

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Count: -		Value	Percent	Index
<b>Population Age 15 Year and Over</b>	54,916		40,249		
<b>How Long a Fan of a Favourite Team - Less Than 6 Years</b>					
Less Than 6 Years - NHL-Calgary Flames	1,111	2.02%	920	2.29%	113
Less Than 6 Years - NHL-Edmonton Oilers	1,460	2.66%	950	2.36%	89
Less Than 6 Years - NHL-Montreal Canadiens	514	0.94%	310	0.77%	82
Less Than 6 Years - NHL-Ottawa Senators	449	0.82%	375	0.93%	113
Less Than 6 Years - NHL-Toronto Maple Leafs	1,391	2.53%	732	1.82%	72
Less Than 6 Years - NHL-Vancouver Canucks	966	1.76%	429	1.07%	61
Less Than 6 Years - NHL-Vegas Golden Knights	1,717	3.13%	703	1.75%	56
Less Than 6 Years - NHL-Winnipeg Jets	1,498	2.73%	917	2.28%	84
Less Than 6 Years - NFL-Buffalo Bills	287	0.52%	159	0.39%	75
Less Than 6 Years - NFL-Dallas Cowboys	1,200	2.18%	1,417	3.52%	161
Less Than 6 Years - NFL-Green Bay Packers	594	1.08%	464	1.15%	106
Less Than 6 Years - NFL-Kansas City Chiefs	1,474	2.68%	1,053	2.62%	98
Less Than 6 Years - NFL-New England Patriots	1,391	2.53%	923	2.29%	91
Less Than 6 Years - NFL-New Orleans Saints	292	0.53%	209	0.52%	98
Less Than 6 Years - NFL-San Francisco 49ers	670	1.22%	599	1.49%	122
Less Than 6 Years - NFL-Seattle Seahawks	1,944	3.54%	2,493	6.19%	175
Less Than 6 Years - CFL-BC Lions	564	1.03%	521	1.29%	125
Less Than 6 Years - CFL-Calgary Stampeders	1,670	3.04%	1,053	2.62%	86
Less Than 6 Years - CFL-Edmonton Eskimos	674	1.23%	507	1.26%	102
Less Than 6 Years - CFL-Hamilton Tiger-Cats	1,125	2.05%	552	1.37%	67
Less Than 6 Years - CFL-Montreal Alouettes	244	0.45%	130	0.32%	71
Less Than 6 Years - CFL-Ottawa Redblacks	1,617	2.94%	1,360	3.38%	115
Less Than 6 Years - CFL-Saskatchewan Roughriders	417	0.76%	426	1.06%	139
Less Than 6 Years - CFL-Toronto Argonauts	714	1.30%	274	0.68%	52
Less Than 6 Years - CFL-Winnipeg Blue Bombers	515	0.94%	423	1.05%	112
Less Than 6 Years - NBA-Golden State Warriors	1,255	2.29%	889	2.21%	97
Less Than 6 Years - NBA-Los Angeles Lakers	1,830	3.33%	1,164	2.89%	87
Less Than 6 Years - NBA-Toronto Raptors	5,034	9.17%	3,562	8.85%	97
Less Than 6 Years - MLB-Boston Red Sox	1,182	2.15%	948	2.36%	110
Less Than 6 Years - MLB-New York Yankees	156	0.28%	170	0.42%	150
Less Than 6 Years - MLB-Toronto Blue Jays	1,642	2.99%	1,124	2.79%	93
Less Than 6 Years - MLS-Montreal Impact	1,632	2.97%	991	2.46%	83
Less Than 6 Years - MLS-Toronto FC	3,289	5.99%	2,112	5.25%	88
Less Than 6 Years - MLS-Vancouver Whitecaps FC	2,301	4.19%	1,406	3.49%	83
Less Than 6 Years - Premier League-Chelsea	242	0.44%	76	0.19%	43
Less Than 6 Years - Premier League-Liverpool	1,383	2.52%	399	0.99%	39
Less Than 6 Years - Premier League-Manchester United	878	1.60%	634	1.58%	99
Less Than 6 Years - Serie A-Juventus	1,029	1.87%	746	1.85%	99
Less Than 6 Years - Serie A-Milan	821	1.49%	483	1.20%	81
Less Than 6 Years - La Liga-Atlético Madrid	1,110	2.02%	886	2.20%	109
Less Than 6 Years - La Liga-Barcelona	1,126	2.05%	738	1.83%	89

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Less Than 6 Years - La Liga-Real Madrid	772	1.41%	511	1.27%	90
Less Than 6 Years - Ligue 1-Paris Saint-Germain	893	1.63%	593	1.47%	90
Less Than 6 Years - Bundesliga-Borussia Dortmund	1,198	2.18%	721	1.79%	82
Less Than 6 Years - Bundesliga-FC Bayern München	1,113	2.03%	825	2.05%	101
Less Than 6 Years - Other NHL Team	2,652	4.83%	2,107	5.24%	108
Less Than 6 Years - Other NFL Team	2,333	4.25%	1,102	2.74%	64
Less Than 6 Years - Other NBA Team	2,749	5.01%	2,072	5.15%	103
Less Than 6 Years - Other MLB Team	2,692	4.90%	1,969	4.89%	100
Less Than 6 Years - Other MLS Team	1,547	2.82%	763	1.90%	67
Less Than 6 Years - Other Premier League Team	3,981	7.25%	2,432	6.04%	83
Less Than 6 Years - Other Serie A Team	1,845	3.36%	1,157	2.87%	85
Less Than 6 Years - Other Ligue 1 Team	2,494	4.54%	1,609	4.00%	88
Less Than 6 Years - Other Bundesliga Team	2,020	3.68%	1,426	3.54%	96
Less Than 6 Years - Any NHL Team	11,290	20.56%	6,857	17.04%	83
Less Than 6 Years - Any NFL Team	8,478	15.44%	6,028	14.98%	97
Less Than 6 Years - Any CFL Team	6,410	11.67%	4,674	11.61%	99
Less Than 6 Years - Any NBA Team	10,595	19.29%	8,288	20.59%	107
Less Than 6 Years - Any MLB Team	6,783	12.35%	5,333	13.25%	107
Less Than 6 Years - Any MLS Team	6,613	12.04%	4,275	10.62%	88
Less Than 6 Years - Any Premier League Team	5,987	10.90%	3,179	7.90%	72
Less Than 6 Years - Any Serie A Team	3,615	6.58%	2,432	6.04%	92
Less Than 6 Years - Any La Liga Team	2,776	5.05%	1,906	4.74%	94
Less Than 6 Years - Any Ligue 1 Team	3,868	7.04%	2,143	5.32%	76
Less Than 6 Years - Any Bundesliga Team	4,245	7.73%	2,919	7.25%	94
<b>How Long a Fan of a Favourite Team - More Than 6 Years</b>					
More Than 6 Years - NHL-Calgary Flames	2,555	4.65%	1,789	4.44%	95
More Than 6 Years - NHL-Edmonton Oilers	4,454	8.11%	2,992	7.43%	92
More Than 6 Years - NHL-Montreal Canadiens	7,327	13.34%	4,543	11.29%	85
More Than 6 Years - NHL-Ottawa Senators	1,280	2.33%	867	2.15%	92
More Than 6 Years - NHL-Toronto Maple Leafs	6,612	12.04%	5,084	12.63%	105
More Than 6 Years - NHL-Vancouver Canucks	11,135	20.28%	9,631	23.93%	118
More Than 6 Years - NHL-Winnipeg Jets	1,724	3.14%	1,021	2.54%	81
More Than 6 Years - NFL-Buffalo Bills	404	0.74%	362	0.90%	122
More Than 6 Years - NFL-Dallas Cowboys	431	0.78%	247	0.61%	78
More Than 6 Years - NFL-Green Bay Packers	1,884	3.43%	1,393	3.46%	101
More Than 6 Years - NFL-Kansas City Chiefs	303	0.55%	202	0.50%	91
More Than 6 Years - NFL-New England Patriots	1,058	1.93%	914	2.27%	118
More Than 6 Years - NFL-New Orleans Saints	1,202	2.19%	800	1.99%	91
More Than 6 Years - NFL-San Francisco 49ers	2,478	4.51%	1,626	4.04%	90
More Than 6 Years - NFL-Seattle Seahawks	2,728	4.97%	2,288	5.69%	114
More Than 6 Years - CFL-BC Lions	5,332	9.71%	3,600	8.95%	92
More Than 6 Years - CFL-Calgary Stampeders	2,615	4.76%	2,447	6.08%	128
More Than 6 Years - CFL-Edmonton Eskimos	2,822	5.14%	2,386	5.93%	115

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More Than 6 Years - CFL-Hamilton Tiger-Cats	1,225	2.23%	1,065	2.65%	119
More Than 6 Years - CFL-Montreal Alouettes	1,977	3.60%	1,278	3.17%	88
More Than 6 Years - CFL-Ottawa Redblacks	612	1.12%	408	1.01%	90
More Than 6 Years - CFL-Saskatchewan Roughriders	2,215	4.03%	1,228	3.05%	76
More Than 6 Years - CFL-Toronto Argonauts	1,441	2.62%	1,030	2.56%	98
More Than 6 Years - CFL-Winnipeg Blue Bombers	1,938	3.53%	1,097	2.73%	77
More Than 6 Years - NBA-Golden State Warriors	652	1.19%	591	1.47%	124
More Than 6 Years - NBA-Los Angeles Lakers	1,626	2.96%	1,015	2.52%	85
More Than 6 Years - NBA-Toronto Raptors	7,415	13.50%	4,966	12.34%	91
More Than 6 Years - MLB-Boston Red Sox	784	1.43%	703	1.75%	122
More Than 6 Years - MLB-New York Yankees	1,367	2.49%	650	1.62%	65
More Than 6 Years - MLB-Toronto Blue Jays	8,804	16.03%	7,452	18.51%	115
More Than 6 Years - MLS-Montreal Impact	1,181	2.15%	969	2.41%	112
More Than 6 Years - MLS-Toronto FC	1,107	2.02%	590	1.47%	73
More Than 6 Years - MLS-Vancouver Whitecaps FC	2,449	4.46%	1,741	4.33%	97
More Than 6 Years - Premier League-Chelsea	818	1.49%	514	1.28%	86
More Than 6 Years - Premier League-Liverpool	2,045	3.72%	1,868	4.64%	125
More Than 6 Years - Premier League-Manchester United	2,777	5.06%	1,740	4.32%	85
More Than 6 Years - Serie A-Juventus	1,305	2.38%	665	1.65%	69
More Than 6 Years - Serie A-Milan	436	0.79%	328	0.82%	104
More Than 6 Years - La Liga-Atlético Madrid	1,499	2.73%	428	1.07%	39
More Than 6 Years - La Liga-Barcelona	1,217	2.22%	505	1.25%	56
More Than 6 Years - La Liga-Real Madrid	1,438	2.62%	876	2.18%	83
More Than 6 Years - Ligue 1-Paris Saint-Germain	528	0.96%	295	0.73%	76
More Than 6 Years - Bundesliga - Borussia Dortmund	319	0.58%	186	0.46%	79
More Than 6 Years - Bundesliga - FC Bayern München	1,608	2.93%	987	2.45%	84
More Than 6 Years - Other NHL Team	2,265	4.12%	1,354	3.36%	82
More Than 6 Years - Other NFL Team	2,625	4.78%	1,918	4.76%	100
More Than 6 Years - Other NBA Team	1,424	2.59%	1,188	2.95%	114
More Than 6 Years - Other MLB Team	2,183	3.98%	1,534	3.81%	96
More Than 6 Years - Other Premier League Team	8,706	15.85%	6,709	16.67%	105
More Than 6 Years - Other Serie A Team	1,915	3.49%	1,396	3.47%	99
More Than 6 Years - Other Ligue 1 Team	2,371	4.32%	1,519	3.77%	87
More Than 6 Years - Other Bundesliga Team	765	1.39%	640	1.59%	114
More Than 6 Years - Any NHL Team	29,854	54.36%	20,371	50.61%	93
More Than 6 Years - Any NFL Team	10,703	19.49%	8,096	20.12%	103
More Than 6 Years - Any CFL Team	15,539	28.30%	11,273	28.01%	99
More Than 6 Years - Any NBA Team	10,663	19.42%	7,642	18.99%	98
More Than 6 Years - Any MLB Team	13,357	24.32%	11,051	27.46%	113
More Than 6 Years - Any MLS Team	4,808	8.76%	3,473	8.63%	99
More Than 6 Years - Any Premier League Team	13,339	24.29%	9,716	24.14%	99
More Than 6 Years - Any Serie A Team	3,754	6.84%	2,358	5.86%	86
More Than 6 Years - Any La Liga Team	3,315	6.04%	1,569	3.90%	65

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More Than 6 Years - Any Ligue 1 Team	2,971	5.41%	1,485	3.69%	68
More Than 6 Years - Any Bundesliga Team	2,434	4.43%	1,582	3.93%	89
<b>Life-long Fan of a Favourite Team</b>					
Life-long - NHL-Boston Bruins	347	0.63%	261	0.65%	103
Life-long - NHL-Calgary Flames	1,312	2.39%	688	1.71%	72
Life-long - NHL-Edmonton Oilers	1,890	3.44%	1,206	3.00%	87
Life-long - NHL-Montreal Canadiens	4,509	8.21%	2,496	6.20%	76
Life-long - NHL-Ottawa Senators	784	1.43%	555	1.38%	97
Life-long - NHL-Toronto Maple Leafs	4,310	7.85%	2,875	7.14%	91
Life-long - NHL-Vancouver Canucks	6,938	12.63%	5,333	13.25%	105
Life-long - NHL-Winnipeg Jets	1,094	1.99%	392	0.97%	49
Life-long - NFL-Buffalo Bills	394	0.72%	317	0.79%	110
Life-long - NFL-Dallas Cowboys	988	1.80%	884	2.20%	122
Life-long - NFL-Green Bay Packers	1,282	2.34%	871	2.16%	92
Life-long - NFL-Kansas City Chiefs	174	0.32%	122	0.30%	94
Life-long - NFL-New England Patriots	1,225	2.23%	873	2.17%	97
Life-long - NFL-Pittsburgh Steelers	919	1.67%	695	1.73%	104
Life-long - NFL-San Francisco 49ers	1,087	1.98%	818	2.03%	103
Life-long - NFL-Seattle Seahawks	2,590	4.72%	1,883	4.68%	99
Life-long - CFL-BC Lions	3,380	6.16%	2,494	6.20%	101
Life-long - CFL-Calgary Stampeders	2,174	3.96%	1,862	4.63%	117
Life-long - CFL-Edmonton Eskimos	2,167	3.95%	1,304	3.24%	82
Life-long - CFL-Hamilton Tiger-Cats	1,586	2.89%	867	2.16%	75
Life-long - CFL-Montreal Alouettes	1,703	3.10%	1,104	2.74%	88
Life-long - CFL-Ottawa Redblacks	914	1.67%	753	1.87%	112
Life-long - CFL-Saskatchewan Roughriders	1,587	2.89%	911	2.26%	78
Life-long - CFL-Toronto Argonauts	1,978	3.60%	978	2.43%	68
Life-long - CFL-Winnipeg Blue Bombers	1,697	3.09%	1,103	2.74%	89
Life-long - NBA-Los Angeles Lakers	2,128	3.87%	1,313	3.26%	84
Life-long - NBA-Toronto Raptors	8,123	14.79%	5,476	13.60%	92
Life-long - MLB-New York Yankees	502	0.91%	383	0.95%	104
Life-long - MLB-Toronto Blue Jays	8,880	16.17%	7,509	18.66%	115
Life-long - MLS-Toronto FC	3,152	5.74%	1,755	4.36%	76
Life-long - MLS-Vancouver Whitecaps FC	4,594	8.37%	3,230	8.03%	96
Life-long - Premier League-Arsenal	1,035	1.88%	1,038	2.58%	137
Life-long - Premier League-Liverpool	1,645	3.00%	663	1.65%	55
Life-long - Premier League-Manchester United	2,368	4.31%	1,546	3.84%	89
Life-long - Serie A-Juventus	2,080	3.79%	1,346	3.34%	88
Life-long - La Liga-Barcelona	2,044	3.72%	1,067	2.65%	71
Life-long - La Liga-Real Madrid	1,857	3.38%	1,121	2.79%	83
Life-long - Bundesliga - FC Bayern München	1,633	2.97%	978	2.43%	82
Life-long - Other NHL Team	3,875	7.06%	2,256	5.61%	79
Life-long - Other NFL Team	4,001	7.29%	2,279	5.66%	78

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Life-long - Other NBA Team	2,679	4.88%	1,684	4.19%	86
Life-long - Other MLB Team	1,836	3.34%	1,095	2.72%	81
Life-long - Other MLS Team	2,525	4.60%	2,124	5.28%	115
Life-long - Other Premier League Team	11,136	20.28%	6,521	16.20%	80
Life-long - Other Serie A Team	3,954	7.20%	2,412	5.99%	83
Life-long - Other Ligue 1 Team	4,357	7.94%	2,271	5.64%	71
Life-long - Other Bundesliga Team	3,803	6.93%	1,968	4.89%	71
<b>Never Chose the Team as Favourite in a League</b>					
Never - NHL-Boston Bruins	644	1.17%	330	0.82%	70
Never - NHL-Calgary Flames	2,410	4.39%	1,874	4.66%	106
Never - NHL-Edmonton Oilers	4,082	7.43%	2,372	5.89%	79
Never - NHL-Montreal Canadiens	2,714	4.94%	1,842	4.58%	93
Never - NHL-Ottawa Senators	1,319	2.40%	883	2.20%	92
Never - NHL-Toronto Maple Leafs	2,909	5.30%	2,203	5.47%	103
Never - NHL-Vancouver Canucks	4,579	8.34%	4,039	10.04%	120
Never - NHL-Winnipeg Jets	2,296	4.18%	1,919	4.77%	114
Never - NFL-Buffalo Bills	291	0.53%	174	0.43%	81
Never - NFL-Dallas Cowboys	239	0.44%	142	0.35%	80
Never - NFL-Green Bay Packers	1,109	2.02%	986	2.45%	121
Never - NFL-Kansas City Chiefs	1,463	2.66%	1,059	2.63%	99
Never - NFL-New England Patriots	1,340	2.44%	1,033	2.57%	105
Never - NFL-Pittsburgh Steelers	318	0.58%	314	0.78%	134
Never - NFL-San Francisco 49ers	1,700	3.10%	1,211	3.01%	97
Never - NFL-Seattle Seahawks	2,013	3.67%	1,372	3.41%	93
Never - CFL-BC Lions	1,989	3.62%	1,855	4.61%	127
Never - CFL-Calgary Stampeders	1,822	3.32%	1,652	4.11%	124
Never - CFL-Edmonton Eskimos	1,151	2.10%	972	2.41%	115
Never - CFL-Hamilton Tiger-Cats	856	1.56%	743	1.85%	119
Never - CFL-Montreal Alouettes	255	0.46%	130	0.32%	70
Never - CFL-Ottawa Redblacks	796	1.45%	699	1.74%	120
Never - CFL-Saskatchewan Roughriders	1,545	2.81%	1,325	3.29%	117
Never - CFL-Toronto Argonauts	541	0.99%	478	1.19%	120
Never - CFL-Winnipeg Blue Bombers	889	1.62%	552	1.37%	85
Never - NBA-Los Angeles Lakers	1,242	2.26%	1,178	2.93%	130
Never - NBA-Toronto Raptors	4,234	7.71%	2,910	7.23%	94
Never - MLB-New York Yankees	777	1.42%	349	0.87%	61
Never - MLB-Toronto Blue Jays	2,229	4.06%	1,422	3.53%	87
Never - MLS-Toronto FC	649	1.18%	508	1.26%	107
Never - MLS-Vancouver Whitecaps FC	543	0.99%	638	1.59%	161
Never - Premier League-Arsenal	1,330	2.42%	745	1.85%	76
Never - Premier League-Liverpool	1,264	2.30%	1,131	2.81%	122
Never - Premier League-Manchester United	857	1.56%	652	1.62%	104
Never - Serie A - Juventus	107	0.20%	78	0.19%	95



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Never - La Liga - Barcelona	579	1.05%	386	0.96%	91
Never - Bundesliga - FC Bayern München	471	0.86%	233	0.58%	67
Never - Other NHL Team	3,353	6.11%	2,365	5.88%	96
Never - Other NFL Team	3,606	6.57%	2,679	6.66%	101
Never - Other NBA Team	3,276	5.97%	2,668	6.63%	111
Never - Other MLB Team	2,681	4.88%	2,623	6.52%	134
Never - Other MLS Team	573	1.04%	226	0.56%	54
Never - Other Premier League Team	1,315	2.39%	1,008	2.51%	105
Never - Other Serie A Team	423	0.77%	283	0.70%	91
Never - Other Ligue 1 Team	1,022	1.86%	668	1.66%	89
Never - Other Bundesliga Team	1,263	2.30%	529	1.31%	57
<b>Reason to Change to a Favourite Team - Team Has My Favourite Player</b>					
Team Has My Favourite Player - NHL-Detroit Red Wings	185	0.34%	217	0.54%	159
Team Has My Favourite Player - NHL-Edmonton Oilers	874	1.59%	647	1.61%	101
Team Has My Favourite Player - NHL-Montreal Canadiens	264	0.48%	188	0.47%	98
Team Has My Favourite Player - NHL-Ottawa Senators	461	0.84%	241	0.60%	71
Team Has My Favourite Player - NHL-Pittsburgh Penguins	193	0.35%	120	0.30%	86
Team Has My Favourite Player - NHL-Toronto Maple Leafs	292	0.53%	214	0.53%	100
Team Has My Favourite Player - NHL-Vancouver Canucks	204	0.37%	204	0.51%	138
Team Has My Favourite Player - NFL-Green Bay Packers	119	0.22%	103	0.26%	118
Team Has My Favourite Player - NFL-Kansas City Chiefs	682	1.24%	533	1.32%	106
Team Has My Favourite Player - NFL-New England Patriots	581	1.06%	617	1.53%	144
Team Has My Favourite Player - NFL-New Orleans Saints	194	0.35%	162	0.40%	114
Team Has My Favourite Player - NFL-San Francisco 49ers	381	0.69%	197	0.49%	71
Team Has My Favourite Player - NFL-Seattle Seahawks	369	0.67%	344	0.85%	127
Team Has My Favourite Player - CFL-Calgary Stampeders	342	0.62%	286	0.71%	115
Team Has My Favourite Player - CFL-Hamilton Tiger-Cats	177	0.32%	143	0.36%	113
Team Has My Favourite Player - NBA-Boston Celtics	34	0.06%	32	0.08%	133
Team Has My Favourite Player - NBA-Golden State Warriors	603	1.10%	609	1.51%	137
Team Has My Favourite Player - NBA-LA Clippers	206	0.38%	186	0.46%	121
Team Has My Favourite Player - NBA-Los Angeles Lakers	458	0.84%	363	0.90%	107
Team Has My Favourite Player - NBA-Toronto Raptors	700	1.27%	545	1.36%	107
Team Has My Favourite Player - MLB-Toronto Blue Jays	272	0.50%	239	0.59%	118
Team Has My Favourite Player - Any NHL Team	3,091	5.63%	1,691	4.20%	75
Team Has My Favourite Player - Any NFL Team	2,686	4.89%	2,151	5.34%	109
Team Has My Favourite Player - Any CFL Team	1,028	1.87%	819	2.04%	109
Team Has My Favourite Player - Any NBA Team	2,771	5.05%	2,051	5.10%	101
Team Has My Favourite Player - Any MLB Team	1,584	2.88%	1,156	2.87%	100
Team Has My Favourite Player - Any Premier League Team	1,430	2.60%	1,201	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	1,310	2.39%	1,004	2.50%	105
Represent My Home City or Country - NHL-Edmonton Oilers	1,070	1.95%	914	2.27%	116
Represent My Home City or Country - NHL-Montreal Canadiens	1,064	1.94%	812	2.02%	104

Attribute	Benchmark CSD/CY (5915051): North Vancouver, BC		CSD/DM (5915055): West Vancouver, BC mmmm		
	Count: -		Count: -		
	Value	Percent	Value	Percent	Index
Represent My Home City or Country - NHL-Ottawa Senators	663	1.21%	491	1.22%	101
Represent My Home City or Country - NHL-Toronto Maple Leafs	1,593	2.90%	1,376	3.42%	118
Represent My Home City or Country - NHL-Vancouver Canucks	3,549	6.46%	3,327	8.27%	128
Represent My Home City or Country - NHL-Winnipeg Jets	935	1.70%	855	2.13%	125
Represent My Home City or Country - CFL-BC Lions	1,526	2.78%	1,615	4.01%	144
Represent My Home City or Country - NBA-Toronto Raptors	3,169	5.77%	2,155	5.36%	93
Represent My Home City or Country - MLB-Toronto Blue Jays	1,431	2.61%	990	2.46%	94
Represent My Home City or Country - Any NHL Team	9,737	17.73%	7,484	18.59%	105
Represent My Home City or Country - Any NFL Team	1,377	2.51%	1,100	2.73%	109
Represent My Home City or Country - Any CFL Team	4,548	8.28%	4,159	10.33%	125
Represent My Home City or Country - Any NBA Team	4,442	8.09%	3,331	8.28%	102
Represent My Home City or Country - Any MLB Team	1,915	3.49%	1,281	3.18%	91
Represent My Home City or Country - Any Premier League Team	648	1.18%	415	1.03%	87
<b>Reason to Change to a Favourite Team - Strong Team</b>					
Strong Team - NHL-Calgary Flames	562	1.02%	498	1.24%	122
Strong Team - NHL-Edmonton Oilers	1,009	1.84%	725	1.80%	98
Strong Team - NHL-Vancouver Canucks	404	0.74%	447	1.11%	150
Strong Team - NHL-Vegas Golden Knights	616	1.12%	385	0.96%	86
Strong Team - NHL-Winnipeg Jets	487	0.89%	439	1.09%	122
Strong Team - NFL-New England Patriots	812	1.48%	427	1.06%	72
Strong Team - NFL-Seattle Seahawks	650	1.18%	615	1.53%	130
Strong Team - CFL-Ottawa Redblacks	194	0.35%	131	0.33%	94
Strong Team - NBA-Toronto Raptors	1,162	2.12%	1,070	2.66%	125
Strong Team - MLB-Toronto Blue Jays	593	1.08%	545	1.36%	126
Strong Team - Any NHL Team	6,138	11.18%	4,634	11.51%	103
Strong Team - Any NFL Team	4,507	8.21%	3,466	8.61%	105
Strong Team - Any CFL Team	2,326	4.24%	2,202	5.47%	129
Strong Team - Any NBA Team	2,685	4.89%	2,061	5.12%	105
Strong Team - Any MLB Team	1,641	2.99%	1,276	3.17%	106
Strong Team - Any Premier League Team	1,043	1.90%	500	1.24%	65
<b>Reason to Change to a Favourite Team - Most Popular Team/Players</b>					
Most Popular Team/Players - NHL-Edmonton Oilers	486	0.89%	362	0.90%	101
Most Popular Team/Players - NHL-Montreal Canadiens	314	0.57%	276	0.69%	121
Most Popular Team/Players - NHL-Toronto Maple Leafs	377	0.69%	258	0.64%	93
Most Popular Team/Players - NFL-New England Patriots	25	0.05%	18	0.04%	80
Most Popular Team/Players - CFL-Saskatchewan Roughriders	405	0.74%	299	0.74%	100
Most Popular Team/Players - NBA-Los Angeles Lakers	327	0.60%	292	0.72%	120
Most Popular Team/Players - NBA-Toronto Raptors	295	0.54%	237	0.59%	109
Most Popular Team/Players - MLB-Toronto Blue Jays	589	1.07%	503	1.25%	117
Most Popular Team/Players - Any NHL Team	2,223	4.05%	1,594	3.96%	98
Most Popular Team/Players - Any NFL Team	2,064	3.76%	1,232	3.06%	81
Most Popular Team/Players - Any CFL Team	1,490	2.71%	1,130	2.81%	104
Most Popular Team/Players - Any NBA Team	1,344	2.45%	1,193	2.96%	121

Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
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	Count: -		Value	Percent	Index
Most Popular Team/Players - Any MLB Team	1,644	2.99%	1,398	3.47%	116
Most Popular Team/Players - Any Premier League Team	1,226	2.23%	714	1.78%	80
<b>Reason to Change to a Favourite Team - Friends/Family Are Fans</b>					
Friends/Family Are Fans - NHL-Calgary Flames	786	1.43%	644	1.60%	112
Friends/Family Are Fans - NHL-Edmonton Oilers	2,267	4.13%	1,910	4.75%	115
Friends/Family Are Fans - NHL-Montreal Canadiens	818	1.49%	570	1.42%	95
Friends/Family Are Fans - NHL-Ottawa Senators	625	1.14%	447	1.11%	97
Friends/Family Are Fans - NHL-Toronto Maple Leafs	1,171	2.13%	786	1.95%	92
Friends/Family Are Fans - NHL-Vancouver Canucks	801	1.46%	506	1.26%	86
Friends/Family Are Fans - NHL-Winnipeg Jets	674	1.23%	421	1.05%	85
Friends/Family Are Fans - CFL-Saskatchewan Roughriders	319	0.58%	245	0.61%	105
Friends/Family Are Fans - NBA-Toronto Raptors	507	0.92%	386	0.96%	104
Friends/Family Are Fans - MLB-Toronto Blue Jays	428	0.78%	296	0.74%	95
Friends/Family Are Fans - Any NHL Team	9,185	16.73%	6,080	15.11%	90
Friends/Family Are Fans - Any NFL Team	2,507	4.57%	1,681	4.18%	91
Friends/Family Are Fans - Any CFL Team	2,689	4.90%	2,386	5.93%	121
Friends/Family Are Fans - Any NBA Team	1,606	2.93%	1,190	2.96%	101
Friends/Family Are Fans - Any MLB Team	1,882	3.43%	1,478	3.67%	107
Friends/Family Are Fans - Any Premier League Team	1,885	3.43%	1,515	3.76%	110
<b>Reason to Change to a Favourite Team - Other</b>					
Other Reason - NHL-Calgary Flames	678	1.23%	640	1.59%	129
Other Reason - NHL-Edmonton Oilers	493	0.90%	430	1.07%	119
Other Reason - NHL-Montreal Canadiens	830	1.51%	748	1.86%	123
Other Reason - NHL-Ottawa Senators	264	0.48%	149	0.37%	77
Other Reason - NHL-Toronto Maple Leafs	386	0.70%	332	0.82%	117
Other Reason - NHL-Vancouver Canucks	458	0.83%	304	0.75%	90
Other Reason - NHL-Winnipeg Jets	359	0.65%	261	0.65%	100
Other Reason - NFL-Buffalo Bills	102	0.19%	52	0.13%	68
Other Reason - CFL-Saskatchewan Roughriders	732	1.33%	522	1.30%	98
Other Reason - NBA-Toronto Raptors	468	0.85%	317	0.79%	93
Other Reason - MLB-Toronto Blue Jays	389	0.71%	278	0.69%	97
Other Reason - Any NHL Team	3,820	6.96%	2,563	6.37%	92
Other Reason - Any NFL Team	1,511	2.75%	1,014	2.52%	92
Other Reason - Any CFL Team	1,594	2.90%	1,557	3.87%	133
Other Reason - Any NBA Team	798	1.45%	731	1.82%	126
Other Reason - Any MLB Team	1,758	3.20%	1,548	3.85%	120
Other Reason - Any Premier League Team	1,169	2.13%	986	2.45%	115
<b>Attitude Towards Favourite Team - Strongly Agree</b>					
Sports - I am emotionally connected to my team	8,749	15.93%	5,826	14.47%	91
Sports - I spend a lot of money on my team	1,562	2.84%	930	2.31%	81
Sports - I want everyone to know I am connected to my team	2,590	4.72%	1,796	4.46%	94
Sports - I devote as much time as I can to my team	3,365	6.13%	2,000	4.97%	81
Sports - I would be devastated if I could not follow my team	3,937	7.17%	2,269	5.64%	79



Attribute	Benchmark		CSD/DM (5915055): West Vancouver, BC mmmm		
	CSD/CY (5915051): North Vancouver, BC		Count: -		
	Count: -		Value	Percent	Index
Sports - I strongly identify with my team	5,808	10.58%	3,590	8.92%	84
Sports - It's very important to me that my favourite team wins	10,066	18.33%	7,007	17.41%	95
Sports - I support my team regardless of performance	12,396	22.57%	9,405	23.37%	104
Sports - When someone criticizes my team, it feels like a personal insult	2,343	4.27%	1,739	4.32%	101
Sports - I feel better about myself when my favorite team is winning	5,032	9.16%	3,262	8.11%	89
Sports - I want to be friends with people who support my team	2,567	4.68%	1,609	4.00%	85
<b>Attitude Towards Favourite Team - Somewhat Agree</b>					
Sports - I am emotionally connected to my team	19,229	35.02%	14,384	35.74%	102
Sports - I spend a lot of money on my team	5,528	10.07%	3,513	8.73%	87
Sports - I want everyone to know I am connected to my team	11,842	21.56%	7,760	19.28%	89
Sports - I devote as much time as I can to my team	6,983	12.72%	4,636	11.52%	91
Sports - I would be devastated if I could not follow my team	11,335	20.64%	7,446	18.50%	90
Sports - I strongly identify with my team	12,020	21.89%	8,755	21.75%	99
Sports - It's very important to me that my favourite team wins	16,761	30.52%	12,026	29.88%	98
Sports - I support my team regardless of performance	17,247	31.41%	12,360	30.71%	98
Sports - When someone criticizes my team, it feels like a personal insult	9,845	17.93%	6,172	15.33%	85
Sports - I feel better about myself when my favorite team is winning	12,129	22.09%	7,581	18.84%	85
Sports - I want to be friends with people who support my team	10,309	18.77%	6,766	16.81%	90
<b>Attitude Towards Favourite Team - Undecided</b>					
Sports - I am emotionally connected to my team	7,226	13.16%	4,682	11.63%	88
Sports - I spend a lot of money on my team	6,129	11.16%	4,451	11.06%	99
Sports - I want everyone to know I am connected to my team	11,591	21.11%	8,384	20.83%	99
Sports - I devote as much time as I can to my team	9,281	16.90%	6,809	16.92%	100
Sports - I would be devastated if I could not follow my team	9,420	17.15%	6,033	14.99%	87
Sports - I strongly identify with my team	11,807	21.50%	8,716	21.66%	101
Sports - It's very important to me that my favourite team wins	7,107	12.94%	4,954	12.31%	95
Sports - I support my team regardless of performance	7,548	13.75%	3,915	9.73%	71
Sports - When someone criticizes my team, it feels like a personal insult	7,891	14.37%	5,612	13.94%	97
Sports - I feel better about myself when my favorite team is winning	12,194	22.20%	9,336	23.19%	104
Sports - I want to be friends with people who support my team	16,330	29.74%	11,805	29.33%	99
<b>Attitude Towards Favourite Team - Somewhat Disagree</b>					
Sports - I am emotionally connected to my team	4,209	7.66%	3,005	7.47%	98
Sports - I spend a lot of money on my team	11,972	21.80%	8,803	21.87%	100
Sports - I want everyone to know I am connected to my team	9,874	17.98%	7,273	18.07%	101
Sports - I devote as much time as I can to my team	9,883	18.00%	7,555	18.77%	104
Sports - I would be devastated if I could not follow my team	9,621	17.52%	7,020	17.44%	100
Sports - I strongly identify with my team	6,909	12.58%	4,756	11.82%	94

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	Count: -	Count: -	Value	Percent	Index
Sports - It's very important to me that my favourite team wins	3,403	6.20%	2,752	6.84%	110
Sports - I support my team regardless of performance	2,558	4.66%	2,041	5.07%	109
Sports - When someone criticizes my team, it feels like a personal insult	10,581	19.27%	7,684	19.09%	99
Sports - I feel better about myself when my favorite team is winning	6,369	11.60%	4,703	11.69%	101
Sports - I want to be friends with people who support my team	7,058	12.85%	5,678	14.11%	110
<b>Attitude Towards Favourite Team - Strongly Disagree</b>					
Sports - I am emotionally connected to my team	2,180	3.97%	1,476	3.67%	92
Sports - I spend a lot of money on my team	16,224	29.54%	11,434	28.41%	96
Sports - I want everyone to know I am connected to my team	6,370	11.60%	4,336	10.77%	93
Sports - I devote as much time as I can to my team	12,069	21.98%	8,565	21.28%	97
Sports - I would be devastated if I could not follow my team	9,240	16.83%	7,375	18.32%	109
Sports - I strongly identify with my team	4,138	7.54%	2,846	7.07%	94
Sports - It's very important to me that my favourite team wins	3,510	6.39%	2,368	5.88%	92
Sports - I support my team regardless of performance	1,678	3.06%	1,040	2.58%	84
Sports - When someone criticizes my team, it feels like a personal insult	10,808	19.68%	8,282	20.58%	105
Sports - I feel better about myself when my favorite team is winning	7,436	13.54%	5,132	12.75%	94
Sports - I want to be friends with people who support my team	5,963	10.86%	4,012	9.97%	92

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:** 2023/2024