

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		
Fantasy Sports - Played in the Past Year					
Fantasy Sports - Baseball	1,346	2.35%	610	1.46%	62
Fantasy Sports - Basketball	1,044	1.82%	643	1.54%	85
Fantasy Sports - Football	3,406	5.94%	2,186	5.23%	88
Fantasy Sports - Golf	1,435	2.50%	853	2.04%	82
Fantasy Sports - Hockey	4,209	7.34%	2,183	5.23%	71
Fantasy Sports - Mixed Martial Arts	362	0.63%	154	0.37%	59
Fantasy Sports - Racing	437	0.76%	182	0.44%	58
Fantasy Sports - Soccer	1,785	3.11%	1,349	3.23%	104
Fantasy Sports - Other	395	0.69%	202	0.48%	70
Fantasy Sports - Do not play	48,369	84.30%	36,286	86.89%	103
Fantasy Sports - Contest Type(s) Play					
Daily Fantasy Sports	2,525	4.40%	1,286	3.08%	70
Head - to - Head	2,972	5.18%	1,795	4.30%	83
50/50 or Double Up Games	2,599	4.53%	1,937	4.64%	102
Guaranteed Prize Pools (GPP)	1,430	2.49%	707	1.69%	68
Beginner Games	1,129	1.97%	904	2.17%	110
Video Games - Type(s) Personally Play					
Video Games - Action/Adventure	8,480	14.78%	4,962	11.88%	80
Video Games - Arcade & Classic Games	6,821	11.89%	4,704	11.27%	95
Video Games - Cards/Puzzles	7,692	13.41%	5,288	12.66%	94
Video Games - Exercise/Fitness Games	1,959	3.41%	1,343	3.22%	94
Video Games - Fighting	2,618	4.56%	1,439	3.45%	76
Video Games - First - Person Shooter	2,570	4.48%	1,660	3.98%	89
Video Games - Kids/Family	1,325	2.31%	1,311	3.14%	136
Video Games - Music/Dance	4,562	7.95%	2,617	6.27%	79
Video Games - Racing	4,171	7.27%	2,020	4.84%	67
Video Games - Role - Playing	4,175	7.28%	2,561	6.13%	84
Video Games - Simulation	2,753	4.80%	1,962	4.70%	98
Video Games - Sports	5,298	9.23%	2,879	6.89%	75
Video Games - Strategy	4,145	7.23%	2,857	6.84%	95
Video Games - Other	1,029	1.79%	668	1.60%	89
Video Games - # Times Played in the Past 7 Days					
Video Games - None	3,878	6.76%	2,287	5.48%	81
Video Games - 1 - 2	5,251	9.15%	3,214	7.70%	84
Video Games - 3 - 4	2,846	4.96%	1,711	4.10%	83
Video Games - 5 - 6	2,047	3.57%	1,454	3.48%	97
Video Games - 7+	5,182	9.03%	3,258	7.80%	86
Video Games - Device(s) Use to Play - Most Often					
Video Games Most Often - Computer	5,498	9.58%	3,543	8.48%	89
Video Games Most Often - Mobile phone	5,064	8.83%	3,152	7.55%	86
Video Games Most Often - Tablet	2,940	5.12%	2,123	5.08%	99

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Video Games Most Often - Gaming console	4,398	7.67%	2,738	6.56%	86
Video Games Most Often - Handheld gaming device	438	0.76%	256	0.61%	80
Video Games - Device(s) Use to Play - Sometimes					
Video Games Sometimes - Computer	6,626	11.55%	3,543	8.48%	73
Video Games Sometimes - Mobile phone	7,326	12.77%	3,665	8.78%	69
Video Games Sometimes - Tablet	5,899	10.28%	3,124	7.48%	73
Video Games Sometimes - Gaming console	5,898	10.28%	3,741	8.96%	87
Video Games Sometimes - Handheld gaming device	3,628	6.32%	2,037	4.88%	77
Video Games - Attitude toward Playing Video Games - Strongly Agree					
I play video games when I have nothing else to do	5,439	9.48%	3,548	8.50%	90
Playing video games raises my level of adrenaline	1,091	1.90%	791	1.89%	99
I find it very rewarding to get to the next level	3,498	6.10%	2,720	6.51%	107
I enjoy finding new and creative ways to work through a video game	3,593	6.26%	2,635	6.31%	101
When I lose to someone, I immediately want to play again to beat them	918	1.60%	519	1.24%	78
It is important to me to be the most skilled person playing the video game	611	1.07%	560	1.34%	125
I play video games instead of other things I should be doing	1,441	2.51%	1,012	2.42%	96
I play video games because they let me do things I can't do in real life	1,536	2.68%	1,240	2.97%	111
Video games allow me to pretend I am someone/somewhere else	1,281	2.23%	924	2.21%	99
I play video games because it's cool	861	1.50%	554	1.33%	89
I can stop playing video games at anytime	5,913	10.31%	3,823	9.15%	89
I make purchases within the game to progress/get further	796	1.39%	511	1.22%	88
Video Games - Attitude toward Playing Video Games - Somewhat Agree					
I play video games when I have nothing else to do	7,172	12.50%	4,271	10.23%	82
Playing video games raises my level of adrenaline	7,071	12.32%	4,593	11.00%	89
I find it very rewarding to get to the next level	8,086	14.09%	4,517	10.82%	77
I enjoy finding new and creative ways to work through a video game	6,143	10.71%	3,450	8.26%	77
When I lose to someone, I immediately want to play again to beat them	3,530	6.15%	2,249	5.39%	88
It is important to me to be the most skilled person playing the video game	3,010	5.25%	1,678	4.02%	77
I play video games instead of other things I should be doing	5,596	9.75%	3,249	7.78%	80
I play video games because they let me do things I can't do in real life	4,245	7.40%	2,170	5.20%	70
Video games allow me to pretend I am someone/somewhere else	4,940	8.61%	3,171	7.59%	88
I play video games because it's cool	1,906	3.32%	1,008	2.42%	73
I can stop playing video games at anytime	4,386	7.65%	2,592	6.21%	81

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I make purchases within the game to progress/get further	1,357	2.36%	758	1.82%	77
Video Games - Attitude toward Playing Video Games - Undecided					
I play video games when I have nothing else to do	2,233	3.89%	1,125	2.69%	69
Playing video games raises my level of adrenaline	5,820	10.14%	2,988	7.15%	71
I find it very rewarding to get to the next level	3,154	5.50%	1,432	3.43%	62
I enjoy finding new and creative ways to work through a video game	5,920	10.32%	3,312	7.93%	77
When I lose to someone, I immediately want to play again to beat them	6,177	10.77%	3,333	7.98%	74
It is important to me to be the most skilled person playing the video game	5,665	9.87%	3,474	8.32%	84
I play video games instead of other things I should be doing	3,765	6.56%	1,974	4.73%	72
I play video games because they let me do things I can't do in real life	3,668	6.39%	1,986	4.76%	74
Video games allow me to pretend I am someone/somewhere else	4,772	8.32%	2,470	5.91%	71
I play video games because it's cool	7,194	12.54%	4,444	10.64%	85
I can stop playing video games at anytime	3,354	5.85%	1,195	2.86%	49
I make purchases within the game to progress/get further	4,129	7.20%	2,057	4.93%	68
Video Games - Attitude toward Playing Video Games - Somewhat Disagree					
I play video games when I have nothing else to do	2,251	3.92%	1,697	4.06%	104
Playing video games raises my level of adrenaline	4,097	7.14%	3,616	8.66%	121
I find it very rewarding to get to the next level	1,764	3.07%	1,468	3.52%	115
I enjoy finding new and creative ways to work through a video game	2,194	3.82%	1,966	4.71%	123
When I lose to someone, I immediately want to play again to beat them	4,686	8.17%	3,516	8.42%	103
It is important to me to be the most skilled person playing the video game	4,992	8.70%	3,031	7.26%	83
I play video games instead of other things I should be doing	4,530	7.90%	3,026	7.25%	92
I play video games because they let me do things I can't do in real life	4,593	8.00%	3,153	7.55%	94
Video games allow me to pretend I am someone/somewhere else	3,564	6.21%	2,577	6.17%	99
I play video games because it's cool	5,199	9.06%	3,554	8.51%	94
I can stop playing video games at anytime	2,531	4.41%	1,419	3.40%	77
I make purchases within the game to progress/get further	3,605	6.28%	2,847	6.82%	109
Video Games - Attitude toward Playing Video Games - Strongly Disagree					
I play video games when I have nothing else to do	733	1.28%	583	1.40%	109
Playing video games raises my level of adrenaline	780	1.36%	453	1.08%	79
I find it very rewarding to get to the next level	428	0.75%	276	0.66%	88
I enjoy finding new and creative ways to work through a video game	910	1.59%	701	1.68%	106

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When I lose to someone, I immediately want to play again to beat them	2,493	4.34%	2,388	5.72%	132
It is important to me to be the most skilled person playing the video game	3,592	6.26%	2,623	6.28%	100
I play video games instead of other things I should be doing	2,128	3.71%	1,774	4.25%	115
I play video games because they let me do things I can't do in real life	2,805	4.89%	1,972	4.72%	97
Video games allow me to pretend I am someone/somewhere else	3,216	5.61%	2,226	5.33%	95
I play video games because it's cool	3,843	6.70%	2,749	6.58%	98
I can stop playing video games at anytime	919	1.60%	1,345	3.22%	201
I make purchases within the game to progress/get further	7,783	13.57%	5,254	12.58%	93
Bets/Gambling - Placed a Bet/Gambled in the Past Year					
Bets/Gambling - Auto Racing	1,739	3.03%	2,056	4.92%	162
Bets/Gambling - Baseball	2,466	4.30%	1,861	4.46%	104
Bets/Gambling - Basketball	2,961	5.16%	2,274	5.45%	106
Bets/Gambling - UFC/Boxing	2,370	4.13%	1,335	3.20%	77
Bets/Gambling - Other Martial arts	919	1.60%	802	1.92%	120
Bets/Gambling - Hockey	3,478	6.06%	2,261	5.42%	89
Bets/Gambling - Lacrosse	1,252	2.18%	585	1.40%	64
Bets/Gambling - Football	3,980	6.94%	2,117	5.07%	73
Bets/Gambling - Golf	1,055	1.84%	615	1.47%	80
Bets/Gambling - Soccer	1,981	3.45%	1,618	3.87%	112
Bets/Gambling - Tennis	2,258	3.94%	1,416	3.39%	86
Bets/Gambling - Olympics	1,255	2.19%	1,058	2.53%	116
Bets/Gambling - Wrestling	1,752	3.05%	988	2.37%	78
Bets/Gambling - eSports (professional video gaming)	802	1.40%	547	1.31%	94
Bets/Gambling - Other	1,331	2.32%	1,249	2.99%	129
Bets/Gambling - No, did not bet in the past year	42,644	74.32%	30,648	73.39%	99
Bets/Gambling - How Often Place Sports Bets					
Bets/Gambling - Every day	783	1.36%	366	0.88%	65
Bets/Gambling - A couple of times a week	839	1.46%	523	1.25%	86
Bets/Gambling - Once a week	1,130	1.97%	772	1.85%	94
Bets/Gambling - A couple of times a month	2,152	3.75%	1,405	3.36%	90
Bets/Gambling - Once a month	880	1.53%	343	0.82%	54
Bets/Gambling - Every few months	3,140	5.47%	2,415	5.78%	106
Bets/Gambling - Every 6 months	2,325	4.05%	1,542	3.69%	91
Bets/Gambling - Once a year	1,307	2.28%	935	2.24%	98
Bets/Gambling - Less often	2,024	3.53%	2,210	5.29%	150
Bets/Gambling - Amount Usually Place on Bets					
Bets/Gambling - Less \$20	5,010	8.73%	3,894	9.32%	107
Bets/Gambling - \$20 - \$49	4,404	7.68%	3,082	7.38%	96
Bets/Gambling - \$50 - \$99	918	1.60%	730	1.75%	109

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Bets/Gambling - \$100 - \$149	1,926	3.36%	1,949	4.67%	139
Bets/Gambling - \$150 - \$299	1,121	1.95%	798	1.91%	98
Bets/Gambling - \$300 or more	696	1.21%	268	0.64%	53
Bets/Gambling - Where Usually Place Bets					
Provincial sports lottery in person (e.g. Pro - Line, Mise - O - Jeu)	4,597	8.01%	2,507	6.00%	75
Provincial sports lottery website/app (e.g. proline.ca, miseojeu.lotoquebec.com)	3,270	5.70%	2,172	5.20%	91
Betting Websites Outside Canada (e.g. Sports InterAction, betWay, bet365, 888Sport, etc.)	4,523	7.88%	3,935	9.42%	120
Through other websites	4,060	7.08%	3,540	8.48%	120
Somewhere else	3,971	6.92%	3,186	7.63%	110
Bets/Gambling - Likelihood to Place Bet in Next 12 Months					
Bets/Gambling - Very likely	3,519	6.13%	2,084	4.99%	81
Bets/Gambling - Somewhat Likely	4,962	8.65%	3,421	8.19%	95
Bets/Gambling - Not Sure	5,262	9.17%	3,166	7.58%	83
Bets/Gambling - Somewhat unlikely	5,382	9.38%	4,416	10.57%	113
Bets/Gambling - Very unlikely	38,426	66.97%	27,317	65.41%	98
Bets/Gambling - Attitude towards Sports Betting - Strongly Agree					
There are a lot of opportunities for sports betting	11,502	20.05%	8,659	20.73%	103
I feel guilty about betting on sports	6,988	12.18%	4,967	11.89%	98
I have bet more money than I can afford to lose	1,592	2.77%	1,113	2.67%	96
Betting on a sport is not a good way to make money	23,513	40.98%	18,560	44.44%	108
Betting on a sport makes me want to watch the sports live	4,709	8.21%	3,292	7.88%	96
Betting on a sport makes the sports more interesting	3,435	5.99%	2,247	5.38%	90
I feel excitement/amusement when I bet	3,570	6.22%	2,661	6.37%	102
I feel a sense of achievement when I win	4,035	7.03%	2,679	6.42%	91
Betting on sports helps me relax	1,019	1.78%	625	1.50%	84
Sports betting is something we do as a family	1,030	1.80%	701	1.68%	93
I like the adrenaline rush I get when I bet on sports	2,285	3.98%	1,594	3.82%	96
I like to put my sports knowledge to good use	2,156	3.76%	1,456	3.49%	93
Bets/Gambling - Attitude towards Sports Betting - Somewhat Agree					
There are a lot of opportunities for sports betting	19,726	34.38%	13,643	32.67%	95
I feel guilty about betting on sports	7,824	13.64%	4,613	11.05%	81
I have bet more money than I can afford to lose	3,045	5.31%	2,195	5.26%	99
Betting on a sport is not a good way to make money	11,529	20.09%	7,558	18.10%	90
Betting on a sport makes me want to watch the sports live	10,750	18.74%	8,073	19.33%	103
Betting on a sport makes the sports more interesting	13,028	22.71%	10,227	24.49%	108
I feel excitement/amusement when I bet	11,377	19.83%	7,018	16.80%	85
I feel a sense of achievement when I win	12,686	22.11%	7,676	18.38%	83
Betting on sports helps me relax	1,689	2.94%	1,058	2.53%	86
Sports betting is something we do as a family	2,649	4.62%	1,659	3.97%	86
I like the adrenaline rush I get when I bet on sports	3,772	6.58%	2,186	5.23%	79
I like to put my sports knowledge to good use	9,157	15.96%	6,830	16.36%	103

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Bets/Gambling - Attitude towards Sports Betting - Undecided					
There are a lot of opportunities for sports betting	17,366	30.27%	12,425	29.75%	98
I feel guilty about betting on sports	16,116	28.09%	11,722	28.07%	100
I have bet more money than I can afford to lose	11,716	20.42%	7,953	19.05%	93
Betting on a sport is not a good way to make money	11,802	20.57%	8,208	19.65%	96
Betting on a sport makes me want to watch the sports live	16,225	28.28%	11,090	26.56%	94
Betting on a sport makes the sports more interesting	14,099	24.57%	10,814	25.89%	105
I feel excitement/amusement when I bet	15,336	26.73%	11,042	26.44%	99
I feel a sense of achievement when I win	16,092	28.04%	11,911	28.52%	102
Betting on sports helps me relax	16,153	28.15%	10,084	24.15%	86
Sports betting is something we do as a family	12,636	22.02%	8,897	21.30%	97
I like the adrenaline rush I get when I bet on sports	16,418	28.61%	11,589	27.75%	97
I like to put my sports knowledge to good use	19,962	34.79%	13,888	33.26%	96
Bets/Gambling - Attitude towards Sports Betting - Somewhat Disagree					
There are a lot of opportunities for sports betting	3,039	5.30%	2,254	5.40%	102
I feel guilty about betting on sports	10,284	17.92%	8,064	19.31%	108
I have bet more money than I can afford to lose	4,051	7.06%	2,494	5.97%	85
Betting on a sport is not a good way to make money	4,107	7.16%	2,569	6.15%	86
Betting on a sport makes me want to watch the sports live	3,371	5.88%	1,953	4.68%	80
Betting on a sport makes the sports more interesting	5,293	9.23%	3,326	7.97%	86
I feel excitement/amusement when I bet	5,005	8.72%	3,343	8.01%	92
I feel a sense of achievement when I win	4,503	7.85%	3,808	9.12%	116
Betting on sports helps me relax	7,008	12.21%	5,108	12.23%	100
Sports betting is something we do as a family	5,739	10.00%	4,431	10.61%	106
I like the adrenaline rush I get when I bet on sports	4,850	8.45%	3,361	8.05%	95
I like to put my sports knowledge to good use	3,221	5.61%	2,301	5.51%	98
Bets/Gambling - Attitude towards Sports Betting - Strongly Disagree					
There are a lot of opportunities for sports betting	6,417	11.18%	4,955	11.87%	106
I feel guilty about betting on sports	15,584	27.16%	13,348	31.96%	118
I have bet more money than I can afford to lose	37,685	65.68%	28,046	67.16%	102
Betting on a sport is not a good way to make money	6,278	10.94%	4,636	11.10%	101
Betting on a sport makes me want to watch the sports live	22,352	38.95%	17,663	42.30%	109
Betting on a sport makes the sports more interesting	21,228	37.00%	17,016	40.75%	110
I feel excitement/amusement when I bet	22,095	38.51%	17,481	41.86%	109
I feel a sense of achievement when I win	20,514	35.75%	15,910	38.10%	107
Betting on sports helps me relax	32,009	55.79%	25,362	60.73%	109
Sports betting is something we do as a family	37,025	64.53%	27,890	66.78%	103
I like the adrenaline rush I get when I bet on sports	30,850	53.77%	24,206	57.96%	108
I like to put my sports knowledge to good use	22,760	39.67%	17,820	42.67%	108

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.