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	57,379		41,761		
Fandom - What Motivates to Follow - Auto Races					
Auto Races - Sport itself	3,540	6.17%	2,660	6.37%	103
Auto Races - Grew up watching	1,608	2.80%	1,258	3.01%	108
Auto Races - I enjoy the game	2,871	5.00%	2,650	6.35%	127
Auto Races - Family tradition	871	1.52%	554	1.33%	88
Auto Races - Family time	1,459	2.54%	1,734	4.15%	163
Auto Races - To socialize with others	855	1.49%	808	1.94%	130
Auto Races - Escape from daily routine	1,677	2.92%	1,278	3.06%	105
Auto Races - Because it is a popular sport	1,123	1.96%	805	1.93%	98
Auto Races - To feel involved	1,070	1.87%	827	1.98%	106
Auto Races - To stay updated on the sport	1,076	1.88%	1,119	2.68%	143
Auto Races - Fun /Entertainment	2,858	4.98%	2,224	5.33%	107
Auto Races - Excitement	3,005	5.24%	1,938	4.64%	89
Auto Races - Drama/Risk	2,061	3.59%	1,409	3.37%	94
Auto Races - Aesthetics	526	0.92%	435	1.04%	113
Auto Races - Stress relief	585	1.02%	498	1.19%	117
Auto Races - Aggressiveness	1,206	2.10%	758	1.82%	87
Auto Races - To earn money from betting	296	0.52%	238	0.57%	110
Auto Races - Achievement	1,086	1.89%	676	1.62%	86
Auto Races - Competition	1,933	3.37%	1,315	3.15%	93
Auto Races - All my friends follow	438	0.76%	361	0.86%	113
Auto Races - A good match between teams/athletes	583	1.02%	521	1.25%	123
Auto Races - Grassroots sports (amateur sporting activity)	457	0.80%	376	0.90%	113
Auto Races - Other	1,361	2.37%	1,236	2.96%	125
Fandom - What Motivates to Follow - Baseball					
Baseball - Sport itself	6,828	11.90%	5,318	12.73%	107
Baseball - Grew up watching	7,070	12.32%	5,475	13.11%	106
Baseball - I enjoy the game	8,660	15.09%	7,248	17.36%	115
Baseball - Family tradition	3,085	5.38%	1,785	4.28%	80
Baseball - Family time	3,253	5.67%	1,885	4.51%	80
Baseball - To socialize with others	3,536	6.16%	2,554	6.12%	99
Baseball - Escape from daily routine	2,152	3.75%	1,614	3.86%	103
Baseball - Because it is a popular sport	2,151	3.75%	1,521	3.64%	97
Baseball - To feel involved	1,318	2.30%	932	2.23%	97
Baseball - To stay updated on the sport	2,738	4.77%	1,859	4.45%	93
Baseball - Fun /Entertainment	6,848	11.93%	6,007	14.39%	121
Baseball - Excitement	3,073	5.36%	2,421	5.80%	108
Baseball - Drama/Risk	1,569	2.74%	1,402	3.36%	123
Baseball - Aesthetics	1,138	1.98%	677	1.62%	82
Baseball - Stress relief	1,302	2.27%	1,008	2.41%	106
Baseball - Aggressiveness	613	1.07%	413	0.99%	93
Baseball - To earn money from betting	300	0.52%	217	0.52%	100

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Baseball - Achievement	745	1.30%	553	1.33%	102
Baseball - Competition	2,748	4.79%	1,981	4.74%	99
Baseball - All my friends follow	688	1.20%	495	1.19%	99
Baseball - A good match between teams/athletes	2,687	4.68%	2,457	5.88%	126
Baseball - Grassroots sports (amateur sporting activity)	1,792	3.12%	1,047	2.51%	80
Baseball - Other	1,416	2.47%	984	2.36%	96
Fandom - What Motivates to Follow - Basketball					
Basketball - Sport itself	8,089	14.10%	6,259	14.99%	106
Basketball - Grew up watching	3,804	6.63%	2,224	5.33%	80
Basketball - I enjoy the game	9,949	17.34%	6,788	16.26%	94
Basketball - Family tradition	1,470	2.56%	1,299	3.11%	121
Basketball - Family time	2,422	4.22%	2,384	5.71%	135
Basketball - To socialize with others	4,170	7.27%	2,669	6.39%	88
Basketball - Escape from daily routine	3,727	6.50%	2,526	6.05%	93
Basketball - Because it is a popular sport	4,157	7.25%	3,023	7.24%	100
Basketball - To feel involved	2,049	3.57%	1,136	2.72%	76
Basketball - To stay updated on the sport	2,987	5.21%	1,883	4.51%	87
Basketball - Fun /Entertainment	7,172	12.50%	4,698	11.25%	90
Basketball - Excitement	5,709	9.95%	3,936	9.43%	95
Basketball - Drama/Risk	1,725	3.01%	1,382	3.31%	110
Basketball - Aesthetics	1,007	1.76%	708	1.70%	97
Basketball - Stress relief	2,476	4.32%	1,583	3.79%	88
Basketball - Aggressiveness	1,914	3.34%	950	2.28%	68
Basketball - To earn money from betting	1,589	2.77%	959	2.30%	83
Basketball - Achievement	1,302	2.27%	644	1.54%	68
Basketball - Competition	3,733	6.51%	2,462	5.89%	90
Basketball - All my friends follow	2,010	3.50%	1,091	2.61%	75
Basketball - A good match between teams/athletes	3,536	6.16%	2,369	5.67%	92
Basketball - Grassroots sports (amateur sporting activity)	1,539	2.68%	1,263	3.03%	113
Basketball - Other	561	0.98%	351	0.84%	86
Fandom - What Motivates to Follow - Boxing					
Boxing - Sport itself	3,337	5.82%	2,186	5.23%	90
Boxing - Grew up watching	1,644	2.87%	1,087	2.60%	91
Boxing - I enjoy the game	1,812	3.16%	1,256	3.01%	95
Boxing - Family tradition	731	1.27%	510	1.22%	96
Boxing - Family time	210	0.37%	102	0.24%	65
Boxing - To socialize with others	535	0.93%	378	0.91%	98
Boxing - Escape from daily routine	206	0.36%	217	0.52%	144
Boxing - Because it is a popular sport	517	0.90%	432	1.03%	114
Boxing - To feel involved	219	0.38%	228	0.55%	145
Boxing - To stay updated on the sport	770	1.34%	505	1.21%	90
Boxing - Fun /Entertainment	1,720	3.00%	1,792	4.29%	143
Boxing - Excitement	1,715	2.99%	1,380	3.30%	110

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	Value	Percent	Value	Percent	Index
Boxing - Drama/Risk	1,539	2.68%	745	1.78%	66
Boxing - Aesthetics	466	0.81%	359	0.86%	106
Boxing - Stress relief	408	0.71%	232	0.56%	79
Boxing - Aggressiveness	1,258	2.19%	1,199	2.87%	131
Boxing - To earn money from betting	279	0.49%	389	0.93%	190
Boxing - Achievement	168	0.29%	80	0.19%	66
Boxing - Competition	1,640	2.86%	1,114	2.67%	93
Boxing - All my friends follow	502	0.88%	375	0.90%	102
Boxing - A good match between teams/athletes	1,497	2.61%	978	2.34%	90
Boxing - Grassroots sports (amateur sporting activity)	501	0.87%	258	0.62%	71
Boxing - Other	560	0.98%	358	0.86%	88
Fandom - What Motivates to Follow - Football					
Football - Sport itself	9,467	16.50%	5,214	12.48%	76
Football - Grew up watching	9,860	17.18%	6,273	15.02%	87
Football - I enjoy the game	11,184	19.49%	7,653	18.33%	94
Football - Family tradition	5,939	10.35%	3,730	8.93%	86
Football - Family time	4,129	7.20%	2,646	6.34%	88
Football - To socialize with others	5,467	9.53%	3,610	8.64%	91
Football - Escape from daily routine	2,281	3.98%	1,624	3.89%	98
Football - Because it is a popular sport	4,485	7.82%	3,119	7.47%	96
Football - To feel involved	2,697	4.70%	1,672	4.00%	85
Football - To stay updated on the sport	4,257	7.42%	2,624	6.28%	85
Football - Fun /Entertainment	9,341	16.28%	6,912	16.55%	102
Football - Excitement	5,903	10.29%	4,114	9.85%	96
Football - Drama/Risk	3,566	6.21%	2,305	5.52%	89
Football - Aesthetics	1,631	2.84%	1,208	2.89%	102
Football - Stress relief	1,321	2.30%	1,169	2.80%	122
Football - Aggressiveness	2,426	4.23%	1,882	4.51%	107
Football - To earn money from betting	1,454	2.53%	1,297	3.11%	123
Football - Achievement	1,159	2.02%	871	2.09%	103
Football - Competition	4,430	7.72%	2,943	7.05%	91
Football - All my friends follow	2,265	3.95%	1,659	3.97%	101
Football - A good match between teams/athletes	5,895	10.27%	4,299	10.30%	100
Football - Grassroots sports (amateur sporting activity)	935	1.63%	692	1.66%	102
Football - Other	1,628	2.84%	1,151	2.76%	97
Fandom - What Motivates to Follow - Golf					
Golf - Sport itself	5,095	8.88%	4,265	10.21%	115
Golf - Grew up watching	1,273	2.22%	901	2.16%	97
Golf - I enjoy the game	6,079	10.60%	4,944	11.84%	112
Golf - Family tradition	1,898	3.31%	1,516	3.63%	110
Golf - Family time	2,781	4.85%	1,609	3.85%	79
Golf - To socialize with others	1,487	2.59%	1,297	3.11%	120
Golf - Escape from daily routine	1,306	2.28%	918	2.20%	96

Polaris
Market Analytics + Intelligence

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	Value	Percent	Value	Percent	Index
Golf - Because it is a popular sport	2,396	4.18%	1,393	3.34%	80
Golf - To feel involved	1,025	1.79%	736	1.76%	98
Golf - To stay updated on the sport	1,378	2.40%	835	2.00%	83
Golf - Fun /Entertainment	2,552	4.45%	2,050	4.91%	110
Golf - Excitement	1,422	2.48%	916	2.19%	88
Golf - Drama/Risk	910	1.59%	631	1.51%	95
Golf - Aesthetics	1,171	2.04%	958	2.29%	112
Golf - Stress relief	1,006	1.75%	962	2.30%	131
Golf - Aggressiveness	1,342	2.34%	1,004	2.41%	103
Golf - To earn money from betting	334	0.58%	220	0.53%	91
Golf - Achievement	1,610	2.81%	975	2.33%	83
Golf - Competition	2,574	4.49%	1,531	3.67%	82
Golf - All my friends follow	1,129	1.97%	748	1.79%	91
Golf - A good match between teams/athletes	1,147	2.00%	844	2.02%	101
Golf - Grassroots sports (amateur sporting activity)	954	1.66%	784	1.88%	113
Golf - Other	747	1.30%	296	0.71%	55
Fandom - What Motivates to Follow - Hockey					
Hockey - Sport itself	17,885	31.17%	13,095	31.36%	101
Hockey - Grew up watching	23,233	40.49%	17,151	41.07%	101
Hockey - I enjoy the game	20,935	36.49%	13,716	32.85%	90
Hockey - Family tradition	11,872	20.69%	7,960	19.06%	92
Hockey - Family time	9,321	16.25%	6,373	15.26%	94
Hockey - To socialize with others	11,945	20.82%	6,844	16.39%	79
Hockey - Escape from daily routine	5,771	10.06%	3,961	9.49%	94
Hockey - Because it is a popular sport	9,086	15.84%	6,102	14.61%	92
Hockey - To feel involved	5,046	8.79%	2,875	6.89%	78
Hockey - To stay updated on the sport	7,247	12.63%	4,654	11.14%	88
Hockey - Fun /Entertainment	13,652	23.79%	8,767	20.99%	88
Hockey - Excitement	11,891	20.72%	8,281	19.83%	96
Hockey - Drama/Risk	5,166	9.00%	2,895	6.93%	77
Hockey - Aesthetics	2,911	5.07%	1,795	4.30%	85
Hockey - Stress relief	4,067	7.09%	2,455	5.88%	83
Hockey - Aggressiveness	4,705	8.20%	3,010	7.21%	88
Hockey - To earn money from betting	2,721	4.74%	1,766	4.23%	89
Hockey - Achievement	3,809	6.64%	1,989	4.76%	72
Hockey - Competition	8,409	14.66%	5,802	13.89%	95
Hockey - All my friends follow	6,291	10.97%	4,342	10.40%	95
Hockey - A good match between teams/athletes	6,307	10.99%	4,246	10.17%	93
Hockey - Grassroots sports (amateur sporting activity)	2,193	3.82%	1,560	3.74%	98
Hockey - Other	3,242	5.65%	1,823	4.37%	77
Fandom - What Motivates to Follow - Mixed Martial Arts					
Mixed Martial Arts - Sport itself	2,518	4.39%	1,660	3.98%	91
Mixed Martial Arts - Grew up watching	1,458	2.54%	646	1.55%	61

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Mixed Martial Arts - I enjoy the game	2,132	3.72%	1,475	3.53%	95
Mixed Martial Arts - Family tradition	853	1.49%	467	1.12%	75
Mixed Martial Arts - Family time	879	1.53%	668	1.60%	105
Mixed Martial Arts - To socialize with others	1,242	2.16%	1,121	2.68%	124
Mixed Martial Arts - Escape from daily routine	1,338	2.33%	936	2.24%	96
Mixed Martial Arts - Because it is a popular sport	506	0.88%	675	1.62%	184
Mixed Martial Arts - To feel involved	768	1.34%	1,165	2.79%	208
Mixed Martial Arts - To stay updated on the sport	788	1.37%	616	1.48%	108
Mixed Martial Arts - Fun /Entertainment	1,916	3.34%	1,738	4.16%	125
Mixed Martial Arts - Excitement	2,336	4.07%	1,421	3.40%	84
Mixed Martial Arts - Drama/Risk	731	1.27%	465	1.11%	87
Mixed Martial Arts - Aesthetics	619	1.08%	318	0.76%	70
Mixed Martial Arts - Stress relief	707	1.23%	322	0.77%	63
Mixed Martial Arts - Aggressiveness	1,643	2.86%	841	2.01%	70
Mixed Martial Arts - To earn money from betting	296	0.52%	232	0.56%	108
Mixed Martial Arts - Achievement	558	0.97%	197	0.47%	48
Mixed Martial Arts - Competition	965	1.68%	577	1.38%	82
Mixed Martial Arts - All my friends follow	790	1.38%	565	1.35%	98
Mixed Martial Arts - A good match between teams/athletes	824	1.44%	862	2.06%	143
Mixed Martial Arts - Grassroots sports (amateur sporting activity)	539	0.94%	501	1.20%	128
Mixed Martial Arts - Other	451	0.79%	340	0.82%	104
Fandom - What Motivates to Follow - Soccer					
Soccer - Sport itself	9,331	16.26%	6,285	15.05%	93
Soccer - Grew up watching	4,203	7.33%	2,574	6.17%	84
Soccer - I enjoy the game	7,054	12.29%	4,210	10.08%	82
Soccer - Family tradition	4,482	7.81%	2,314	5.54%	71
Soccer - Family time	2,693	4.69%	1,942	4.65%	99
Soccer - To socialize with others	4,976	8.67%	2,122	5.08%	59
Soccer - Escape from daily routine	2,796	4.87%	2,277	5.45%	112
Soccer - Because it is a popular sport	4,181	7.29%	2,372	5.68%	78
Soccer - To feel involved	2,881	5.02%	2,097	5.02%	100
Soccer - To stay updated on the sport	2,610	4.55%	1,497	3.59%	79
Soccer - Fun /Entertainment	5,152	8.98%	2,829	6.77%	75
Soccer - Excitement	4,312	7.51%	2,442	5.85%	78
Soccer - Drama/Risk	2,886	5.03%	2,063	4.94%	98
Soccer - Aesthetics	2,185	3.81%	905	2.17%	57
Soccer - Stress relief	1,702	2.97%	1,046	2.51%	85
Soccer - Aggressiveness	1,986	3.46%	1,574	3.77%	109
Soccer - To earn money from betting	869	1.51%	713	1.71%	113
Soccer - Achievement	2,203	3.84%	1,578	3.78%	98
Soccer - Competition	4,300	7.50%	2,781	6.66%	89
Soccer - All my friends follow	2,113	3.68%	1,039	2.49%	68
Soccer - A good match between teams/athletes	4,637	8.08%	2,742	6.57%	81

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Soccer - Grassroots sports (amateur sporting activity)	2,526	4.40%	2,691	6.44%	146
Soccer - Other	1,252	2.18%	787	1.88%	86
Fandom - What Motivates to Follow - Tennis					
Tennis - Sport itself	8,717	15.19%	6,431	15.40%	101
Tennis - Grew up watching	4,053	7.06%	2,898	6.94%	98
Tennis - I enjoy the game	7,874	13.72%	5,095	12.20%	89
Tennis - Family tradition	2,503	4.36%	1,814	4.34%	100
Tennis - Family time	2,818	4.91%	2,025	4.85%	99
Tennis - To socialize with others	2,086	3.64%	1,302	3.12%	86
Tennis - Escape from daily routine	2,605	4.54%	1,767	4.23%	93
Tennis - Because it is a popular sport	2,178	3.80%	1,620	3.88%	102
Tennis - To feel involved	1,944	3.39%	1,245	2.98%	88
Tennis - To stay updated on the sport	2,653	4.62%	1,895	4.54%	98
Tennis - Fun /Entertainment	4,715	8.22%	3,283	7.86%	96
Tennis - Excitement	3,635	6.34%	2,488	5.96%	94
Tennis - Drama/Risk	2,492	4.34%	1,686	4.04%	93
Tennis - Aesthetics	1,751	3.05%	1,243	2.98%	98
Tennis - Stress relief	1,043	1.82%	1,213	2.90%	159
Tennis - Aggressiveness	2,394	4.17%	1,623	3.89%	93
Tennis - To earn money from betting	398	0.69%	232	0.56%	81
Tennis - Achievement	1,867	3.25%	1,753	4.20%	129
Tennis - Competition	3,578	6.24%	2,507	6.00%	96
Tennis - All my friends follow	1,046	1.82%	1,081	2.59%	142
Tennis - A good match between teams/athletes	2,973	5.18%	1,818	4.35%	84
Tennis - Grassroots sports (amateur sporting activity)	1,229	2.14%	910	2.18%	102
Tennis - Other	1,033	1.80%	587	1.41%	78
Fandom - What Motivates to Follow - Olympics					
Olympics - Sport itself	13,553	23.62%	11,156	26.71%	113
Olympics - Grew up watching	12,968	22.60%	9,358	22.41%	99
Olympics - I enjoy the game	13,070	22.78%	9,458	22.65%	99
Olympics - Family tradition	5,795	10.10%	4,049	9.70%	96
Olympics - Family time	5,710	9.95%	3,994	9.56%	96
Olympics - To socialize with others	6,907	12.04%	4,842	11.60%	96
Olympics - Escape from daily routine	5,744	10.01%	3,766	9.02%	90
Olympics - Because it is a popular sport	7,440	12.97%	5,816	13.93%	107
Olympics - To feel involved	7,565	13.18%	4,429	10.61%	81
Olympics - To stay updated on the sport	6,772	11.80%	4,963	11.88%	101
Olympics - Fun /Entertainment	13,613	23.73%	10,255	24.56%	103
Olympics - Excitement	13,188	22.99%	9,896	23.70%	103
Olympics - Drama/Risk	4,972	8.67%	3,779	9.05%	104
Olympics - Aesthetics	4,095	7.14%	2,698	6.46%	90
Olympics - Stress relief	2,311	4.03%	1,769	4.24%	105
Olympics - Aggressiveness	1,967	3.43%	1,610	3.86%	113

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Olympics - To earn money from betting	959	1.67%	782	1.87%	112
Olympics - Achievement	8,028	13.99%	6,489	15.54%	111
Olympics - Competition	11,931	20.79%	9,070	21.72%	104
Olympics - All my friends follow	2,297	4.00%	1,884	4.51%	113
Olympics - A good match between teams/athletes	7,536	13.13%	5,657	13.55%	103
Olympics - Grassroots sports (amateur sporting activity)	2,923	5.09%	2,566	6.15%	121
Olympics - Other	1,910	3.33%	1,419	3.40%	102
Fandom - What Motivates to Follow - Wrestling					
Wrestling - Sport itself	1,547	2.70%	1,254	3.00%	111
Wrestling - Grew up watching	852	1.49%	650	1.56%	105
Wrestling - I enjoy the game	1,061	1.85%	890	2.13%	115
Wrestling - Family tradition	604	1.05%	286	0.68%	65
Wrestling - Family time	1,177	2.05%	581	1.39%	68
Wrestling - To socialize with others	544	0.95%	193	0.46%	48
Wrestling - Escape from daily routine	632	1.10%	539	1.29%	117
Wrestling - Because it is a popular sport	387	0.68%	340	0.82%	121
Wrestling - To feel involved	554	0.97%	197	0.47%	48
Wrestling - To stay updated on the sport	142	0.25%	89	0.21%	84
Wrestling - Fun /Entertainment	583	1.02%	511	1.22%	120
Wrestling - Excitement	401	0.70%	243	0.58%	83
Wrestling - Drama/Risk	453	0.79%	166	0.40%	51
Wrestling - Aesthetics	763	1.33%	607	1.45%	109
Wrestling - Stress relief	363	0.63%	169	0.40%	63
Wrestling - Aggressiveness	592	1.03%	569	1.36%	132
Wrestling - To earn money from betting	493	0.86%	272	0.65%	76
Wrestling - Achievement	532	0.93%	402	0.96%	103
Wrestling - Competition	591	1.03%	372	0.89%	86
Wrestling - All my friends follow	447	0.78%	163	0.39%	50
Wrestling - A good match between teams/athletes	682	1.19%	415	0.99%	83
Wrestling - Grassroots sports (amateur sporting activity)	253	0.44%	64	0.15%	34
Wrestling - Other	315	0.55%	129	0.31%	56
Fandom - What Motivates to Follow - Any Pro Sport					
Any Pro Sport - Sport itself	36,974	64.44%	27,080	64.85%	101
Any Pro Sport - Grew up watching	38,356	66.85%	27,755	66.46%	99
Any Pro Sport - I enjoy the game	41,602	72.50%	30,214	72.35%	100
Any Pro Sport - Family tradition	24,142	42.08%	16,270	38.96%	93
Any Pro Sport - Family time	21,856	38.09%	15,036	36.01%	95
Any Pro Sport - To socialize with others	22,483	39.18%	14,630	35.03%	89
Any Pro Sport - Escape from daily routine	18,108	31.56%	13,230	31.68%	100
Any Pro Sport - Because it is a popular sport	20,385	35.53%	14,134	33.85%	95
Any Pro Sport - To feel involved	15,942	27.78%	9,729	23.30%	84
Any Pro Sport - To stay updated on the sport	16,513	28.78%	11,522	27.59%	96
Any Pro Sport - Fun /Entertainment	34,109	59.45%	23,955	57.36%	96

Sports Fans and Followers - Sports Fandoms Report

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	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Any Pro Sport - Excitement	30,270	52.76%	21,278	50.95%	97
Any Pro Sport - Drama/Risk	15,440	26.91%	9,917	23.75%	88
Any Pro Sport - Aesthetics	10,522	18.34%	7,264	17.39%	95
Any Pro Sport - Stress relief	10,014	17.45%	6,769	16.21%	93
Any Pro Sport - Aggressiveness	9,554	16.65%	6,294	15.07%	91
Any Pro Sport - To earn money from betting	7,534	13.13%	4,537	10.86%	83
Any Pro Sport - Achievement	14,644	25.52%	9,513	22.78%	89
Any Pro Sport - Competition	22,880	39.88%	16,533	39.59%	99
Any Pro Sport - All my friends follow	11,632	20.27%	7,586	18.17%	90
Any Pro Sport - A good match between teams/athletes	18,519	32.28%	12,712	30.44%	94
Any Pro Sport - Grassroots sports (amateur sporting activity)	9,181	16.00%	6,705	16.06%	100
Fandom - Influencers to Follow - Auto Races					
Auto Races - Partner	1,128	1.97%	569	1.36%	69
Auto Races - Parent(s)	672	1.17%	476	1.14%	97
Auto Races - Other immediate family	1,532	2.67%	1,291	3.09%	116
Auto Races - Extended family (e.g. cousins, uncle, etc.)	551	0.96%	292	0.70%	73
Auto Races - Friends/Peers	2,437	4.25%	1,819	4.36%	103
Auto Races - Community	668	1.16%	502	1.20%	103
Auto Races - Star players	1,404	2.45%	1,623	3.89%	159
Auto Races - Coach	74	0.13%	85	0.20%	154
Auto Races - Other fans	350	0.61%	359	0.86%	141
Auto Races - Online personality (YouTuber, vlogger, etc.)	39	0.07%	47	0.11%	157
Auto Races - Someone else	1,044	1.82%	691	1.66%	91
Fandom - Influencers to Follow - Baseball					
Baseball - Partner	2,131	3.71%	1,733	4.15%	112
Baseball - Parent(s)	4,354	7.59%	2,918	6.99%	92
Baseball - Other immediate family	1,967	3.43%	1,462	3.50%	102
Baseball - Extended family (e.g. cousins, uncle, etc.)	1,720	3.00%	1,246	2.98%	99
Baseball - Friends/Peers	5,283	9.21%	4,331	10.37%	113
Baseball - Community	3,002	5.23%	2,705	6.48%	124
Baseball - Star players	2,335	4.07%	1,558	3.73%	92
Baseball - Coach	578	1.01%	355	0.85%	84
Baseball - Other fans	615	1.07%	317	0.76%	71
Baseball - Online personality (YouTuber, vlogger, etc.)	293	0.51%	155	0.37%	73
Baseball - Someone else	1,629	2.84%	948	2.27%	80
Fandom - Influencers to Follow - Basketball					
Basketball - Partner	2,569	4.48%	1,741	4.17%	93
Basketball - Parent(s)	1,948	3.40%	1,536	3.68%	108
Basketball - Other immediate family	3,620	6.31%	2,920	6.99%	111
Basketball - Extended family (e.g. cousins, uncle, etc.)	1,933	3.37%	1,656	3.97%	118
Basketball - Friends/Peers	8,061	14.05%	5,239	12.55%	89
Basketball - Community	3,574	6.23%	2,983	7.14%	115
Basketball - Star players	3,771	6.57%	2,168	5.19%	79

Sports Fans and Followers - Sports Fandoms Report

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Basketball - Coach	976	1.70%	787	1.89%	111
Basketball - Other fans	1,167	2.03%	1,104	2.64%	130
Basketball - Online personality (YouTuber, vlogger, etc.)	1,024	1.79%	672	1.61%	90
Basketball - Someone else	2,587	4.51%	1,819	4.36%	97
Fandom - Influencers to Follow - Boxing					
Boxing - Partner	848	1.48%	934	2.24%	151
Boxing - Parent(s)	815	1.42%	532	1.28%	90
Boxing - Other immediate family	307	0.53%	255	0.61%	115
Boxing - Extended family (e.g. cousins, uncle, etc.)	533	0.93%	577	1.38%	148
Boxing - Friends/Peers	1,307	2.28%	798	1.91%	84
Boxing - Community	392	0.68%	218	0.52%	76
Boxing - Star players	888	1.55%	973	2.33%	150
Boxing - Coach	449	0.78%	203	0.49%	63
Boxing - Other fans	155	0.27%	96	0.23%	85
Boxing - Online personality (YouTuber, vlogger, etc.)	466	0.81%	303	0.73%	90
Boxing - Someone else	764	1.33%	858	2.06%	155
Fandom - Influencers to Follow - Football					
Football - Partner	3,534	6.16%	3,682	8.82%	143
Football - Parent(s)	6,257	10.91%	4,716	11.29%	103
Football - Other immediate family	5,051	8.80%	3,563	8.53%	97
Football - Extended family (e.g. cousins, uncle, etc.)	2,581	4.50%	1,804	4.32%	96
Football - Friends/Peers	9,758	17.01%	6,862	16.43%	97
Football - Community	3,854	6.72%	3,113	7.45%	111
Football - Star players	4,001	6.97%	2,730	6.54%	94
Football - Coach	1,420	2.48%	1,072	2.57%	104
Football - Other fans	1,621	2.83%	1,318	3.16%	112
Football - Online personality (YouTuber, vlogger, etc.)	530	0.92%	351	0.84%	91
Football - Someone else	2,765	4.82%	2,005	4.80%	100
Fandom - Influencers to Follow - Golf					
Golf - Partner	2,604	4.54%	2,527	6.05%	133
Golf - Parent(s)	2,661	4.64%	1,833	4.39%	95
Golf - Other immediate family	1,165	2.03%	1,183	2.83%	139
Golf - Extended family (e.g. cousins, uncle, etc.)	1,259	2.19%	692	1.66%	76
Golf - Friends/Peers	3,778	6.58%	3,072	7.36%	112
Golf - Community	961	1.68%	669	1.60%	95
Golf - Star players	3,236	5.64%	2,771	6.63%	118
Golf - Coach	28	0.05%	20	0.05%	100
Golf - Other fans	373	0.65%	321	0.77%	118
Golf - Online personality (YouTuber, vlogger, etc.)	60	0.11%	68	0.16%	145
Golf - Someone else	1,101	1.92%	447	1.07%	56
Fandom - Influencers to Follow - Hockey					
Hockey - Partner	7,920	13.80%	5,401	12.93%	94
Hockey - Parent(s)	12,804	22.32%	9,578	22.94%	103

Sports Fans and Followers - Sports Fandoms Report

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	Value	Percent	Value	Percent	Index
Hockey - Other immediate family	10,244	17.85%	7,397	17.71%	99
Hockey - Extended family (e.g. cousins, uncle, etc.)	7,769	13.54%	5,801	13.89%	103
Hockey - Friends/Peers	16,549	28.84%	11,208	26.84%	93
Hockey - Community	8,841	15.41%	6,893	16.51%	107
Hockey - Star players	6,059	10.56%	3,650	8.74%	83
Hockey - Coach	2,375	4.14%	1,089	2.61%	63
Hockey - Other fans	2,778	4.84%	1,572	3.76%	78
Hockey - Online personality (YouTuber, vlogger, etc.)	881	1.54%	421	1.01%	66
Hockey - Someone else	3,165	5.52%	2,090	5.01%	91
Fandom - Influencers to Follow - Mixed Martial Arts					
Mixed Martial Arts - Partner	647	1.13%	435	1.04%	92
Mixed Martial Arts - Parent(s)	621	1.08%	630	1.51%	140
Mixed Martial Arts - Other immediate family	1,087	1.90%	635	1.52%	80
Mixed Martial Arts - Extended family (e.g. cousins, uncle, etc.)	635	1.11%	658	1.58%	142
Mixed Martial Arts - Friends/Peers	3,015	5.25%	1,729	4.14%	79
Mixed Martial Arts - Community	1,729	3.01%	843	2.02%	67
Mixed Martial Arts - Star players	443	0.77%	388	0.93%	121
Mixed Martial Arts - Coach	705	1.23%	564	1.35%	110
Mixed Martial Arts - Other fans	393	0.69%	191	0.46%	67
Mixed Martial Arts - Online personality (YouTuber, vlogger, etc.)	243	0.42%	118	0.28%	67
Mixed Martial Arts - Someone else	508	0.89%	463	1.11%	125
Fandom - Influencers to Follow - Soccer					
Soccer - Partner	1,760	3.07%	1,304	3.12%	102
Soccer - Parent(s)	3,119	5.44%	1,757	4.21%	77
Soccer - Other immediate family	2,973	5.18%	1,827	4.38%	85
Soccer - Extended family (e.g. cousins, uncle, etc.)	3,065	5.34%	1,556	3.73%	70
Soccer - Friends/Peers	6,878	11.99%	4,368	10.46%	87
Soccer - Community	3,330	5.80%	3,070	7.35%	127
Soccer - Star players	3,226	5.62%	2,286	5.47%	97
Soccer - Coach	1,542	2.69%	1,114	2.67%	99
Soccer - Other fans	1,886	3.29%	1,527	3.66%	111
Soccer - Online personality (YouTuber, vlogger, etc.)	1,092	1.90%	636	1.52%	80
Soccer - Someone else	3,210	5.60%	1,915	4.59%	82
Fandom - Influencers to Follow - Tennis					
Tennis - Partner	1,963	3.42%	1,501	3.59%	105
Tennis - Parent(s)	3,322	5.79%	2,317	5.55%	96
Tennis - Other immediate family	2,829	4.93%	1,632	3.91%	79
Tennis - Extended family (e.g. cousins, uncle, etc.)	1,384	2.41%	896	2.15%	89
Tennis - Friends/Peers	4,377	7.63%	3,087	7.39%	97
Tennis - Community	929	1.62%	860	2.06%	127
Tennis - Star players	4,920	8.58%	3,949	9.46%	110
Tennis - Coach	941	1.64%	1,201	2.88%	176
Tennis - Other fans	311	0.54%	297	0.71%	131

Sports Fans and Followers - Sports Fandoms Report

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Tennis - Online personality (YouTuber, vlogger, etc.)	1,367	2.38%	666	1.59%	67
Tennis - Someone else	1,587	2.77%	928	2.22%	80
Fandom - Influencers to Follow - Olympics					
Olympics - Partner	4,388	7.65%	3,840	9.20%	120
Olympics - Parent(s)	7,794	13.58%	6,170	14.78%	109
Olympics - Other immediate family	6,512	11.35%	4,742	11.36%	100
Olympics - Extended family (e.g. cousins, uncle, etc.)	3,995	6.96%	2,610	6.25%	90
Olympics - Friends/Peers	8,275	14.42%	6,964	16.68%	116
Olympics - Community	11,663	20.33%	8,206	19.65%	97
Olympics - Star players	3,861	6.73%	2,647	6.34%	94
Olympics - Coach	783	1.36%	339	0.81%	60
Olympics -	2,879	5.02%	1,766	4.23%	84
Olympics - Online personality (YouTuber, vlogger, etc.)	764	1.33%	479	1.15%	86
Olympics - Someone else	4,473	7.80%	2,823	6.76%	87
Fandom - Influencers to Follow - Wrestling					
Wrestling - Partner	349	0.61%	170	0.41%	67
Wrestling - Parent(s)	458	0.80%	224	0.54%	68
Wrestling - Other immediate family	685	1.19%	457	1.09%	92
Wrestling - Extended family (e.g. cousins, uncle, etc.)	481	0.84%	373	0.89%	106
Wrestling - Friends/Peers	1,125	1.96%	815	1.95%	99
Wrestling - Community	375	0.65%	258	0.62%	95
Wrestling - Star players	658	1.15%	414	0.99%	86
Wrestling - Coach	693	1.21%	401	0.96%	79
Wrestling - Other fans	186	0.32%	109	0.26%	81
Wrestling - Online personality (YouTuber, vlogger, etc.)	274	0.48%	191	0.46%	96
Wrestling - Someone else	678	1.18%	732	1.75%	148
Fandom - Influencers to Follow - Any Pro Sport					
Any Pro Sport - Partner	17,927	31.24%	13,410	32.11%	103
Any Pro Sport - Parent(s)	26,880	46.85%	19,816	47.45%	101
Any Pro Sport - Other immediate family	21,373	37.25%	14,805	35.45%	95
Any Pro Sport - Extended family (e.g. cousins, uncle, etc.)	16,579	28.89%	11,369	27.22%	94
Any Pro Sport - Friends/Peers	29,965	52.22%	21,815	52.24%	100
Any Pro Sport - Community	20,700	36.08%	14,905	35.69%	99
Any Pro Sport - Star players	17,264	30.09%	12,111	29.00%	96
Any Pro Sport - Coach	6,731	11.73%	4,763	11.41%	97
Any Pro Sport - Other fans	9,038	15.75%	6,355	15.22%	97
Any Pro Sport - Online personality (YouTuber, vlogger, etc.)	5,416	9.44%	3,222	7.72%	82
Any Pro Sport - Someone else	12,546	21.87%	9,205	22.04%	101
Fandom - Would Continue Following League/Tournament If a Favourite Team Doesn't Compete					
Continue Following - Very Likely	15,216	26.52%	11,157	26.72%	101
Continue Following - Somewhat Likely	20,632	35.96%	14,736	35.29%	98
Continue Following - Not Sure/Undecided	12,427	21.66%	9,126	21.85%	101
Continue Following - Somewhat Unlikely	6,132	10.69%	4,427	10.60%	99

Sports Fans and Followers - Sports Fandoms Report

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Continue Following - Very Unlikely	2,593	4.52%	2,036	4.88%	108
Fandom - Behaviours Experience While Watching - Very Likely					
Very Likely - Buy food and drinks at the sports venue	16,851	29.37%	11,923	28.55%	97
Very Likely - "Boo" players/coaches or yell obscenities	3,521	6.14%	2,718	6.51%	106
Very Likely - Become depressed after loss	1,450	2.53%	723	1.73%	68
Very Likely - Buy merchandise at the sports venue	2,491	4.34%	1,652	3.96%	91
Very Likely - Consume cannabis	1,928	3.36%	1,261	3.02%	90
Very Likely - Drink alcohol	8,853	15.43%	6,102	14.61%	95
Very Likely - Miss work	1,281	2.23%	733	1.76%	79
Very Likely - Be reprimanded for behavior	1,580	2.75%	1,445	3.46%	126
Very Likely - Feel euphoria after win	8,531	14.87%	5,685	13.61%	92
Very Likely - Feel hatred toward other team/players	729	1.27%	484	1.16%	91
Very Likely - Get angry over team loss	1,357	2.37%	984	2.36%	100
Very Likely - Get in fights with opposing fans	650	1.13%	466	1.12%	99
Very Likely - Neglect responsibilities	953	1.66%	621	1.49%	90
Very Likely - Paint face or make sign	1,088	1.90%	679	1.63%	86
Very Likely - Smoke cigarettes	1,577	2.75%	1,428	3.42%	124
Very Likely - Stress	947	1.65%	550	1.32%	80
Very Likely - Talk to others about team/player	6,973	12.15%	4,701	11.26%	93
Very Likely - Threaten violence	896	1.56%	635	1.52%	97
Very Likely - Wear team/player colors	11,444	19.94%	7,548	18.07%	91
Very Likely - Wear team's/player's name on a vehicle	1,658	2.89%	1,324	3.17%	110
Fandom - Behaviours Experience While Watching - Somewhat Likely					
Somewhat Likely - Buy food and drinks at the sports venue	16,657	29.03%	12,635	30.26%	104
Somewhat Likely - "Boo" players/coaches or yell obscenities	5,741	10.01%	4,030	9.65%	96
Somewhat Likely - Become depressed after loss	7,030	12.25%	5,344	12.80%	104
Somewhat Likely - Buy merchandise at the sports venue	11,645	20.30%	8,593	20.58%	101
Somewhat Likely - Consume cannabis	1,491	2.60%	864	2.07%	80
Somewhat Likely - Drink alcohol	14,215	24.77%	10,004	23.95%	97
Somewhat Likely - Miss work	4,808	8.38%	2,875	6.89%	82
Somewhat Likely - Be reprimanded for behavior	1,760	3.07%	1,075	2.57%	84
Somewhat Likely - Feel euphoria after win	23,421	40.82%	17,491	41.89%	103
Somewhat Likely - Feel hatred toward other team/players	6,264	10.92%	4,057	9.71%	89
Somewhat Likely - Get angry over team loss	5,343	9.31%	2,962	7.09%	76
Somewhat Likely - Get in fights with opposing fans	2,389	4.16%	2,349	5.63%	135
Somewhat Likely - Neglect responsibilities	1,852	3.23%	1,769	4.24%	131
Somewhat Likely - Paint face or make sign	4,003	6.98%	3,029	7.25%	104
Somewhat Likely - Smoke cigarettes	2,345	4.09%	1,330	3.19%	78
Somewhat Likely - Stress	6,845	11.93%	3,500	8.38%	70
Somewhat Likely - Talk to others about team/player	27,032	47.11%	20,497	49.08%	104
Somewhat Likely - Threaten violence	1,674	2.92%	832	1.99%	68
Somewhat Likely - Wear team/player colors	18,703	32.60%	14,044	33.63%	103
Somewhat Likely - Wear team's/player's name on a vehicle	4,088	7.13%	2,616	6.26%	88

Sports Fans and Followers - Sports Fandoms Report

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Fandom - Behaviours Experience While Watching - Undecided					
Undecided - Buy food and drinks at the sports venue	8,074	14.07%	6,572	15.74%	112
Undecided - "Boo" players/coaches or yell obscenities	7,681	13.39%	5,298	12.69%	95
Undecided - Become depressed after loss	8,058	14.04%	5,165	12.37%	88
Undecided - Buy merchandise at the sports venue	12,318	21.47%	9,197	22.02%	103
Undecided - Consume cannabis	6,568	11.45%	4,663	11.17%	98
Undecided - Drink alcohol	10,195	17.77%	7,247	17.36%	98
Undecided - Miss work	6,001	10.46%	4,395	10.52%	101
Undecided - Be reprimanded for behavior	5,303	9.24%	4,145	9.93%	107
Undecided - Feel euphoria after win	11,597	20.21%	8,270	19.80%	98
Undecided - Feel hatred toward other team/players	7,696	13.41%	5,197	12.45%	93
Undecided - Get angry over team loss	12,070	21.04%	8,899	21.31%	101
Undecided - Get in fights with opposing fans	4,385	7.64%	2,733	6.54%	86
Undecided - Neglect responsibilities	4,853	8.46%	3,004	7.19%	85
Undecided - Paint face or make sign	8,404	14.65%	5,353	12.82%	88
Undecided - Smoke cigarettes	6,770	11.80%	4,658	11.15%	94
Undecided - Stress	10,154	17.70%	7,109	17.02%	96
Undecided - Talk to others about team/player	10,927	19.04%	7,946	19.03%	100
Undecided - Threaten violence	4,976	8.67%	3,300	7.90%	91
Undecided - Wear team/player colors	9,573	16.68%	7,357	17.62%	106
Undecided - Wear team's/player's name on a vehicle	7,486	13.05%	4,950	11.85%	91
Fandom - Behaviours Experience While Watching - Somewhat Unlikely					
Somewhat Unlikely - Buy food and drinks at the sports venue	7,124	12.42%	4,567	10.94%	88
Somewhat Unlikely - "Boo" players/coaches or yell obscenities	10,902	19.00%	7,752	18.56%	98
Somewhat Unlikely - Become depressed after loss	16,603	28.94%	11,433	27.38%	95
Somewhat Unlikely - Buy merchandise at the sports venue	13,580	23.67%	9,003	21.56%	91
Somewhat Unlikely - Consume cannabis	4,084	7.12%	3,059	7.33%	103
Somewhat Unlikely - Drink alcohol	3,246	5.66%	2,375	5.69%	101
Somewhat Unlikely - Miss work	8,335	14.53%	5,554	13.30%	92
Somewhat Unlikely - Be reprimanded for behavior	4,171	7.27%	3,320	7.95%	109
Somewhat Unlikely - Feel euphoria after win	5,711	9.95%	3,977	9.52%	96
Somewhat Unlikely - Feel hatred toward other team/players	13,358	23.28%	9,027	21.62%	93
Somewhat Unlikely - Get angry over team loss	12,344	21.51%	8,260	19.78%	92
Somewhat Unlikely - Get in fights with opposing fans	2,659	4.63%	1,727	4.13%	89
Somewhat Unlikely - Neglect responsibilities	3,708	6.46%	2,833	6.78%	105
Somewhat Unlikely - Paint face or make sign	7,697	13.41%	5,372	12.86%	96
Somewhat Unlikely - Smoke cigarettes	2,129	3.71%	1,217	2.91%	78
Somewhat Unlikely - Stress	8,881	15.48%	7,122	17.06%	110
Somewhat Unlikely - Talk to others about team/player	2,443	4.26%	1,624	3.89%	91
Somewhat Unlikely - Threaten violence	2,041	3.56%	1,013	2.43%	68
Somewhat Unlikely - Wear team/player colors	5,564	9.70%	3,868	9.26%	95
Somewhat Unlikely - Wear team's/player's name on a vehicle	8,871	15.46%	6,711	16.07%	104
Fandom - Behaviours Experience While Watching - Very Unlikely					
Very Unlikely - Buy food and drinks at the sports venue	8,303	14.47%	5,794	13.88%	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	29,158	50.82%	21,692	51.94%	102
Very Unlikely - Become depressed after loss	23,860	41.58%	18,825	45.08%	108
Very Unlikely - Buy merchandise at the sports venue	16,955	29.55%	13,034	31.21%	106
Very Unlikely - Consume cannabis	42,915	74.79%	31,632	75.75%	101
Very Unlikely - Drink alcohol	20,499	35.73%	15,768	37.76%	106
Very Unlikely - Miss work	36,571	63.74%	27,924	66.87%	105
Very Unlikely - Be reprimanded for behavior	44,183	77.00%	31,496	75.42%	98
Very Unlikely - Feel euphoria after win	7,742	13.49%	6,065	14.52%	108
Very Unlikely - Feel hatred toward other team/players	28,953	50.46%	22,720	54.41%	108
Very Unlikely - Get angry over team loss	25,888	45.12%	20,383	48.81%	108
Very Unlikely - Get in fights with opposing fans	46,907	81.75%	34,207	81.91%	100
Very Unlikely - Neglect responsibilities	45,621	79.51%	33,241	79.60%	100
Very Unlikely - Paint face or make sign	35,810	62.41%	27,054	64.78%	104
Very Unlikely - Smoke cigarettes	44,176	76.99%	32,854	78.67%	102
Very Unlikely - Stress	30,178	52.59%	23,220	55.60%	106
Very Unlikely - Talk to others about team/player	9,613	16.75%	6,710	16.07%	96
Very Unlikely - Threaten violence	47,414	82.63%	35,707	85.50%	103
Very Unlikely - Wear team/player colors	11,709	20.41%	8,664	20.75%	102
Very Unlikely - Wear team's/player's name on a vehicle	34,903	60.83%	25,891	62.00%	102
Fandom - Actively Follow Any Professional Player/Team/Sports Promoter					
Follow Promoter - Pro player/gamer	9,350	16.30%	6,690	16.02%	98
Follow Promoter - Pro team	12,220	21.30%	8,541	20.45%	96
Follow Promoter - YouTuber	4,577	7.98%	2,906	6.96%	87
Follow Promoter - Vlogger	2,126	3.71%	1,396	3.34%	90
Follow Promoter - Entertainer	1,991	3.47%	1,268	3.04%	88
Follow Promoter - Teamer	1,318	2.30%	957	2.29%	100
Follow Promoter - Other	1,118	1.95%	857	2.05%	105
Follow Promoter - Do not follow	34,522	60.17%	26,247	62.85%	104
Fandom - Social Media Do You Use to Follow Professional Player/Team/Sports Promoter					
Social Media - Facebook	8,864	15.45%	6,303	15.09%	98
Social Media - Instagram	9,023	15.73%	6,354	15.21%	97
Social Media - Snapchat	3,311	5.77%	2,046	4.90%	85
Social Media - Twitter	6,821	11.89%	4,458	10.68%	90
Social Media - Posts by team/player/sport	6,221	10.84%	3,700	8.86%	82
Social Media - Posts by friends and family	4,789	8.35%	3,132	7.50%	90
Social Media - Posts by journalists/media	4,248	7.40%	3,326	7.97%	108
Social Media - Other	3,269	5.70%	2,881	6.90%	121
Social Media - None	1,857	3.24%	1,276	3.06%	94
Fandom - Member of a Fan Club/Other Organized Fan Community					
Member - Less than a year	2,598	4.53%	1,635	3.92%	87
Member - 1-3 years	3,539	6.17%	2,464	5.90%	96
Member - 4-5 years	2,646	4.61%	1,651	3.95%	86
Member - More than 5 years	4,371	7.62%	2,935	7.03%	92

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**
Member - I'm not a fan club member	43,847	76.42%	32,803	78.55%	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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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.