

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 15 and Up</b>	51,426		39,463		
<b>Number of Households</b>	27,275		17,566		
<b>Leisure Activities Personally Participated Past 12 Months</b>					
Leisure Activities - Baking From Scratch	30,979	60.24%	24,163	61.23%	102
Leisure Activities - Billiards	7,656	14.89%	4,784	12.12%	81
Leisure Activities - Bird Watching	11,693	22.74%	8,684	22.01%	97
Leisure Activities - Camping	14,397	28.00%	11,015	27.91%	100
Leisure Activities - Collecting Coins/Stamps	5,462	10.62%	4,069	10.31%	97
Leisure Activities - Crafts	15,896	30.91%	11,803	29.91%	97
Leisure Activities - Dancing	11,969	23.28%	9,226	23.38%	100
Leisure Activities - Sewing/Knitting	13,679	26.60%	9,777	24.78%	93
Leisure Activities - Entertaining At Home	30,696	59.69%	25,110	63.63%	107
Leisure Activities - Gardening	28,651	55.71%	25,851	65.51%	118
Leisure Activities - Genealogy/Family Tree	9,415	18.31%	6,498	16.47%	90
Leisure Activities - Gourmet Cooking	15,204	29.57%	12,494	31.66%	107
Leisure Activities - Photography	18,249	35.49%	15,183	38.47%	108
Leisure Activities - Woodworking: Building/Stripping/Refinishing/Staining	12,966	25.21%	9,931	25.17%	100
<b>Leisure Activities Participated Past 12 Months - Frequency - 1-2 Times</b>					
Leisure Activities 1-2 Times - Baking From Scratch	9,604	18.68%	6,777	17.17%	92
Leisure Activities 1-2 Times - Billiards	4,562	8.87%	2,947	7.47%	84
Leisure Activities 1-2 Times - Bird Watching	4,224	8.22%	2,668	6.76%	82
Leisure Activities 1-2 Times - Camping	7,274	14.15%	5,299	13.43%	95
Leisure Activities 1-2 Times - Collecting Coins/Stamps	3,414	6.64%	2,612	6.62%	100
Leisure Activities 1-2 Times - Crafts	5,604	10.90%	4,153	10.52%	97
Leisure Activities 1-2 Times - Dancing	5,604	10.90%	4,122	10.45%	96
Leisure Activities 1-2 Times - Sewing/Knitting	4,880	9.49%	3,347	8.48%	89
Leisure Activities 1-2 Times - Entertaining At Home	9,453	18.38%	7,818	19.81%	108
Leisure Activities 1-2 Times - Gardening	4,963	9.65%	4,402	11.16%	116
Leisure Activities 1-2 Times - Genealogy/Family Tree	3,909	7.60%	3,119	7.90%	104
Leisure Activities 1-2 Times - Gourmet Cooking	4,350	8.46%	3,004	7.61%	90
Leisure Activities 1-2 Times - Photography	4,621	8.99%	3,804	9.64%	107
Leisure Activities 1-2 Times - Woodworking: Building/Stripping/Refinishing/Staining	6,463	12.57%	4,406	11.16%	89
<b>Leisure Activities Participated Past 12 Months - Frequency - 3-9 Times</b>					
Leisure Activities 3-9 Times - Baking From Scratch	10,129	19.70%	8,846	22.42%	114
Leisure Activities 3-9 Times - Billiards	2,017	3.92%	1,351	3.42%	87
Leisure Activities 3-9 Times - Bird Watching	3,970	7.72%	2,846	7.21%	93
Leisure Activities 3-9 Times - Camping	5,687	11.06%	4,495	11.39%	103
Leisure Activities 3-9 Times - Collecting Coins/Stamps	1,159	2.25%	886	2.25%	100
Leisure Activities 3-9 Times - Crafts	3,957	7.70%	3,105	7.87%	102
Leisure Activities 3-9 Times - Dancing	4,426	8.61%	3,445	8.73%	101
Leisure Activities 3-9 Times - Sewing/Knitting	3,628	7.06%	2,190	5.55%	79
Leisure Activities 3-9 Times - Entertaining At Home	13,463	26.18%	11,780	29.85%	114

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Leisure Activities 3-9 Times - Gardening	9,868	19.19%	7,244	18.36%	96
Leisure Activities 3-9 Times - Genealogy/Family Tree	3,568	6.94%	2,124	5.38%	78
Leisure Activities 3-9 Times - Gourmet Cooking	4,746	9.23%	4,091	10.37%	112
Leisure Activities 3-9 Times - Photography	6,380	12.41%	4,838	12.26%	99
Leisure Activities 3-9 Times - Woodworking: Building/Stripping/Refinishing/Staining	4,618	8.98%	3,685	9.34%	104
<b>Leisure Activities Participated Past 12 Months - Frequency - 10+ Times</b>					
Leisure Activities 10+ Times - Baking From Scratch	11,246	21.87%	8,540	21.64%	99
Leisure Activities 10+ Times - Billiards	1,077	2.09%	486	1.23%	59
Leisure Activities 10+ Times - Bird Watching	3,498	6.80%	3,170	8.03%	118
Leisure Activities 10+ Times - Camping	1,436	2.79%	1,221	3.09%	111
Leisure Activities 10+ Times - Collecting Coins/Stamps	889	1.73%	571	1.45%	84
Leisure Activities 10+ Times - Crafts	6,335	12.32%	4,545	11.52%	94
Leisure Activities 10+ Times - Dancing	1,940	3.77%	1,659	4.20%	111
Leisure Activities 10+ Times - Sewing/Knitting	5,171	10.05%	4,239	10.74%	107
Leisure Activities 10+ Times - Entertaining At Home	7,780	15.13%	5,512	13.97%	92
Leisure Activities 10+ Times - Gardening	13,820	26.87%	14,205	36.00%	134
Leisure Activities 10+ Times - Genealogy/Family Tree	1,938	3.77%	1,255	3.18%	84
Leisure Activities 10+ Times - Gourmet Cooking	6,109	11.88%	5,399	13.68%	115
Leisure Activities 10+ Times - Photography	7,248	14.09%	6,541	16.57%	118
Leisure Activities 10+ Times - Woodworking: Building/Stripping/Refinishing/Staining	1,886	3.67%	1,840	4.66%	127
<b>Fitness Participated Past 12 Months</b>					
Fitness - Aerobics/Fitness	6,614	12.86%	5,711	14.47%	113
Fitness - Exercise At Home	20,849	40.54%	16,243	41.16%	102
Fitness - Health/Fitness Club	13,447	26.15%	11,077	28.07%	107
Fitness - Jogging	10,758	20.92%	8,940	22.66%	108
Fitness - Swimming	16,231	31.56%	13,629	34.54%	109
Fitness - Walking/Hiking	33,618	65.37%	29,473	74.69%	114
Fitness - Yoga/Pilates	10,586	20.59%	8,635	21.88%	106
<b>Fitness Participated Past 12 Months - Frequency - 1-2 Times</b>					
Fitness 1-2 Times - Aerobics/Fitness	1,922	3.74%	1,386	3.51%	94
Fitness 1-2 Times - Exercise At Home	4,689	9.12%	3,886	9.85%	108
Fitness 1-2 Times - Health/Fitness Club	2,941	5.72%	2,367	6.00%	105
Fitness 1-2 Times - Jogging	2,536	4.93%	1,867	4.73%	96
Fitness 1-2 Times - Swimming	4,313	8.39%	3,966	10.05%	120
Fitness 1-2 Times - Walking/Hiking	4,415	8.59%	3,934	9.97%	116
Fitness 1-2 Times - Yoga/Pilates	3,156	6.14%	2,344	5.94%	97
<b>Fitness Participated Past 12 Months - Frequency - 3-9 Times</b>					
Fitness 3-9 Times - Aerobics/Fitness	1,547	3.01%	1,328	3.37%	112
Fitness 3-9 Times - Exercise At Home	4,549	8.85%	3,147	7.98%	90
Fitness 3-9 Times - Health/Fitness Club	3,206	6.23%	2,783	7.05%	113
Fitness 3-9 Times - Jogging	3,517	6.84%	2,691	6.82%	100
Fitness 3-9 Times - Swimming	5,168	10.05%	3,369	8.54%	85

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Fitness 3-9 Times - Walking/Hiking	5,750	11.18%	4,624	11.72%	105
Fitness 3-9 Times - Yoga/Pilates	3,214	6.25%	2,702	6.85%	110
<b>Fitness Participated Past 12 Months - Frequency - 10+ Times</b>					
Fitness 10+ Times - Aerobics/Fitness	3,145	6.12%	2,998	7.60%	124
Fitness 10+ Times - Exercise At Home	11,610	22.58%	9,209	23.34%	103
Fitness 10+ Times - Health/Fitness Club	7,300	14.19%	5,928	15.02%	106
Fitness 10+ Times - Jogging	4,705	9.15%	4,381	11.10%	121
Fitness 10+ Times - Swimming	6,750	13.13%	6,294	15.95%	121
Fitness 10+ Times - Walking/Hiking	23,453	45.61%	20,915	53.00%	116
Fitness 10+ Times - Yoga/Pilates	4,216	8.20%	3,589	9.10%	111
<b>Sports Participated Past 12 Months</b>					
Sports - Bowling	7,278	14.15%	5,316	13.47%	95
Sports - Golf	10,375	20.17%	8,216	20.82%	103
Sports - Tennis	4,534	8.82%	3,665	9.29%	105
Sports - Cross-Country Skiing	3,541	6.89%	3,260	8.26%	120
Sports - Downhill Skiing	6,745	13.12%	5,528	14.01%	107
Sports - Snowboarding	3,973	7.73%	2,470	6.26%	81
Sports - Snowmobiling	2,542	4.94%	1,800	4.56%	92
Sports - Ice Skating	6,959	13.53%	5,789	14.67%	108
Sports - In-Line Skating	2,836	5.51%	1,654	4.19%	76
Sports - Bicycle Riding	14,824	28.83%	12,808	32.46%	113
Sports - Motorcycling	4,692	9.12%	2,986	7.57%	83
Sports - Archery	3,466	6.74%	3,246	8.23%	122
Sports - Fishing	7,563	14.71%	6,464	16.38%	111
Sports - Hunting	3,465	6.74%	2,140	5.42%	80
<b>Sports Participated Past 12 Months - Frequency - 1-2 Times</b>					
Sports 1-2 Times - Bowling	5,214	10.14%	3,699	9.37%	92
Sports 1-2 Times - Golf	3,774	7.34%	3,038	7.70%	105
Sports 1-2 Times - Tennis	2,053	3.99%	1,631	4.13%	104
Sports 1-2 Times - Cross-Country Skiing	1,774	3.45%	1,567	3.97%	115
Sports 1-2 Times - Downhill Skiing	3,207	6.24%	2,500	6.33%	101
Sports 1-2 Times - Snowboarding	2,282	4.44%	1,539	3.90%	88
Sports 1-2 Times - Snowmobiling	1,334	2.60%	947	2.40%	92
Sports 1-2 Times - Ice Skating	4,488	8.73%	3,876	9.82%	112
Sports 1-2 Times - In-Line Skating	1,982	3.85%	1,083	2.75%	71
Sports 1-2 Times - Bicycle Riding	3,661	7.12%	3,095	7.84%	110
Sports 1-2 Times - Motorcycling	534	1.04%	425	1.08%	104
Sports 1-2 Times - Archery	2,291	4.46%	1,961	4.97%	111
Sports 1-2 Times - Fishing	3,170	6.16%	2,765	7.01%	114
Sports 1-2 Times - Hunting	2,062	4.01%	1,239	3.14%	78
<b>Sports Participated Past 12 Months - Frequency - 3-9 Times</b>					
Sports 3-9 Times - Bowling	1,057	2.06%	878	2.22%	108
Sports 3-9 Times - Golf	2,633	5.12%	1,871	4.74%	93
Sports 3-9 Times - Tennis	1,287	2.50%	944	2.39%	96

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Sports 3-9 Times - Cross-Country Skiing	1,221	2.38%	1,310	3.32%	139
Sports 3-9 Times - Downhill Skiing	1,892	3.68%	1,524	3.86%	105
Sports 3-9 Times - Snowboarding	1,102	2.14%	413	1.05%	49
Sports 3-9 Times - Snowmobiling	631	1.23%	478	1.21%	98
Sports 3-9 Times - Ice Skating	1,112	2.16%	757	1.92%	89
Sports 3-9 Times - In-Line Skating	367	0.71%	374	0.95%	134
Sports 3-9 Times - Bicycle Riding	4,645	9.03%	3,402	8.62%	95
Sports 3-9 Times - Motorcycling	904	1.76%	827	2.10%	119
Sports 3-9 Times - Archery	898	1.75%	1,137	2.88%	165
Sports 3-9 Times - Fishing	2,280	4.43%	1,886	4.78%	108
Sports 3-9 Times - Hunting	482	0.94%	254	0.65%	69
<b>Sports Participated Past 12 Months - Frequency - 10+ Times</b>					
Sports 10+ Times - Bowling	1,006	1.96%	739	1.87%	95
Sports 10+ Times - Golf	3,967	7.71%	3,307	8.38%	109
Sports 10+ Times - Tennis	1,194	2.32%	1,090	2.76%	119
Sports 10+ Times - Cross-Country Skiing	546	1.06%	383	0.97%	92
Sports 10+ Times - Downhill Skiing	1,646	3.20%	1,505	3.81%	119
Sports 10+ Times - Snowboarding	589	1.15%	518	1.31%	114
Sports 10+ Times - Snowmobiling	577	1.12%	375	0.95%	85
Sports 10+ Times - Ice Skating	1,360	2.65%	1,156	2.93%	111
Sports 10+ Times - In-Line Skating	487	0.95%	197	0.50%	53
Sports 10+ Times - Bicycle Riding	6,518	12.67%	6,311	15.99%	126
Sports 10+ Times - Motorcycling	3,254	6.33%	1,735	4.40%	70
Sports 10+ Times - Archery	277	0.54%	149	0.38%	70
Sports 10+ Times - Fishing	2,113	4.11%	1,813	4.60%	112
Sports 10+ Times - Hunting	921	1.79%	647	1.64%	92
<b>Team Sports Participated Past 12 Months</b>					
Team Sports - Basketball	3,836	7.46%	3,280	8.31%	111
Team Sports - Baseball/Softball	4,820	9.37%	3,349	8.49%	91
Team Sports - Football	2,198	4.27%	1,542	3.91%	92
Team Sports - Soccer	3,657	7.11%	2,461	6.24%	88
Team Sports - Volleyball	3,725	7.24%	2,296	5.82%	80
Team Sports - Curling	3,492	6.79%	3,112	7.89%	116
Team Sports - Ice Hockey	3,094	6.02%	2,363	5.99%	100
<b>Team Sports Participated Past 12 Months - Frequency - 1-2 Times</b>					
Team Sports 1-2 Times - Basketball	1,778	3.46%	1,676	4.25%	123
Team Sports 1-2 Times - Baseball/Softball	1,811	3.52%	1,586	4.02%	114
Team Sports 1-2 Times - Football	1,264	2.46%	898	2.28%	93
Team Sports 1-2 Times - Soccer	1,359	2.64%	1,056	2.68%	102
Team Sports 1-2 Times - Volleyball	1,907	3.71%	737	1.87%	50
Team Sports 1-2 Times - Curling	1,938	3.77%	1,646	4.17%	111
Team Sports 1-2 Times - Ice Hockey	1,435	2.79%	1,337	3.39%	122
<b>Team Sports Participated Past 12 Months - Frequency - 3-9 Times</b>					
Team Sports 3-9 Times - Basketball	1,218	2.37%	998	2.53%	107

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Team Sports 3-9 Times - Baseball/Softball	1,235	2.40%	773	1.96%	82
Team Sports 3-9 Times - Football	217	0.42%	87	0.22%	52
Team Sports 3-9 Times - Soccer	1,634	3.18%	990	2.51%	79
Team Sports 3-9 Times - Volleyball	944	1.84%	810	2.05%	111
Team Sports 3-9 Times - Curling	617	1.20%	608	1.54%	128
Team Sports 3-9 Times - Ice Hockey	719	1.40%	350	0.89%	64
<b>Team Sports Participated Past 12 Months - Frequency - 10+ Times</b>					
Team Sports 10+ Times - Basketball	840	1.63%	605	1.53%	94
Team Sports 10+ Times - Baseball/Softball	1,774	3.45%	990	2.51%	73
Team Sports 10+ Times - Football	717	1.40%	557	1.41%	101
Team Sports 10+ Times - Soccer	664	1.29%	415	1.05%	81
Team Sports 10+ Times - Volleyball	874	1.70%	749	1.90%	112
Team Sports 10+ Times - Curling	937	1.82%	858	2.17%	119
Team Sports 10+ Times - Ice Hockey	940	1.83%	676	1.71%	93
<b>Boating Participated Past 12 Months</b>					
Boating - Canoeing	6,921	13.46%	5,995	15.19%	113
Boating - Power Boating	7,325	14.24%	6,616	16.77%	118
Boating - Rowing	3,795	7.38%	2,969	7.52%	102
Boating - Sailing	3,022	5.88%	2,060	5.22%	89
Boating - Wind Surfing	1,648	3.20%	1,219	3.09%	97
<b>Boating Participated Past 12 Months - Frequency - 1-2 Times</b>					
Boating 1-2 Times - Canoeing	4,690	9.12%	4,515	11.44%	125
Boating 1-2 Times - Power Boating	3,111	6.05%	2,482	6.29%	104
Boating 1-2 Times - Rowing	2,085	4.05%	1,602	4.06%	100
Boating 1-2 Times - Sailing	1,843	3.58%	1,336	3.39%	95
Boating 1-2 Times - Wind Surfing	1,100	2.14%	820	2.08%	97
<b>Boating Participated Past 12 Months - Frequency - 3-9 Times</b>					
Boating 3-9 Times - Canoeing	1,651	3.21%	1,139	2.89%	90
Boating 3-9 Times - Power Boating	2,916	5.67%	2,303	5.84%	103
Boating 3-9 Times - Rowing	886	1.72%	802	2.03%	118
Boating 3-9 Times - Sailing	618	1.20%	435	1.10%	92
Boating 3-9 Times - Wind Surfing	167	0.33%	58	0.15%	45
<b>Boating Participated Past 12 Months - Frequency - 10+ Times</b>					
Boating 10+ Times - Canoeing	580	1.13%	342	0.87%	77
Boating 10+ Times - Power Boating	1,298	2.53%	1,831	4.64%	183
Boating 10+ Times - Rowing	825	1.60%	565	1.43%	89
Boating 10+ Times - Sailing	561	1.09%	289	0.73%	67
Boating 10+ Times - Wind Surfing	381	0.74%	342	0.87%	118
<b>Personally Attended Activities Past 12 Months</b>					
Attend - Live Theatre	21,931	42.65%	19,686	49.89%	117
Attend - Ballet	2,367	4.60%	2,440	6.18%	134
Attend - Opera	3,187	6.20%	3,470	8.79%	142
Attend - Music Concerts-Classical	5,402	10.50%	4,985	12.63%	120
Attend - Music Concerts-Popular	3,880	7.55%	3,682	9.33%	124

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	Value	Percent	Value	Percent	Index
Attend - Music Concerts-Jazz	4,551	8.85%	4,128	10.46%	118
Attend - Music Concerts-Rock	8,384	16.30%	7,222	18.30%	112
Attend - Music Concerts-Country	2,179	4.24%	1,899	4.81%	113
Attend - Comedy Festivals	1,921	3.74%	1,475	3.74%	100
Attend - Museum	15,281	29.72%	13,238	33.55%	113
Attend - Art Gallery	14,750	28.68%	12,486	31.64%	110
Attend - Amusement Parks	8,396	16.33%	6,463	16.38%	100
Attend - Zoo/Aquariums	6,728	13.08%	4,719	11.96%	91
Attend - Spas	6,744	13.12%	5,388	13.65%	104
Attend - Local Arenas/Recreational Centers	12,935	25.15%	10,199	25.85%	103
Attend - Pubs/Sports Bars	18,526	36.02%	15,019	38.06%	106
Attend - Nightclubs/Bars	6,500	12.64%	4,376	11.09%	88
<b>Personally Attended Activities Past 12 Months - Frequency - 1-2 Times</b>					
Attend 1-2 Times - Live Theatre	13,965	27.16%	12,603	31.94%	118
Attend 1-2 Times - Ballet	1,656	3.22%	1,655	4.19%	130
Attend 1-2 Times - Opera	2,223	4.32%	2,313	5.86%	136
Attend 1-2 Times - Music Concerts-Classical	2,673	5.20%	2,362	5.99%	115
Attend 1-2 Times - Music Concerts-Popular	3,422	6.65%	3,533	8.95%	135
Attend 1-2 Times - Music Concerts-Jazz	3,471	6.75%	2,892	7.33%	109
Attend 1-2 Times - Music Concerts-Rock	6,045	11.75%	5,322	13.49%	115
Attend 1-2 Times - Music Concerts-Country	1,347	2.62%	1,168	2.96%	113
Attend 1-2 Times - Comedy Festivals	1,456	2.83%	1,191	3.02%	107
Attend 1-2 Times - Museum	7,908	15.38%	6,792	17.21%	112
Attend 1-2 Times - Art Gallery	9,059	17.62%	8,330	21.11%	120
Attend 1-2 Times - Amusement Parks	5,682	11.05%	4,182	10.60%	96
Attend 1-2 Times - Zoo/Aquariums	4,992	9.71%	3,771	9.56%	98
Attend 1-2 Times - Spas	3,807	7.40%	2,772	7.02%	95
Attend 1-2 Times - Local Arenas/Recreational Centers	4,160	8.09%	2,471	6.26%	77
Attend 1-2 Times - Pubs/Sports Bars	4,787	9.31%	4,268	10.81%	116
Attend 1-2 Times - Nightclubs/Bars	4,335	8.43%	2,774	7.03%	83
<b>Personally Attended Activities Past 12 Months - Frequency - 3-9 Times</b>					
Attend 3-9 Times - Live Theatre	6,234	12.12%	5,661	14.35%	118
Attend 3-9 Times - Ballet	711	1.38%	785	1.99%	144
Attend 3-9 Times - Opera	825	1.61%	1,047	2.65%	165
Attend 3-9 Times - Music Concerts-Classical	1,944	3.78%	1,464	3.71%	98
Attend 3-9 Times - Music Concerts-Popular	164	0.32%	27	0.07%	22
Attend 3-9 Times - Music Concerts-Jazz	724	1.41%	924	2.34%	166
Attend 3-9 Times - Music Concerts-Rock	1,995	3.88%	1,703	4.32%	111
Attend 3-9 Times - Music Concerts-Country	702	1.37%	573	1.45%	106
Attend 3-9 Times - Comedy Festivals	458	0.89%	242	0.61%	69
Attend 3-9 Times - Museum	6,842	13.31%	6,044	15.32%	115
Attend 3-9 Times - Art Gallery	5,007	9.74%	3,553	9.00%	92
Attend 3-9 Times - Amusement Parks	2,265	4.40%	2,106	5.34%	121
Attend 3-9 Times - Zoo/Aquariums	1,250	2.43%	642	1.63%	67

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Attend 3-9 Times - Spas	2,326	4.52%	2,312	5.86%	130
Attend 3-9 Times - Local Arenas/Recreational Centers	4,266	8.30%	4,305	10.91%	131
Attend 3-9 Times - Pubs/Sports Bars	6,692	13.01%	5,412	13.71%	105
Attend 3-9 Times - Nightclubs/Bars	896	1.74%	573	1.45%	83
<b>Personally Attended Activities Past 12 Months - Frequency - 10+ Times</b>					
Attend 10+ Times - Live Theatre	1,733	3.37%	1,422	3.60%	107
Attend 10+ Times - Music Concerts-Classical	785	1.53%	1,159	2.94%	192
Attend 10+ Times - Music Concerts-Popular	294	0.57%	121	0.31%	54
Attend 10+ Times - Music Concerts-Jazz	357	0.69%	313	0.79%	114
Attend 10+ Times - Music Concerts-Rock	344	0.67%	197	0.50%	75
Attend 10+ Times - Music Concerts-Country	129	0.25%	159	0.40%	160
Attend 10+ Times - Comedy Festivals	368	0.72%	168	0.43%	60
Attend 10+ Times - Museum	530	1.03%	402	1.02%	99
Attend 10+ Times - Art Gallery	684	1.33%	603	1.53%	115
Attend 10+ Times - Amusement Parks	448	0.87%	174	0.44%	51
Attend 10+ Times - Zoo/Aquariums	487	0.95%	307	0.78%	82
Attend 10+ Times - Spas	612	1.19%	305	0.77%	65
Attend 10+ Times - Local Arenas/Recreational Centers	4,510	8.77%	3,423	8.67%	99
Attend 10+ Times - Pubs/Sports Bars	7,048	13.70%	5,339	13.53%	99
Attend 10+ Times - Nightclubs/Bars	1,270	2.47%	1,029	2.61%	106
<b>Attended Pro Sports Events Past 12 Months</b>					
Pro Sport Events - Auto Racing	1,371	2.67%	973	2.47%	93
Pro Sport Events - Baseball	4,257	8.28%	3,173	8.04%	97
Pro Sport Events - Basketball	1,235	2.40%	721	1.83%	76
Pro Sport Events - Football	2,201	4.28%	1,970	4.99%	117
Pro Sport Events - Golf	1,234	2.40%	1,132	2.87%	120
Pro Sport Events - Horse Racing	1,800	3.50%	1,446	3.66%	105
Pro Sport Events - Hockey	5,780	11.24%	4,887	12.38%	110
Pro Sport Events - Soccer	1,651	3.21%	1,382	3.50%	109
Pro Sport Events - Tennis	1,179	2.29%	936	2.37%	103
Pro Sport Events - Combat Pro Sport (WWE, UFC)	392	0.76%	207	0.53%	70
<b>Attended Pro Sports Events Past 12 Months - Frequency - 1-2 Times</b>					
Pro Sport Events 1-2 Times - Auto Racing	383	0.75%	208	0.53%	71
Pro Sport Events 1-2 Times - Baseball	3,440	6.69%	2,499	6.33%	95
Pro Sport Events 1-2 Times - Basketball	461	0.90%	363	0.92%	102
Pro Sport Events 1-2 Times - Football	1,624	3.16%	1,433	3.63%	115
Pro Sport Events 1-2 Times - Golf	936	1.82%	897	2.27%	125
Pro Sport Events 1-2 Times - Horse Racing	1,291	2.51%	1,020	2.59%	103
Pro Sport Events 1-2 Times - Hockey	2,844	5.53%	3,169	8.03%	145
Pro Sport Events 1-2 Times - Soccer	744	1.45%	628	1.59%	110
Pro Sport Events 1-2 Times - Tennis	975	1.90%	816	2.07%	109
Pro Sport Events 1-2 Times - Combat Pro Sport (WWE, UFC)	207	0.40%	63	0.16%	40
<b>Attended Pro Sports Events Past 12 Months - Frequency - 3-9 Times</b>					
Pro Sport Events 3-9 Times - Auto Racing	551	1.07%	505	1.28%	120

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Pro Sport Events 3-9 Times - Baseball	236	0.46%	203	0.51%	111
Pro Sport Events 3-9 Times - Basketball	214	0.42%	117	0.30%	71
Pro Sport Events 3-9 Times - Football	16	0.03%	15	0.04%	133
Pro Sport Events 3-9 Times - Golf	158	0.31%	86	0.22%	71
Pro Sport Events 3-9 Times - Horse Racing	173	0.34%	184	0.47%	138
Pro Sport Events 3-9 Times - Hockey	1,227	2.39%	1,032	2.62%	110
Pro Sport Events 3-9 Times - Soccer	468	0.91%	574	1.45%	159
Pro Sport Events 3-9 Times - Tennis	204	0.40%	121	0.31%	78
Pro Sport Events 3-9 Times - Combat Sports (WWE, UFC)	185	0.36%	144	0.37%	103
<b>Attended Pro Sports Events Past 12 Months - Frequency - 10+ Times</b>					
Pro Sport Events 10+ Times - Auto Racing	437	0.85%	260	0.66%	78
Pro Sport Events 10+ Times - Baseball	581	1.13%	471	1.19%	105
Pro Sport Events 10+ Times - Basketball	559	1.09%	242	0.61%	56
Pro Sport Events 10+ Times - Football	561	1.09%	522	1.32%	121
Pro Sport Events 10+ Times - Golf	141	0.27%	149	0.38%	141
Pro Sport Events 10+ Times - Horse Racing	336	0.65%	242	0.61%	94
Pro Sport Events 10+ Times - Hockey	1,709	3.32%	686	1.74%	52
Pro Sport Events 10+ Times - Soccer	438	0.85%	180	0.46%	54
<b>Fitness Attended/Participated Past Month</b>					
Fitness Past Month - Aerobics	3,754	7.30%	3,396	8.61%	118
Fitness Past Month - Exercise At Home	8,190	15.93%	7,045	17.85%	112
Fitness Past Month - Health/Fitness Club	3,851	7.49%	3,469	8.79%	117
Fitness Past Month - Jogging	2,053	3.99%	2,220	5.63%	141
Fitness Past Month - Swimming	3,479	6.77%	4,397	11.14%	165
Fitness Past Month - Walking/Hiking	20,138	39.16%	17,548	44.47%	114
Fitness Past Month - Yoga/Pilates	2,888	5.62%	2,599	6.59%	117
<b>Fitness Attended/Participated Past Month - Once a Week</b>					
Fitness Once a Week - Aerobics	535	1.04%	551	1.40%	135
Fitness Once a Week - Exercise At Home	520	1.01%	528	1.34%	133
Fitness Once a Week - Health/Fitness Club	402	0.78%	233	0.59%	76
Fitness Once a Week - Jogging	449	0.87%	515	1.31%	151
Fitness Once a Week - Swimming	169	0.33%	124	0.31%	94
Fitness Once a Week - Walking/Hiking	2,211	4.30%	2,787	7.06%	164
Fitness Once a Week - Yoga/Pilates	1,027	2.00%	1,118	2.83%	142
<b>Fitness Attended/Participated Past Month - 2-3 Times a Week</b>					
Fitness 2-3 Times a Week - Aerobics	1,477	2.87%	1,129	2.86%	100
Fitness 2-3 Times a Week - Exercise At Home	3,083	6.00%	2,812	7.13%	119
Fitness 2-3 Times a Week - Health/Fitness Club	2,363	4.60%	1,980	5.02%	109
Fitness 2-3 Times a Week - Jogging	706	1.37%	995	2.52%	184
Fitness 2-3 Times a Week - Swimming	1,141	2.22%	991	2.51%	113
Fitness 2-3 Times a Week - Walking/Hiking	5,889	11.45%	4,548	11.53%	101
Fitness 2-3 Times a Week - Yoga/Pilates	1,468	2.85%	1,059	2.68%	94
<b>Fitness Attended/Participated Past Month - 4-7 Times a Week</b>					
Fitness 4-7 Times a Week - Aerobics	931	1.81%	968	2.45%	135

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Fitness 4-7 Times a Week - Exercise At Home	3,806	7.40%	3,011	7.63%	103
Fitness 4-7 Times a Week - Health/Fitness Club	809	1.57%	978	2.48%	158
Fitness 4-7 Times a Week - Jogging	454	0.88%	344	0.87%	99
Fitness 4-7 Times a Week - Swimming	398	0.77%	646	1.64%	213
Fitness 4-7 Times a Week - Walking/Hiking	11,373	22.11%	9,607	24.34%	110
Fitness 4-7 Times a Week - Yoga/Pilates	326	0.63%	382	0.97%	154
<b>Fitness Attended/Participated Past Month - Less often</b>					
Fitness Less often - Aerobics	812	1.58%	748	1.90%	120
Fitness Less often - Exercise At Home	781	1.52%	695	1.76%	116
Fitness Less often - Health/Fitness Club	277	0.54%	278	0.71%	131
Fitness Less often - Jogging	443	0.86%	365	0.93%	108
Fitness Less often - Swimming	1,771	3.44%	2,635	6.68%	194
Fitness Less often - Walking/Hiking	666	1.30%	606	1.54%	118
Fitness Less often - Yoga/Pilates	67	0.13%	40	0.10%	77
<b>Sports Personally Attended/Participated Past Month</b>					
Sports Past Month - Bowling	605	1.18%	322	0.82%	69
Sports Past Month - Golf	2,419	4.70%	2,125	5.38%	114
Sports Past Month - Tennis	918	1.78%	853	2.16%	121
Sports Past Month - Cross-Country Skiing	325	0.63%	201	0.51%	81
Sports Past Month - Downhill Skiing	938	1.82%	914	2.32%	127
Sports Past Month - Snowboarding	0	0.00%	0	0.00%	
Sports Past Month - Snowmobiling	285	0.56%	318	0.81%	145
Sports Past Month - Ice Skating	519	1.01%	653	1.65%	163
Sports Past Month - Bicycle Riding	4,337	8.43%	4,163	10.55%	125
Sports Past Month - Motorcycling	2,596	5.05%	1,904	4.83%	96
Sports Past Month - Archery	372	0.72%	216	0.55%	76
Sports Past Month - Fishing	1,358	2.64%	1,299	3.29%	125
Sports Past Month - Hunting	359	0.70%	380	0.96%	137
<b>Team Sports Attended/Participated Past Month</b>					
Team Sports Past Month - Basketball	987	1.92%	699	1.77%	92
Team Sports Past Month - Baseball/Softball	648	1.26%	260	0.66%	52
Team Sports Past Month - Football	836	1.63%	799	2.02%	124
Team Sports Past Month - Soccer	1,092	2.12%	1,122	2.84%	134
Team Sports Past Month - Volleyball	200	0.39%	136	0.34%	87
Team Sports Past Month - Curling	524	1.02%	505	1.28%	125
Team Sports Past Month - Ice Hockey	1,975	3.84%	1,679	4.25%	111
<b>Fitness Club - Personally a Member</b>					
Fitness Club - Yes	7,644	14.86%	6,536	16.56%	111
<b>Children in Sports - Any Children in Household Enrolled in Sports Activities</b>					
Children in Sports - Yes	2,398	8.79%	2,063	11.75%	134
<b>Children in Sports Participate in Activities</b>					
Children in Sports - Basketball	1,024	3.75%	1,036	5.90%	157
Children in Sports - Baseball	795	2.92%	874	4.98%	171
Children in Sports - Dancing/Ballet	435	1.59%	492	2.80%	176

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Children in Sports - Gymnastics	938	3.44%	1,146	6.53%	190
Children in Sports - Hockey	487	1.78%	409	2.33%	131
Children in Sports - Ice Skating	902	3.31%	910	5.18%	156
Children in Sports - Martial Arts	428	1.57%	583	3.32%	211
Children in Sports - Skiing/Snowboarding	171	0.63%	174	0.99%	157
Children in Sports - Soccer	1,036	3.80%	1,216	6.92%	182
Children in Sports - Swimming	930	3.41%	944	5.37%	157
Children in Sports - Tennis	215	0.79%	245	1.39%	176
Children in Sports - Other	1,068	3.92%	842	4.79%	122
<b>Sports &amp; Recreation Equipment/Goods - Household Owns/Leases/Rents</b>					
Own Sports Equipment - All Terrain Vehicle	664	2.44%	588	3.35%	137
Own Sports Equipment - Motorhome/RV	1,224	4.49%	1,085	6.18%	138
Own Sports Equipment - Camper/Trailer	1,405	5.15%	960	5.46%	106
Own Sports Equipment - Snowmobile	65	0.24%	66	0.38%	158
Own Sports Equipment - Bicycle	6,332	23.21%	4,846	27.59%	119
Own Sports Equipment - Sailboat	381	1.40%	310	1.76%	126
Own Sports Equipment - Windsurfer/Surfboard	503	1.85%	334	1.90%	103
Own Sports Equipment - Personal Water Craft	201	0.74%	108	0.61%	82
Own Sports Equipment - Power Boat - Inboard Motor	249	0.91%	362	2.06%	226
Own Sports Equipment - Power Boat - Outboard Motor	1,090	4.00%	876	4.99%	125
Own Sports Equipment - Boating Equipment	1,735	6.36%	1,804	10.27%	161
Own Sports Equipment - Camping Equipment	6,331	23.21%	5,100	29.04%	125
Own Sports Equipment - Exercise Equipment	4,095	15.01%	3,472	19.77%	132
Own Sports Equipment - Fishing Equipment	3,000	11.00%	2,636	15.01%	136
Own Sports Equipment - Golf Equipment	2,950	10.82%	2,539	14.46%	134
Own Sports Equipment - Hockey Equipment	873	3.20%	722	4.11%	128
Own Sports Equipment - Hunting Equipment	1,075	3.94%	929	5.29%	134
Own Sports Equipment - Ski Equipment-Cross-Country	553	2.03%	477	2.72%	134
Own Sports Equipment - Ski Equipment-Downhill	1,796	6.58%	1,502	8.55%	130
Own Sports Equipment - Snowboarding Equipment	1,524	5.59%	948	5.40%	97
Own Sports Equipment - Other	2,627	9.63%	1,809	10.30%	107
<b>Sports &amp; Recreation Equipment/Goods - Household Bought Past 12 Months</b>					
Bought Sports Equipment - All Terrain Vehicle	206	0.76%	122	0.69%	91
Bought Sports Equipment - Motorhome/RV	80	0.29%	32	0.18%	62
Bought Sports Equipment - Camper/Trailer	371	1.36%	290	1.65%	121
Bought Sports Equipment - Snowmobile	100	0.37%	115	0.65%	176
Bought Sports Equipment - Bicycle	1,433	5.25%	922	5.25%	100
Bought Sports Equipment - Sailboat	151	0.55%	56	0.32%	58
Bought Sports Equipment - Windsurfer/Surfboard	65	0.24%	34	0.20%	83
Bought Sports Equipment - Personal Water Craft	149	0.55%	96	0.55%	100
Bought Sports Equipment - Power Boat - Inboard Motor	23	0.09%	14	0.08%	89
Bought Sports Equipment - Power Boat - Outboard Motor	9	0.03%	5	0.03%	100
Bought Sports Equipment - Boating Equipment	528	1.93%	434	2.47%	128
Bought Sports Equipment - Camping Equipment	1,629	5.97%	923	5.26%	88

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Bought Sports Equipment - Exercise Equipment	420	1.54%	281	1.60%	104
Bought Sports Equipment - Fishing Equipment	613	2.25%	632	3.60%	160
Bought Sports Equipment - Golf Equipment	339	1.24%	425	2.42%	195
Bought Sports Equipment - Hockey Equipment	387	1.42%	316	1.80%	127
Bought Sports Equipment - Hunting Equipment	368	1.35%	289	1.65%	122
Bought Sports Equipment - Ski Equipment-Cross-Country	1	0.00%	0	0.00%	
Bought Sports Equipment - Ski Equipment-Downhill	331	1.21%	337	1.92%	159
Bought Sports Equipment - Snowboarding Equipment	3	0.01%	2	0.01%	100
Bought Sports Equipment - Other	994	3.64%	629	3.58%	98
<b>Sports &amp; Recreation Equipment/Goods - \$ Personally Spent Past 12 Months - Any</b>					
Sports Goods Any - \$1-\$100	9,896	19.24%	8,243	20.89%	109
Sports Goods Any - \$101-\$200	5,570	10.83%	4,837	12.26%	113
Sports Goods Any - \$201-\$500	7,493	14.57%	7,684	19.47%	134
Sports Goods Any - \$501-\$750	1,256	2.44%	1,300	3.30%	135
Sports Goods Any - \$751-\$1,000	482	0.94%	745	1.89%	201
Sports Goods Any - \$1,000+	2,101	4.09%	2,417	6.13%	150
<b>Sports &amp; Recreation Equipment/Goods - \$ Personally Spent Past 12 Months - Equipment</b>					
Sports Equipment - \$1-\$100	1,307	2.54%	1,585	4.02%	158
Sports Equipment - \$101-\$200	2,114	4.11%	2,316	5.87%	143
Sports Equipment - \$201-\$500	2,260	4.40%	2,260	5.73%	130
Sports Equipment - \$501-\$750	544	1.06%	497	1.26%	119
Sports Equipment - \$751-\$1,000	459	0.89%	743	1.88%	211
Sports Equipment - \$1,000+	1,243	2.42%	1,386	3.51%	145
<b>Sports &amp; Recreation Equipment/Goods - \$ Personally Spent Past 12 Months - Clothing</b>					
Sports Clothing - \$1-\$100	8,589	16.70%	6,658	16.87%	101
Sports Clothing - \$101-\$200	3,457	6.72%	2,521	6.39%	95
Sports Clothing - \$201-\$500	5,233	10.18%	5,425	13.75%	135
Sports Clothing - \$501-\$750	712	1.38%	804	2.04%	148
Sports Clothing - \$751-\$1,000	22	0.04%	2	0.01%	25
Sports Clothing - \$1,000+	858	1.67%	1,031	2.61%	156
<b>Sports &amp; Recreation Equipment/Goods - Where Bought in Past 12 Months - Equipment</b>					
Sports Equipment from - Atmosphere	398	0.77%	291	0.74%	96
Sports Equipment from - Cabela's	796	1.55%	619	1.57%	101
Sports Equipment from - Canadian Tire	2,272	4.42%	2,628	6.66%	151
Sports Equipment from - Costco	93	0.18%	34	0.09%	50
Sports Equipment from - Foot Locker	822	1.60%	786	1.99%	124
Sports Equipment from - Golf Town	438	0.85%	939	2.38%	280
Sports Equipment from - Mountain Equipment Co-op	1,480	2.88%	1,502	3.81%	132
Sports Equipment from - Play It Again Sports	504	0.98%	350	0.89%	91
Sports Equipment from - Pro Hockey Life	422	0.82%	963	2.44%	298
Sports Equipment from - SAIL	829	1.61%	759	1.92%	119
Sports Equipment from - Sport Cheek/Sports Experts	871	1.69%	1,347	3.41%	202
Sports Equipment from - Walmart	902	1.76%	676	1.71%	97
Sports Equipment from - Winners	286	0.56%	192	0.49%	88

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Sports Equipment from - Other Stores	2,023	3.93%	1,728	4.38%	111
<b>Sports &amp; Recreation Equipment/Goods - Where Bought in Past 12 Months - Clothing</b>					
Sports Clothing from - Atmosphere	599	1.17%	928	2.35%	201
Sports Clothing from - Cabela's	1,027	2.00%	536	1.36%	68
Sports Clothing from - Canadian Tire	824	1.60%	767	1.94%	121
Sports Clothing from - Champs	717	1.39%	415	1.05%	76
Sports Clothing from - Costco	4,501	8.75%	4,149	10.51%	120
Sports Clothing from - Foot Locker	807	1.57%	680	1.72%	110
Sports Clothing from - Golf Town	538	1.05%	313	0.79%	75
Sports Clothing from - Lululemon	1,928	3.75%	2,071	5.25%	140
Sports Clothing from - Mountain Equipment Co-op	5,854	11.38%	5,135	13.01%	114
Sports Clothing from - Play It Again Sports	327	0.64%	293	0.74%	116
Sports Clothing from - Pro Hockey Life	34	0.07%	6	0.02%	29
Sports Clothing from - Running Room	507	0.99%	247	0.63%	64
Sports Clothing from - SAIL	0	0.00%	0	0.00%	
Sports Clothing from - Sport Cheek/Sports Experts	4,944	9.61%	4,278	10.84%	113
Sports Clothing from - Walmart	3,513	6.83%	2,599	6.59%	96
Sports Clothing from - Winners	1,597	3.11%	1,597	4.05%	130
Sports Clothing from - Other Stores	5,787	11.25%	4,354	11.03%	98
<b>Sports &amp; Recreation Equipment/Goods - Where Bought in Past 12 Months - Footwear</b>					
Sports Footwear from - Atmosphere	79	0.15%	106	0.27%	180
Sports Footwear from - Cabela's	726	1.41%	738	1.87%	133
Sports Footwear from - Canadian Tire	607	1.18%	706	1.79%	152
Sports Footwear from - Costco	685	1.33%	637	1.62%	122
Sports Footwear from - Foot Locker	1,082	2.10%	240	0.61%	29
Sports Footwear from - Golf Town	680	1.32%	407	1.03%	78
Sports Footwear from - Mountain Equipment Co-op	1,798	3.50%	1,780	4.51%	129
Sports Footwear from - Running Room	310	0.60%	200	0.51%	85
Sports Footwear from - SAIL	293	0.57%	354	0.90%	158
Sports Footwear from - Sport Cheek/Sports Experts	3,160	6.14%	2,496	6.32%	103
Sports Footwear from - Walmart	1,127	2.19%	656	1.66%	76
Sports Footwear from - Winners	422	0.82%	276	0.70%	85
Sports Footwear from - Other Stores	4,401	8.56%	3,491	8.85%	103
<b>Public Activities - Personally Did Past 2 Years</b>					
Public Activities - Wrote to a Public Official	6,884	13.39%	5,417	13.73%	103
Public Activities - Wrote to an Editor Of A Newspaper/Magazine	2,147	4.18%	1,727	4.38%	105
Public Activities - Were Active in Social Issue/Comm. Project	8,684	16.89%	5,949	15.08%	89
Public Activities - Worked For a Political Party/Candidate	2,055	4.00%	1,535	3.89%	97
Public Activities - Did Volunteer Work	23,559	45.81%	19,641	49.77%	109
Public Activities - Voted in the last Municipal Election	31,765	61.77%	26,400	66.90%	108
Public Activities - Voted in the last Provincial Election	39,403	76.62%	32,824	83.18%	109
Public Activities - Voted in the last Federal Election	35,955	69.92%	29,519	74.80%	107
<b>Movies - Attended/Past 12 Months</b>					
Movies - Yes	28,048	54.54%	22,957	58.17%	107

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Movies - Went Last Time</b>					
Movies - In Past Week	2,930	5.70%	2,148	5.44%	95
Movies - In Past 2 Weeks	6,484	12.61%	5,142	13.03%	103
Movies - In Past 3 Weeks	8,615	16.75%	6,793	17.22%	103
Movies - In Past Month	13,601	26.45%	11,219	28.43%	107
Movies - In Past 2 Months	19,037	37.02%	14,457	36.64%	99
Movies - In Past 3 Months	23,038	44.80%	18,927	47.96%	107
Movies - Longer Ago	5,190	10.09%	4,309	10.92%	108
<b>Movies - # Times Attended - Past Week</b>					
# Movies Past Week - 1 (L)	2,699	5.25%	2,056	5.21%	99
# Movies Past Week - 2-3 (M)	232	0.45%	92	0.23%	51
<b>Movies - # Times Attended - Past Month</b>					
# Movies Past Month - 1 (L)	7,720	15.01%	6,821	17.29%	115
# Movies Past Month - 2-3 (M)	4,277	8.32%	3,079	7.80%	94
# Movies Past Month - 4-5 (H)	479	0.93%	342	0.87%	94
# Movies Past Month - 6+ (H)	181	0.35%	63	0.16%	46
<b>Movies - # Times Attended - Past 3 Months</b>					
# Movies Past 3 Month - 1 (L)	9,207	17.90%	8,870	22.48%	126
# Movies Past 3 Month - 2-3 (M)	9,381	18.24%	6,708	17.00%	93
# Movies Past 3 Month - 4-5 (H)	2,874	5.59%	2,521	6.39%	114
# Movies Past 3 Month - 6+ (H)	1,881	3.66%	1,306	3.31%	90
<b>Movies - Type of Movies Attended - Any</b>					
Movies Any - Action/Adventure	17,710	34.44%	13,744	34.83%	101
Movies Any - Animated	9,781	19.02%	6,749	17.10%	90
Movies Any - Comedy	15,643	30.42%	11,289	28.61%	94
Movies Any - Drama	14,872	28.92%	12,748	32.30%	112
Movies Any - Family/Children Oriented	7,156	13.91%	5,587	14.16%	102
Movies Any - Foreign	4,580	8.91%	3,042	7.71%	87
Movies Any - Horror	5,189	10.09%	2,838	7.19%	71
Movies Any - Science Fiction	10,123	19.69%	5,452	13.82%	70
Movies Any - Other	6,619	12.87%	4,325	10.96%	85
<b>Movies - Type of Movies Attended - Most Often</b>					
Movies Most Often - Action/Adventure	10,886	21.17%	7,982	20.23%	96
Movies Most Often - Animated	377	0.73%	292	0.74%	101
Movies Most Often - Comedy	2,788	5.42%	1,970	4.99%	92
Movies Most Often - Drama	7,446	14.48%	7,628	19.33%	133
Movies Most Often - Family/Children Oriented	1,554	3.02%	1,736	4.40%	146
Movies Most Often - Foreign	730	1.42%	554	1.40%	99
Movies Most Often - Horror	382	0.74%	138	0.35%	47
Movies Most Often - Science Fiction	2,045	3.98%	1,633	4.14%	104
Movies Most Often - Other	1,232	2.40%	796	2.02%	84
<b>Movies - Type of Movies Attended - Sometimes</b>					
Movies Sometimes - Action/Adventure	6,824	13.27%	5,762	14.60%	110
Movies Sometimes - Animated	9,404	18.29%	6,457	16.36%	89

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Movies Sometimes - Comedy	12,856	25.00%	9,319	23.62%	94
Movies Sometimes - Drama	7,425	14.44%	5,120	12.98%	90
Movies Sometimes - Family/Children Oriented	5,602	10.89%	3,851	9.76%	90
Movies Sometimes - Foreign	3,850	7.49%	2,487	6.30%	84
Movies Sometimes - Horror	4,807	9.35%	2,700	6.84%	73
Movies Sometimes - Science Fiction	8,079	15.71%	3,819	9.68%	62
Movies Sometimes - Other	5,387	10.48%	3,529	8.94%	85
<b>Casinos - Personally Visited in Past 12 Months</b>					
Casinos - Yes	9,201	17.89%	6,057	15.35%	86
<b>Casinos - # Times Visited in Past 3 Months</b>					
# Casinos - None	709	1.38%	468	1.19%	86
# Casinos - 1-2 (L)	4,616	8.98%	2,898	7.34%	82
# Casinos - 3-4 (M)	1,277	2.48%	774	1.96%	79
# Casinos - 5-6 (M)	645	1.26%	572	1.45%	115
# Casinos - 7+ (H)	1,954	3.80%	1,345	3.41%	90
<b>Casinos - Type(s) Visited in Past 3 Months</b>					
Casino Type - Casino	7,558	14.70%	4,691	11.89%	81
Casino Type - Local Charity/Fair Casino	419	0.81%	259	0.66%	81
<b>Lottery Tickets - Bought/Past 12 months</b>					
Lottery Tickets - Yes	23,493	45.68%	16,434	41.64%	91
<b>Lottery Tickets - \$ Spent/Average Month</b>					
Lottery Tickets - Less Than \$5.00	4,813	9.36%	3,252	8.24%	88
Lottery Tickets - \$5.00-\$9.99	3,972	7.72%	2,250	5.70%	74
Lottery Tickets - \$10.00-\$19.99	4,818	9.37%	3,514	8.91%	95
Lottery Tickets - \$20.00-\$29.99	4,319	8.40%	3,045	7.72%	92
Lottery Tickets - \$30.00 or More	5,571	10.83%	4,373	11.08%	102
<b>Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$1 Tickets</b>					
# Lottery \$1 Tickets - 1+	4,632	9.01%	3,616	9.16%	102
# Lottery \$1 Tickets - 1	1,729	3.36%	1,506	3.82%	114
# Lottery \$1 Tickets - 2-3	1,238	2.41%	782	1.98%	82
# Lottery \$1 Tickets - 4+	1,664	3.24%	1,328	3.37%	104
<b>Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$2 Tickets</b>					
# Lottery \$2 Tickets - 1+	4,484	8.72%	2,843	7.20%	83
# Lottery \$2 Tickets - 1	2,133	4.15%	1,529	3.87%	93
# Lottery \$2 Tickets - 2-3	1,267	2.46%	788	2.00%	81
# Lottery \$2 Tickets - 4+	1,084	2.11%	527	1.33%	63
<b>Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$3 Tickets</b>					
# Lottery \$3 Tickets - 1+	5,103	9.92%	3,299	8.36%	84
# Lottery \$3 Tickets - 1	1,871	3.64%	1,560	3.95%	109
# Lottery \$3 Tickets - 2-3	967	1.88%	623	1.58%	84
# Lottery \$3 Tickets - 4+	2,265	4.41%	1,116	2.83%	64
<b>Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$4 Tickets</b>					
# Lottery \$4 Tickets - 1+	3,149	6.12%	2,234	5.66%	92
# Lottery \$4 Tickets - 1	1,701	3.31%	1,171	2.97%	90

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
# Lottery \$4 Tickets - 2-3	602	1.17%	405	1.03%	88
# Lottery \$4 Tickets - 4+	846	1.65%	658	1.67%	101
<b>Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$5 Tickets</b>					
# Lottery \$5 Tickets - 1+	8,789	17.09%	5,576	14.13%	83
# Lottery \$5 Tickets - 1	4,678	9.10%	2,852	7.23%	79
# Lottery \$5 Tickets - 2-3	2,006	3.90%	1,440	3.65%	94
# Lottery \$5 Tickets - 4+	2,105	4.09%	1,285	3.26%	80
<b>Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$7 Tickets</b>					
# Lottery \$7 Tickets - 1+	1,120	2.18%	827	2.10%	96
# Lottery \$7 Tickets - 1	147	0.29%	93	0.24%	83
# Lottery \$7 Tickets - 2-3	186	0.36%	85	0.22%	61
# Lottery \$7 Tickets - 4+	787	1.53%	649	1.65%	108
<b>Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$10 Instant Scratch Lottery G</b>					
# Lottery \$10 Tickets - 1+	3,109	6.05%	1,743	4.42%	73
# Lottery \$10 Tickets - 1	1,054	2.05%	771	1.96%	96
# Lottery \$10 Tickets - 2-3	999	1.94%	447	1.13%	58
# Lottery \$10 Tickets - 4+	1,056	2.05%	524	1.33%	65
<b>Lottery Tickets - Types - # Bought/Average Month - Scratch Games - \$20 Instant Scratch Lottery G</b>					
# Lottery \$20 Tickets - 1+	1,842	3.58%	1,641	4.16%	116
# Lottery \$20 Tickets - 1	772	1.50%	1,005	2.55%	170
# Lottery \$20 Tickets - 2-3	127	0.25%	88	0.22%	88
# Lottery \$20 Tickets - 4+	942	1.83%	548	1.39%	76
<b>Lottery Tickets - Lotteries for Charity - Personally Bought Past 12 Months</b>					
Lotteries for Charity - Yes	6,725	13.08%	5,099	12.92%	99
<b>Lottery Tickets - Lotteries for Charity - Foundation Personally Bought from Past 12 Months</b>					
Lotteries for - Canadian Cancer Society	1,009	1.96%	861	2.18%	111
Lotteries for - Canadian National Institute for the Blind (CNIB)	1,063	2.07%	909	2.30%	111
Lotteries for - Canadian Red Cross Ontario Lottery	66	0.13%	118	0.30%	231
Lotteries for - Heart & Stroke Lottery	1,115	2.17%	940	2.38%	110
Lotteries for - Princess Margaret Hospital	0	0.00%	0	0.00%	
Lotteries for - Sick Children's Hospital	2,573	5.00%	2,459	6.23%	125
<b>Lottery Tickets - Purchased Lottery Online</b>					
Lottery Online - Yes	3,376	6.57%	2,444	6.19%	94
<b>Betting Games - Personally Played Past 12 Months</b>					
Played Betting Games - Yes	427	0.83%	337	0.86%	104
<b>Betting Games - Personally Bought Past 12 Months</b>					
Bought Betting Games - Yes	444	0.86%	365	0.93%	108

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