Sports Fans and Followers - Sports Fandoms Report

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	54,916		40,249		
Fandom - What Motivates to Follow - Auto Races					
Auto Races - Sport itself	3,391	6.18%	2,577	6.40%	104
Auto Races - Grew up watching	1,539	2.80%	1,212	3.01%	108
Auto Races - I enjoy the game	2,749	5.01%	2,563	6.37%	127
Auto Races - Family tradition	834	1.52%	534	1.33%	88
Auto Races - Family time	1,397	2.55%	1,670	4.15%	163
Auto Races - To socialize with others	818	1.49%	784	1.95%	131
Auto Races - Escape from daily routine	1,605	2.92%	1,232	3.06%	105
Auto Races - Because it is a popular sport	1,075	1.96%	776	1.93%	98
Auto Races - To feel involved	1,023	1.86%	795	1.97%	106
Auto Races - To stay updated on the sport	1,024	1.86%	1,083	2.69%	145
Auto Races - Fun /Entertainment	2,736	4.98%	2,141	5.32%	107
Auto Races - Excitement	2,873	5.23%	1,870	4.65%	89
Auto Races - Drama/Risk	1,970	3.59%	1,359	3.38%	94
Auto Races - Aesthetics	503	0.92%	420	1.04%	113
Auto Races - Stress relief	560	1.02%	482	1.20%	118
Auto Races - Aggressiveness	1,154	2.10%	731	1.82%	87
Auto Races - To earn money from betting	283	0.52%	228	0.57%	110
Auto Races - Achievement	1,040	1.89%	652	1.62%	86
Auto Races - Competition	1,852	3.37%	1,270	3.16%	94
Auto Races - All my friends follow	419	0.76%	348	0.86%	113
Auto Races - A good match between teams/athletes	558	1.02%	501	1.25%	123
Auto Races - Grassroots sports (amateur sporting activity)	437	0.80%	363	0.90%	113
Auto Races - Other	1,303	2.37%	1,191	2.96%	125
Fandom - What Motivates to Follow - Baseball					
Baseball - Sport itself	6,543	11.91%	5,127	12.74%	107
Baseball - Grew up watching	6,764	12.32%	5,274	13.10%	106
Baseball - I enjoy the game	8,297	15.11%	6,989	17.36%	115
Baseball - Family tradition	2,961	5.39%	1,720	4.27%	79
Baseball - Family time	3,118	5.68%	1,823	4.53%	80
Baseball - To socialize with others	3,387	6.17%	2,463	6.12%	99
Baseball - Escape from daily routine	2,060	3.75%	1,555	3.86%	103
Baseball - Because it is a popular sport	2,064	3.76%	1,468	3.65%	97
Baseball - To feel involved	1,262	2.30%	899	2.23%	97
Baseball - To stay updated on the sport	2,623	4.78%	1,792	4.45%	93
Baseball - Fun /Entertainment	6,560	11.95%	5,811	14.44%	121
Baseball - Excitement	2,940	5.35%	2,342	5.82%	109
Baseball - Drama/Risk	1,503	2.74%	1,359	3.38%	123
Baseball - Aesthetics	1,088	1.98%	652	1.62%	82
Baseball - Stress relief	1,245	2.27%	979	2.43%	107
Baseball - Aggressiveness	586	1.07%	401	1.00%	93
Baseball - To earn money from betting	287	0.52%	209	0.52%	100

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Baseball - Achievement	713	1.30%	533	1.33%	102
Baseball - Competition	2,630	4.79%	1,910	4.75%	99
Baseball - All my friends follow	659	1.20%	476	1.18%	98
Baseball - A good match between teams/athletes	2,577	4.69%	2,378	5.91%	126
Baseball - Grassroots sports (amateur sporting activity)	1,711	3.12%	1,011	2.51%	80
Baseball - Other	1,356	2.47%	949	2.36%	96
Fandom - What Motivates to Follow - Basketball					
Basketball - Sport itself	7,739	14.09%	6,023	14.97%	106
Basketball - Grew up watching	3,638	6.62%	2,138	5.31%	80
Basketball - I enjoy the game	9,526	17.35%	6,546	16.26%	94
Basketball - Family tradition	1,407	2.56%	1,252	3.11%	121
Basketball - Family time	2,319	4.22%	2,302	5.72%	136
Basketball - To socialize with others	3,981	7.25%	2,565	6.37%	88
Basketball - Escape from daily routine	3,563	6.49%	2,430	6.04%	93
Basketball - Because it is a popular sport	3,980	7.25%	2,908	7.23%	100
Basketball - To feel involved	1,960	3.57%	1,095	2.72%	76
Basketball - To stay updated on the sport	2,856	5.20%	1,812	4.50%	87
Basketball - Fun /Entertainment	6,862	12.50%	4,512	11.21%	90
Basketball - Excitement	5,470	9.96%	3,792	9.42%	95
Basketball - Drama/Risk	1,652	3.01%	1,332	3.31%	110
Basketball - Aesthetics	965	1.76%	681	1.69%	96
Basketball - Stress relief	2,370	4.32%	1,528	3.80%	88
Basketball - Aggressiveness	1,834	3.34%	915	2.27%	68
Basketball - To earn money from betting	1,518	2.76%	920	2.29%	83
Basketball - Achievement	1,246	2.27%	619	1.54%	68
Basketball - Competition	3,577	6.51%	2,374	5.90%	91
Basketball - All my friends follow	1,920	3.50%	1,047	2.60%	74
Basketball - A good match between teams/athletes	3,390	6.17%	2,284	5.68%	92
Basketball - Grassroots sports (amateur sporting activity)	1,473	2.68%	1,218	3.03%	113
Basketball - Other	536	0.98%	338	0.84%	86
Fandom - What Motivates to Follow - Boxing					
Boxing - Sport itself	3,194	5.82%	2,103	5.23%	90
Boxing - Grew up watching	1,573	2.86%	1,047	2.60%	91
Boxing - I enjoy the game	1,737	3.16%	1,208	3.00%	95
Boxing - Family tradition	700	1.28%	491	1.22%	95
Boxing - Family time	202	0.37%	98	0.24%	65
Boxing - To socialize with others	511	0.93%	364	0.91%	98
Boxing - Escape from daily routine	198	0.36%	209	0.52%	144
Boxing - Because it is a popular sport	495	0.90%	416	1.03%	114
Boxing - To feel involved	210	0.38%	219	0.54%	142
Boxing - To stay updated on the sport	738	1.34%	487	1.21%	90
Boxing - Fun /Entertainment	1,645	3.00%	1,726	4.29%	143
Boxing - Excitement	1,644	2.99%	1,329	3.30%	110

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	Value	Percent	Value	Percent	Index
Boxing - Drama/Risk	1,473	2.68%	715	1.78%	66
Boxing - Aesthetics	446	0.81%	345	0.86%	106
Boxing - Stress relief	391	0.71%	224	0.56%	79
Boxing - Aggressiveness	1,206	2.20%	1,154	2.87%	130
Boxing - To earn money from betting	268	0.49%	373	0.93%	190
Boxing - Achievement	161	0.29%	77	0.19%	66
Boxing - Competition	1,569	2.86%	1,065	2.65%	93
Boxing - All my friends follow	480	0.88%	360	0.90%	102
Boxing - A good match between teams/athletes	1,431	2.61%	940	2.34%	90
Boxing - Grassroots sports (amateur sporting activity)	480	0.87%	249	0.62%	71
Boxing - Other	533	0.97%	344	0.85%	88
Fandom - What Motivates to Follow - Football					
Football - Sport itself	9,072	16.52%	5,035	12.51%	76
Football - Grew up watching	9,448	17.20%	6,065	15.07%	88
Football - I enjoy the game	10,699	19.48%	7,398	18.38%	94
Football - Family tradition	5,699	10.38%	3,589	8.92%	86
Football - Family time	3,953	7.20%	2,551	6.34%	88
Football - To socialize with others	5,234	9.53%	3,473	8.63%	91
Football - Escape from daily routine	2,174	3.96%	1,572	3.91%	99
Football - Because it is a popular sport	4,293	7.82%	3,009	7.48%	96
Football - To feel involved	2,582	4.70%	1,612	4.01%	85
Football - To stay updated on the sport	4,073	7.42%	2,523	6.27%	85
Football - Fun /Entertainment	8,947	16.29%	6,679	16.60%	102
Football - Excitement	5,657	10.30%	3,982	9.89%	96
Football - Drama/Risk	3,415	6.22%	2,217	5.51%	89
Football - Aesthetics	1,562	2.84%	1,164	2.89%	102
Football - Stress relief	1,265	2.30%	1,125	2.79%	121
Football - Aggressiveness	2,322	4.23%	1,813	4.50%	106
Football - To earn money from betting	1,395	2.54%	1,251	3.11%	122
Football - Achievement	1,108	2.02%	840	2.09%	103
Football - Competition	4,246	7.73%	2,835	7.04%	91
Football - All my friends follow	2,171	3.95%	1,597	3.97%	101
Football - A good match between teams/athletes	5,639	10.27%	4,150	10.31%	100
Football - Grassroots sports (amateur sporting activity)	895	1.63%	667	1.66%	102
Football - Other	1,559	2.84%	1,110	2.76%	97
Fandom - What Motivates to Follow - Golf					
Golf - Sport itself	4,886	8.90%	4,112	10.22%	115
Golf - Grew up watching	1,222	2.23%	874	2.17%	97
Golf - I enjoy the game	5,826	10.61%	4,771	11.85%	112
Golf - Family tradition	1,822	3.32%	1,463	3.63%	109
Golf - Family time	2,661	4.85%	1,553	3.86%	80
Golf - To socialize with others	1,424	2.59%	1,247	3.10%	120
Golf - Escape from daily routine	1,250	2.28%	886	2.20%	96

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Golf - Because it is a popular sport	2,294	4.18%	1,342	3.33%	80
Golf - To feel involved	981	1.79%	709	1.76%	98
Golf - To stay updated on the sport	1,317	2.40%	808	2.01%	84
Golf - Fun /Entertainment	2,446	4.45%	1,978	4.91%	110
Golf - Excitement	1,361	2.48%	883	2.19%	88
Golf - Drama/Risk	870	1.59%	608	1.51%	95
Golf - Aesthetics	1,121	2.04%	923	2.29%	112
Golf - Stress relief	966	1.76%	928	2.31%	131
Golf - Aggressiveness	1,287	2.34%	971	2.41%	103
Golf - To earn money from betting	319	0.58%	212	0.53%	91
Golf - Achievement	1,541	2.81%	939	2.33%	83
Golf - Competition	2,475	4.51%	1,477	3.67%	81
Golf - All my friends follow	1,080	1.97%	720	1.79%	91
Golf - A good match between teams/athletes	1,103	2.01%	817	2.03%	101
Golf - Grassroots sports (amateur sporting activity)	913	1.66%	755	1.88%	113
Golf - Other	715	1.30%	285	0.71%	55
Fandom - What Motivates to Follow - Hockey					
Hockey - Sport itself	17,122	31.18%	12,627	31.37%	101
Hockey - Grew up watching	22,237	40.49%	16,529	41.07%	101
Hockey - I enjoy the game	20,041	36.50%	13,234	32.88%	90
Hockey - Family tradition	11,359	20.68%	7,680	19.08%	92
Hockey - Family time	8,926	16.25%	6,129	15.23%	94
Hockey - To socialize with others	11,432	20.82%	6,588	16.37%	79
Hockey - Escape from daily routine	5,523	10.06%	3,816	9.48%	94
Hockey - Because it is a popular sport	8,707	15.86%	5,881	14.61%	92
Hockey - To feel involved	4,835	8.80%	2,777	6.90%	78
Hockey - To stay updated on the sport	6,942	12.64%	4,486	11.15%	88
Hockey - Fun /Entertainment	13,065	23.79%	8,457	21.01%	88
Hockey - Excitement	11,375	20.71%	7,977	19.82%	96
Hockey - Drama/Risk	4,955	9.02%	2,786	6.92%	77
Hockey - Aesthetics	2,778	5.06%	1,725	4.29%	85
Hockey - Stress relief	3,902	7.11%	2,368	5.88%	83
Hockey - Aggressiveness	4,502	8.20%	2,902	7.21%	88
Hockey - To earn money from betting	2,606	4.75%	1,703	4.23%	89
Hockey - Achievement	3,646	6.64%	1,914	4.76%	72
Hockey - Competition	8,046	14.65%	5,592	13.89%	95
Hockey - All my friends follow	6,031	10.98%	4,192	10.42%	95
Hockey - A good match between teams/athletes	6,039	11.00%	4,096	10.18%	93
Hockey - Grassroots sports (amateur sporting activity)	2,098	3.82%	1,504	3.74%	98
Hockey - Other	3,110	5.66%	1,758	4.37%	77
Fandom - What Motivates to Follow - Mixed Martial Arts					
Mixed Martial Arts - Sport itself	2,413	4.39%	1,599	3.97%	90
Mixed Martial Arts - Grew up watching	1,396	2.54%	621	1.54%	61

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	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Mixed Martial Arts - I enjoy the game	2,039	3.71%	1,422	3.53%	95
Mixed Martial Arts - Family tradition	812	1.48%	452	1.12%	76
Mixed Martial Arts - Family time	840	1.53%	644	1.60%	105
Mixed Martial Arts - To socialize with others	1,185	2.16%	1,079	2.68%	124
Mixed Martial Arts - Escape from daily routine	1,284	2.34%	898	2.23%	95
Mixed Martial Arts - Because it is a popular sport	484	0.88%	648	1.61%	183
Mixed Martial Arts - To feel involved	734	1.34%	1,123	2.79%	208
Mixed Martial Arts - To stay updated on the sport	755	1.37%	587	1.46%	107
Mixed Martial Arts - Fun /Entertainment	1,836	3.34%	1,676	4.16%	125
Mixed Martial Arts - Excitement	2,234	4.07%	1,372	3.41%	84
Mixed Martial Arts - Drama/Risk	700	1.27%	448	1.11%	87
Mixed Martial Arts - Aesthetics	592	1.08%	309	0.77%	71
Mixed Martial Arts - Stress relief	676	1.23%	309	0.77%	63
Mixed Martial Arts - Aggressiveness	1,573	2.86%	810	2.01%	70
Mixed Martial Arts - To earn money from betting	284	0.52%	224	0.56%	108
Mixed Martial Arts - Achievement	531	0.97%	189	0.47%	48
Mixed Martial Arts - Competition	924	1.68%	552	1.37%	82
Mixed Martial Arts - All my friends follow	757	1.38%	545	1.35%	98
Mixed Martial Arts - A good match between teams/athletes	787	1.43%	828	2.06%	144
Mixed Martial Arts - Grassroots sports (amateur sporting activity)	517	0.94%	482	1.20%	128
Mixed Martial Arts - Other	432	0.79%	328	0.82%	104
Fandom - What Motivates to Follow - Soccer					
Soccer - Sport itself	8,942	16.28%	6,046	15.02%	92
Soccer - Grew up watching	4,026	7.33%	2,472	6.14%	84
Soccer - I enjoy the game	6,767	12.32%	4,057	10.08%	82
Soccer - Family tradition	4,296	7.82%	2,215	5.50%	70
Soccer - Family time	2,577	4.69%	1,872	4.65%	99
Soccer - To socialize with others	4,780	8.70%	2,038	5.06%	58
Soccer - Escape from daily routine	2,685	4.89%	2,188	5.44%	111
Soccer - Because it is a popular sport	4,009	7.30%	2,287	5.68%	78
Soccer - To feel involved	2,759	5.03%	2,025	5.03%	100
Soccer - To stay updated on the sport	2,507	4.57%	1,440	3.58%	78
Soccer - Fun /Entertainment	4,939	8.99%	2,720	6.76%	75
Soccer - Excitement	4,130	7.52%	2,348	5.83%	78
Soccer - Drama/Risk	2,771	5.05%	1,978	4.91%	97
Soccer - Aesthetics	2,092	3.81%	871	2.16%	57
Soccer - Stress relief	1,632	2.97%	1,007	2.50%	84
Soccer - Aggressiveness	1,901	3.46%	1,521	3.78%	109
Soccer - To earn money from betting	833	1.52%	695	1.73%	114
Soccer - Achievement	2,112	3.85%	1,525	3.79%	98
Soccer - Competition	4,119	7.50%	2,679	6.66%	89
Soccer - All my friends follow	2,024	3.69%	1,001	2.49%	67
Soccer - A good match between teams/athletes	4,440	8.09%	2,642	6.56%	81

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Soccer - Grassroots sports (amateur sporting activity)	2,414	4.40%	2,593	6.44%	146
Soccer - Other	1,198	2.18%	759	1.89%	87
Fandom - What Motivates to Follow - Tennis					
Tennis - Sport itself	8,345	15.20%	6,197	15.40%	101
Tennis - Grew up watching	3,885	7.07%	2,788	6.93%	98
Tennis - I enjoy the game	7,539	13.73%	4,899	12.17%	89
Tennis - Family tradition	2,396	4.36%	1,748	4.34%	100
Tennis - Family time	2,707	4.93%	1,953	4.85%	98
Tennis - To socialize with others	2,003	3.65%	1,253	3.11%	85
Tennis - Escape from daily routine	2,500	4.55%	1,698	4.22%	93
Tennis - Because it is a popular sport	2,087	3.80%	1,560	3.88%	102
Tennis - To feel involved	1,859	3.39%	1,202	2.99%	88
Tennis - To stay updated on the sport	2,548	4.64%	1,823	4.53%	98
Tennis - Fun /Entertainment	4,505	8.20%	3,166	7.87%	96
Tennis - Excitement	3,476	6.33%	2,397	5.96%	94
Tennis - Drama/Risk	2,391	4.35%	1,620	4.03%	93
Tennis - Aesthetics	1,671	3.04%	1,200	2.98%	98
Tennis - Stress relief	1,001	1.82%	1,166	2.90%	159
Tennis - Aggressiveness	2,296	4.18%	1,569	3.90%	93
Tennis - To earn money from betting	381	0.69%	224	0.56%	81
Tennis - Achievement	1,787	3.25%	1,688	4.19%	129
Tennis - Competition	3,426	6.24%	2,413	6.00%	96
Tennis - All my friends follow	1,001	1.82%	1,042	2.59%	142
Tennis - A good match between teams/athletes	2,854	5.20%	1,755	4.36%	84
Tennis - Grassroots sports (amateur sporting activity)	1,177	2.14%	877	2.18%	102
Tennis - Other	987	1.80%	566	1.41%	78
Fandom - What Motivates to Follow - Olympics					
Olympics - Sport itself	12,982	23.64%	10,766	26.75%	113
Olympics - Grew up watching	12,429	22.63%	9,024	22.42%	99
Olympics - I enjoy the game	12,518	22.80%	9,121	22.66%	99
Olympics - Family tradition	5,557	10.12%	3,903	9.70%	96
Olympics - Family time	5,469	9.96%	3,845	9.55%	96
Olympics - To socialize with others	6,620	12.06%	4,680	11.63%	96
Olympics - Escape from daily routine	5,505	10.02%	3,623	9.00%	90
Olympics - Because it is a popular sport	7,139	13.00%	5,624	13.97%	107
Olympics - To feel involved	7,271	13.24%	4,265	10.60%	80
Olympics - To stay updated on the sport	6,500	11.84%	4,783	11.89%	100
Olympics - Fun /Entertainment	13,059	23.78%	9,883	24.56%	103
Olympics - Excitement	12,622	22.98%	9,537	23.70%	103
Olympics - Drama/Risk	4,765	8.68%	3,646	9.06%	104
Olympics - Aesthetics	3,922	7.14%	2,599	6.46%	90
Olympics - Stress relief	2,211	4.03%	1,701	4.23%	105
Olympics - Aggressiveness	1,886	3.44%	1,559	3.87%	113

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Olympics - To earn money from betting	917	1.67%	754	1.87%	112
Olympics - Achievement	7,697	14.02%	6,269	15.58%	111
Olympics - Competition	11,437	20.83%	8,762	21.77%	105
Olympics - All my friends follow	2,196	4.00%	1,816	4.51%	113
Olympics - A good match between teams/athletes	7,222	13.15%	5,469	13.59%	103
Olympics - Grassroots sports (amateur sporting activity)	2,806	5.11%	2,474	6.15%	120
Olympics - Other	1,828	3.33%	1,367	3.40%	102
Fandom - What Motivates to Follow - Wrestling					
Wrestling - Sport itself	1,481	2.70%	1,214	3.02%	112
Wrestling - Grew up watching	815	1.48%	627	1.56%	105
Wrestling - I enjoy the game	1,014	1.85%	859	2.13%	115
Wrestling - Family tradition	578	1.05%	275	0.68%	65
Wrestling - Family time	1,126	2.05%	561	1.39%	68
Wrestling - To socialize with others	522	0.95%	188	0.47%	49
Wrestling - Escape from daily routine	605	1.10%	521	1.30%	118
Wrestling - Because it is a popular sport	371	0.68%	328	0.82%	121
Wrestling - To feel involved	530	0.97%	192	0.48%	49
Wrestling - To stay updated on the sport	136	0.25%	86	0.21%	84
Wrestling - Fun /Entertainment	557	1.01%	496	1.23%	122
Wrestling - Excitement	384	0.70%	234	0.58%	83
Wrestling - Drama/Risk	434	0.79%	161	0.40%	51
Wrestling - Aesthetics	730	1.33%	586	1.46%	110
Wrestling - Stress relief	348	0.63%	162	0.40%	63
Wrestling - Aggressiveness	567	1.03%	546	1.36%	132
Wrestling - To earn money from betting	472	0.86%	262	0.65%	76
Wrestling - Achievement	509	0.93%	388	0.96%	103
Wrestling - Competition	566	1.03%	359	0.89%	86
Wrestling - All my friends follow	428	0.78%	156	0.39%	50
Wrestling - A good match between teams/athletes	654	1.19%	400	1.00%	84
Wrestling - Grassroots sports (amateur sporting activity)	242	0.44%	62	0.15%	34
Wrestling - Other	301	0.55%	124	0.31%	56
Fandom - What Motivates to Follow - Any Pro Sport					
Any Pro Sport - Sport itself	35,409	64.48%	26,108	64.87%	101
Any Pro Sport - Grew up watching	36,727	66.88%	26,752	66.47%	99
Any Pro Sport - I enjoy the game	39,837	72.54%	29,125	72.36%	100
Any Pro Sport - Family tradition	23,122	42.10%	15,686	38.97%	93
Any Pro Sport - Family time	20,920	38.10%	14,491	36.00%	94
Any Pro Sport - To socialize with others	21,522	39.19%	14,085	35.00%	89
Any Pro Sport - Escape from daily routine	17,337	31.57%	12,774	31.74%	101
Any Pro Sport - Because it is a popular sport	19,536	35.57%	13,630	33.87%	95
Any Pro Sport - To feel involved	15,277	27.82%	9,382	23.31%	84
Any Pro Sport - To stay updated on the sport	15,826	28.82%	11,110	27.60%	96
Any Pro Sport - Fun /Entertainment	32,653	59.46%	23,101	57.40%	97

Sports Fans and Followers - Sports Fandoms Report

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Any Pro Sport - Excitement	28,976	52.77%	20,526	51.00%	97
Any Pro Sport - Drama/Risk	14,787	26.93%	9,567	23.77%	88
Any Pro Sport - Aesthetics	10,069	18.34%	7,018	17.44%	95
Any Pro Sport - Stress relief	9,602	17.48%	6,543	16.26%	93
Any Pro Sport - Aggressiveness	9,152	16.67%	6,070	15.08%	90
Any Pro Sport - To earn money from betting	7,224	13.15%	4,377	10.88%	83
Any Pro Sport - Achievement	14,037	25.56%	9,170	22.78%	89
Any Pro Sport - Competition	21,908	39.89%	15,955	39.64%	99
Any Pro Sport - All my friends follow	11,141	20.29%	7,315	18.17%	90
Any Pro Sport - A good match between teams/athletes	17,744	32.31%	12,265	30.47%	94
Any Pro Sport - Grassroots sports (amateur sporting activity)	8,796	16.02%	6,466	16.07%	100
Fandom - Influencers to Follow - Auto Races					
Auto Races - Partner	1,077	1.96%	545	1.36%	69
Auto Races - Parent(s)	644	1.17%	458	1.14%	97
Auto Races - Other immediate family	1,469	2.67%	1,248	3.10%	116
Auto Races - Extended family (e.g. cousins, uncle, etc.)	513	0.93%	280	0.70%	75
Auto Races - Friends/Peers	2,335	4.25%	1,758	4.37%	103
Auto Races - Community	644	1.17%	490	1.22%	104
Auto Races - Star players	1,346	2.45%	1,567	3.89%	159
Auto Races - Coach	70	0.13%	81	0.20%	154
Auto Races - Other fans	335	0.61%	346	0.86%	141
Auto Races - Online personality (YouTuber, vlogger, etc.)	37	0.07%	45	0.11%	157
Auto Races - Someone else	999	1.82%	663	1.65%	91
Fandom - Influencers to Follow - Baseball					
Baseball - Partner	2,038	3.71%	1,671	4.15%	112
Baseball - Parent(s)	4,173	7.60%	2,806	6.97%	92
Baseball - Other immediate family	1,891	3.44%	1,418	3.52%	102
Baseball - Extended family (e.g. cousins, uncle, etc.)	1,643	2.99%	1,199	2.98%	100
Baseball - Friends/Peers	5,064	9.22%	4,180	10.38%	113
Baseball - Community	2,872	5.23%	2,607	6.48%	124
Baseball - Star players	2,235	4.07%	1,501	3.73%	92
Baseball - Coach	554	1.01%	342	0.85%	84
Baseball - Other fans	590	1.07%	307	0.76%	71
Baseball - Online personality (YouTuber, vlogger, etc.)	281	0.51%	150	0.37%	73
Baseball - Someone else	1,561	2.84%	910	2.26%	80
Fandom - Influencers to Follow - Basketball					
Basketball - Partner	2,460	4.48%	1,676	4.16%	93
Basketball - Parent(s)	1,863	3.39%	1,478	3.67%	108
Basketball - Other immediate family	3,464	6.31%	2,810	6.98%	111
Basketball - Extended family (e.g. cousins, uncle, etc.)	1,853	3.37%	1,599	3.97%	118
Basketball - Friends/Peers	7,717	14.05%	5,045	12.54%	89
Basketball - Community	3,425	6.24%	2,879	7.15%	115
Basketball - Star players	3,610	6.58%	2,090	5.19%	79

Sports Fans and Followers - Sports Fandoms Report

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	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Basketball - Coach	933	1.70%	758	1.88%	111
Basketball - Other fans	1,113	2.03%	1,064	2.64%	130
Basketball - Online personality (YouTuber, vlogger, etc.)	975	1.78%	648	1.61%	90
Basketball - Someone else	2,478	4.51%	1,754	4.36%	97
Fandom - Influencers to Follow - Boxing					
Boxing - Partner	812	1.48%	897	2.23%	151
Boxing - Parent(s)	780	1.42%	513	1.28%	90
Boxing - Other immediate family	293	0.53%	246	0.61%	115
Boxing - Extended family (e.g. cousins, uncle, etc.)	513	0.94%	556	1.38%	147
Boxing - Friends/Peers	1,249	2.27%	770	1.91%	84
Boxing - Community	374	0.68%	210	0.52%	76
Boxing - Star players	851	1.55%	933	2.32%	150
Boxing - Coach	429	0.78%	196	0.49%	63
Boxing - Other fans	148	0.27%	92	0.23%	85
Boxing - Online personality (YouTuber, vlogger, etc.)	446	0.81%	292	0.73%	90
Boxing - Someone else	730	1.33%	827	2.05%	154
Fandom - Influencers to Follow - Football					
Football - Partner	3,389	6.17%	3,549	8.82%	143
Football - Parent(s)	5,996	10.92%	4,543	11.29%	103
Football - Other immediate family	4,839	8.81%	3,446	8.56%	97
Football - Extended family (e.g. cousins, uncle, etc.)	2,475	4.51%	1,737	4.32%	96
Football - Friends/Peers	9,341	17.01%	6,625	16.46%	97
Football - Community	3,691	6.72%	3,008	7.47%	111
Football - Star players	3,839	6.99%	2,629	6.53%	93
Football - Coach	1,362	2.48%	1,033	2.57%	104
Football - Other fans	1,552	2.83%	1,272	3.16%	112
Football - Online personality (YouTuber, vlogger, etc.)	507	0.92%	339	0.84%	91
Football - Someone else	2,648	4.82%	1,934	4.81%	100
Fandom - Influencers to Follow - Golf					
Golf - Partner	2,493	4.54%	2,437	6.05%	133
Golf - Parent(s)	2,552	4.65%	1,766	4.39%	94
Golf - Other immediate family	1,117	2.03%	1,146	2.85%	140
Golf - Extended family (e.g. cousins, uncle, etc.)	1,205	2.19%	668	1.66%	76
Golf - Friends/Peers	3,618	6.59%	2,964	7.36%	112
Golf - Community	920	1.67%	645	1.60%	96
Golf - Star players	3,105	5.65%	2,663	6.62%	117
Golf - Coach	27	0.05%	19	0.05%	100
Golf - Other fans	357	0.65%	312	0.78%	120
Golf - Online personality (YouTuber, vlogger, etc.)	58	0.11%	66	0.17%	155
Golf - Someone else	1,056	1.92%	431	1.07%	56
Fandom - Influencers to Follow - Hockey					
Hockey - Partner	7,586	13.81%	5,200	12.92%	94
Hockey - Parent(s)	12,269	22.34%	9,237	22.95%	103

Sports Fans and Followers - Sports Fandoms Report

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Hockey - Other immediate family	9,817	17.88%	7,131	17.72%	99
Hockey - Extended family (e.g. cousins, uncle, etc.)	7,445	13.56%	5,586	13.88%	102
Hockey - Friends/Peers	15,842	28.85%	10,802	26.84%	93
Hockey - Community	8,467	15.42%	6,637	16.49%	107
Hockey - Star players	5,790	10.54%	3,516	8.74%	83
Hockey - Coach	2,280	4.15%	1,046	2.60%	63
Hockey - Other fans	2,660	4.84%	1,512	3.76%	78
Hockey - Online personality (YouTuber, vlogger, etc.)	845	1.54%	406	1.01%	66
Hockey - Someone else	3,029	5.52%	2,016	5.01%	91
Fandom - Influencers to Follow - Mixed Martial Arts					
Mixed Martial Arts - Partner	619	1.13%	420	1.04%	92
Mixed Martial Arts - Parent(s)	595	1.08%	606	1.51%	140
Mixed Martial Arts - Other immediate family	1,041	1.90%	612	1.52%	80
Mixed Martial Arts - Extended family (e.g. cousins, uncle, etc.)	609	1.11%	638	1.59%	143
Mixed Martial Arts - Friends/Peers	2,879	5.24%	1,664	4.13%	79
Mixed Martial Arts - Community	1,657	3.02%	811	2.02%	67
Mixed Martial Arts - Star players	424	0.77%	372	0.92%	119
Mixed Martial Arts - Coach	676	1.23%	544	1.35%	110
Mixed Martial Arts - Other fans	377	0.69%	184	0.46%	67
Mixed Martial Arts - Online personality (YouTuber, vlogger, etc.)	233	0.42%	113	0.28%	67
Mixed Martial Arts - Someone else	488	0.89%	446	1.11%	125
Fandom - Influencers to Follow - Soccer					
Soccer - Partner	1,684	3.07%	1,257	3.12%	102
Soccer - Parent(s)	2,989	5.44%	1,690	4.20%	77
Soccer - Other immediate family	2,846	5.18%	1,769	4.39%	85
Soccer - Extended family (e.g. cousins, uncle, etc.)	2,936	5.35%	1,492	3.71%	69
Soccer - Friends/Peers	6,595	12.01%	4,208	10.46%	87
Soccer - Community	3,193	5.81%	2,967	7.37%	127
Soccer - Star players	3,092	5.63%	2,198	5.46%	97
Soccer - Coach	1,473	2.68%	1,071	2.66%	99
Soccer - Other fans	1,808	3.29%	1,468	3.65%	111
Soccer - Online personality (YouTuber, vlogger, etc.)	1,044	1.90%	612	1.52%	80
Soccer - Someone else	3,078	5.60%	1,843	4.58%	82
Fandom - Influencers to Follow - Tennis					
Tennis - Partner	1,879	3.42%	1,445	3.59%	105
Tennis - Parent(s)	3,185	5.80%	2,233	5.55%	96
Tennis - Other immediate family	2,709	4.93%	1,574	3.91%	79
Tennis - Extended family (e.g. cousins, uncle, etc.)	1,323	2.41%	859	2.14%	89
Tennis - Friends/Peers	4,186	7.62%	2,975	7.39%	97
Tennis - Community	890	1.62%	828	2.06%	127
Tennis - Star players	4,712	8.58%	3,802	9.45%	110
Tennis - Coach	900	1.64%	1,160	2.88%	176
Tennis - Other fans	296	0.54%	287	0.71%	131

Sports Fans and Followers - Sports Fandoms Report

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Tennis - Online personality (YouTuber, vlogger, etc.)	1,308	2.38%	641	1.59%	67
Tennis - Someone else	1,520	2.77%	891	2.21%	80
Fandom - Influencers to Follow - Olympics					
Olympics - Partner	4,208	7.66%	3,704	9.20%	120
Olympics - Parent(s)	7,447	13.56%	5,948	14.78%	109
Olympics - Other immediate family	6,239	11.36%	4,575	11.37%	100
Olympics - Extended family (e.g. cousins, uncle, etc.)	3,818	6.95%	2,518	6.26%	90
Olympics - Friends/Peers	7,931	14.44%	6,713	16.68%	116
Olympics - Community	11,172	20.34%	7,913	19.66%	97
Olympics - Star players	3,700	6.74%	2,545	6.32%	94
Olympics - Coach	749	1.36%	329	0.82%	60
Olympics -	2,764	5.03%	1,700	4.22%	84
Olympics - Online personality (YouTuber, vlogger, etc.)	731	1.33%	462	1.15%	86
Olympics - Someone else	4,291	7.81%	2,723	6.77%	87
Fandom - Influencers to Follow - Wrestling					
Wrestling - Partner	334	0.61%	163	0.41%	67
Wrestling - Parent(s)	438	0.80%	216	0.54%	68
Wrestling - Other immediate family	656	1.20%	441	1.10%	92
Wrestling - Extended family (e.g. cousins, uncle, etc.)	461	0.84%	360	0.89%	106
Wrestling - Friends/Peers	1,072	1.95%	789	1.96%	101
Wrestling - Community	359	0.65%	248	0.62%	95
Wrestling - Star players	630	1.15%	400	0.99%	86
Wrestling - Coach	665	1.21%	387	0.96%	79
Wrestling - Other fans	179	0.33%	104	0.26%	79
Wrestling - Online personality (YouTuber, vlogger, etc.)	263	0.48%	184	0.46%	96
Wrestling - Someone else	650	1.18%	705	1.75%	148
Fandom - Influencers to Follow - Any Pro Sport					
Any Pro Sport - Partner	17,171	31.27%	12,928	32.12%	103
Any Pro Sport - Parent(s)	25,750	46.89%	19,099	47.45%	101
Any Pro Sport - Other immediate family	20,473	37.28%	14,272	35.46%	95
Any Pro Sport - Extended family (e.g. cousins, uncle, etc.)	15,875	28.91%	10,947	27.20%	94
Any Pro Sport - Friends/Peers	28,698	52.26%	21,036	52.26%	100
Any Pro Sport - Community	19,818	36.09%	14,372	35.71%	99
Any Pro Sport - Star players	16,536	30.11%	11,672	29.00%	96
Any Pro Sport - Coach	6,448	11.74%	4,596	11.42%	97
Any Pro Sport - Other fans	8,655	15.76%	6,134	15.24%	97
Any Pro Sport - Online personality (YouTuber, vlogger, etc.)	5,184	9.44%	3,114	7.74%	82
Any Pro Sport - Someone else	12,019	21.89%	8,881	22.07%	101
Fandom - Would Continue Following League/Tournament If a Favourite Team Doesn't Compete					
Continue Following - Very Likely	14,560	26.51%	10,759	26.73%	101
Continue Following - Somewhat Likely	19,764	35.99%	14,212	35.31%	98
Continue Following - Not Sure/Undecided	11,896	21.66%	8,787	21.83%	101
Continue Following - Somewhat Unlikely	5,855	10.66%	4,258	10.58%	99

Polaris
Market Analytics + Intelligence

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Continue Following - Very Unlikely	2,478	4.51%	1,958	4.87%	108
Fandom - Behaviours Experience While Watching - Very Likely					
Very Likely - Buy food and drinks at the sports venue	16,130	29.37%	11,463	28.48%	97
Very Likely - "Boo" players/coaches or yell obscenities	3,377	6.15%	2,614	6.49%	106
Very Likely - Become depressed after loss	1,386	2.52%	700	1.74%	69
Very Likely - Buy merchandise at the sports venue	2,387	4.35%	1,594	3.96%	91
Very Likely - Consume cannabis	1,845	3.36%	1,216	3.02%	90
Very Likely - Drink alcohol	8,467	15.42%	5,875	14.60%	95
Very Likely - Miss work	1,227	2.24%	705	1.75%	78
Very Likely - Be reprimanded for behavior	1,506	2.74%	1,404	3.49%	127
Very Likely - Feel euphoria after win	8,160	14.86%	5,482	13.62%	92
Very Likely - Feel hatred toward other team/players	700	1.28%	470	1.17%	91
Very Likely - Get angry over team loss	1,298	2.36%	945	2.35%	100
Very Likely - Get in fights with opposing fans	622	1.13%	450	1.12%	99
Very Likely - Neglect responsibilities	912	1.66%	599	1.49%	90
Very Likely - Paint face or make sign	1,042	1.90%	655	1.63%	86
Very Likely - Smoke cigarettes	1,505	2.74%	1,392	3.46%	126
Very Likely - Stress	899	1.64%	536	1.33%	81
Very Likely - Talk to others about team/player	6,668	12.14%	4,540	11.28%	93
Very Likely - Threaten violence	853	1.55%	623	1.55%	100
Very Likely - Wear team/player colors	10,951	19.94%	7,261	18.04%	90
Very Likely - Wear team's/player's name on a vehicle	1,587	2.89%	1,275	3.17%	110
Fandom - Behaviours Experience While Watching - Somewhat Likely					
Somewhat Likely - Buy food and drinks at the sports venue	15,930	29.01%	12,183	30.27%	104
Somewhat Likely - "Boo" players/coaches or yell obscenities	5,482	9.98%	3,886	9.65%	97
Somewhat Likely - Become depressed after loss	6,730	12.26%	5,147	12.79%	104
Somewhat Likely - Buy merchandise at the sports venue	11,151	20.31%	8,287	20.59%	101
Somewhat Likely - Consume cannabis	1,437	2.62%	833	2.07%	79
Somewhat Likely - Drink alcohol	13,611	24.79%	9,640	23.95%	97
Somewhat Likely - Miss work	4,609	8.39%	2,770	6.88%	82
Somewhat Likely - Be reprimanded for behavior	1,687	3.07%	1,034	2.57%	84
Somewhat Likely - Feel euphoria after win	22,433	40.85%	16,856	41.88%	103
Somewhat Likely - Feel hatred toward other team/players	6,003	10.93%	3,912	9.72%	89
Somewhat Likely - Get angry over team loss	5,112	9.31%	2,851	7.08%	76
Somewhat Likely - Get in fights with opposing fans	2,276	4.14%	2,264	5.63%	136
Somewhat Likely - Neglect responsibilities	1,768	3.22%	1,714	4.26%	132
Somewhat Likely - Paint face or make sign	3,829	6.97%	2,927	7.27%	104
Somewhat Likely - Smoke cigarettes	2,245	4.09%	1,283	3.19%	78
Somewhat Likely - Stress	6,571	11.97%	3,370	8.37%	70
Somewhat Likely - Talk to others about team/player	25,887	47.14%	19,737	49.04%	104
Somewhat Likely - Threaten violence	1,606	2.93%	804	2.00%	68
Somewhat Likely - Wear team/player colors	17,898	32.59%	13,531	33.62%	103
Somewhat Likely - Wear team's/player's name on a vehicle	3,915	7.13%	2,516	6.25%	88

Sports Fans and Followers - Sports Fandoms Report

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	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Fandom - Behaviours Experience While Watching - Undecided					
Undecided - Buy food and drinks at the sports venue	7,721	14.06%	6,346	15.77%	112
Undecided - "Boo" players/coaches or yell obscenities	7,343	13.37%	5,105	12.68%	95
Undecided - Become depressed after loss	7,708	14.04%	4,977	12.37%	88
Undecided - Buy merchandise at the sports venue	11,794	21.48%	8,855	22.00%	102
Undecided - Consume cannabis	6,255	11.39%	4,495	11.17%	98
Undecided - Drink alcohol	9,746	17.75%	6,981	17.34%	98
Undecided - Miss work	5,730	10.43%	4,232	10.52%	101
Undecided - Be reprimanded for behavior	5,072	9.24%	3,990	9.91%	107
Undecided - Feel euphoria after win	11,098	20.21%	7,967	19.80%	98
Undecided - Feel hatred toward other team/players	7,345	13.38%	4,999	12.42%	93
Undecided - Get angry over team loss	11,551	21.03%	8,583	21.32%	101
Undecided - Get in fights with opposing fans	4,194	7.64%	2,631	6.54%	86
Undecided - Neglect responsibilities	4,636	8.44%	2,895	7.19%	85
Undecided - Paint face or make sign	8,035	14.63%	5,153	12.80%	87
Undecided - Smoke cigarettes	6,461	11.77%	4,480	11.13%	95
Undecided - Stress	9,700	17.66%	6,854	17.03%	96
Undecided - Talk to others about team/player	10,454	19.04%	7,656	19.02%	100
Undecided - Threaten violence	4,729	8.61%	3,167	7.87%	91
Undecided - Wear team/player colors	9,167	16.69%	7,096	17.63%	106
Undecided - Wear team's/player's name on a vehicle	7,152	13.02%	4,760	11.83%	91
Fandom - Behaviours Experience While Watching - Somewhat Unlikely					
Somewhat Unlikely - Buy food and drinks at the sports venue	6,836	12.45%	4,413	10.97%	88
Somewhat Unlikely - "Boo" players/coaches or yell obscenities	10,445	19.02%	7,479	18.58%	98
Somewhat Unlikely - Become depressed after loss	15,898	28.95%	11,014	27.37%	95
Somewhat Unlikely - Buy merchandise at the sports venue	12,976	23.63%	8,673	21.55%	91
Somewhat Unlikely - Consume cannabis	3,904	7.11%	2,945	7.32%	103
Somewhat Unlikely - Drink alcohol	3,111	5.66%	2,291	5.69%	101
Somewhat Unlikely - Miss work	7,962	14.50%	5,343	13.27%	92
Somewhat Unlikely - Be reprimanded for behavior	3,982	7.25%	3,195	7.94%	110
Somewhat Unlikely - Feel euphoria after win	5,462	9.95%	3,831	9.52%	96
Somewhat Unlikely - Feel hatred toward other team/players	12,798	23.30%	8,721	21.67%	93
Somewhat Unlikely - Get angry over team loss	11,823	21.53%	7,964	19.79%	92
Somewhat Unlikely - Get in fights with opposing fans	2,545	4.63%	1,669	4.15%	90
Somewhat Unlikely - Neglect responsibilities	3,553	6.47%	2,726	6.77%	105
Somewhat Unlikely - Paint face or make sign	7,369	13.42%	5,167	12.84%	96
Somewhat Unlikely - Smoke cigarettes	2,027	3.69%	1,170	2.91%	79
Somewhat Unlikely - Stress	8,513	15.50%	6,847	17.01%	110
Somewhat Unlikely - Talk to others about team/player	2,338	4.26%	1,568	3.90%	92
Somewhat Unlikely - Threaten violence	1,958	3.57%	977	2.43%	68
Somewhat Unlikely - Wear team/player colors	5,317	9.68%	3,738	9.29%	96
Somewhat Unlikely - Wear team's/player's name on a vehicle	8,490	15.46%	6,483	16.11%	104
Fandom - Behaviours Experience While Watching - Very Unlikely					
Very Unlikely - Buy food and drinks at the sports venue	7,944	14.47%	5,579	13.86%	96

Sports Fans and Followers - Sports Fandoms Report

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Very Unlikely - "Boo" players/coaches or yell obscenities	27,908	50.82%	20,897	51.92%	102
Very Unlikely - Become depressed after loss	22,831	41.58%	18,144	45.08%	108
Very Unlikely - Buy merchandise at the sports venue	16,235	29.56%	12,563	31.21%	106
Very Unlikely - Consume cannabis	41,098	74.84%	30,483	75.74%	101
Very Unlikely - Drink alcohol	19,625	35.74%	15,201	37.77%	106
Very Unlikely - Miss work	35,021	63.77%	26,924	66.89%	105
Very Unlikely - Be reprimanded for behavior	42,304	77.03%	30,350	75.41%	98
Very Unlikely - Feel euphoria after win	7,402	13.48%	5,844	14.52%	108
Very Unlikely - Feel hatred toward other team/players	27,708	50.46%	21,876	54.35%	108
Very Unlikely - Get angry over team loss	24,771	45.11%	19,638	48.79%	108
Very Unlikely - Get in fights with opposing fans	44,907	81.77%	32,961	81.89%	100
Very Unlikely - Neglect responsibilities	43,671	79.52%	32,028	79.57%	100
Very Unlikely - Paint face or make sign	34,280	62.42%	26,077	64.79%	104
Very Unlikely - Smoke cigarettes	42,312	77.05%	31,655	78.65%	102
Very Unlikely - Stress	28,875	52.58%	22,386	55.62%	106
Very Unlikely - Talk to others about team/player	9,195	16.74%	6,469	16.07%	96
Very Unlikely - Threaten violence	45,408	82.69%	34,409	85.49%	103
Very Unlikely - Wear team/player colors	11,212	20.42%	8,347	20.74%	102
Very Unlikely - Wear team's/player's name on a vehicle	33,415	60.85%	24,951	61.99%	102
Fandom - Actively Follow Any Professional Player/Team/Sports Promoter					
Follow Promoter - Pro player/gamer	8,938	16.28%	6,452	16.03%	98
Follow Promoter - Pro team	11,698	21.30%	8,230	20.45%	96
Follow Promoter - YouTuber	4,379	7.97%	2,802	6.96%	87
Follow Promoter - Vlogger	2,032	3.70%	1,343	3.34%	90
Follow Promoter - Entertainer	1,898	3.46%	1,231	3.06%	88
Follow Promoter - Teamer	1,261	2.30%	922	2.29%	100
Follow Promoter - Other	1,076	1.96%	825	2.05%	105
Follow Promoter - Do not follow	33,048	60.18%	25,285	62.82%	104
Fandom - Social Media Do You Use to Follow Professional Player/Team/Sports Promoter					
Social Media - Facebook	8,489	15.46%	6,068	15.08%	98
Social Media - Instagram	8,641	15.74%	6,128	15.23%	97
Social Media - Snapchat	3,167	5.77%	1,967	4.89%	85
Social Media - Twitter	6,513	11.86%	4,298	10.68%	90
Social Media - Posts by team/player/sport	5,955	10.84%	3,564	8.86%	82
Social Media - Posts by friends and family	4,583	8.35%	3,036	7.54%	90
Social Media - Posts by journalists/media	4,070	7.41%	3,209	7.97%	108
Social Media - Other	3,133	5.71%	2,776	6.90%	121
Social Media - None	1,781	3.24%	1,234	3.07%	95
Fandom - Member of a Fan Club/Other Organized Fan Community					
Member - Less than a year	2,478	4.51%	1,576	3.92%	87
Member - 1-3 years	3,383	6.16%	2,371	5.89%	96
Member - 4-5 years	2,537	4.62%	1,589	3.95%	85
Member - More than 5 years	4,186	7.62%	2,834	7.04%	92

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Member - I'm not a fan club member	41,970	76.43%	31,610	78.54%	103

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.

Data Vintage: Data Vintage: 2022/2023