend Live Events How Often in Season - Half or More</b>					
Half or More - Auto Races	274	0.50%	232	0.58%	116
Half or More - Baseball	652	1.19%	461	1.15%	97
Half or More - Basketball	1,508	2.75%	1,123	2.79%	101
Half or More - Boxing	160	0.29%	50	0.12%	41
Half or More - Football	1,451	2.64%	869	2.16%	82
Half or More - Golf	330	0.60%	171	0.43%	72
Half or More - Hockey	3,246	5.91%	1,638	4.07%	69
Half or More - Mixed Martial Arts	368	0.67%	395	0.98%	146
Half or More - Soccer	2,001	3.64%	1,126	2.80%	77
Half or More - Tennis	971	1.77%	603	1.50%	85
Half or More - Wrestling	247	0.45%	130	0.32%	71
<b>Attend Live Events How Often in Season - Less Than a Half</b>					
Less Than a Half - Auto Races	761	1.39%	580	1.44%	104
Less Than a Half - Baseball	6,010	10.94%	5,448	13.54%	124
Less Than a Half - Basketball	2,113	3.85%	1,390	3.45%	90
Less Than a Half - Boxing	309	0.56%	263	0.65%	116
Less Than a Half - Football	4,453	8.11%	3,924	9.75%	120
Less Than a Half - Golf	1,835	3.34%	2,137	5.31%	159
Less Than a Half - Hockey	11,919	21.70%	9,385	23.32%	107
Less Than a Half - Mixed Martial Arts	417	0.76%	513	1.27%	167
Less Than a Half - Soccer	2,519	4.59%	1,558	3.87%	84
Less Than a Half - Tennis	2,099	3.82%	1,259	3.13%	82
Less Than a Half - Wrestling	292	0.53%	238	0.59%	111
<b>Attend Live Events How Often in Season - Finals/Main Event Only</b>					
Finals/Main Event Only - Auto Races	191	0.35%	164	0.41%	117
Finals/Main Event Only - Baseball	2,133	3.88%	1,070	2.66%	69
Finals/Main Event Only - Basketball	733	1.34%	299	0.74%	55
Finals/Main Event Only - Boxing	98	0.18%	52	0.13%	72
Finals/Main Event Only - Football	873	1.59%	855	2.12%	133
Finals/Main Event Only - Golf	1,460	2.66%	1,414	3.51%	132
Finals/Main Event Only - Hockey	1,436	2.62%	718	1.78%	68
Finals/Main Event Only - Mixed Martial Arts	1,021	1.86%	512	1.27%	68
Finals/Main Event Only - Soccer	1,322	2.41%	727	1.81%	75
Finals/Main Event Only - Tennis	1,469	2.68%	1,176	2.92%	109
Finals/Main Event Only - Wrestling	240	0.44%	305	0.76%	173

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<b>Attending Live Events with - Most Often</b>					
Most Often - Alone	4,741	8.63%	2,908	7.22%	84
Most Often - Partner	11,476	20.90%	9,089	22.58%	108
Most Often - Parents	4,075	7.42%	2,318	5.76%	78
Most Often - Other immediate family	5,128	9.34%	4,029	10.01%	107
Most Often - Extended family (e.g. cousins, uncle, etc.)	954	1.74%	814	2.02%	116
Most Often - Friends/Peers	6,177	11.25%	4,538	11.28%	100
Most Often - Co-Workers	435	0.79%	315	0.78%	99
Most Often - Other	235	0.43%	171	0.43%	100
<b>Attending Live Events with - Sometimes</b>					
Sometimes - Alone	6,259	11.40%	4,243	10.54%	92
Sometimes - Partner	7,039	12.82%	4,231	10.51%	82
Sometimes - Parents	6,290	11.45%	4,267	10.60%	93
Sometimes - Other immediate family	11,453	20.86%	9,124	22.67%	109
Sometimes - Extended family (e.g. cousins, uncle, etc.)	8,452	15.39%	4,925	12.24%	80
Sometimes - Friends/Peers	13,067	23.79%	9,800	24.35%	102
Sometimes - Co-Workers	7,314	13.32%	4,488	11.15%	84
Sometimes - Other	5,788	10.54%	3,113	7.73%	73
<b>Reason to Attend Live Events - Main Reason</b>					
Main Reason - If my favorite team/athlete is playing	10,260	18.68%	7,361	18.29%	98
Main Reason - If there is an event in my city	4,703	8.56%	3,025	7.52%	88
Main Reason - When my favorite team/athlete has made it to the finals/playoffs	3,435	6.26%	2,540	6.31%	101
Main Reason - When there are good teams/athletes competing	3,262	5.94%	1,869	4.64%	78
Main Reason - When the tickets are affordable	5,362	9.77%	4,227	10.50%	107
Main Reason - When I receive a free ticket	2,718	4.95%	2,392	5.94%	120
Main Reason - During my company's event	194	0.35%	190	0.47%	134
Main Reason - Experience is more memorable	2,148	3.91%	1,499	3.73%	95
Main Reason - Other	529	0.96%	511	1.27%	132
<b>Reason to Attend Live Events - Other Reasons</b>					
Other Reasons - If my favorite team/athlete is playing	6,972	12.70%	4,592	11.41%	90
Other Reasons - If there is an event in my city	9,777	17.80%	7,126	17.70%	99
Other Reasons - When my favorite team/athlete has made it to the finals/playoffs	11,457	20.86%	7,725	19.19%	92
Other Reasons - When there are good teams/athletes competing	7,755	14.12%	5,258	13.06%	92
Other Reasons - When the tickets are affordable	13,633	24.82%	9,391	23.33%	94
Other Reasons - When I receive a free ticket	13,581	24.73%	9,033	22.44%	91
Other Reasons - During my company's event	7,698	14.02%	5,257	13.06%	93
Other Reasons - Experience is more memorable	7,326	13.34%	4,562	11.33%	85
Other Reasons - Other	8,612	15.68%	6,195	15.39%	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	9,216	16.78%	5,947	14.78%	88

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Reason not to Attend or not to Attend More Often - Too much hassle	6,967	12.69%	4,887	12.14%	96
Reason not to Attend or not to Attend More Often - Expensive	30,874	56.22%	22,289	55.38%	99
Reason not to Attend or not to Attend More Often - Not a friendly crowd	3,659	6.66%	1,422	3.53%	53
Reason not to Attend or not to Attend More Often - The stadium is too far/ difficult to get to	13,643	24.84%	11,415	28.36%	114
Reason not to Attend or not to Attend More Often - Traffic	8,042	14.65%	6,575	16.34%	112
Reason not to Attend or not to Attend More Often - Limited transportation options	4,532	8.25%	3,086	7.67%	93
Reason not to Attend or not to Attend More Often - Parking is difficult	8,757	15.95%	6,570	16.32%	102
Reason not to Attend or not to Attend More Often - Visibility	3,518	6.41%	2,519	6.26%	98
Reason not to Attend or not to Attend More Often - Too much rules to follow	2,077	3.78%	1,263	3.14%	83
Reason not to Attend or not to Attend More Often - Food and drink limitations	3,385	6.16%	2,232	5.55%	90
Reason not to Attend or not to Attend More Often - Noise	3,659	6.66%	2,284	5.68%	85
Reason not to Attend or not to Attend More Often - Time of an event	5,483	9.99%	3,793	9.42%	94
Reason not to Attend or not to Attend More Often - Other	6,300	11.47%	4,554	11.32%	99
<b>Attending Live Events - Plan to Attend</b>					
Plan to Attend - Significantly more than a year ago	1,348	2.45%	1,434	3.56%	145
Plan to Attend - Somewhat more than a year ago	6,703	12.21%	4,450	11.06%	91
Plan to Attend - About the same	24,346	44.33%	17,864	44.38%	100
Plan to Attend - Somewhat less than a year ago	3,935	7.17%	2,689	6.68%	93
Plan to Attend - Significantly less than year ago	3,135	5.71%	1,973	4.90%	86
Plan to Attend - Do not plan to attend	15,092	27.48%	11,574	28.76%	105
<b>Attitude toward Attending Live Events - Strongly Agree</b>					
I come to events because my family comes	3,915	7.13%	2,637	6.55%	92
I come to support the team/athletes because my friends support them	2,751	5.01%	1,937	4.81%	96
I enjoy engaging with the crowd	3,681	6.70%	1,919	4.77%	71
I enjoy the atmosphere	10,479	19.08%	7,146	17.76%	93
I enjoy going to the events with my friends	10,445	19.02%	7,045	17.50%	92
I enjoy going to the events with my family	11,344	20.66%	8,681	21.57%	104
I enjoy watching the athletic performance of the athletes	10,292	18.74%	7,985	19.84%	106
I come to events because I feel bored	1,142	2.08%	642	1.60%	77
I come to events because I feel lonely	886	1.61%	602	1.50%	93
Attending live events provides stress relief	1,603	2.92%	849	2.11%	72
I go to events because I am a big fan of the team/athletes	9,760	17.77%	6,974	17.33%	98
<b>Attitude toward Attending Live Events - Somewhat Agree</b>					
I come to events because my family comes	8,705	15.85%	6,362	15.81%	100

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I come to support the team/athletes because my friends support them	9,909	18.04%	7,018	17.44%	97
I enjoy engaging with the crowd	11,809	21.50%	9,705	24.11%	112
I enjoy the atmosphere	13,857	25.23%	10,986	27.30%	108
I enjoy going to the events with my friends	13,006	23.68%	10,011	24.87%	105
I enjoy going to the events with my family	12,479	22.72%	9,236	22.95%	101
I enjoy watching the athletic performance of the athletes	13,152	23.95%	9,089	22.58%	94
I come to events because I feel bored	2,699	4.92%	2,706	6.72%	137
I come to events because I feel lonely	2,333	4.25%	1,122	2.79%	66
Attending live events provides stress relief	8,646	15.74%	6,511	16.18%	103
I go to events because I am a big fan of the team/athletes	10,380	18.90%	7,569	18.81%	100
<b>Attitude toward Attending Live Events - Undecided</b>					
I come to events because my family comes	6,202	11.29%	4,551	11.31%	100
I come to support the team/athletes because my friends support them	8,148	14.84%	6,120	15.21%	102
I enjoy engaging with the crowd	9,159	16.68%	7,254	18.02%	108
I enjoy the atmosphere	5,925	10.79%	3,703	9.20%	85
I enjoy going to the events with my friends	5,636	10.26%	4,526	11.25%	110
I enjoy going to the events with my family	6,674	12.15%	4,891	12.15%	100
I enjoy watching the athletic performance of the athletes	7,554	13.76%	5,626	13.98%	102
I come to events because I feel bored	7,921	14.42%	5,252	13.05%	90
I come to events because I feel lonely	6,119	11.14%	3,804	9.45%	85
Attending live events provides stress relief	10,358	18.86%	8,180	20.32%	108
I go to events because I am a big fan of the team/athletes	9,324	16.98%	7,080	17.59%	104
<b>Attitude toward Attending Live Events - Somewhat Disagree</b>					
I come to events because my family comes	8,701	15.84%	7,447	18.50%	117
I come to support the team/athletes because my friends support them	8,061	14.68%	5,605	13.93%	95
I enjoy engaging with the crowd	4,126	7.51%	2,527	6.28%	84
I enjoy the atmosphere	1,518	2.76%	1,761	4.38%	159
I enjoy going to the events with my friends	1,604	2.92%	1,123	2.79%	96
I enjoy going to the events with my family	1,067	1.94%	541	1.34%	69
I enjoy watching the athletic performance of the athletes	1,303	2.37%	1,326	3.30%	139
I come to events because I feel bored	6,875	12.52%	5,244	13.03%	104
I come to events because I feel lonely	7,288	13.27%	6,070	15.08%	114
Attending live events provides stress relief	6,244	11.37%	4,235	10.52%	93
I go to events because I am a big fan of the team/athletes	1,510	2.75%	965	2.40%	87
<b>Attitude toward Attending Live Events - Strongly Disagree</b>					
I come to events because my family comes	5,641	10.27%	3,629	9.02%	88
I come to support the team/athletes because my friends support them	4,278	7.79%	3,441	8.55%	110
I enjoy engaging with the crowd	3,924	7.15%	2,560	6.36%	89
I enjoy the atmosphere	975	1.78%	534	1.33%	75

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I enjoy going to the events with my friends	2,166	3.94%	1,232	3.06%	78
I enjoy going to the events with my family	1,067	1.94%	707	1.76%	91
I enjoy watching the athletic performance of the athletes	662	1.21%	473	1.18%	98
I come to events because I feel bored	14,394	26.21%	10,142	25.20%	96
I come to events because I feel lonely	16,369	29.81%	12,297	30.55%	102
Attending live events provides stress relief	6,364	11.59%	4,369	10.85%	94
I go to events because I am a big fan of the team/athletes	1,679	3.06%	1,106	2.75%	90
<b>Tickets - Type of Sports Tickets Usually Buy</b>					
Single ticket	21,376	38.93%	15,614	38.79%	100
Multiple/package tickets	7,558	13.76%	5,500	13.67%	99
Seasonal pass	2,455	4.47%	1,744	4.33%	97
<b>Tickets - Amount Spent per Ticket on Average</b>					
Ticket Price - \$1-\$49	7,082	12.90%	5,397	13.41%	104
Ticket Price - \$50-\$99	9,287	16.91%	6,906	17.16%	101
Ticket Price - \$100-\$149	9,779	17.81%	6,101	15.16%	85
Ticket Price - \$150-\$299	3,191	5.81%	2,438	6.06%	104
Ticket Price - \$300-\$499	1,301	2.37%	1,367	3.40%	143
Ticket Price - \$500 or more	282	0.51%	221	0.55%	108
<b>Tickets - Seasonal Pass Renewal Likelihood</b>					
Seasonal Pass Renewal - Very likely	1,161	2.12%	609	1.51%	71
Seasonal Pass Renewal - Somewhat likely	549	1.00%	419	1.04%	104
Seasonal Pass Renewal - Undecided	575	1.05%	606	1.51%	144
<b>Tickets - How Likely to Buy Seasonal Pass Next Season</b>					
Buy Seasonal Pass Next Season - Very likely	154	0.28%	166	0.41%	146
Buy Seasonal Pass Next Season - Somewhat likely	1,726	3.14%	1,444	3.59%	114
Buy Seasonal Pass Next Season - Undecided	4,429	8.07%	3,865	9.60%	119
Buy Seasonal Pass Next Season - Somewhat unlikely	2,868	5.22%	2,146	5.33%	102
Buy Seasonal Pass Next Season - Very unlikely	19,593	35.68%	13,674	33.98%	95
<b>Tickets - Where Usually Buy</b>					
Ticket office at stadium/venue	9,260	16.86%	7,031	17.47%	104
Team website	14,798	26.95%	10,505	26.10%	97
Ticket agencies	8,795	16.02%	6,206	15.42%	96
Other websites (re-sale website e.g. kijiji, Facebook marketplace)	4,279	7.79%	2,924	7.26%	93
Private individual (e.g. in front of the venue, re-sale)	2,642	4.81%	1,446	3.59%	75
Other	3,536	6.44%	2,568	6.38%	99

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Low
<50	Extremely Low

**Powered By:** PolarisIntelligence.com

**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:** Data Vintage: 2022/2023