

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
<b>Population Age 15 Year and Over</b>	57,379		41,761		
<b>How Long a Fan of a Favourite Team - Less Than 6 Years</b>					
Less Than 6 Years - NHL-Calgary Flames	1,160	2.02%	955	2.29%	113
Less Than 6 Years - NHL-Edmonton Oilers	1,528	2.66%	986	2.36%	89
Less Than 6 Years - NHL-Montreal Canadiens	536	0.94%	323	0.77%	82
Less Than 6 Years - NHL-Ottawa Senators	469	0.82%	389	0.93%	113
Less Than 6 Years - NHL-Toronto Maple Leafs	1,449	2.53%	763	1.83%	72
Less Than 6 Years - NHL-Vancouver Canucks	1,004	1.75%	446	1.07%	61
Less Than 6 Years - NHL-Vegas Golden Knights	1,791	3.12%	731	1.75%	56
Less Than 6 Years - NHL-Winnipeg Jets	1,559	2.72%	953	2.28%	84
Less Than 6 Years - NFL-Buffalo Bills	300	0.52%	165	0.39%	75
Less Than 6 Years - NFL-Dallas Cowboys	1,250	2.18%	1,472	3.53%	162
Less Than 6 Years - NFL-Green Bay Packers	620	1.08%	481	1.15%	106
Less Than 6 Years - NFL-Kansas City Chiefs	1,538	2.68%	1,087	2.60%	97
Less Than 6 Years - NFL-New England Patriots	1,447	2.52%	960	2.30%	91
Less Than 6 Years - NFL-New Orleans Saints	305	0.53%	216	0.52%	98
Less Than 6 Years - NFL-San Francisco 49ers	702	1.22%	621	1.49%	122
Less Than 6 Years - NFL-Seattle Seahawks	2,036	3.55%	2,583	6.18%	174
Less Than 6 Years - CFL-BC Lions	590	1.03%	541	1.30%	126
Less Than 6 Years - CFL-Calgary Stampeders	1,743	3.04%	1,090	2.61%	86
Less Than 6 Years - CFL-Edmonton Eskimos	705	1.23%	527	1.26%	102
Less Than 6 Years - CFL-Hamilton Tiger-Cats	1,175	2.05%	574	1.37%	67
Less Than 6 Years - CFL-Montreal Alouettes	255	0.45%	135	0.32%	71
Less Than 6 Years - CFL-Ottawa Redblacks	1,692	2.95%	1,413	3.38%	115
Less Than 6 Years - CFL-Saskatchewan Roughriders	435	0.76%	443	1.06%	139
Less Than 6 Years - CFL-Toronto Argonauts	743	1.30%	284	0.68%	52
Less Than 6 Years - CFL-Winnipeg Blue Bombers	537	0.94%	440	1.05%	112
Less Than 6 Years - NBA-Golden State Warriors	1,312	2.29%	918	2.20%	96
Less Than 6 Years - NBA-Los Angeles Lakers	1,914	3.34%	1,202	2.88%	86
Less Than 6 Years - NBA-Toronto Raptors	5,262	9.17%	3,699	8.86%	97
Less Than 6 Years - MLB-Boston Red Sox	1,232	2.15%	987	2.36%	110
Less Than 6 Years - MLB-New York Yankees	163	0.28%	176	0.42%	150
Less Than 6 Years - MLB-Toronto Blue Jays	1,718	2.99%	1,163	2.79%	93
Less Than 6 Years - MLS-Montreal Impact	1,704	2.97%	1,026	2.46%	83
Less Than 6 Years - MLS-Toronto FC	3,431	5.98%	2,192	5.25%	88
Less Than 6 Years - MLS-Vancouver Whitecaps FC	2,402	4.19%	1,459	3.49%	83
Less Than 6 Years - Premier League-Chelsea	254	0.44%	79	0.19%	43
Less Than 6 Years - Premier League-Liverpool	1,444	2.52%	420	1.01%	40
Less Than 6 Years - Premier League-Manchester United	917	1.60%	658	1.58%	99
Less Than 6 Years - Serie A-Juventus	1,077	1.88%	776	1.86%	99
Less Than 6 Years - Serie A-Milan	856	1.49%	499	1.20%	81
Less Than 6 Years - La Liga-Atlético Madrid	1,161	2.02%	914	2.19%	108
Less Than 6 Years - La Liga-Barcelona	1,176	2.05%	765	1.83%	89

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Less Than 6 Years - La Liga-Real Madrid	808	1.41%	533	1.28%	91
Less Than 6 Years - Ligue 1-Paris Saint-Germain	931	1.62%	613	1.47%	91
Less Than 6 Years - Bundesliga-Borussia Dortmund	1,248	2.17%	750	1.80%	83
Less Than 6 Years - Bundesliga-FC Bayern München	1,163	2.03%	856	2.05%	101
Less Than 6 Years - Other NHL Team	2,770	4.83%	2,188	5.24%	108
Less Than 6 Years - Other NFL Team	2,434	4.24%	1,145	2.74%	65
Less Than 6 Years - Other NBA Team	2,873	5.01%	2,156	5.16%	103
Less Than 6 Years - Other MLB Team	2,808	4.89%	2,038	4.88%	100
Less Than 6 Years - Other MLS Team	1,610	2.81%	791	1.90%	68
Less Than 6 Years - Other Premier League Team	4,159	7.25%	2,516	6.02%	83
Less Than 6 Years - Other Serie A Team	1,928	3.36%	1,201	2.88%	86
Less Than 6 Years - Other Ligue 1 Team	2,613	4.55%	1,676	4.01%	88
Less Than 6 Years - Other Bundesliga Team	2,115	3.69%	1,477	3.54%	96
Less Than 6 Years - Any NHL Team	11,765	20.50%	7,124	17.06%	83
Less Than 6 Years - Any NFL Team	8,845	15.42%	6,254	14.98%	97
Less Than 6 Years - Any CFL Team	6,695	11.67%	4,845	11.60%	99
Less Than 6 Years - Any NBA Team	11,072	19.30%	8,596	20.58%	107
Less Than 6 Years - Any MLB Team	7,077	12.33%	5,517	13.21%	107
Less Than 6 Years - Any MLS Team	6,898	12.02%	4,439	10.63%	88
Less Than 6 Years - Any Premier League Team	6,261	10.91%	3,308	7.92%	73
Less Than 6 Years - Any Serie A Team	3,774	6.58%	2,526	6.05%	92
Less Than 6 Years - Any La Liga Team	2,899	5.05%	1,980	4.74%	94
Less Than 6 Years - Any Ligue 1 Team	4,037	7.04%	2,228	5.34%	76
Less Than 6 Years - Any Bundesliga Team	4,432	7.73%	3,037	7.27%	94
<b>How Long a Fan of a Favourite Team - More Than 6 Years</b>					
More Than 6 Years - NHL-Calgary Flames	2,669	4.65%	1,864	4.46%	96
More Than 6 Years - NHL-Edmonton Oilers	4,658	8.12%	3,107	7.44%	92
More Than 6 Years - NHL-Montreal Canadiens	7,644	13.32%	4,722	11.31%	85
More Than 6 Years - NHL-Ottawa Senators	1,336	2.33%	898	2.15%	92
More Than 6 Years - NHL-Toronto Maple Leafs	6,916	12.05%	5,276	12.63%	105
More Than 6 Years - NHL-Vancouver Canucks	11,632	20.27%	9,984	23.91%	118
More Than 6 Years - NHL-Winnipeg Jets	1,804	3.14%	1,059	2.54%	81
More Than 6 Years - NFL-Buffalo Bills	423	0.74%	375	0.90%	122
More Than 6 Years - NFL-Dallas Cowboys	450	0.78%	255	0.61%	78
More Than 6 Years - NFL-Green Bay Packers	1,968	3.43%	1,446	3.46%	101
More Than 6 Years - NFL-Kansas City Chiefs	316	0.55%	209	0.50%	91
More Than 6 Years - NFL-New England Patriots	1,109	1.93%	946	2.27%	118
More Than 6 Years - NFL-New Orleans Saints	1,262	2.20%	829	1.99%	90
More Than 6 Years - NFL-San Francisco 49ers	2,578	4.49%	1,679	4.02%	90
More Than 6 Years - NFL-Seattle Seahawks	2,854	4.97%	2,368	5.67%	114
More Than 6 Years - CFL-BC Lions	5,563	9.70%	3,731	8.93%	92
More Than 6 Years - CFL-Calgary Stampeders	2,733	4.76%	2,529	6.06%	127
More Than 6 Years - CFL-Edmonton Eskimos	2,947	5.14%	2,478	5.93%	115

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More Than 6 Years - CFL-Hamilton Tiger-Cats	1,282	2.24%	1,099	2.63%	117
More Than 6 Years - CFL-Montreal Alouettes	2,065	3.60%	1,326	3.18%	88
More Than 6 Years - CFL-Ottawa Redblacks	639	1.11%	423	1.01%	91
More Than 6 Years - CFL-Saskatchewan Roughriders	2,312	4.03%	1,271	3.04%	75
More Than 6 Years - CFL-Toronto Argonauts	1,508	2.63%	1,067	2.55%	97
More Than 6 Years - CFL-Winnipeg Blue Bombers	2,023	3.53%	1,138	2.73%	77
More Than 6 Years - NBA-Golden State Warriors	681	1.19%	614	1.47%	124
More Than 6 Years - NBA-Los Angeles Lakers	1,699	2.96%	1,056	2.53%	85
More Than 6 Years - NBA-Toronto Raptors	7,746	13.50%	5,168	12.38%	92
More Than 6 Years - MLB-Boston Red Sox	819	1.43%	730	1.75%	122
More Than 6 Years - MLB-New York Yankees	1,429	2.49%	675	1.62%	65
More Than 6 Years - MLB-Toronto Blue Jays	9,190	16.02%	7,732	18.52%	116
More Than 6 Years - MLS-Montreal Impact	1,236	2.16%	1,006	2.41%	112
More Than 6 Years - MLS-Toronto FC	1,155	2.01%	615	1.47%	73
More Than 6 Years - MLS-Vancouver Whitecaps FC	2,559	4.46%	1,806	4.33%	97
More Than 6 Years - Premier League-Chelsea	854	1.49%	534	1.28%	86
More Than 6 Years - Premier League-Liverpool	2,139	3.73%	1,941	4.65%	125
More Than 6 Years - Premier League-Manchester United	2,897	5.05%	1,805	4.32%	86
More Than 6 Years - Serie A-Juventus	1,362	2.37%	692	1.66%	70
More Than 6 Years - Serie A-Milan	455	0.79%	341	0.82%	104
More Than 6 Years - La Liga-Atlético Madrid	1,573	2.74%	445	1.07%	39
More Than 6 Years - La Liga-Barcelona	1,267	2.21%	526	1.26%	57
More Than 6 Years - La Liga-Real Madrid	1,501	2.62%	910	2.18%	83
More Than 6 Years - Ligue 1-Paris Saint-Germain	552	0.96%	307	0.74%	77
More Than 6 Years - Bundesliga - Borussia Dortmund	333	0.58%	193	0.46%	79
More Than 6 Years - Bundesliga - FC Bayern München	1,679	2.93%	1,024	2.45%	84
More Than 6 Years - Other NHL Team	2,356	4.11%	1,416	3.39%	82
More Than 6 Years - Other NFL Team	2,742	4.78%	1,992	4.77%	100
More Than 6 Years - Other NBA Team	1,488	2.59%	1,234	2.95%	114
More Than 6 Years - Other MLB Team	2,283	3.98%	1,583	3.79%	95
More Than 6 Years - Other Premier League Team	9,096	15.85%	6,951	16.65%	105
More Than 6 Years - Other Serie A Team	2,000	3.49%	1,439	3.45%	99
More Than 6 Years - Other Ligue 1 Team	2,479	4.32%	1,574	3.77%	87
More Than 6 Years - Other Bundesliga Team	799	1.39%	668	1.60%	115
More Than 6 Years - Any NHL Team	31,169	54.32%	21,153	50.65%	93
More Than 6 Years - Any NFL Team	11,176	19.48%	8,376	20.06%	103
More Than 6 Years - Any CFL Team	16,230	28.29%	11,673	27.95%	99
More Than 6 Years - Any NBA Team	11,135	19.41%	7,939	19.01%	98
More Than 6 Years - Any MLB Team	13,940	24.29%	11,458	27.44%	113
More Than 6 Years - Any MLS Team	5,017	8.74%	3,603	8.63%	99
More Than 6 Years - Any Premier League Team	13,929	24.28%	10,076	24.13%	99
More Than 6 Years - Any Serie A Team	3,928	6.85%	2,444	5.85%	85
More Than 6 Years - Any La Liga Team	3,459	6.03%	1,632	3.91%	65

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More Than 6 Years - Any Ligue 1 Team	3,104	5.41%	1,543	3.70%	68
More Than 6 Years - Any Bundesliga Team	2,542	4.43%	1,641	3.93%	89
<b>Life-long Fan of a Favourite Team</b>					
Life-long - NHL-Boston Bruins	363	0.63%	271	0.65%	103
Life-long - NHL-Calgary Flames	1,362	2.37%	716	1.72%	73
Life-long - NHL-Edmonton Oilers	1,979	3.45%	1,247	2.99%	87
Life-long - NHL-Montreal Canadiens	4,701	8.19%	2,601	6.23%	76
Life-long - NHL-Ottawa Senators	820	1.43%	574	1.37%	96
Life-long - NHL-Toronto Maple Leafs	4,505	7.85%	2,985	7.15%	91
Life-long - NHL-Vancouver Canucks	7,233	12.61%	5,513	13.20%	105
Life-long - NHL-Winnipeg Jets	1,144	1.99%	407	0.98%	49
Life-long - NFL-Buffalo Bills	412	0.72%	329	0.79%	110
Life-long - NFL-Dallas Cowboys	1,034	1.80%	914	2.19%	122
Life-long - NFL-Green Bay Packers	1,339	2.33%	904	2.16%	93
Life-long - NFL-Kansas City Chiefs	182	0.32%	126	0.30%	94
Life-long - NFL-New England Patriots	1,279	2.23%	907	2.17%	97
Life-long - NFL-Pittsburgh Steelers	958	1.67%	715	1.71%	102
Life-long - NFL-San Francisco 49ers	1,134	1.98%	841	2.01%	102
Life-long - NFL-Seattle Seahawks	2,706	4.72%	1,953	4.68%	99
Life-long - CFL-BC Lions	3,530	6.15%	2,584	6.19%	101
Life-long - CFL-Calgary Stampeders	2,274	3.96%	1,934	4.63%	117
Life-long - CFL-Edmonton Eskimos	2,264	3.95%	1,359	3.25%	82
Life-long - CFL-Hamilton Tiger-Cats	1,651	2.88%	901	2.16%	75
Life-long - CFL-Montreal Alouettes	1,780	3.10%	1,146	2.74%	88
Life-long - CFL-Ottawa Redblacks	958	1.67%	784	1.88%	113
Life-long - CFL-Saskatchewan Roughriders	1,657	2.89%	946	2.27%	79
Life-long - CFL-Toronto Argonauts	2,065	3.60%	1,012	2.42%	67
Life-long - CFL-Winnipeg Blue Bombers	1,772	3.09%	1,147	2.75%	89
Life-long - NBA-Los Angeles Lakers	2,223	3.87%	1,361	3.26%	84
Life-long - NBA-Toronto Raptors	8,484	14.79%	5,698	13.65%	92
Life-long - MLB-New York Yankees	523	0.91%	399	0.96%	105
Life-long - MLB-Toronto Blue Jays	9,273	16.16%	7,795	18.67%	116
Life-long - MLS-Toronto FC	3,290	5.73%	1,822	4.36%	76
Life-long - MLS-Vancouver Whitecaps FC	4,788	8.35%	3,353	8.03%	96
Life-long - Premier League-Arsenal	1,079	1.88%	1,073	2.57%	137
Life-long - Premier League-Liverpool	1,721	3.00%	696	1.67%	56
Life-long - Premier League-Manchester United	2,475	4.31%	1,607	3.85%	89
Life-long - Serie A-Juventus	2,170	3.78%	1,402	3.36%	89
Life-long - La Liga-Barcelona	2,128	3.71%	1,113	2.67%	72
Life-long - La Liga-Real Madrid	1,938	3.38%	1,168	2.80%	83
Life-long - Bundesliga - FC Bayern München	1,704	2.97%	1,025	2.46%	83
Life-long - Other NHL Team	4,042	7.05%	2,347	5.62%	80
Life-long - Other NFL Team	4,170	7.27%	2,364	5.66%	78

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Life-long - Other NBA Team	2,803	4.89%	1,741	4.17%	85
Life-long - Other MLB Team	1,921	3.35%	1,134	2.72%	81
Life-long - Other MLS Team	2,635	4.59%	2,203	5.27%	115
Life-long - Other Premier League Team	11,633	20.27%	6,759	16.19%	80
Life-long - Other Serie A Team	4,127	7.19%	2,503	5.99%	83
Life-long - Other Ligue 1 Team	4,551	7.93%	2,363	5.66%	71
Life-long - Other Bundesliga Team	3,968	6.92%	2,046	4.90%	71
<b>Never Chose the Team as Favourite in a League</b>					
Never - NHL-Boston Bruins	674	1.17%	342	0.82%	70
Never - NHL-Calgary Flames	2,519	4.39%	1,945	4.66%	106
Never - NHL-Edmonton Oilers	4,269	7.44%	2,463	5.90%	79
Never - NHL-Montreal Canadiens	2,833	4.94%	1,909	4.57%	93
Never - NHL-Ottawa Senators	1,378	2.40%	917	2.20%	92
Never - NHL-Toronto Maple Leafs	3,039	5.30%	2,291	5.49%	104
Never - NHL-Vancouver Canucks	4,783	8.34%	4,196	10.05%	121
Never - NHL-Winnipeg Jets	2,394	4.17%	1,991	4.77%	114
Never - NFL-Buffalo Bills	304	0.53%	181	0.43%	81
Never - NFL-Dallas Cowboys	249	0.43%	147	0.35%	81
Never - NFL-Green Bay Packers	1,158	2.02%	1,023	2.45%	121
Never - NFL-Kansas City Chiefs	1,528	2.66%	1,089	2.61%	98
Never - NFL-New England Patriots	1,403	2.45%	1,075	2.57%	105
Never - NFL-Pittsburgh Steelers	332	0.58%	326	0.78%	134
Never - NFL-San Francisco 49ers	1,769	3.08%	1,265	3.03%	98
Never - NFL-Seattle Seahawks	2,108	3.67%	1,416	3.39%	92
Never - CFL-BC Lions	2,079	3.62%	1,921	4.60%	127
Never - CFL-Calgary Stampeders	1,906	3.32%	1,701	4.07%	123
Never - CFL-Edmonton Eskimos	1,203	2.10%	1,009	2.42%	115
Never - CFL-Hamilton Tiger-Cats	894	1.56%	764	1.83%	117
Never - CFL-Montreal Alouettes	266	0.46%	135	0.32%	70
Never - CFL-Ottawa Redblacks	831	1.45%	725	1.74%	120
Never - CFL-Saskatchewan Roughriders	1,613	2.81%	1,370	3.28%	117
Never - CFL-Toronto Argonauts	566	0.99%	496	1.19%	120
Never - CFL-Winnipeg Blue Bombers	930	1.62%	573	1.37%	85
Never - NBA-Los Angeles Lakers	1,300	2.27%	1,217	2.91%	128
Never - NBA-Toronto Raptors	4,432	7.72%	3,024	7.24%	94
Never - MLB-New York Yankees	813	1.42%	362	0.87%	61
Never - MLB-Toronto Blue Jays	2,324	4.05%	1,468	3.52%	87
Never - MLS-Toronto FC	676	1.18%	529	1.27%	108
Never - MLS-Vancouver Whitecaps FC	567	0.99%	662	1.59%	161
Never - Premier League-Arsenal	1,391	2.42%	763	1.83%	76
Never - Premier League-Liverpool	1,320	2.30%	1,174	2.81%	122
Never - Premier League-Manchester United	897	1.56%	676	1.62%	104
Never - Serie A - Juventus	112	0.20%	80	0.19%	95



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Never - La Liga - Barcelona	605	1.05%	400	0.96%	91
Never - Bundesliga - FC Bayern München	491	0.86%	242	0.58%	67
Never - Other NHL Team	3,497	6.10%	2,455	5.88%	96
Never - Other NFL Team	3,766	6.56%	2,779	6.66%	102
Never - Other NBA Team	3,426	5.97%	2,769	6.63%	111
Never - Other MLB Team	2,800	4.88%	2,708	6.49%	133
Never - Other MLS Team	597	1.04%	235	0.56%	54
Never - Other Premier League Team	1,372	2.39%	1,043	2.50%	105
Never - Other Serie A Team	441	0.77%	294	0.70%	91
Never - Other Ligue 1 Team	1,066	1.86%	695	1.66%	89
Never - Other Bundesliga Team	1,319	2.30%	550	1.32%	57
<b>Reason to Change to a Favourite Team - Team Has My Favourite Player</b>					
Team Has My Favourite Player - NHL-Detroit Red Wings	193	0.34%	227	0.54%	159
Team Has My Favourite Player - NHL-Edmonton Oilers	909	1.58%	676	1.62%	103
Team Has My Favourite Player - NHL-Montreal Canadiens	276	0.48%	195	0.47%	98
Team Has My Favourite Player - NHL-Ottawa Senators	483	0.84%	250	0.60%	71
Team Has My Favourite Player - NHL-Pittsburgh Penguins	201	0.35%	125	0.30%	86
Team Has My Favourite Player - NHL-Toronto Maple Leafs	305	0.53%	222	0.53%	100
Team Has My Favourite Player - NHL-Vancouver Canucks	214	0.37%	212	0.51%	138
Team Has My Favourite Player - NFL-Green Bay Packers	125	0.22%	107	0.26%	118
Team Has My Favourite Player - NFL-Kansas City Chiefs	712	1.24%	552	1.32%	106
Team Has My Favourite Player - NFL-New England Patriots	608	1.06%	641	1.54%	145
Team Has My Favourite Player - NFL-New Orleans Saints	203	0.35%	168	0.40%	114
Team Has My Favourite Player - NFL-San Francisco 49ers	397	0.69%	204	0.49%	71
Team Has My Favourite Player - NFL-Seattle Seahawks	385	0.67%	357	0.86%	128
Team Has My Favourite Player - CFL-Calgary Stampeders	358	0.62%	297	0.71%	115
Team Has My Favourite Player - CFL-Hamilton Tiger-Cats	185	0.32%	149	0.36%	113
Team Has My Favourite Player - NBA-Boston Celtics	35	0.06%	33	0.08%	133
Team Has My Favourite Player - NBA-Golden State Warriors	629	1.10%	631	1.51%	137
Team Has My Favourite Player - NBA-LA Clippers	215	0.38%	193	0.46%	121
Team Has My Favourite Player - NBA-Los Angeles Lakers	479	0.84%	376	0.90%	107
Team Has My Favourite Player - NBA-Toronto Raptors	731	1.28%	567	1.36%	106
Team Has My Favourite Player - MLB-Toronto Blue Jays	284	0.50%	248	0.59%	118
Team Has My Favourite Player - Any NHL Team	3,223	5.62%	1,754	4.20%	75
Team Has My Favourite Player - Any NFL Team	2,809	4.90%	2,221	5.32%	109
Team Has My Favourite Player - Any CFL Team	1,074	1.87%	849	2.03%	109
Team Has My Favourite Player - Any NBA Team	2,896	5.05%	2,128	5.10%	101
Team Has My Favourite Player - Any MLB Team	1,654	2.88%	1,195	2.86%	99
Team Has My Favourite Player - Any Premier League Team	1,494	2.60%	1,247	2.99%	115
<b>Reason to Change to a Favourite Team - Represent My Home City or Country</b>					
Represent My Home City or Country - NHL-Calgary Flames	1,369	2.39%	1,042	2.50%	105
Represent My Home City or Country - NHL-Edmonton Oilers	1,118	1.95%	949	2.27%	116
Represent My Home City or Country - NHL-Montreal Canadiens	1,110	1.94%	843	2.02%	104

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Represent My Home City or Country - NHL-Ottawa Senators	693	1.21%	508	1.22%	101
Represent My Home City or Country - NHL-Toronto Maple Leafs	1,668	2.91%	1,434	3.43%	118
Represent My Home City or Country - NHL-Vancouver Canucks	3,704	6.46%	3,456	8.28%	128
Represent My Home City or Country - NHL-Winnipeg Jets	979	1.71%	887	2.12%	124
Represent My Home City or Country - CFL-BC Lions	1,594	2.78%	1,675	4.01%	144
Represent My Home City or Country - NBA-Toronto Raptors	3,315	5.78%	2,238	5.36%	93
Represent My Home City or Country - MLB-Toronto Blue Jays	1,491	2.60%	1,021	2.44%	94
Represent My Home City or Country - Any NHL Team	10,172	17.73%	7,772	18.61%	105
Represent My Home City or Country - Any NFL Team	1,438	2.51%	1,137	2.72%	108
Represent My Home City or Country - Any CFL Team	4,748	8.28%	4,297	10.29%	124
Represent My Home City or Country - Any NBA Team	4,642	8.09%	3,454	8.27%	102
Represent My Home City or Country - Any MLB Team	1,993	3.47%	1,323	3.17%	91
Represent My Home City or Country - Any Premier League Team	677	1.18%	432	1.03%	87
<b>Reason to Change to a Favourite Team - Strong Team</b>					
Strong Team - NHL-Calgary Flames	587	1.02%	517	1.24%	122
Strong Team - NHL-Edmonton Oilers	1,055	1.84%	758	1.81%	98
Strong Team - NHL-Vancouver Canucks	423	0.74%	464	1.11%	150
Strong Team - NHL-Vegas Golden Knights	643	1.12%	398	0.95%	85
Strong Team - NHL-Winnipeg Jets	509	0.89%	454	1.09%	122
Strong Team - NFL-New England Patriots	851	1.48%	449	1.08%	73
Strong Team - NFL-Seattle Seahawks	679	1.18%	638	1.53%	130
Strong Team - CFL-Ottawa Redblacks	203	0.35%	137	0.33%	94
Strong Team - NBA-Toronto Raptors	1,213	2.11%	1,113	2.67%	127
Strong Team - MLB-Toronto Blue Jays	620	1.08%	566	1.36%	126
Strong Team - Any NHL Team	6,410	11.17%	4,806	11.51%	103
Strong Team - Any NFL Team	4,715	8.22%	3,580	8.57%	104
Strong Team - Any CFL Team	2,431	4.24%	2,268	5.43%	128
Strong Team - Any NBA Team	2,805	4.89%	2,140	5.13%	105
Strong Team - Any MLB Team	1,719	3.00%	1,322	3.17%	106
Strong Team - Any Premier League Team	1,089	1.90%	522	1.25%	66
<b>Reason to Change to a Favourite Team - Most Popular Team/Players</b>					
Most Popular Team/Players - NHL-Edmonton Oilers	510	0.89%	375	0.90%	101
Most Popular Team/Players - NHL-Montreal Canadiens	329	0.57%	287	0.69%	121
Most Popular Team/Players - NHL-Toronto Maple Leafs	394	0.69%	267	0.64%	93
Most Popular Team/Players - NFL-New England Patriots	26	0.05%	19	0.04%	80
Most Popular Team/Players - CFL-Saskatchewan Roughriders	423	0.74%	310	0.74%	100
Most Popular Team/Players - NBA-Los Angeles Lakers	342	0.60%	303	0.73%	122
Most Popular Team/Players - NBA-Toronto Raptors	308	0.54%	246	0.59%	109
Most Popular Team/Players - MLB-Toronto Blue Jays	615	1.07%	522	1.25%	117
Most Popular Team/Players - Any NHL Team	2,321	4.05%	1,649	3.95%	98
Most Popular Team/Players - Any NFL Team	2,156	3.76%	1,274	3.05%	81
Most Popular Team/Players - Any CFL Team	1,557	2.71%	1,172	2.81%	104
Most Popular Team/Players - Any NBA Team	1,400	2.44%	1,237	2.96%	121

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	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Most Popular Team/Players - Any MLB Team	1,718	2.99%	1,448	3.47%	116
Most Popular Team/Players - Any Premier League Team	1,283	2.24%	737	1.77%	79
<b>Reason to Change to a Favourite Team - Friends/Family Are Fans</b>					
Friends/Family Are Fans - NHL-Calgary Flames	821	1.43%	667	1.60%	112
Friends/Family Are Fans - NHL-Edmonton Oilers	2,365	4.12%	1,982	4.75%	115
Friends/Family Are Fans - NHL-Montreal Canadiens	855	1.49%	592	1.42%	95
Friends/Family Are Fans - NHL-Ottawa Senators	653	1.14%	464	1.11%	97
Friends/Family Are Fans - NHL-Toronto Maple Leafs	1,224	2.13%	814	1.95%	92
Friends/Family Are Fans - NHL-Vancouver Canucks	838	1.46%	527	1.26%	86
Friends/Family Are Fans - NHL-Winnipeg Jets	703	1.23%	436	1.04%	85
Friends/Family Are Fans - CFL-Saskatchewan Roughriders	333	0.58%	254	0.61%	105
Friends/Family Are Fans - NBA-Toronto Raptors	529	0.92%	401	0.96%	104
Friends/Family Are Fans - MLB-Toronto Blue Jays	448	0.78%	308	0.74%	95
Friends/Family Are Fans - Any NHL Team	9,594	16.72%	6,310	15.11%	90
Friends/Family Are Fans - Any NFL Team	2,618	4.56%	1,744	4.18%	92
Friends/Family Are Fans - Any CFL Team	2,815	4.91%	2,468	5.91%	120
Friends/Family Are Fans - Any NBA Team	1,679	2.93%	1,236	2.96%	101
Friends/Family Are Fans - Any MLB Team	1,966	3.43%	1,534	3.67%	107
Friends/Family Are Fans - Any Premier League Team	1,968	3.43%	1,572	3.76%	110
<b>Reason to Change to a Favourite Team - Other</b>					
Other Reason - NHL-Calgary Flames	708	1.23%	665	1.59%	129
Other Reason - NHL-Edmonton Oilers	515	0.90%	446	1.07%	119
Other Reason - NHL-Montreal Canadiens	867	1.51%	776	1.86%	123
Other Reason - NHL-Ottawa Senators	276	0.48%	154	0.37%	77
Other Reason - NHL-Toronto Maple Leafs	403	0.70%	344	0.82%	117
Other Reason - NHL-Vancouver Canucks	479	0.84%	316	0.76%	90
Other Reason - NHL-Winnipeg Jets	375	0.65%	271	0.65%	100
Other Reason - NFL-Buffalo Bills	106	0.19%	54	0.13%	68
Other Reason - CFL-Saskatchewan Roughriders	764	1.33%	541	1.30%	98
Other Reason - NBA-Toronto Raptors	489	0.85%	327	0.78%	92
Other Reason - MLB-Toronto Blue Jays	406	0.71%	289	0.69%	97
Other Reason - Any NHL Team	3,986	6.95%	2,652	6.35%	91
Other Reason - Any NFL Team	1,579	2.75%	1,055	2.53%	92
Other Reason - Any CFL Team	1,668	2.91%	1,603	3.84%	132
Other Reason - Any NBA Team	834	1.45%	759	1.82%	126
Other Reason - Any MLB Team	1,835	3.20%	1,604	3.84%	120
Other Reason - Any Premier League Team	1,220	2.13%	1,015	2.43%	114
<b>Attitude Towards Favourite Team - Strongly Agree</b>					
Sports - I am emotionally connected to my team	9,132	15.92%	6,053	14.50%	91
Sports - I spend a lot of money on my team	1,635	2.85%	962	2.30%	81
Sports - I want everyone to know I am connected to my team	2,709	4.72%	1,866	4.47%	95
Sports - I devote as much time as I can to my team	3,514	6.13%	2,075	4.97%	81
Sports - I would be devastated if I could not follow my team	4,109	7.16%	2,351	5.63%	79



Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Sports - I strongly identify with my team	6,059	10.56%	3,711	8.89%	84
Sports - It's very important to me that my favourite team wins	10,509	18.32%	7,277	17.43%	95
Sports - I support my team regardless of performance	12,960	22.59%	9,755	23.36%	103
Sports - When someone criticizes my team, it feels like a personal insult	2,446	4.26%	1,804	4.32%	101
Sports - I feel better about myself when my favorite team is winning	5,259	9.17%	3,385	8.11%	88
Sports - I want to be friends with people who support my team	2,678	4.67%	1,671	4.00%	86
<b>Attitude Towards Favourite Team - Somewhat Agree</b>					
Sports - I am emotionally connected to my team	20,084	35.00%	14,923	35.74%	102
Sports - I spend a lot of money on my team	5,787	10.09%	3,638	8.71%	86
Sports - I want everyone to know I am connected to my team	12,374	21.57%	8,054	19.29%	89
Sports - I devote as much time as I can to my team	7,285	12.70%	4,815	11.53%	91
Sports - I would be devastated if I could not follow my team	11,843	20.64%	7,723	18.49%	90
Sports - I strongly identify with my team	12,557	21.88%	9,092	21.77%	99
Sports - It's very important to me that my favourite team wins	17,497	30.49%	12,477	29.88%	98
Sports - I support my team regardless of performance	18,001	31.37%	12,834	30.73%	98
Sports - When someone criticizes my team, it feels like a personal insult	10,280	17.92%	6,410	15.35%	86
Sports - I feel better about myself when my favorite team is winning	12,666	22.08%	7,866	18.84%	85
Sports - I want to be friends with people who support my team	10,762	18.76%	7,025	16.82%	90
<b>Attitude Towards Favourite Team - Undecided</b>					
Sports - I am emotionally connected to my team	7,533	13.13%	4,854	11.62%	88
Sports - I spend a lot of money on my team	6,409	11.17%	4,612	11.05%	99
Sports - I want everyone to know I am connected to my team	12,095	21.08%	8,695	20.82%	99
Sports - I devote as much time as I can to my team	9,694	16.89%	7,053	16.89%	100
Sports - I would be devastated if I could not follow my team	9,839	17.15%	6,275	15.03%	88
Sports - I strongly identify with my team	12,342	21.51%	9,046	21.66%	101
Sports - It's very important to me that my favourite team wins	7,432	12.95%	5,146	12.32%	95
Sports - I support my team regardless of performance	7,886	13.74%	4,065	9.73%	71
Sports - When someone criticizes my team, it feels like a personal insult	8,238	14.36%	5,821	13.94%	97
Sports - I feel better about myself when my favorite team is winning	12,713	22.16%	9,687	23.20%	105
Sports - I want to be friends with people who support my team	17,055	29.72%	12,236	29.30%	99
<b>Attitude Towards Favourite Team - Somewhat Disagree</b>					
Sports - I am emotionally connected to my team	4,412	7.69%	3,116	7.46%	97
Sports - I spend a lot of money on my team	12,477	21.75%	9,142	21.89%	101
Sports - I want everyone to know I am connected to my team	10,323	17.99%	7,557	18.10%	101
Sports - I devote as much time as I can to my team	10,334	18.01%	7,852	18.80%	104
Sports - I would be devastated if I could not follow my team	10,039	17.50%	7,290	17.46%	100
Sports - I strongly identify with my team	7,210	12.57%	4,943	11.84%	94

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	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Sports - It's very important to me that my favourite team wins	3,551	6.19%	2,852	6.83%	110
Sports - I support my team regardless of performance	2,668	4.65%	2,105	5.04%	108
Sports - When someone criticizes my team, it feels like a personal insult	11,051	19.26%	7,971	19.09%	99
Sports - I feel better about myself when my favorite team is winning	6,660	11.61%	4,893	11.72%	101
Sports - I want to be friends with people who support my team	7,370	12.85%	5,894	14.11%	110
<b>Attitude Towards Favourite Team - Strongly Disagree</b>					
Sports - I am emotionally connected to my team	2,268	3.95%	1,537	3.68%	93
Sports - I spend a lot of money on my team	16,945	29.53%	11,881	28.45%	96
Sports - I want everyone to know I am connected to my team	6,655	11.60%	4,502	10.78%	93
Sports - I devote as much time as I can to my team	12,594	21.95%	8,885	21.28%	97
Sports - I would be devastated if I could not follow my team	9,650	16.82%	7,638	18.29%	109
Sports - I strongly identify with my team	4,320	7.53%	2,951	7.07%	94
Sports - It's very important to me that my favourite team wins	3,665	6.39%	2,464	5.90%	92
Sports - I support my team regardless of performance	1,747	3.05%	1,085	2.60%	85
Sports - When someone criticizes my team, it feels like a personal insult	11,291	19.68%	8,593	20.58%	105
Sports - I feel better about myself when my favorite team is winning	7,757	13.52%	5,319	12.74%	94
Sports - I want to be friends with people who support my team	6,227	10.85%	4,173	9.99%	92

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.

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