

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>	54,916		40,249		
<b>Fantasy Sports - Played in the Past Year</b>					
Fantasy Sports - Baseball	1,291	2.35%	592	1.47%	63
Fantasy Sports - Basketball	998	1.82%	621	1.54%	85
Fantasy Sports - Football	3,257	5.93%	2,105	5.23%	88
Fantasy Sports - Golf	1,375	2.50%	819	2.04%	82
Fantasy Sports - Hockey	4,025	7.33%	2,105	5.23%	71
Fantasy Sports - Mixed Martial Arts	347	0.63%	148	0.37%	59
Fantasy Sports - Racing	419	0.76%	175	0.44%	58
Fantasy Sports - Soccer	1,706	3.11%	1,307	3.25%	105
Fantasy Sports - Other	377	0.69%	195	0.48%	70
Fantasy Sports - Do not play	46,302	84.32%	34,963	86.87%	103
<b>Fantasy Sports - Contest Type(s) Play</b>					
Daily Fantasy Sports	2,416	4.40%	1,238	3.08%	70
Head - to - Head	2,844	5.18%	1,726	4.29%	83
50/50 or Double Up Games	2,480	4.52%	1,879	4.67%	103
Guaranteed Prize Pools (GPP)	1,365	2.49%	680	1.69%	68
Beginner Games	1,079	1.97%	874	2.17%	110
<b>Video Games - Type(s) Personally Play</b>					
Video Games - Action/Adventure	8,105	14.76%	4,774	11.86%	80
Video Games - Arcade & Classic Games	6,527	11.89%	4,529	11.25%	95
Video Games - Cards/Puzzles	7,360	13.40%	5,097	12.66%	94
Video Games - Exercise/Fitness Games	1,876	3.42%	1,292	3.21%	94
Video Games - Fighting	2,509	4.57%	1,384	3.44%	75
Video Games - First - Person Shooter	2,461	4.48%	1,599	3.97%	89
Video Games - Kids/Family	1,267	2.31%	1,267	3.15%	136
Video Games - Music/Dance	4,371	7.96%	2,516	6.25%	79
Video Games - Racing	3,988	7.26%	1,942	4.82%	66
Video Games - Role - Playing	3,996	7.28%	2,471	6.14%	84
Video Games - Simulation	2,632	4.79%	1,892	4.70%	98
Video Games - Sports	5,071	9.24%	2,778	6.90%	75
Video Games - Strategy	3,968	7.23%	2,751	6.84%	95
Video Games - Other	985	1.79%	644	1.60%	89
<b>Video Games - # Times Played in the Past 7 Days</b>					
Video Games - None	3,704	6.75%	2,199	5.46%	81
Video Games - 1 - 2	5,027	9.15%	3,091	7.68%	84
Video Games - 3 - 4	2,721	4.95%	1,651	4.10%	83
Video Games - 5 - 6	1,969	3.59%	1,403	3.49%	97
Video Games - 7+	4,968	9.05%	3,139	7.80%	86
<b>Video Games - Device(s) Use to Play - Most Often</b>					
Video Games Most Often - Computer	5,262	9.58%	3,417	8.49%	89
Video Games Most Often - Mobile phone	4,846	8.83%	3,027	7.52%	85
Video Games Most Often - Tablet	2,819	5.13%	2,045	5.08%	99

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Video Games Most Often - Gaming console	4,211	7.67%	2,639	6.56%	86
Video Games Most Often - Handheld gaming device	417	0.76%	246	0.61%	80
<b>Video Games - Device(s) Use to Play - Sometimes</b>					
Video Games Sometimes - Computer	6,336	11.54%	3,415	8.48%	73
Video Games Sometimes - Mobile phone	7,014	12.77%	3,535	8.78%	69
Video Games Sometimes - Tablet	5,641	10.27%	3,009	7.48%	73
Video Games Sometimes - Gaming console	5,621	10.24%	3,605	8.96%	88
Video Games Sometimes - Handheld gaming device	3,459	6.30%	1,965	4.88%	77
<b>Video Games - Attitude toward Playing Video Games - Strongly Agree</b>					
I play video games when I have nothing else to do	5,206	9.48%	3,410	8.47%	89
Playing video games raises my level of adrenaline	1,044	1.90%	766	1.90%	100
I find it very rewarding to get to the next level	3,345	6.09%	2,621	6.51%	107
I enjoy finding new and creative ways to work through a video game	3,433	6.25%	2,534	6.30%	101
When I lose to someone, I immediately want to play again to beat them	878	1.60%	501	1.25%	78
It is important to me to be the most skilled person playing the video game	583	1.06%	540	1.34%	126
I play video games instead of other things I should be doing	1,376	2.51%	974	2.42%	96
I play video games because they let me do things I can't do in real life	1,473	2.68%	1,193	2.96%	110
Video games allow me to pretend I am someone/somewhere else	1,224	2.23%	887	2.20%	99
I play video games because it's cool	824	1.50%	534	1.33%	89
I can stop playing video games at anytime	5,662	10.31%	3,681	9.15%	89
I make purchases within the game to progress/get further	762	1.39%	487	1.21%	87
<b>Video Games - Attitude toward Playing Video Games - Somewhat Agree</b>					
I play video games when I have nothing else to do	6,859	12.49%	4,128	10.26%	82
Playing video games raises my level of adrenaline	6,765	12.32%	4,424	10.99%	89
I find it very rewarding to get to the next level	7,743	14.10%	4,349	10.81%	77
I enjoy finding new and creative ways to work through a video game	5,884	10.71%	3,326	8.26%	77
When I lose to someone, I immediately want to play again to beat them	3,383	6.16%	2,157	5.36%	87
It is important to me to be the most skilled person playing the video game	2,889	5.26%	1,609	4.00%	76
I play video games instead of other things I should be doing	5,367	9.77%	3,117	7.75%	79
I play video games because they let me do things I can't do in real life	4,064	7.40%	2,086	5.18%	70
Video games allow me to pretend I am someone/somewhere else	4,730	8.61%	3,053	7.59%	88
I play video games because it's cool	1,825	3.32%	968	2.41%	73
I can stop playing video games at anytime	4,201	7.65%	2,495	6.20%	81

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I make purchases within the game to progress/get further	1,300	2.37%	727	1.81%	76
<b>Video Games - Attitude toward Playing Video Games - Undecided</b>					
I play video games when I have nothing else to do	2,141	3.90%	1,083	2.69%	69
Playing video games raises my level of adrenaline	5,574	10.15%	2,874	7.14%	70
I find it very rewarding to get to the next level	3,014	5.49%	1,377	3.42%	62
I enjoy finding new and creative ways to work through a video game	5,665	10.32%	3,196	7.94%	77
When I lose to someone, I immediately want to play again to beat them	5,898	10.74%	3,208	7.97%	74
It is important to me to be the most skilled person playing the video game	5,419	9.87%	3,349	8.32%	84
I play video games instead of other things I should be doing	3,592	6.54%	1,900	4.72%	72
I play video games because they let me do things I can't do in real life	3,500	6.37%	1,914	4.75%	75
Video games allow me to pretend I am someone/somewhere else	4,560	8.30%	2,384	5.92%	71
I play video games because it's cool	6,884	12.54%	4,288	10.65%	85
I can stop playing video games at anytime	3,203	5.83%	1,153	2.87%	49
I make purchases within the game to progress/get further	3,952	7.20%	1,983	4.93%	68
<b>Video Games - Attitude toward Playing Video Games - Somewhat Disagree</b>					
I play video games when I have nothing else to do	2,152	3.92%	1,637	4.07%	104
Playing video games raises my level of adrenaline	3,924	7.15%	3,484	8.66%	121
I find it very rewarding to get to the next level	1,688	3.07%	1,414	3.51%	114
I enjoy finding new and creative ways to work through a video game	2,106	3.83%	1,890	4.70%	123
When I lose to someone, I immediately want to play again to beat them	4,489	8.17%	3,389	8.42%	103
It is important to me to be the most skilled person playing the video game	4,778	8.70%	2,926	7.27%	84
I play video games instead of other things I should be doing	4,337	7.90%	2,920	7.25%	92
I play video games because they let me do things I can't do in real life	4,390	7.99%	3,045	7.57%	95
Video games allow me to pretend I am someone/somewhere else	3,413	6.22%	2,484	6.17%	99
I play video games because it's cool	4,978	9.06%	3,428	8.52%	94
I can stop playing video games at anytime	2,431	4.43%	1,364	3.39%	77
I make purchases within the game to progress/get further	3,454	6.29%	2,745	6.82%	108
<b>Video Games - Attitude toward Playing Video Games - Strongly Disagree</b>					
I play video games when I have nothing else to do	702	1.28%	561	1.40%	109
Playing video games raises my level of adrenaline	749	1.36%	435	1.08%	79
I find it very rewarding to get to the next level	409	0.75%	265	0.66%	88
I enjoy finding new and creative ways to work through a video game	871	1.59%	674	1.68%	106

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When I lose to someone, I immediately want to play again to beat them	2,388	4.35%	2,304	5.72%	131
It is important to me to be the most skilled person playing the video game	3,441	6.27%	2,528	6.28%	100
I play video games instead of other things I should be doing	2,042	3.72%	1,716	4.26%	115
I play video games because they let me do things I can't do in real life	2,687	4.89%	1,902	4.73%	97
Video games allow me to pretend I am someone/somewhere else	3,086	5.62%	2,147	5.33%	95
I play video games because it's cool	3,684	6.71%	2,645	6.57%	98
I can stop playing video games at anytime	874	1.59%	1,303	3.24%	204
I make purchases within the game to progress/get further	7,445	13.56%	5,064	12.58%	93
<b>Bets/Gambling - Placed a Bet/Gambled in the Past Year</b>					
Bets/Gambling - Auto Racing	1,659	3.02%	1,983	4.93%	163
Bets/Gambling - Baseball	2,356	4.29%	1,799	4.47%	104
Bets/Gambling - Basketball	2,829	5.15%	2,187	5.44%	106
Bets/Gambling - UFC/Boxing	2,270	4.13%	1,303	3.24%	78
Bets/Gambling - Other Martial arts	877	1.60%	780	1.94%	121
Bets/Gambling - Hockey	3,327	6.06%	2,174	5.40%	89
Bets/Gambling - Lacrosse	1,201	2.19%	564	1.40%	64
Bets/Gambling - Football	3,813	6.94%	2,042	5.07%	73
Bets/Gambling - Golf	1,009	1.84%	595	1.48%	80
Bets/Gambling - Soccer	1,900	3.46%	1,562	3.88%	112
Bets/Gambling - Tennis	2,159	3.93%	1,369	3.40%	87
Bets/Gambling - Olympics	1,203	2.19%	1,022	2.54%	116
Bets/Gambling - Wrestling	1,679	3.06%	956	2.38%	78
Bets/Gambling - eSports (professional video gaming)	767	1.40%	528	1.31%	94
Bets/Gambling - Other	1,277	2.33%	1,197	2.97%	127
Bets/Gambling - No, did not bet in the past year	40,829	74.35%	29,522	73.35%	99
<b>Bets/Gambling - How Often Place Sports Bets</b>					
Bets/Gambling - Every day	750	1.37%	353	0.88%	64
Bets/Gambling - A couple of times a week	803	1.46%	504	1.25%	86
Bets/Gambling - Once a week	1,082	1.97%	745	1.85%	94
Bets/Gambling - A couple of times a month	2,060	3.75%	1,354	3.37%	90
Bets/Gambling - Once a month	840	1.53%	331	0.82%	54
Bets/Gambling - Every few months	3,005	5.47%	2,327	5.78%	106
Bets/Gambling - Every 6 months	2,216	4.04%	1,490	3.70%	92
Bets/Gambling - Once a year	1,245	2.27%	898	2.23%	98
Bets/Gambling - Less often	1,931	3.52%	2,135	5.31%	151
<b>Bets/Gambling - Amount Usually Place on Bets</b>					
Bets/Gambling - Less \$20	4,791	8.72%	3,764	9.35%	107
Bets/Gambling - \$20 - \$49	4,214	7.67%	2,970	7.38%	96
Bets/Gambling - \$50 - \$99	879	1.60%	704	1.75%	109

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Bets/Gambling - \$100 - \$149	1,832	3.34%	1,874	4.66%	140
Bets/Gambling - \$150 - \$299	1,070	1.95%	775	1.93%	99
Bets/Gambling - \$300 or more	666	1.21%	257	0.64%	53
<b>Bets/Gambling - Where Usually Place Bets</b>					
Provincial sports lottery in person (e.g. Pro - Line, Mise - O - Jeu)	4,396	8.01%	2,420	6.01%	75
Provincial sports lottery website/app (e.g. proline.ca, miseojeu.lotoquebec.com)	3,129	5.70%	2,097	5.21%	91
Betting Websites Outside Canada (e.g. Sports InterAction, betWay, bet365, 888Sport, etc.)	4,320	7.87%	3,813	9.47%	120
Through other websites	3,898	7.10%	3,422	8.50%	120
Somewhere else	3,802	6.92%	3,068	7.62%	110
<b>Bets/Gambling - Likelihood to Place Bet in Next 12 Months</b>					
Bets/Gambling - Very likely	3,366	6.13%	2,019	5.02%	82
Bets/Gambling - Somewhat Likely	4,736	8.62%	3,298	8.19%	95
Bets/Gambling - Not Sure	5,035	9.17%	3,058	7.60%	83
Bets/Gambling - Somewhat unlikely	5,148	9.37%	4,270	10.61%	113
Bets/Gambling - Very unlikely	36,798	67.01%	26,309	65.37%	98
<b>Bets/Gambling - Attitude towards Sports Betting - Strongly Agree</b>					
There are a lot of opportunities for sports betting	11,001	20.03%	8,339	20.72%	103
I feel guilty about betting on sports	6,693	12.19%	4,771	11.86%	97
I have bet more money than I can afford to lose	1,523	2.77%	1,072	2.66%	96
Betting on a sport is not a good way to make money	22,509	40.99%	17,883	44.43%	108
Betting on a sport makes me want to watch the sports live	4,505	8.20%	3,173	7.88%	96
Betting on a sport makes the sports more interesting	3,287	5.99%	2,167	5.38%	90
I feel excitement/amusement when I bet	3,416	6.22%	2,568	6.38%	103
I feel a sense of achievement when I win	3,856	7.02%	2,588	6.43%	92
Betting on sports helps me relax	973	1.77%	603	1.50%	85
Sports betting is something we do as a family	984	1.79%	678	1.68%	94
I like the adrenaline rush I get when I bet on sports	2,184	3.98%	1,540	3.83%	96
I like to put my sports knowledge to good use	2,063	3.76%	1,405	3.49%	93
<b>Bets/Gambling - Attitude towards Sports Betting - Somewhat Agree</b>					
There are a lot of opportunities for sports betting	18,899	34.42%	13,131	32.63%	95
I feel guilty about betting on sports	7,490	13.64%	4,447	11.05%	81
I have bet more money than I can afford to lose	2,904	5.29%	2,119	5.27%	100
Betting on a sport is not a good way to make money	11,036	20.10%	7,289	18.11%	90
Betting on a sport makes me want to watch the sports live	10,288	18.74%	7,785	19.34%	103
Betting on a sport makes the sports more interesting	12,476	22.72%	9,856	24.49%	108
I feel excitement/amusement when I bet	10,888	19.83%	6,755	16.78%	85
I feel a sense of achievement when I win	12,154	22.13%	7,391	18.36%	83
Betting on sports helps me relax	1,615	2.94%	1,027	2.55%	87
Sports betting is something we do as a family	2,531	4.61%	1,606	3.99%	87
I like the adrenaline rush I get when I bet on sports	3,616	6.58%	2,106	5.23%	79
I like to put my sports knowledge to good use	8,757	15.95%	6,593	16.38%	103

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<b>Bets/Gambling - Attitude towards Sports Betting - Undecided</b>					
There are a lot of opportunities for sports betting	16,618	30.26%	11,975	29.75%	98
I feel guilty about betting on sports	15,418	28.08%	11,302	28.08%	100
I have bet more money than I can afford to lose	11,200	20.40%	7,663	19.04%	93
Betting on a sport is not a good way to make money	11,290	20.56%	7,906	19.64%	96
Betting on a sport makes me want to watch the sports live	15,524	28.27%	10,683	26.54%	94
Betting on a sport makes the sports more interesting	13,482	24.55%	10,415	25.88%	105
I feel excitement/amusement when I bet	14,662	26.70%	10,643	26.44%	99
I feel a sense of achievement when I win	15,402	28.05%	11,479	28.52%	102
Betting on sports helps me relax	15,444	28.12%	9,705	24.11%	86
Sports betting is something we do as a family	12,083	22.00%	8,561	21.27%	97
I like the adrenaline rush I get when I bet on sports	15,703	28.59%	11,170	27.75%	97
I like to put my sports knowledge to good use	19,109	34.80%	13,370	33.22%	95
<b>Bets/Gambling - Attitude towards Sports Betting - Somewhat Disagree</b>					
There are a lot of opportunities for sports betting	2,907	5.29%	2,171	5.39%	102
I feel guilty about betting on sports	9,837	17.91%	7,769	19.30%	108
I have bet more money than I can afford to lose	3,876	7.06%	2,405	5.98%	85
Betting on a sport is not a good way to make money	3,937	7.17%	2,476	6.15%	86
Betting on a sport makes me want to watch the sports live	3,229	5.88%	1,879	4.67%	79
Betting on a sport makes the sports more interesting	5,064	9.22%	3,207	7.97%	86
I feel excitement/amusement when I bet	4,793	8.73%	3,220	8.00%	92
I feel a sense of achievement when I win	4,295	7.82%	3,665	9.11%	116
Betting on sports helps me relax	6,719	12.24%	4,925	12.24%	100
Sports betting is something we do as a family	5,489	10.00%	4,284	10.65%	107
I like the adrenaline rush I get when I bet on sports	4,642	8.45%	3,241	8.05%	95
I like to put my sports knowledge to good use	3,080	5.61%	2,212	5.50%	98
<b>Bets/Gambling - Attitude towards Sports Betting - Strongly Disagree</b>					
There are a lot of opportunities for sports betting	6,130	11.16%	4,792	11.91%	107
I feel guilty about betting on sports	14,914	27.16%	12,887	32.02%	118
I have bet more money than I can afford to lose	36,080	65.70%	27,030	67.16%	102
Betting on a sport is not a good way to make money	6,003	10.93%	4,484	11.14%	102
Betting on a sport makes me want to watch the sports live	21,386	38.94%	17,038	42.33%	109
Betting on a sport makes the sports more interesting	20,323	37.01%	16,403	40.75%	110
I feel excitement/amusement when I bet	21,157	38.53%	16,854	41.87%	109
I feel a sense of achievement when I win	19,646	35.78%	15,341	38.12%	107
Betting on sports helps me relax	30,641	55.80%	24,447	60.74%	109
Sports betting is something we do as a family	35,455	64.56%	26,871	66.76%	103
I like the adrenaline rush I get when I bet on sports	29,541	53.79%	23,328	57.96%	108
I like to put my sports knowledge to good use	21,791	39.68%	17,191	42.71%	108

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Low
<50	Extremely Low

**Powered By:** PolarisIntelligence.com

**Data Source:** Manifold Data Mining Inc.

This report is based on consumer demographic and behaviour data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.

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