

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>How Often Follow Live Professional Events - TV Using My Own Sports Package (e.g. TSN, Sportsnet, etc.)</b>					
TV Using My Own - A couple of times a day	3,281	5.98%	1,944	4.83%	81
TV Using My Own - Once a day	5,213	9.49%	3,293	8.18%	86
TV Using My Own - A couple of times a week	13,023	23.71%	10,235	25.43%	107
TV Using My Own - Once a week	7,478	13.62%	5,071	12.60%	93
TV Using My Own - A couple of times a month	6,282	11.44%	5,151	12.80%	112
TV Using My Own - Once a month	3,011	5.48%	2,014	5.00%	91
TV Using My Own - Every few months	5,320	9.69%	3,876	9.63%	99
TV Using My Own - Never	10,941	19.92%	8,384	20.83%	105
<b>How Often Follow Live Professional Events - TV in a Public Place (e.g. Bars/Pubs/Sports Clubs)</b>					
TV in a Public Place - A couple of times a day	260	0.47%	132	0.33%	70
TV in a Public Place - Once a day	665	1.21%	372	0.92%	76
TV in a Public Place - A couple of times a week	2,224	4.05%	1,846	4.59%	113
TV in a Public Place - Once a week	4,442	8.09%	2,634	6.54%	81
TV in a Public Place - A couple of times a month	5,629	10.25%	4,018	9.98%	97
TV in a Public Place - Once a month	6,673	12.15%	4,216	10.48%	86
TV in a Public Place - Every few months	18,170	33.09%	13,149	32.67%	99
TV in a Public Place - Never	16,483	30.01%	13,609	33.81%	113
<b>How Often Follow Live Professional Events - Pay-per-View Service Online or on TV (e.g. HBO)</b>					
Pay-per-View Service - A couple of times a day	504	0.92%	301	0.75%	82
Pay-per-View Service - Once a day	528	0.96%	335	0.83%	86
Pay-per-View Service - A couple of times a week	1,251	2.28%	882	2.19%	96
Pay-per-View Service - Once a week	1,601	2.92%	1,295	3.22%	110
Pay-per-View Service - A couple of times a month	1,048	1.91%	677	1.68%	88
Pay-per-View Service - Once a month	3,915	7.13%	2,455	6.10%	86
Pay-per-View Service - Every few months	7,063	12.86%	4,668	11.60%	90
Pay-per-View Service - Never	38,634	70.35%	29,364	72.96%	104
<b>How Often Follow Live Professional Events - At Home through Internet Using Someone else's Sports Package with Their Permission</b>					
At Home Using Someone else's Sports Package - A couple of times a day	504	0.92%	295	0.73%	79
At Home Using Someone else's Sports Package - Once a day	361	0.66%	200	0.50%	76
At Home Using Someone else's Sports Package - A couple of times a week	1,694	3.08%	1,336	3.32%	108
At Home Using Someone else's Sports Package - Once a week	1,990	3.62%	1,364	3.39%	94
At Home Using Someone else's Sports Package - A couple of times a month	4,078	7.43%	2,254	5.60%	75
At Home Using Someone else's Sports Package - Once a month	2,476	4.51%	2,930	7.28%	161
At Home Using Someone else's Sports Package - Every few months	6,502	11.84%	3,317	8.24%	70
At Home Using Someone else's Sports Package - Never	36,939	67.27%	28,286	70.28%	104
<b>How Often Follow Live Professional Events - Streamed Online (Not through an Official Provider) via a Streaming Website</b>					
Streamed Online via a Streaming Website - A couple of times a day	612	1.11%	441	1.10%	99

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Streamed Online via a Streaming Website - Once a day	931	1.70%	336	0.83%	49
Streamed Online via a Streaming Website - A couple of times a week	2,541	4.63%	1,908	4.74%	102
Streamed Online via a Streaming Website - Once a week	3,299	6.01%	2,435	6.05%	101
Streamed Online via a Streaming Website - A couple of times a month	4,068	7.41%	1,978	4.92%	66
Streamed Online via a Streaming Website - Once a month	3,368	6.13%	2,021	5.02%	82
Streamed Online via a Streaming Website - Every few months	8,142	14.83%	5,565	13.83%	93
Streamed Online via a Streaming Website - Never	31,591	57.53%	25,291	62.84%	109
<b>How Often Follow Live Professional Events - Streamed Online (Not through an Official Provider) via Social Media (e.g. through Facebook Live)</b>					
Streamed Online via Social Media - A couple of times a day	535	0.97%	267	0.66%	68
Streamed Online via Social Media - Once a day	186	0.34%	147	0.37%	109
Streamed Online via Social Media - A couple of times a week	1,261	2.30%	635	1.58%	69
Streamed Online via Social Media - Once a week	3,868	7.04%	2,534	6.30%	89
Streamed Online via Social Media - A couple of times a month	3,241	5.90%	1,834	4.56%	77
Streamed Online via Social Media - Once a month	3,462	6.30%	2,223	5.52%	88
Streamed Online via Social Media - Every few months	6,109	11.13%	4,023	10.00%	90
Streamed Online via Social Media - Never	35,892	65.36%	28,318	70.36%	108
<b>How Often Follow Live Professional Events - On an App</b>					
On an App - A couple of times a day	613	1.12%	399	0.99%	88
On an App - Once a day	294	0.54%	228	0.57%	106
On an App - A couple of times a week	2,138	3.89%	1,584	3.94%	101
On an App - Once a week	3,550	6.46%	2,807	6.97%	108
On an App - A couple of times a month	3,985	7.26%	2,082	5.17%	71
On an App - Once a month	4,296	7.82%	2,344	5.82%	74
On an App - Every few months	6,469	11.78%	5,870	14.59%	124
On an App - Never	33,203	60.46%	24,669	61.29%	101
<b>How Often Follow Live Professional Events - Listen to Sports on Radio at Home</b>					
Listen to Sports on Radio at Home - A couple of times a day	1,168	2.13%	449	1.12%	53
Listen to Sports on Radio at Home - Once a day	464	0.85%	318	0.79%	93
Listen to Sports on Radio at Home - A couple of times a week	3,199	5.83%	2,071	5.15%	88
Listen to Sports on Radio at Home - Once a week	2,066	3.76%	2,322	5.77%	153
Listen to Sports on Radio at Home - A couple of times a month	2,628	4.79%	1,436	3.57%	75
Listen to Sports on Radio at Home - Once a month	4,421	8.05%	2,984	7.41%	92
Listen to Sports on Radio at Home - Every few months	8,941	16.28%	6,719	16.69%	103
Listen to Sports on Radio at Home - Never	31,671	57.67%	23,681	58.84%	102
<b>How Often Follow Live Professional Events - Listen to Sports on Radio in a Car</b>					
Listen to Sports on Radio in a Car - A couple of times a day	831	1.51%	549	1.36%	90
Listen to Sports on Radio in a Car - Once a day	665	1.21%	687	1.71%	141
Listen to Sports on Radio in a Car - A couple of times a week	3,644	6.64%	2,890	7.18%	108
Listen to Sports on Radio in a Car - Once a week	3,626	6.60%	2,683	6.67%	101
Listen to Sports on Radio in a Car - A couple of times a month	5,615	10.23%	3,945	9.80%	96
Listen to Sports on Radio in a Car - Once a month	5,247	9.56%	3,314	8.23%	86

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Listen to Sports on Radio in a Car - Every few months	11,348	20.67%	8,203	20.38%	99
Listen to Sports on Radio in a Car - Never	23,574	42.93%	17,705	43.99%	102
<b>How Often Follow Live Professional Events - Other</b>					
Other - A couple of times a day	303	0.55%	151	0.38%	69
Other - Once a day	218	0.40%	178	0.44%	110
Other - A couple of times a week	706	1.29%	461	1.15%	89
Other - Once a week	1,127	2.05%	1,017	2.53%	123
Other - A couple of times a month	3,453	6.29%	2,295	5.70%	91
Other - Once a month	3,020	5.50%	2,549	6.33%	115
Other - Every few months	6,299	11.47%	3,454	8.58%	75
Other - Never	39,427	71.80%	29,879	74.24%	103
<b>Device(s) Used to Watch Live Professional Events - TV Connected/Smart TV</b>					
TV Connected/Smart TV - Using a pay-per-view service online or on television (e.g. HBO)	9,734	17.73%	5,503	13.67%	77
TV Connected/Smart TV - At home through the internet using someone else's sports package login with their permission	7,861	14.31%	4,613	11.46%	80
TV Connected/Smart TV - Streamed online (not through an official provider) via a streaming website	9,303	16.94%	5,083	12.63%	75
TV Connected/Smart TV - Streamed online (not through an official provider) via social media	7,655	13.94%	5,372	13.35%	96
TV Connected/Smart TV - On an App	5,277	9.61%	3,542	8.80%	92
<b>Device(s) Used to Watch Live Professional Events - Computer</b>					
Computer - Using a pay-per-view service online or on television (e.g. HBO)	5,583	10.17%	3,684	9.15%	90
Computer - At home through the internet using someone else's sports package login with their permission	7,895	14.38%	4,938	12.27%	85
Computer - Streamed online (not through an official provider) via a streaming website	13,043	23.75%	8,616	21.41%	90
Computer - Streamed online (not through an official provider) via social media	7,683	13.99%	4,340	10.78%	77
Computer - On an App	5,786	10.54%	5,159	12.82%	122
<b>Device(s) Used to Watch Live Professional Events - Tablet</b>					
Tablet - Using a pay-per-view service online or on television (e.g. HBO)	2,974	5.42%	1,997	4.96%	92
Tablet - At home through the internet using someone else's sports package login with their permission	5,123	9.33%	3,795	9.43%	101
Tablet - Streamed online (not through an official provider) via a streaming website	4,728	8.61%	3,170	7.88%	92
Tablet - Streamed online (not through an official provider) via social media	3,081	5.61%	1,741	4.33%	77
Tablet - On an App	6,050	11.02%	4,155	10.32%	94
<b>Device(s) Used to Watch Live Professional Events - Mobile Phone</b>					
Mobile Phone - Using a pay-per-view service online or on television (e.g. HBO)	2,322	4.23%	1,782	4.43%	105

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Mobile Phone - At home through the internet using someone else's sports package login with their permission	3,227	5.88%	2,121	5.27%	90
Mobile Phone - Streamed online (not through an official provider) via a streaming website	5,068	9.23%	3,257	8.09%	88
Mobile Phone - Streamed online (not through an official provider) via social media	4,112	7.49%	2,245	5.58%	74
Mobile Phone - On an App	8,062	14.68%	5,567	13.83%	94
<b>Time Spent Following Live Sports Events When in Season</b>					
Time Spent - Less than 2 hours	17,774	32.37%	12,480	31.01%	96
Time Spent - 2-4 hours	15,249	27.77%	10,731	26.66%	96
Time Spent - 4-7 hours	8,578	15.62%	6,701	16.65%	107
Time Spent - 7-10 hours	5,795	10.55%	4,801	11.93%	113
Time Spent - 10-14 hours	2,757	5.02%	1,796	4.46%	89
Time Spent - 14-20 hours	1,080	1.97%	938	2.33%	118
Time Spent - More than 20 hours	1,671	3.04%	1,221	3.03%	100
<b>Watch Any Professional Sport Live Event with - Most Often</b>					
Any Live Event - Most Often - Alone	28,436	51.78%	21,031	52.25%	101
Any Live Event - Most Often - Partner	21,986	40.04%	17,365	43.15%	108
Any Live Event - Most Often - Parents	9,562	17.41%	6,601	16.40%	94
Any Live Event - Most Often - Other immediate family	9,769	17.79%	6,083	15.11%	85
Any Live Event - Most Often - Extended family (e.g. cousins, uncle, etc.)	4,610	8.39%	2,915	7.24%	86
Any Live Event - Most Often - Friends/Peers	8,635	15.72%	6,018	14.95%	95
Any Live Event - Most Often - Co-Workers	1,686	3.07%	1,592	3.96%	129
Any Live Event - Most Often - Other	1,700	3.10%	1,062	2.64%	85
<b>Watch Any Pro Sport Live Event with - Sometimes</b>					
Any Live Event - Sometimes - Alone	23,239	42.32%	16,767	41.66%	98
Any Live Event - Sometimes - Partner	23,074	42.02%	17,043	42.34%	101
Any Live Event - Sometimes - Parents	20,160	36.71%	13,445	33.41%	91
Any Live Event - Sometimes - Other immediate family	25,022	45.57%	18,761	46.61%	102
Any Live Event - Sometimes - Extended family (e.g. cousins, uncle, etc.)	18,357	33.43%	13,252	32.92%	98
Any Live Event - Sometimes - Friends/Peers	27,230	49.59%	19,687	48.91%	99
Any Live Event - Sometimes - Co-Workers	17,387	31.66%	11,227	27.89%	88
Any Live Event - Sometimes - Other	13,816	25.16%	8,932	22.19%	88
<b>Watch Live Professional Auto Races Events with - Most Often</b>					
Auto Races - Most Often - Alone	3,362	6.12%	2,502	6.22%	102
Auto Races - Most Often - Partner	1,561	2.84%	1,387	3.45%	121
Auto Races - Most Often - Parents	871	1.59%	366	0.91%	57
Auto Races - Most Often - Other immediate family	171	0.31%	151	0.38%	123
Auto Races - Most Often - Extended family (e.g. cousins, uncle, etc.)	55	0.10%	64	0.16%	160
Auto Races - Most Often - Friends/Peers	505	0.92%	564	1.40%	152

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Auto Races - Most Often - Co-Workers	98	0.18%	103	0.26%	144
Auto Races - Most Often - Other	249	0.45%	169	0.42%	93
<b>Watch Live Professional Auto Races Events with - Sometimes</b>					
Auto Races - Sometimes - Alone	1,639	2.99%	1,019	2.53%	85
Auto Races - Sometimes - Partner	2,265	4.13%	2,009	4.99%	121
Auto Races - Sometimes - Parents	2,232	4.07%	1,871	4.65%	114
Auto Races - Sometimes - Other immediate family	2,705	4.93%	2,023	5.03%	102
Auto Races - Sometimes - Extended family (e.g. cousins, uncle, etc.)	2,032	3.70%	1,428	3.55%	96
Auto Races - Sometimes - Friends/Peers	2,589	4.72%	2,296	5.70%	121
Auto Races - Sometimes - Co-Workers	2,150	3.92%	1,339	3.33%	85
Auto Races - Sometimes - Other	2,233	4.07%	1,563	3.88%	95
<b>Watch Live Professional Baseball Events with - Most Often</b>					
Baseball - Most Often - Alone	8,153	14.85%	6,405	15.91%	107
Baseball - Most Often - Partner	4,864	8.86%	4,024	10.00%	113
Baseball - Most Often - Parents	1,385	2.52%	1,136	2.82%	112
Baseball - Most Often - Other immediate family	584	1.06%	420	1.04%	98
Baseball - Most Often - Extended family (e.g. cousins, uncle, etc.)	409	0.75%	178	0.44%	59
Baseball - Most Often - Friends/Peers	1,713	3.12%	1,472	3.66%	117
Baseball - Most Often - Co-Workers	158	0.29%	85	0.21%	72
Baseball - Most Often - Other	360	0.66%	153	0.38%	58
<b>Watch Live Professional Baseball Events with - Sometimes</b>					
Baseball - Sometimes - Alone	4,036	7.35%	3,024	7.51%	102
Baseball - Sometimes - Partner	5,293	9.64%	5,522	13.72%	142
Baseball - Sometimes - Parents	4,133	7.53%	3,143	7.81%	104
Baseball - Sometimes - Other immediate family	6,108	11.12%	4,640	11.53%	104
Baseball - Sometimes - Extended family (e.g. cousins, uncle, etc.)	3,997	7.28%	2,789	6.93%	95
Baseball - Sometimes - Friends/Peers	7,017	12.78%	5,698	14.16%	111
Baseball - Sometimes - Co-Workers	3,907	7.12%	3,460	8.60%	121
Baseball - Sometimes - Other	2,320	4.23%	1,635	4.06%	96
<b>Watch Live Professional Basketball Events with - Most Often</b>					
Basketball - Most Often - Alone	6,019	10.96%	4,673	11.61%	106
Basketball - Most Often - Partner	4,515	8.22%	3,015	7.49%	91
Basketball - Most Often - Parents	1,854	3.38%	1,436	3.57%	106
Basketball - Most Often - Other immediate family	1,526	2.78%	1,117	2.78%	100
Basketball - Most Often - Extended family (e.g. cousins, uncle, etc.)	229	0.42%	128	0.32%	76
Basketball - Most Often - Friends/Peers	2,146	3.91%	1,609	4.00%	102
Basketball - Most Often - Co-Workers	133	0.24%	103	0.26%	108
Basketball - Most Often - Other	324	0.59%	226	0.56%	95
<b>Watch Live Professional Basketball Events with - Sometimes</b>					
Basketball - Sometimes - Alone	5,521	10.05%	3,525	8.76%	87

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Basketball - Sometimes - Partner	5,763	10.49%	4,519	11.23%	107
Basketball - Sometimes - Parents	4,052	7.38%	2,762	6.86%	93
Basketball - Sometimes - Other immediate family	4,839	8.81%	3,530	8.77%	100
Basketball - Sometimes - Extended family (e.g. cousins, uncle, etc.)	5,279	9.61%	3,643	9.05%	94
Basketball - Sometimes - Friends/Peers	6,428	11.71%	4,016	9.98%	85
Basketball - Sometimes - Co-Workers	4,637	8.44%	3,499	8.69%	103
Basketball - Sometimes - Other	3,333	6.07%	2,692	6.69%	110
<b>Watch Live Professional Boxing Events with - Most Often</b>					
Boxing - Most Often - Alone	1,761	3.21%	1,106	2.75%	86
Boxing - Most Often - Partner	417	0.76%	315	0.78%	103
Boxing - Most Often - Parents	24	0.04%	40	0.10%	250
Boxing - Most Often - Other immediate family	137	0.25%	66	0.16%	64
Boxing - Most Often - Extended family (e.g. cousins, uncle, etc.)	325	0.59%	92	0.23%	39
Boxing - Most Often - Friends/Peers	832	1.52%	931	2.31%	152
Boxing - Most Often - Co-Workers	529	0.96%	519	1.29%	134
<b>Watch Live Professional Boxing Events with - Sometimes</b>					
Boxing - Sometimes - Alone	1,174	2.14%	1,090	2.71%	127
Boxing - Sometimes - Partner	2,024	3.69%	2,023	5.03%	136
Boxing - Sometimes - Parents	1,187	2.16%	972	2.42%	112
Boxing - Sometimes - Other immediate family	757	1.38%	665	1.65%	120
Boxing - Sometimes - Extended family (e.g. cousins, uncle, etc.)	942	1.72%	792	1.97%	115
Boxing - Sometimes - Friends/Peers	1,454	2.65%	1,322	3.29%	124
Boxing - Sometimes - Co-Workers	912	1.66%	957	2.38%	143
Boxing - Sometimes - Other	1,372	2.50%	1,397	3.47%	139
<b>Watch Live Professional Football Events with - Most Often</b>					
Football - Most Often - Alone	9,015	16.42%	6,284	15.61%	95
Football - Most Often - Partner	5,467	9.96%	4,150	10.31%	104
Football - Most Often - Parents	1,074	1.96%	535	1.33%	68
Football - Most Often - Other immediate family	1,193	2.17%	1,099	2.73%	126
Football - Most Often - Extended family (e.g. cousins, uncle, etc.)	531	0.97%	581	1.44%	148
Football - Most Often - Friends/Peers	2,511	4.57%	1,476	3.67%	80
Football - Most Often - Co-Workers	84	0.15%	84	0.21%	140
Football - Most Often - Other	254	0.46%	118	0.29%	63
<b>Watch Live Professional Football Events with - Sometimes</b>					
Football - Sometimes - Alone	4,401	8.02%	2,816	7.00%	87
Football - Sometimes - Partner	6,186	11.27%	3,921	9.74%	86
Football - Sometimes - Parents	5,244	9.55%	3,324	8.26%	86
Football - Sometimes - Other immediate family	7,215	13.14%	4,768	11.85%	90
Football - Sometimes - Extended family (e.g. cousins, uncle, etc.)	5,694	10.37%	4,013	9.97%	96
Football - Sometimes - Friends/Peers	7,433	13.53%	5,455	13.55%	100
Football - Sometimes - Co-Workers	4,788	8.72%	3,030	7.53%	86
Football - Sometimes - Other	3,117	5.68%	1,826	4.54%	80

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<b>Watch Live Professional Golf Events with - Most Often</b>					
Golf - Most Often - Alone	3,639	6.63%	2,831	7.04%	106
Golf - Most Often - Partner	3,525	6.42%	3,093	7.68%	120
Golf - Most Often - Parents	1,236	2.25%	1,025	2.55%	113
Golf - Most Often - Other immediate family	393	0.72%	394	0.98%	136
Golf - Most Often - Extended family (e.g. cousins, uncle, etc.)	246	0.45%	229	0.57%	127
Golf - Most Often - Friends/Peers	822	1.50%	743	1.85%	123
Golf - Most Often - Other	49	0.09%	31	0.08%	89
<b>Watch Live Professional Golf Events with - Sometimes</b>					
Golf - Sometimes - Alone	2,087	3.80%	1,446	3.59%	94
Golf - Sometimes - Partner	2,369	4.31%	1,826	4.54%	105
Golf - Sometimes - Parents	2,025	3.69%	1,006	2.50%	68
Golf - Sometimes - Other immediate family	2,170	3.95%	1,371	3.41%	86
Golf - Sometimes - Extended family (e.g. cousins, uncle, etc.)	1,261	2.30%	855	2.12%	92
Golf - Sometimes - Friends/Peers	3,169	5.77%	2,684	6.67%	116
Golf - Sometimes - Co-Workers	1,772	3.23%	1,233	3.06%	95
Golf - Sometimes - Other	2,093	3.81%	1,112	2.76%	72
<b>Watch Live Professional Hockey Events with - Most Often</b>					
Hockey - Most Often - Alone	12,003	21.86%	8,555	21.26%	97
Hockey - Most Often - Partner	10,898	19.85%	9,136	22.70%	114
Hockey - Most Often - Parents	2,671	4.86%	1,644	4.08%	84
Hockey - Most Often - Other immediate family	4,655	8.48%	2,458	6.11%	72
Hockey - Most Often - Extended family (e.g. cousins, uncle, etc.)	1,190	2.17%	819	2.03%	94
Hockey - Most Often - Friends/Peers	2,557	4.66%	1,909	4.74%	102
Hockey - Most Often - Co-Workers	820	1.49%	762	1.89%	127
Hockey - Most Often - Other	332	0.61%	167	0.42%	69
<b>Watch Live Professional Hockey Events with - Sometimes</b>					
Hockey - Sometimes - Alone	11,562	21.05%	7,459	18.53%	88
Hockey - Sometimes - Partner	8,402	15.30%	5,400	13.42%	88
Hockey - Sometimes - Parents	8,386	15.27%	5,172	12.85%	84
Hockey - Sometimes - Other immediate family	11,909	21.69%	7,749	19.25%	89
Hockey - Sometimes - Extended family (e.g. cousins, uncle, etc.)	8,768	15.97%	5,693	14.14%	89
Hockey - Sometimes - Friends/Peers	15,076	27.45%	10,529	26.16%	95
Hockey - Sometimes - Co-Workers	9,237	16.82%	4,668	11.60%	69
Hockey - Sometimes - Other	6,964	12.68%	3,496	8.69%	69
<b>Watch Live Professional Mixed Martial Arts Events with - Most Often</b>					
Mixed Martial Arts - Most Often - Alone	1,883	3.43%	1,175	2.92%	85
Mixed Martial Arts - Most Often - Partner	380	0.69%	340	0.85%	123
Mixed Martial Arts - Most Often - Parents	534	0.97%	638	1.59%	164
Mixed Martial Arts - Most Often - Other immediate family	144	0.26%	40	0.10%	38
Mixed Martial Arts - Most Often - Extended family (e.g. cousins, uncle, etc.)	492	0.90%	199	0.50%	56
Mixed Martial Arts - Most Often - Friends/Peers	1,432	2.61%	1,241	3.08%	118

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<b>Watch Live Professional Mixed Martial Arts Events with - Sometimes</b>					
Mixed Martial Arts - Sometimes - Alone	1,478	2.69%	1,096	2.72%	101
Mixed Martial Arts - Sometimes - Partner	1,154	2.10%	1,086	2.70%	129
Mixed Martial Arts - Sometimes - Parents	1,368	2.49%	672	1.67%	67
Mixed Martial Arts - Sometimes - Other immediate family	2,694	4.91%	1,450	3.60%	73
Mixed Martial Arts - Sometimes - Extended family (e.g. cousins, uncle, etc.)	1,834	3.34%	963	2.39%	72
Mixed Martial Arts - Sometimes - Friends/Peers	1,682	3.06%	1,315	3.27%	107
Mixed Martial Arts - Sometimes - Co-Workers	1,995	3.63%	1,829	4.55%	125
Mixed Martial Arts - Sometimes - Other	847	1.54%	775	1.93%	125
<b>Watch Live Professional Soccer Events with - Most Often</b>					
Soccer - Most Often - Alone	6,588	12.00%	4,291	10.66%	89
Soccer - Most Often - Partner	3,250	5.92%	2,147	5.33%	90
Soccer - Most Often - Parents	1,126	2.05%	986	2.45%	120
Soccer - Most Often - Other immediate family	1,852	3.37%	937	2.33%	69
Soccer - Most Often - Extended family (e.g. cousins, uncle, etc.)	240	0.44%	120	0.30%	68
Soccer - Most Often - Friends/Peers	938	1.71%	775	1.93%	113
Soccer - Most Often - Co-Workers	178	0.32%	70	0.18%	56
Soccer - Most Often - Other	383	0.70%	333	0.83%	119
<b>Watch Live Professional Soccer Events with - Sometimes</b>					
Soccer - Sometimes - Alone	2,463	4.49%	1,670	4.15%	92
Soccer - Sometimes - Partner	3,293	6.00%	2,276	5.65%	94
Soccer - Sometimes - Parents	3,662	6.67%	1,834	4.56%	68
Soccer - Sometimes - Other immediate family	5,436	9.90%	4,247	10.55%	107
Soccer - Sometimes - Extended family (e.g. cousins, uncle, etc.)	4,045	7.37%	3,125	7.76%	105
Soccer - Sometimes - Friends/Peers	6,626	12.07%	3,601	8.95%	74
Soccer - Sometimes - Co-Workers	3,611	6.58%	2,370	5.89%	90
Soccer - Sometimes - Other	2,630	4.79%	1,830	4.55%	95
<b>Watch Live Professional Tennis Events with - Most Often</b>					
Tennis - Most Often - Alone	6,306	11.48%	4,515	11.22%	98
Tennis - Most Often - Partner	3,760	6.85%	3,411	8.48%	124
Tennis - Most Often - Parents	1,357	2.47%	976	2.42%	98
Tennis - Most Often - Other immediate family	1,782	3.25%	1,784	4.43%	136
Tennis - Most Often - Extended family (e.g. cousins, uncle, etc.)	340	0.62%	224	0.56%	90
Tennis - Most Often - Friends/Peers	1,438	2.62%	971	2.41%	92
Tennis - Most Often - Other	270	0.49%	172	0.43%	88
<b>Watch Live Professional Tennis Events with - Sometimes</b>					
Tennis - Sometimes - Alone	3,401	6.19%	2,561	6.36%	103
Tennis - Sometimes - Partner	3,497	6.37%	2,393	5.95%	93
Tennis - Sometimes - Parents	3,774	6.87%	2,387	5.93%	86
Tennis - Sometimes - Other immediate family	4,717	8.59%	3,569	8.87%	103
Tennis - Sometimes - Extended family (e.g. cousins, uncle, etc.)	3,579	6.52%	2,775	6.90%	106
Tennis - Sometimes - Friends/Peers	4,858	8.85%	3,840	9.54%	108

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Tennis - Sometimes - Co-Workers	4,126	7.51%	2,970	7.38%	98
Tennis - Sometimes - Other	2,768	5.04%	1,827	4.54%	90
<b>Watch Olympics Events with - Most Often</b>					
Olympics Events - Most Often - Alone	12,485	22.73%	8,607	21.38%	94
Olympics Events - Most Often - Partner	8,188	14.91%	6,522	16.20%	109
Olympics Events - Most Often - Parents	1,014	1.85%	662	1.65%	89
Olympics Events - Most Often - Other immediate family	2,558	4.66%	1,453	3.61%	77
Olympics Events - Most Often - Extended family (e.g. cousins, uncle, etc.)	184	0.34%	137	0.34%	100
Olympics Events - Most Often - Friends/Peers	1,864	3.39%	1,913	4.75%	140
Olympics Events - Most Often - Other	67	0.12%	43	0.11%	92
<b>Watch Olympics Events with - Sometimes</b>					
Olympics Events - Sometimes - Alone	6,269	11.42%	5,215	12.96%	113
Olympics Events - Sometimes - Partner	7,402	13.48%	5,507	13.68%	101
Olympics Events - Sometimes - Parents	10,214	18.60%	6,851	17.02%	92
Olympics Events - Sometimes - Other immediate family	8,419	15.33%	6,826	16.96%	111
Olympics Events - Sometimes - Extended family (e.g. cousins, uncle, etc.)	5,619	10.23%	4,117	10.23%	100
Olympics Events - Sometimes - Friends/Peers	10,284	18.73%	7,894	19.61%	105
Olympics Events - Sometimes - Co-Workers	4,878	8.88%	2,616	6.50%	73
Olympics Events - Sometimes - Other	4,333	7.89%	3,377	8.39%	106
<b>Watch Live Professional Wrestling Events with - Most Often</b>					
Wrestling - Most Often - Alone	833	1.52%	687	1.71%	113
Wrestling - Most Often - Partner	866	1.58%	422	1.05%	66
Wrestling - Most Often - Other immediate family	779	1.42%	462	1.15%	81
Wrestling - Most Often - Friends/Peers	437	0.80%	232	0.58%	73
<b>Watch Live Professional Wrestling Events with - Sometimes</b>					
Wrestling - Sometimes - Alone	1,152	2.10%	712	1.77%	84
Wrestling - Sometimes - Partner	839	1.53%	395	0.98%	64
Wrestling - Sometimes - Parents	1,584	2.88%	1,071	2.66%	92
Wrestling - Sometimes - Other immediate family	1,770	3.22%	914	2.27%	70
Wrestling - Sometimes - Extended family (e.g. cousins, uncle, etc.)	2,376	4.33%	1,338	3.33%	77
Wrestling - Sometimes - Friends/Peers	1,363	2.48%	1,134	2.82%	114
Wrestling - Sometimes - Co-Workers	1,660	3.02%	779	1.94%	64
Wrestling - Sometimes - Other	1,402	2.55%	655	1.63%	64
<b>Reason(s) for Streaming Live Events not through an Official Provider</b>					
A friend/family member streams it and I just watch	10,264	18.69%	6,501	16.15%	86
The quality of online streaming is good enough	6,493	11.82%	3,970	9.87%	84
Sports TV packages are not good value for money	8,311	15.13%	5,665	14.08%	93
I can use different websites to stream events online	7,081	12.89%	4,020	9.99%	78
I don't want to be tied to a TV package contract	7,934	14.45%	5,703	14.17%	98
I don't want to spend money on it	10,996	20.02%	6,923	17.20%	86

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It is more convenient	7,489	13.64%	4,387	10.90%	80
Other	5,444	9.91%	3,642	9.05%	91

Index	Description
$\geq 180$	Extremely High
$\geq 110$ and $< 180$	High
$\geq 90$ and $< 110$	Similar
$\geq 50$ 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.

**Data Vintage:** Data Vintage: 2022/2023