

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Population Age 15 Year and Over	57,379		41,761		
How Often Follow Live Professional Events - TV Using My Own Sports Package (e.g. TSN, Sportsnet, etc.)					
TV Using My Own - A couple of times a day	3,428	5.98%	2,022	4.84%	81
TV Using My Own - Once a day	5,442	9.48%	3,417	8.18%	86
TV Using My Own - A couple of times a week	13,602	23.71%	10,620	25.43%	107
TV Using My Own - Once a week	7,814	13.62%	5,265	12.61%	93
TV Using My Own - A couple of times a month	6,570	11.45%	5,346	12.80%	112
TV Using My Own - Once a month	3,150	5.49%	2,084	4.99%	91
TV Using My Own - Every few months	5,552	9.68%	4,024	9.64%	100
TV Using My Own - Never	11,438	19.93%	8,696	20.82%	104
How Often Follow Live Professional Events - TV in a Public Place (e.g. Bars/Pubs/Sports Clubs)					
TV in a Public Place - A couple of times a day	271	0.47%	137	0.33%	70
TV in a Public Place - Once a day	696	1.21%	386	0.92%	76
TV in a Public Place - A couple of times a week	2,318	4.04%	1,922	4.60%	114
TV in a Public Place - Once a week	4,638	8.08%	2,738	6.56%	81
TV in a Public Place - A couple of times a month	5,896	10.28%	4,161	9.96%	97
TV in a Public Place - Once a month	6,964	12.14%	4,375	10.48%	86
TV in a Public Place - Every few months	18,989	33.09%	13,659	32.71%	99
TV in a Public Place - Never	17,221	30.01%	14,105	33.78%	113
How Often Follow Live Professional Events - Pay-per-View Service Online or on TV (e.g. HBO)					
Pay-per-View Service - A couple of times a day	526	0.92%	311	0.75%	82
Pay-per-View Service - Once a day	548	0.96%	345	0.83%	86
Pay-per-View Service - A couple of times a week	1,309	2.28%	918	2.20%	96
Pay-per-View Service - Once a week	1,677	2.92%	1,345	3.22%	110
Pay-per-View Service - A couple of times a month	1,091	1.90%	701	1.68%	88
Pay-per-View Service - Once a month	4,102	7.15%	2,545	6.09%	85
Pay-per-View Service - Every few months	7,389	12.88%	4,848	11.61%	90
Pay-per-View Service - Never	40,349	70.32%	30,471	72.97%	104
How Often Follow Live Professional Events - At Home through Internet Using Someone else's Sports Package with Their Permission					
At Home Using Someone else's Sports Package - A couple of times a day	526	0.92%	306	0.73%	79
At Home Using Someone else's Sports Package - Once a day	378	0.66%	209	0.50%	76
At Home Using Someone else's Sports Package - A couple of times a week	1,776	3.10%	1,387	3.32%	107
At Home Using Someone else's Sports Package - Once a week	2,079	3.62%	1,416	3.39%	94
At Home Using Someone else's Sports Package - A couple of times a month	4,266	7.43%	2,345	5.62%	76
At Home Using Someone else's Sports Package - Once a month	2,589	4.51%	3,036	7.27%	161
At Home Using Someone else's Sports Package - Every few months	6,790	11.83%	3,443	8.25%	70
At Home Using Someone else's Sports Package - Never	38,585	67.25%	29,345	70.27%	104
How Often Follow Live Professional Events - Streamed Online (Not through an Official Provider) via a Streaming Website					
Streamed Online via a Streaming Website - A couple of times a day	639	1.11%	458	1.10%	99

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Streamed Online via a Streaming Website - Once a day	968	1.69%	349	0.84%	50
Streamed Online via a Streaming Website - A couple of times a week	2,648	4.62%	1,987	4.76%	103
Streamed Online via a Streaming Website - Once a week	3,447	6.01%	2,527	6.05%	101
Streamed Online via a Streaming Website - A couple of times a month	4,267	7.44%	2,046	4.90%	66
Streamed Online via a Streaming Website - Once a month	3,525	6.14%	2,093	5.01%	82
Streamed Online via a Streaming Website - Every few months	8,509	14.83%	5,781	13.84%	93
Streamed Online via a Streaming Website - Never	32,995	57.50%	26,241	62.84%	109
How Often Follow Live Professional Events - Streamed Online (Not through an Official Provider) via Social Media (e.g. through Facebook Live)					
Streamed Online via Social Media - A couple of times a day	558	0.97%	278	0.67%	69
Streamed Online via Social Media - Once a day	194	0.34%	153	0.37%	109
Streamed Online via Social Media - A couple of times a week	1,320	2.30%	662	1.59%	69
Streamed Online via Social Media - Once a week	4,035	7.03%	2,634	6.31%	90
Streamed Online via Social Media - A couple of times a month	3,389	5.91%	1,907	4.57%	77
Streamed Online via Social Media - Once a month	3,624	6.32%	2,307	5.53%	88
Streamed Online via Social Media - Every few months	6,388	11.13%	4,176	10.00%	90
Streamed Online via Social Media - Never	37,491	65.34%	29,372	70.33%	108
How Often Follow Live Professional Events - On an App					
On an App - A couple of times a day	639	1.11%	414	0.99%	89
On an App - Once a day	308	0.54%	236	0.57%	106
On an App - A couple of times a week	2,235	3.90%	1,646	3.94%	101
On an App - Once a week	3,717	6.48%	2,902	6.95%	107
On an App - A couple of times a month	4,166	7.26%	2,165	5.18%	71
On an App - Once a month	4,485	7.82%	2,427	5.81%	74
On an App - Every few months	6,754	11.77%	6,102	14.61%	124
On an App - Never	34,689	60.46%	25,598	61.30%	101
How Often Follow Live Professional Events - Listen to Sports on Radio at Home					
Listen to Sports on Radio at Home - A couple of times a day	1,228	2.14%	467	1.12%	52
Listen to Sports on Radio at Home - Once a day	486	0.85%	331	0.79%	93
Listen to Sports on Radio at Home - A couple of times a week	3,337	5.82%	2,151	5.15%	88
Listen to Sports on Radio at Home - Once a week	2,156	3.76%	2,407	5.76%	153
Listen to Sports on Radio at Home - A couple of times a month	2,740	4.78%	1,494	3.58%	75
Listen to Sports on Radio at Home - Once a month	4,626	8.06%	3,089	7.40%	92
Listen to Sports on Radio at Home - Every few months	9,348	16.29%	6,982	16.72%	103
Listen to Sports on Radio at Home - Never	33,083	57.66%	24,565	58.82%	102
How Often Follow Live Professional Events - Listen to Sports on Radio in a Car					
Listen to Sports on Radio in a Car - A couple of times a day	868	1.51%	570	1.36%	90
Listen to Sports on Radio in a Car - Once a day	695	1.21%	717	1.72%	142
Listen to Sports on Radio in a Car - A couple of times a week	3,811	6.64%	2,994	7.17%	108
Listen to Sports on Radio in a Car - Once a week	3,784	6.60%	2,789	6.68%	101
Listen to Sports on Radio in a Car - A couple of times a month	5,877	10.24%	4,095	9.81%	96
Listen to Sports on Radio in a Car - Once a month	5,489	9.57%	3,435	8.22%	86

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Listen to Sports on Radio in a Car - Every few months	11,853	20.66%	8,506	20.37%	99
Listen to Sports on Radio in a Car - Never	24,620	42.91%	18,378	44.01%	103
How Often Follow Live Professional Events - Other					
Other - A couple of times a day	316	0.55%	157	0.38%	69
Other - Once a day	228	0.40%	185	0.44%	110
Other - A couple of times a week	736	1.28%	480	1.15%	90
Other - Once a week	1,177	2.05%	1,057	2.53%	123
Other - A couple of times a month	3,618	6.31%	2,380	5.70%	90
Other - Once a month	3,163	5.51%	2,636	6.31%	115
Other - Every few months	6,572	11.46%	3,579	8.57%	75
Other - Never	41,189	71.78%	31,018	74.28%	103
Device(s) Used to Watch Live Professional Events - TV Connected/Smart TV					
TV Connected/Smart TV - Using a pay-per-view service online or on television (e.g. HBO)	10,177	17.74%	5,715	13.68%	77
TV Connected/Smart TV - At home through the internet using someone else's sports package login with their permission	8,219	14.32%	4,792	11.48%	80
TV Connected/Smart TV - Streamed online (not through an official provider) via a streaming website	9,722	16.94%	5,272	12.62%	74
TV Connected/Smart TV - Streamed online (not through an official provider) via social media	8,002	13.95%	5,586	13.38%	96
TV Connected/Smart TV - On an App	5,518	9.62%	3,681	8.82%	92
Device(s) Used to Watch Live Professional Events - Computer					
Computer - Using a pay-per-view service online or on television (e.g. HBO)	5,841	10.18%	3,819	9.15%	90
Computer - At home through the internet using someone else's sports package login with their permission	8,245	14.37%	5,134	12.30%	86
Computer - Streamed online (not through an official provider) via a streaming website	13,633	23.76%	8,937	21.40%	90
Computer - Streamed online (not through an official provider) via social media	8,016	13.97%	4,510	10.80%	77
Computer - On an App	6,047	10.54%	5,340	12.79%	121
Device(s) Used to Watch Live Professional Events - Tablet					
Tablet - Using a pay-per-view service online or on television (e.g. HBO)	3,102	5.41%	2,074	4.97%	92
Tablet - At home through the internet using someone else's sports package login with their permission	5,359	9.34%	3,931	9.41%	101
Tablet - Streamed online (not through an official provider) via a streaming website	4,943	8.62%	3,290	7.88%	91
Tablet - Streamed online (not through an official provider) via social media	3,219	5.61%	1,808	4.33%	77
Tablet - On an App	6,327	11.03%	4,318	10.34%	94
Device(s) Used to Watch Live Professional Events - Mobile Phone					
Mobile Phone - Using a pay-per-view service online or on television (e.g. HBO)	2,426	4.23%	1,844	4.42%	104

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Mobile Phone - At home through the internet using someone else's sports package login with their permission	3,371	5.88%	2,201	5.27%	90
Mobile Phone - Streamed online (not through an official provider) via a streaming website	5,293	9.22%	3,378	8.09%	88
Mobile Phone - Streamed online (not through an official provider) via social media	4,301	7.50%	2,328	5.58%	74
Mobile Phone - On an App	8,417	14.67%	5,784	13.85%	94
Time Spent Following Live Sports Events When in Season					
Time Spent - Less than 2 hours	18,548	32.33%	12,961	31.04%	96
Time Spent - 2-4 hours	15,955	27.81%	11,150	26.70%	96
Time Spent - 4-7 hours	8,962	15.62%	6,957	16.66%	107
Time Spent - 7-10 hours	6,045	10.54%	4,962	11.88%	113
Time Spent - 10-14 hours	2,890	5.04%	1,852	4.44%	88
Time Spent - 14-20 hours	1,128	1.97%	974	2.33%	118
Time Spent - More than 20 hours	1,746	3.04%	1,267	3.03%	100
Watch Any Professional Sport Live Event with - Most Often					
Any Live Event - Most Often - Alone	29,707	51.77%	21,830	52.27%	101
Any Live Event - Most Often - Partner	22,945	39.99%	18,010	43.13%	108
Any Live Event - Most Often - Parents	10,001	17.43%	6,833	16.36%	94
Any Live Event - Most Often - Other immediate family	10,193	17.76%	6,314	15.12%	85
Any Live Event - Most Often - Extended family (e.g. cousins, uncle, etc.)	4,810	8.38%	3,034	7.26%	87
Any Live Event - Most Often - Friends/Peers	9,031	15.74%	6,236	14.93%	95
Any Live Event - Most Often - Co-Workers	1,756	3.06%	1,648	3.95%	129
Any Live Event - Most Often - Other	1,776	3.10%	1,101	2.64%	85
Watch Any Pro Sport Live Event with - Sometimes					
Any Live Event - Sometimes - Alone	24,267	42.29%	17,392	41.65%	98
Any Live Event - Sometimes - Partner	24,105	42.01%	17,664	42.30%	101
Any Live Event - Sometimes - Parents	21,058	36.70%	13,971	33.45%	91
Any Live Event - Sometimes - Other immediate family	26,137	45.55%	19,441	46.55%	102
Any Live Event - Sometimes - Extended family (e.g. cousins, uncle, etc.)	19,166	33.40%	13,752	32.93%	99
Any Live Event - Sometimes - Friends/Peers	28,457	49.60%	20,439	48.94%	99
Any Live Event - Sometimes - Co-Workers	18,166	31.66%	11,642	27.88%	88
Any Live Event - Sometimes - Other	14,424	25.14%	9,265	22.19%	88
Watch Live Professional Auto Races Events with - Most Often					
Auto Races - Most Often - Alone	3,502	6.10%	2,594	6.21%	102
Auto Races - Most Often - Partner	1,636	2.85%	1,433	3.43%	120
Auto Races - Most Often - Parents	910	1.59%	380	0.91%	57
Auto Races - Most Often - Other immediate family	179	0.31%	157	0.38%	123
Auto Races - Most Often - Extended family (e.g. cousins, uncle, etc.)	57	0.10%	66	0.16%	160
Auto Races - Most Often - Friends/Peers	527	0.92%	586	1.40%	152

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Auto Races - Most Often - Co-Workers	103	0.18%	107	0.26%	144
Auto Races - Most Often - Other	259	0.45%	175	0.42%	93
Watch Live Professional Auto Races Events with - Sometimes					
Auto Races - Sometimes - Alone	1,713	2.99%	1,059	2.54%	85
Auto Races - Sometimes - Partner	2,367	4.13%	2,087	5.00%	121
Auto Races - Sometimes - Parents	2,336	4.07%	1,934	4.63%	114
Auto Races - Sometimes - Other immediate family	2,822	4.92%	2,102	5.03%	102
Auto Races - Sometimes - Extended family (e.g. cousins, uncle, etc.)	2,123	3.70%	1,480	3.55%	96
Auto Races - Sometimes - Friends/Peers	2,697	4.70%	2,387	5.72%	122
Auto Races - Sometimes - Co-Workers	2,246	3.91%	1,387	3.32%	85
Auto Races - Sometimes - Other	2,332	4.06%	1,620	3.88%	96
Watch Live Professional Baseball Events with - Most Often					
Baseball - Most Often - Alone	8,515	14.84%	6,653	15.93%	107
Baseball - Most Often - Partner	5,076	8.85%	4,169	9.98%	113
Baseball - Most Often - Parents	1,449	2.53%	1,175	2.81%	111
Baseball - Most Often - Other immediate family	610	1.06%	436	1.04%	98
Baseball - Most Often - Extended family (e.g. cousins, uncle, etc.)	427	0.74%	185	0.44%	59
Baseball - Most Often - Friends/Peers	1,789	3.12%	1,526	3.65%	117
Baseball - Most Often - Co-Workers	165	0.29%	88	0.21%	72
Baseball - Most Often - Other	376	0.66%	159	0.38%	58
Watch Live Professional Baseball Events with - Sometimes					
Baseball - Sometimes - Alone	4,215	7.35%	3,138	7.51%	102
Baseball - Sometimes - Partner	5,529	9.64%	5,725	13.71%	142
Baseball - Sometimes - Parents	4,321	7.53%	3,255	7.79%	103
Baseball - Sometimes - Other immediate family	6,383	11.12%	4,809	11.52%	104
Baseball - Sometimes - Extended family (e.g. cousins, uncle, etc.)	4,181	7.29%	2,887	6.91%	95
Baseball - Sometimes - Friends/Peers	7,336	12.79%	5,899	14.13%	110
Baseball - Sometimes - Co-Workers	4,083	7.12%	3,572	8.55%	120
Baseball - Sometimes - Other	2,424	4.22%	1,697	4.06%	96
Watch Live Professional Basketball Events with - Most Often					
Basketball - Most Often - Alone	6,291	10.96%	4,858	11.63%	106
Basketball - Most Often - Partner	4,713	8.21%	3,123	7.48%	91
Basketball - Most Often - Parents	1,940	3.38%	1,485	3.56%	105
Basketball - Most Often - Other immediate family	1,595	2.78%	1,163	2.79%	100
Basketball - Most Often - Extended family (e.g. cousins, uncle, etc.)	239	0.42%	133	0.32%	76
Basketball - Most Often - Friends/Peers	2,245	3.91%	1,671	4.00%	102
Basketball - Most Often - Co-Workers	139	0.24%	107	0.26%	108
Basketball - Most Often - Other	339	0.59%	235	0.56%	95
Watch Live Professional Basketball Events with - Sometimes					
Basketball - Sometimes - Alone	5,773	10.06%	3,657	8.76%	87

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Basketball - Sometimes - Partner	6,014	10.48%	4,692	11.24%	107
Basketball - Sometimes - Parents	4,234	7.38%	2,870	6.87%	93
Basketball - Sometimes - Other immediate family	5,054	8.81%	3,669	8.79%	100
Basketball - Sometimes - Extended family (e.g. cousins, uncle, etc.)	5,529	9.64%	3,784	9.06%	94
Basketball - Sometimes - Friends/Peers	6,726	11.72%	4,179	10.01%	85
Basketball - Sometimes - Co-Workers	4,844	8.44%	3,619	8.67%	103
Basketball - Sometimes - Other	3,485	6.07%	2,785	6.67%	110
Watch Live Professional Boxing Events with - Most Often					
Boxing - Most Often - Alone	1,837	3.20%	1,155	2.77%	87
Boxing - Most Often - Partner	436	0.76%	327	0.78%	103
Boxing - Most Often - Parents	25	0.04%	42	0.10%	250
Boxing - Most Often - Other immediate family	143	0.25%	69	0.16%	64
Boxing - Most Often - Extended family (e.g. cousins, uncle, etc.)	341	0.59%	96	0.23%	39
Boxing - Most Often - Friends/Peers	873	1.52%	962	2.30%	151
Boxing - Most Often - Co-Workers	552	0.96%	538	1.29%	134
Watch Live Professional Boxing Events with - Sometimes					
Boxing - Sometimes - Alone	1,226	2.14%	1,129	2.70%	126
Boxing - Sometimes - Partner	2,112	3.68%	2,106	5.04%	137
Boxing - Sometimes - Parents	1,240	2.16%	1,011	2.42%	112
Boxing - Sometimes - Other immediate family	792	1.38%	693	1.66%	120
Boxing - Sometimes - Extended family (e.g. cousins, uncle, etc.)	981	1.71%	822	1.97%	115
Boxing - Sometimes - Friends/Peers	1,516	2.64%	1,377	3.30%	125
Boxing - Sometimes - Co-Workers	953	1.66%	994	2.38%	143
Boxing - Sometimes - Other	1,431	2.49%	1,451	3.47%	139
Watch Live Professional Football Events with - Most Often					
Football - Most Often - Alone	9,409	16.40%	6,505	15.58%	95
Football - Most Often - Partner	5,713	9.96%	4,310	10.32%	104
Football - Most Often - Parents	1,122	1.96%	554	1.33%	68
Football - Most Often - Other immediate family	1,246	2.17%	1,136	2.72%	125
Football - Most Often - Extended family (e.g. cousins, uncle, etc.)	554	0.97%	604	1.45%	149
Football - Most Often - Friends/Peers	2,622	4.57%	1,526	3.65%	80
Football - Most Often - Co-Workers	88	0.15%	87	0.21%	140
Football - Most Often - Other	265	0.46%	123	0.29%	63
Watch Live Professional Football Events with - Sometimes					
Football - Sometimes - Alone	4,591	8.00%	2,916	6.98%	87
Football - Sometimes - Partner	6,452	11.25%	4,077	9.76%	87
Football - Sometimes - Parents	5,473	9.54%	3,445	8.25%	86
Football - Sometimes - Other immediate family	7,532	13.13%	4,945	11.84%	90
Football - Sometimes - Extended family (e.g. cousins, uncle, etc.)	5,934	10.34%	4,158	9.96%	96
Football - Sometimes - Friends/Peers	7,759	13.52%	5,659	13.55%	100
Football - Sometimes - Co-Workers	5,004	8.72%	3,138	7.51%	86
Football - Sometimes - Other	3,257	5.68%	1,893	4.53%	80

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Watch Live Professional Golf Events with - Most Often					
Golf - Most Often - Alone	3,795	6.61%	2,944	7.05%	107
Golf - Most Often - Partner	3,677	6.41%	3,203	7.67%	120
Golf - Most Often - Parents	1,299	2.26%	1,064	2.55%	113
Golf - Most Often - Other immediate family	410	0.72%	410	0.98%	136
Golf - Most Often - Extended family (e.g. cousins, uncle, etc.)	258	0.45%	237	0.57%	127
Golf - Most Often - Friends/Peers	858	1.50%	771	1.85%	123
Golf - Most Often - Other	51	0.09%	32	0.08%	89
Watch Live Professional Golf Events with - Sometimes					
Golf - Sometimes - Alone	2,180	3.80%	1,502	3.60%	95
Golf - Sometimes - Partner	2,473	4.31%	1,896	4.54%	105
Golf - Sometimes - Parents	2,115	3.69%	1,039	2.49%	67
Golf - Sometimes - Other immediate family	2,269	3.95%	1,418	3.40%	86
Golf - Sometimes - Extended family (e.g. cousins, uncle, etc.)	1,313	2.29%	888	2.13%	93
Golf - Sometimes - Friends/Peers	3,313	5.77%	2,792	6.69%	116
Golf - Sometimes - Co-Workers	1,851	3.23%	1,279	3.06%	95
Golf - Sometimes - Other	2,189	3.82%	1,148	2.75%	72
Watch Live Professional Hockey Events with - Most Often					
Hockey - Most Often - Alone	12,539	21.85%	8,882	21.27%	97
Hockey - Most Often - Partner	11,384	19.84%	9,480	22.70%	114
Hockey - Most Often - Parents	2,786	4.86%	1,700	4.07%	84
Hockey - Most Often - Other immediate family	4,853	8.46%	2,553	6.11%	72
Hockey - Most Often - Extended family (e.g. cousins, uncle, etc.)	1,243	2.17%	850	2.04%	94
Hockey - Most Often - Friends/Peers	2,676	4.66%	1,981	4.74%	102
Hockey - Most Often - Co-Workers	857	1.49%	791	1.89%	127
Hockey - Most Often - Other	346	0.60%	173	0.42%	70
Watch Live Professional Hockey Events with - Sometimes					
Hockey - Sometimes - Alone	12,059	21.02%	7,735	18.52%	88
Hockey - Sometimes - Partner	8,768	15.28%	5,609	13.43%	88
Hockey - Sometimes - Parents	8,757	15.26%	5,383	12.89%	84
Hockey - Sometimes - Other immediate family	12,430	21.66%	8,039	19.25%	89
Hockey - Sometimes - Extended family (e.g. cousins, uncle, etc.)	9,148	15.94%	5,913	14.16%	89
Hockey - Sometimes - Friends/Peers	15,745	27.44%	10,941	26.20%	95
Hockey - Sometimes - Co-Workers	9,644	16.81%	4,852	11.62%	69
Hockey - Sometimes - Other	7,265	12.66%	3,639	8.71%	69
Watch Live Professional Mixed Martial Arts Events with - Most Often					
Mixed Martial Arts - Most Often - Alone	1,969	3.43%	1,221	2.92%	85
Mixed Martial Arts - Most Often - Partner	397	0.69%	353	0.85%	123
Mixed Martial Arts - Most Often - Parents	558	0.97%	665	1.59%	164
Mixed Martial Arts - Most Often - Other immediate family	150	0.26%	42	0.10%	38
Mixed Martial Arts - Most Often - Extended family (e.g. cousins, uncle, etc.)	514	0.90%	207	0.50%	56
Mixed Martial Arts - Most Often - Friends/Peers	1,497	2.61%	1,288	3.08%	118

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	Value	Percent	Value	Percent	Index
Watch Live Professional Mixed Martial Arts Events with - Sometimes					
Mixed Martial Arts - Sometimes - Alone	1,542	2.69%	1,144	2.74%	102
Mixed Martial Arts - Sometimes - Partner	1,205	2.10%	1,124	2.69%	128
Mixed Martial Arts - Sometimes - Parents	1,426	2.49%	700	1.68%	67
Mixed Martial Arts - Sometimes - Other immediate family	2,822	4.92%	1,508	3.61%	73
Mixed Martial Arts - Sometimes - Extended family (e.g. cousins, uncle, etc.)	1,915	3.34%	996	2.39%	72
Mixed Martial Arts - Sometimes - Friends/Peers	1,759	3.07%	1,369	3.28%	107
Mixed Martial Arts - Sometimes - Co-Workers	2,085	3.63%	1,900	4.55%	125
Mixed Martial Arts - Sometimes - Other	888	1.55%	806	1.93%	125
Watch Live Professional Soccer Events with - Most Often					
Soccer - Most Often - Alone	6,879	11.99%	4,455	10.67%	89
Soccer - Most Often - Partner	3,401	5.93%	2,226	5.33%	90
Soccer - Most Often - Parents	1,172	2.04%	1,020	2.44%	120
Soccer - Most Often - Other immediate family	1,934	3.37%	970	2.32%	69
Soccer - Most Often - Extended family (e.g. cousins, uncle, etc.)	251	0.44%	124	0.30%	68
Soccer - Most Often - Friends/Peers	975	1.70%	803	1.92%	113
Soccer - Most Often - Co-Workers	186	0.32%	73	0.18%	56
Soccer - Most Often - Other	402	0.70%	349	0.84%	120
Watch Live Professional Soccer Events with - Sometimes					
Soccer - Sometimes - Alone	2,575	4.49%	1,729	4.14%	92
Soccer - Sometimes - Partner	3,436	5.99%	2,364	5.66%	94
Soccer - Sometimes - Parents	3,832	6.68%	1,912	4.58%	69
Soccer - Sometimes - Other immediate family	5,671	9.88%	4,396	10.53%	107
Soccer - Sometimes - Extended family (e.g. cousins, uncle, etc.)	4,226	7.37%	3,243	7.77%	105
Soccer - Sometimes - Friends/Peers	6,919	12.06%	3,746	8.97%	74
Soccer - Sometimes - Co-Workers	3,772	6.57%	2,461	5.89%	90
Soccer - Sometimes - Other	2,750	4.79%	1,897	4.54%	95
Watch Live Professional Tennis Events with - Most Often					
Tennis - Most Often - Alone	6,584	11.47%	4,697	11.25%	98
Tennis - Most Often - Partner	3,928	6.85%	3,539	8.48%	124
Tennis - Most Often - Parents	1,419	2.47%	1,009	2.42%	98
Tennis - Most Often - Other immediate family	1,860	3.24%	1,849	4.43%	137
Tennis - Most Often - Extended family (e.g. cousins, uncle, etc.)	356	0.62%	233	0.56%	90
Tennis - Most Often - Friends/Peers	1,496	2.61%	1,007	2.41%	92
Tennis - Most Often - Other	282	0.49%	179	0.43%	88
Watch Live Professional Tennis Events with - Sometimes					
Tennis - Sometimes - Alone	3,557	6.20%	2,659	6.37%	103
Tennis - Sometimes - Partner	3,656	6.37%	2,486	5.95%	93
Tennis - Sometimes - Parents	3,944	6.87%	2,478	5.93%	86
Tennis - Sometimes - Other immediate family	4,930	8.59%	3,707	8.88%	103
Tennis - Sometimes - Extended family (e.g. cousins, uncle, etc.)	3,741	6.52%	2,879	6.89%	106
Tennis - Sometimes - Friends/Peers	5,076	8.85%	3,985	9.54%	108

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Tennis - Sometimes - Co-Workers	4,310	7.51%	3,082	7.38%	98
Tennis - Sometimes - Other	2,890	5.04%	1,895	4.54%	90
Watch Olympics Events with - Most Often					
Olympics Events - Most Often - Alone	13,035	22.72%	8,925	21.37%	94
Olympics Events - Most Often - Partner	8,549	14.90%	6,753	16.17%	109
Olympics Events - Most Often - Parents	1,059	1.85%	685	1.64%	89
Olympics Events - Most Often - Other immediate family	2,657	4.63%	1,507	3.61%	78
Olympics Events - Most Often - Extended family (e.g. cousins, uncle, etc.)	193	0.34%	142	0.34%	100
Olympics Events - Most Often - Friends/Peers	1,951	3.40%	1,987	4.76%	140
Olympics Events - Most Often - Other	70	0.12%	45	0.11%	92
Watch Olympics Events with - Sometimes					
Olympics Events - Sometimes - Alone	6,529	11.38%	5,408	12.95%	114
Olympics Events - Sometimes - Partner	7,725	13.46%	5,710	13.67%	102
Olympics Events - Sometimes - Parents	10,650	18.56%	7,112	17.03%	92
Olympics Events - Sometimes - Other immediate family	8,783	15.31%	7,077	16.95%	111
Olympics Events - Sometimes - Extended family (e.g. cousins, uncle, etc.)	5,877	10.24%	4,272	10.23%	100
Olympics Events - Sometimes - Friends/Peers	10,724	18.69%	8,180	19.59%	105
Olympics Events - Sometimes - Co-Workers	5,085	8.86%	2,725	6.53%	74
Olympics Events - Sometimes - Other	4,509	7.86%	3,497	8.37%	106
Watch Live Professional Wrestling Events with - Most Often					
Wrestling - Most Often - Alone	872	1.52%	713	1.71%	113
Wrestling - Most Often - Partner	905	1.58%	437	1.05%	66
Wrestling - Most Often - Other immediate family	813	1.42%	478	1.14%	80
Wrestling - Most Often - Friends/Peers	456	0.80%	241	0.58%	73
Watch Live Professional Wrestling Events with - Sometimes					
Wrestling - Sometimes - Alone	1,205	2.10%	739	1.77%	84
Wrestling - Sometimes - Partner	877	1.53%	411	0.98%	64
Wrestling - Sometimes - Parents	1,654	2.88%	1,109	2.66%	92
Wrestling - Sometimes - Other immediate family	1,847	3.22%	948	2.27%	70
Wrestling - Sometimes - Extended family (e.g. cousins, uncle, etc.)	2,480	4.32%	1,391	3.33%	77
Wrestling - Sometimes - Friends/Peers	1,422	2.48%	1,178	2.82%	114
Wrestling - Sometimes - Co-Workers	1,734	3.02%	813	1.95%	65
Wrestling - Sometimes - Other	1,464	2.55%	680	1.63%	64
Reason(s) for Streaming Live Events not through an Official Provider					
A friend/family member streams it and I just watch	10,731	18.70%	6,745	16.15%	86
The quality of online streaming is good enough	6,789	11.83%	4,124	9.87%	83
Sports TV packages are not good value for money	8,694	15.15%	5,884	14.09%	93
I can use different websites to stream events online	7,399	12.89%	4,168	9.98%	77
I don't want to be tied to a TV package contract	8,290	14.45%	5,909	14.15%	98
I don't want to spend money on it	11,507	20.05%	7,170	17.17%	86

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It is more convenient	7,825	13.64%	4,559	10.92%	80
Other	5,687	9.91%	3,776	9.04%	91

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

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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.